

# SINGPOST CENTRE

For immediate release

NEWS RELEASE

## **SingPost Centre, the new one-stop lifestyle destination in Singapore's east is launched today.**

*Singapore, 9 October 2017* – SingPost Centre (新邮中心), the new one-stop lifestyle destination in Singapore's east, is launched today after two years of redevelopment. Housing the country's General Post Office, the flagship of a new Smart Post Office network, and tenants offering a digital shopping experience, SingPost Centre aims to enable next generation retail in a Smart Nation.

Mr Mervyn Lim, Deputy Group CEO (Corporate Services), SingPost, said, "The launch of SingPost Centre underscores SingPost's transformation for a future where technology is changing how people shop, dine and play. Tenants of the mall, including our flagship General Post Office, are rolling out state-of-the-art digital innovations, delivering fresh and exciting experiences that will delight consumers. Committed occupancy as at 30 September 2017 was 80.4 per cent on the back of strong endorsement from tenants on SingPost's Smart Mall concept, as well as our partnership with CapitaLand. We will work off this encouraging start to progressively grow the occupancy level of SingPost Centre."

Conveniently located next to the Paya Lebar MRT interchange station that is on the East-West and Circle lines, SingPost Centre is set to enliven Paya Lebar Central, which is rapidly transforming into a major commercial hub under the Urban Redevelopment Authority's master plan. The five-storey mall from Basement 1 to Level 4 has doubled the gross retail floor area to 269,000 square feet ("sq ft"). In all, SingPost Centre houses up to 130 stores over a net lettable area of 178,000 sq ft that currently include leading brands in fashion, dining, entertainment, fitness and children's enrichment. SingPost Centre is managed by CapitaLand, under a management contract awarded by SingPost in March this year.

### Delighting shoppers with technology-enabled experiences

Unique to SingPost Centre is the **General Post Office ("GPO")**, which at 5,328 sq ft is the country's largest post office. It features state-of-the-art facilities and a heritage corner tracing 150 years of postal services in Singapore. The GPO offers automated services that improve operational efficiency and provides 24/7 access to postal and other essential services. These

include the largest POPStation of 143 lockers, giving customers flexibility to collect and drop off parcels at any time of the day, and SAM kiosks, augmented with a self-service posting box for registered articles – the first in Singapore. Across the corridor from the GPO is SingPost's flagship **Philatelic Store**, which offers the widest range of philatelic products from Singapore and limited edition collectors' items.

Throughout the mall, technology-enabled innovations bring fresh experiences and convenience to shoppers. Delighting cinephiles is Singapore's first all-laser cineplex by **Golden Village**, where award-winning Smart Laser projectors have been installed for all eight screens delivering superior image quality. The cineplex at SingPost Centre also marks the launch of Golden Village's Duo Deluxe theatre featuring sleek and spacious twin leatherette seats that come with lumbar cushions for superior comfort.

At **NTUC FairPrice**, shoppers are greeted by innovations that are designed to reduce the time needed for their grocery runs. The store features the co-operative's well-received scan-and-go system where pre-registered customers collect scanners at the entrance and scan items as they shop before paying at dedicated counters. A new mobile app serves as a shopping assistant to help shoppers identify the shortest route to the product they are looking for. There is also an experiential corner where shoppers may try out new products using augmented and virtual reality. The SingPost Centre branch also takes NTUC FairPrice's popular Click & Collect experience up a notch with new lockers that cater for chilled food products, on top of standard lockers for other groceries.

At **Kopitiam**, diners can earn rewards via the Kopitiam loyalty programme when they order Healthier Choice meals or return their trays at the designated counters.

#### Tantalising taste buds with new concepts and familiar favourites

Foodies can look forward to a wide range of cuisines at SingPost Centre. Anchor F&B tenant Ministry of Food will be unveiling a thematic food hall reminiscent of the old Tanjong Pagar Railway Station, named **Platform M**. This will bring an impressive 10 concepts under one roof, including Hong Kong roast duck and dim sum, Northern Chinese steamed dumplings, Korean street food, Western-style beef steaks, Japanese tempura donburi and fruit juices. A self-service order kiosk system completes the dining experience at Platform M.

