

THE CENTREPOINT TO GET MODERN MAKEOVER

Mall to undergo renovation works in \$50 million asset enhancement initiative

Singapore, 18 March 2015 – Frasers Centrepoint Malls today announced plans for The Centrepoint to undertake a \$50 million asset enhancement initiative (“AEI”). This is part of the Frasers Centrepoint Group’s (the “Group’s”) ongoing efforts to boost the shopping experience for The Centrepoint’s customers.



Image 1: View from Orchard Road, The Centrepoint's new entrance

Scheduled to commence this May, the 16-month revitalisation programme will see major renovation works to the ground and basement levels, and an integration of floor plates between the main building and basement annexe. On completion, the mall will sport a more open-concept layout,

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dynamic passage ways, a new tenant mix and reconfiguration of new thematic zones focused on fashion, beauty, lifestyle, sports, dining and the home.

The mall will remain open and continue to trade during the renovation. Marks & Spencer on Levels One and Two and Harvey Norman on Level Three respectively will be vacated to make way for a major reconfiguration to a new gourmet precinct and an expanded fashion zone.



Image 2: Level 2, The Centrepoint's Gourmet Precinct & Fashion Zone

According to Mr. Christopher Tang, Chief Executive Officer of Frasers Centrepoint Commercial, a division of Frasers Centrepoint Limited, the asset enhancement of The Centrepoint is part of an on-going strategic initiative aimed at refreshing the malls within the Group's portfolio. Under this, the Group's past efforts to re-position Anchorpoint, Northpoint, Causeway Point and Valley Point have met with positive reception from tenants and shoppers alike.

The plan to remake The Centrepoint was conceived last year. First off the mark was a new anchor, Metro Department Store, with a new format and look.



Image 3: Metro Centrepoint's Storefront



Image 4: Metro Centrepoint's Men's Department

“We are pleased to announce the AEI and are confident the overall exercise will inject greater vibrancy into the mall. The Centrepoint is one of the most iconic malls of Orchard Road, with many award-winning milestones to its name. Since it opened its doors in 1983, the mall has undergone several makeovers, always returning with more exciting concepts to delight shoppers,” said Mr Tang.

The Orchard Road entrance will see a major revamp with a wider street frontage and greater shop visibility. