



For immediate release

NEWS RELEASE

Countdown to special SG50 edition of CapitaLand Volunteer Day begins with launch of #100KHopeHours Challenge Month-long Challenge spurs spirit of volunteerism with online and offline activities, boosted by donations from CapitaLand Hope Foundation

Singapore, 10 September 2015 – CapitaLand Limited has rolled out the CapitaLand #100KHopeHours Challenge to spur volunteerism among its staff, business associates and the community-at-large. The Challenge seeks to advocate the message that everyone can play a part for charity, no matter how small or simple the effort.

Besides making online volunteering opportunities simple and accessible to the public through online and offline platforms, the Challenge focuses on allowing people to understand the difficulties faced by the disadvantaged more directly and personally, in the hope of inspiring them to become more committed volunteers. CapitaLand is also encouraging volunteer participation by committing to boost these efforts with donations from its philanthropic arm, CapitaLand Hope Foundation (CHF).

From today until 3 October, the public can volunteer their efforts by simply playing the three interactive #100KHopeHours online games on <u>www.capitaland.com/100khopehours</u> on their computers or mobile devices. CapitaLand worked with volunteer welfare organisations such as Singapore Association for the Deaf and the Dyslexia Association of Singapore in conceptualising the games. Players can experience and get a sense of some of the hardships faced by the visually and hearing impaired as well as dyslexic children. Each completed game-play earns a heart, which translates to S\$5 in donations from CHF to President's Challenge (PC) 2015.

Turning online participation into real action, players will also be encouraged to make a pledge towards volunteerism by stating the number of hours they wish to dedicate to any charitable cause. To cheer them on, CHF will donate S\$10 for every hour pledged. Members of the public who collect 10 hearts from completed game-plays stand a chance to participate in the CapitaLand Volunteer Day on Saturday, 3 October, which will take the form of a unique SG50 experiential heritage trail this year. This is the first time that the public will be invited to participate in CapitaLand's flagship volunteer activity in Singapore.

Mr Lim Ming Yan, President & Group CEO, CapitaLand Limited, said: "Many people are hesitant about volunteering because they are unsure if they have the time or skills set to contribute to society. With the #100KHopeHours online games, we hope to inculcate in our staff, business associates and the public that every small effort counts. If they can set aside a few minutes to play an online game to volunteer their efforts, their contributions, pooled together, have the potential to help create meaningful impact on the community. For those

who want to do more, they are welcome to complete more game-plays in order to join us on our special SG50 CapitaLand Volunteer Day."

He added: "Everyone can play a part in building communities. By engaging our business associates and the public to join our staff in volunteering, we hope to inspire both organisations and individuals to contribute more to society, beyond donations, through an enriching experience."

The Challenge is the anchor component to the year-long #100KHopeHours global volunteer initiative launched earlier this year to celebrate CHF's 10th anniversary. #100KHopeHours targets to garner 100,000 volunteer hours globally, where every volunteer hour pledged translates to a S\$10 donation to help underprivileged children in Asia in the areas of education, healthcare and shelter.

Donations from CapitaLand #100KHope Hours will benefit underprivileged children 16 years old and below through PC 2015 children's charities The Straits Times School Pocket Money Fund, SportCares Foundation, Care Corner – Teck Ghee Youth Centre, Singapore Association for the Deaf, iC2 Prephouse and Dyslexia Association of Singapore.

CapitaLand #100KHopeHours Challenge online games

The #100KHopeHours online games seek to show some of the hardships that the visually and hearing impaired as well as dyslexic children in the community face, allowing the players to empathise with what they go through. CapitaLand worked with iC2 Prephouse, Singapore Association for the Deaf and the Dyslexia Association of Singapore in conceptualising these games.

Game 1 – Shine a Light

Most of the visually impaired have some level of light perception, ranging from being able to perceive only very bright lights, to low vision where it is difficult to read fine print. This game gives players a sense of how it would be to live in a world where vision is defined by flashes of light. First, players are shown a sequence of light flashes, which they will need to memorise. They will then have to key in the right sequence in a limited amount of time.

Game 2 – What Sign?

Sign language differs across geographies and cultures. But while no sign language between two regions are completely similar, this game teaches players three common hand signs that will come in useful anywhere. Players simply have to match the hand signs to the right meanings in a limited amount of time.

Game 3 – Read Me

People with dyslexia may have difficulty spelling – confusing and mixing up letters, and jumbling up the sequence of letters in words. What would it be like to switch sides and experience the challenges they face in visualising words and letters? Players will have to guess obscured words during the game.

CapitaLand #100KHopeHours Challenge experiential heritage trail

Volunteers will take to the streets of central Singapore on Saturday, 3 October 2015 to discover more about the country's history, learn about some of the hardships faced by disadvantaged children and help fellow Singaporeans in need.

For the first time, CapitaLand staff will be joined by their family and friends, as well as business associates and community volunteers for the CapitaLand Volunteer Day. Together, participants will embark on a five-kilometre experiential heritage trail starting at Capital Tower, and journey through CapitaLand's heritage properties – Ascott Raffles Place Singapore, Clarke Quay, Plaza Singapura and Raffles City Singapore. The trail also covers other heritage sites such as Lau Pa Sat, the Singapore River, Fort Canning Park and the Singapore Art Museum. CHF will donate to PC 2015 as participants complete each of the activities along the trail. *(More information on the heritage sites can be found in the Annex.)*

The trail ends off with an exciting CapitaLand Carnival @ Singapore Sports Hub, where attractive finisher packs await in a bonanza of food, fun and games.

About CapitaLand Limited (www.capitaland.com)

CapitaLand is one of Asia's largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand's listed real estate investment trusts are Ascott Residence Trust, CapitaLand Commercial Trust, CapitaLand Mall Trust, CapitaLand Retail China Trust and CapitaMalls Malaysia Trust.

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ANNEX – Heritage sites

CapitaLand #100KHopeHours Challenge experiential heritage trail

Starting point - Capital Tower

Capital Tower sits on the site of the former headquarters of the Singapore Detective Branch (now known as the Criminal Investigation Department) along Robinson Road.

Completed in 1931, the former detective headquarters was described as 'magnificent' and was believed to have served as Singapore's 'Scotland Yard', boasting an up-to-date photographic studio and departments for criminal records and other branches for crime detection. The Criminal Investigation Department relocated in 1993, and the building was later demolished.

Capital Tower, a 52-storey grade A office building set in a landscaped plaza, was completed in 2000, and it remains the fourth tallest office building in Singapore. It is home to CapitaLand's headquarter offices in Singapore, CapitaHub.

Heritage site 1 - Lau Pa Sat

Originally situated at Telok Ayer near the sea coast, the Telok Ayer Market sold produce that could be picked up directly from boats along the coast. It opened in 1823 as part of Sir Stamford Raffles' commissioned revamp of the Telok Ayer area into a commercial centre. Referred to colloquially as Lau Pa Sat, the market was later relocated to where it currently stands in Shenton Way, to make way for other development projects.

One of Singapore's oldest markets, its iconic octagonal structure was the only one that was preserved out of the five markets that residents living in town used to frequent in the past. It was gazetted as a national monument in 1973.

Heritage site 2 – Ascott Raffles Place Singapore

Sited within Singapore's financial district, the former Asia Insurance Building was the tallest building in Southeast Asia in the 1950s. It was also the first high-rise office building to be built after World War II.

Fondly known as "the Queen", the building was decorated with colourful lights and topped with a giant crown in celebration of Queen Elizabeth II's coronation in 1953. Its designer and architect, Dr Ng Keng Siang, was also the first Singaporean member of the Royal Institute of British Architects.

After a S\$60-million conservation and restoration effort, the architectural icon is now known as Ascott Raffles Place Singapore, a premium serviced residence with 146 apartment units. This Art Deco landmark symbolises Singapore's aspiration to be a key financial and commercial hub.

Heritage site 3 – Singapore River

The Singapore River saw the beginnings of Singapore as an ancient fishing village, Temasek. Legend has it that Sang Nila Utama, a Sumatran prince, once landed along the river and saw an animal believed to be a lion, which lent its name to Singapura, or Lion City. In 1819, Sir Stamford Raffles founded Singapore, landing at the north bank of the Singapore River, a site that is defined by his statue until today.

The Singapore River flourished as an ideal natural artery around Singapore, as trade took place across the archipelago. The river was key to Singapore's rise as an entrepôt in Southeast Asia, laying the foundations to the country's position as one of the busiest ports in the world.

Heritage site 4 – Clarke Quay

Clarke Quay, located near the mouth of the Singapore River, was a key warehousing facility during the colonial era in the 19th century. A flurry of tongkangs (light boats for goods transport) would ferry goods from ships in the harbour to the numerous warehouses that lined the quay.

The port was relocated to Pasir Panjang and the Singapore government began plans to clean up the river and rejuvenate Clarke Quay in the 1990s. Since then, CapitaLand has transformed the place into Singapore's most popular riverfront F&B and entertainment hub for locals and tourists alike. Clarke Quay now comprises five beautifully restored waterfront godowns under a climate controlled canopy lit by coloured lighting, evoking a modern and cosmopolitan ambience amidst tradition and history. It houses more than 50 first-rate clubs, bars and restaurants and will add Zouk – one of the world's top dance clubs – to its line-up next year.

Most of the buildings in Clarke Quay are over 100 years old. Notably, River House is the oldest building in Clarke Quay, and is one of two surviving traditional Chinese mansions in Singapore. Constructed in the 1880s, the mansion has been used as a residence and a godown for gambier and other commodities. In 1993, the building was restored and turned into a restaurant, with the restoration efforts receiving the Urban Redevelopment Authority's Architectural Heritage Award. Two original tongkangs, estimated to be 100 years old, have also been refurbished into floating pubs and restaurants at Clarke Quay.

Heritage site 5 – Fort Canning Park

Since the earliest recorded Singapore history dating back to the 14th century, Fort Canning is a historical park that houses important monuments, believed to be palaces built by the ancestral kings of local settlers. Contemporary archaeological excavation has uncovered relics on the hill suggesting the existence of a regional trading hub prior to the 14th century. Impressed by the historic significance of the hill and the commanding view it offered, Sir Stamford Raffles built his residence (a wooden bungalow) on the hill, after which various rulers and colonial leaders in Singapore followed suit. In 1859, the hill was converted into a military fort.

The hill holds many memories including the inauguration of the Singapore Botanic Gardens, as well as the surrender of Singapore to the Japanese in World War II.

Heritage site 6 – Plaza Singapura

Comprising seven levels and two basements, Plaza Singapura pioneered an all-in-one shopping concept with retail and dining all under one roof. It opened with much fanfare in 1974 as one of Singapore's first and largest multi-storey shopping malls.

Plaza Singapura built a reputation as a family mall with the first Yaohan department store and supermarket in Singapore as one of its earliest anchor tenants. The mall continually reinvents itself to remain relevant to shoppers' aspirations and needs. In fact, the mall just celebrated its 40th anniversary last year! Today, it remains a popular destination mall for family and friends, centrally located along Orchard Road – the world-famous shopping street. The mall continues to refresh its offerings and is home to the first Hamleys toy store in Singapore and other new-to-market brands.

Heritage site 7 – Singapore Art Museum

The Singapore Art Museum sits on the site of the former St Joseph's Institution (SJI). It was the creation of 19th Century French priest-architect Father Lothaire in 1855, and served as Catholic educational institute for boys.

The school was adapted for use as a museum by carefully and skillfully restoring a 140-yearold national monument over a period of two years. Galleries were formed by knocking down classroom walls, and the chapel of the school is now used to house special events such as seminars, film screenings, and installation of contemporary South-east Asian artworks. The Singapore Art Museum is now a creative space for the education of the heritage and arts of Singapore and South-east Asia.

Heritage site 8 – Raffles City Singapore

Built on the former site of Raffles Institution, the first school in Singapore, Raffles City Singapore opened its doors in 1986 and has remained an evergreen favourite.

Known as a "city within a city" that is ideally located atop City Hall MRT interchange and connected to Esplanade MRT station, Raffles City Singapore is an integrated development that houses a shopping mall, an office tower, a convention centre and two hotels.

Raffles City Singapore is remarkable in many ways – it was designed by world renowned star architect I.M. Pei; was the largest commercial development in the 1980s; boasted the world's tallest hotel in 1980s – Swissotel The Stamford (named The Westin Stamford Singapore in the past); and houses one of the first convention centres in Singapore!

Finishing point – Singapore Sports Hub

The state-of-the-art Singapore Sports Hub, which opened in 2014, is located on the former site of the Singapore National Stadium at Kallang.

Home to the 'Kallang Roar', the Singapore National Stadium was opened in 1973 and was symbolic of the country's support for sports and effort to galvanise national pride. Construction work on the stadium began in 1966, just months after the nation's first National Day.

In its 44-year history, the National Stadium was used for many sporting, cultural, entertainment and social events, including the 1983 and 1993 Southeast Asia (SEA) Games, the second-leg final of the 2004 Tiger Cup, and concerts of popular singers including the legendary Michael Jackson. The national icon hosted 18 National Day Parades.

Underpinned by the Singapore government's "Vision 2030" sports master plan, the new Singapore Sports Hub is the first arena in the world to combine world-class sporting infrastructure for football, athletics, rugby and cricket, with community lifestyle and entertainment facilities.

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