In addition, popular Taiwanese hotpot chain **UPOT** has opened its first overseas outlet at SingPost Centre, the first hotpot restaurant in Singapore to serve food on a conveyor belt. The other new-to-market concept is well-known beef noodle restaurant **Núoodle** (牛一嘴) from Lanzhou, China, which makes its noodles in-house. A new kid on the block of Singapore's vibrant bubble tea scene is **HEETEA** (弘韵喜茶), which attracts snaking queues for its cheese milk-foam teas in its home market of Guangzhou, China.

For local fare, check out **HAWKERMAN™**, a new concept by Singapore's Tenderfresh Group, which seeks to preserve the culture and good taste of local hawker delights. Bakery chain

Mayson Bakery is introducing **Kopi & Tarts**, a cafe that combines Singaporeans' love for coffee and freshly baked pastries.

Other familiar favourites in the mall include **Astons Specialities**, **Carl's Jr**, **Châteraisé**, **ENCIK TAN**, **Long John Silver's**, **Maki-San**, **Pu Tien**, **Seoul Yummy**, **Swensen's**, **The Coffee Bean & Tea Leaf**, **Wee Nam Kee Chicken Rice**, **Yoshinoya** and well-loved bubble tea chain **Gong Cha** is set to return to Singapore with its flagship outlet in the mall.

#### Offering a myriad of lifestyle and leisure options

In addition to apparel and accessory stores such as **Peniwarn**, **Skechers** and **SST&C**, SingPost Centre has also assembled a myriad of lifestyle and leisure options for shoppers to unwind and pursue their interests. The enrichment cluster at SingPost Centre includes **Boulder World** rock-climbing gym and **NorthStar Gymnastics & Fitness**, both of which offer programmes that cater to children and adults. There are also complementary service providers such as **Dr. Stretch**, which specialises in sports massage.

At the SingPost Centre education hub, parents of young children can check out **Superland Pre-School**, **Heguru Education Centre** infant and toddler school, **My Greatest Child** book and toy store, and **Victoria EduHub** prep school.

#### Welcoming shoppers with opening specials

As a mall managed by CapitaLand, SingPost Centre shoppers can use CapitaVouchers at participating retailers in the mall and earn STAR\$® under CapitaLand's CapitaStar rewards programme when they spend at the mall.

To celebrate the mall's new opening, SingPost Centre has lined up a series of promotions. The first 3,000 shoppers who spend a minimum of S\$100 (or S\$160 for supermarket receipts) will be eligible to redeem a S\$5 CapitaVoucher each. In addition, to encourage shoppers to reduce their carbon footprint, those taking public transport to SingPost Centre on the weekends from 7 October 2017 to 29 October 2017 may redeem a S\$1 rebate on their EZ-Link cards with any amount spent at SingPost Centre. Terms and conditions apply. For more details, visit [www.singpostcentre.com](http://www.singpostcentre.com).

#### **About Singapore Post Limited ([www.singpost.com](http://www.singpost.com))**

For over 150 years, Singapore Post (SingPost) as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets. Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

**About SingPost Centre** ([www.singpostcentre.com](http://www.singpostcentre.com).)

After undergoing a S\$150 million revamp, SingPost Centre (新邮中心) opened its new retail wing on 3 October 2017. Conveniently located next to Paya Lebar MRT station, SingPost Centre brings together an exciting array of lifestyle and F&B offerings that are set to further enliven Paya Lebar Central. Featuring an industrial chic design aesthetic, the five-storey mall from Basement 1 to Level 4 covers a gross floor area of 269,000 sq ft, double the size of the original. It houses about 130 stores over a net lettable area of 178,000 sq ft that include leading brands in fashion, dining, entertainment and children’s enrichment. SingPost Centre mall is owned by Singapore Post and managed by CapitaLand.

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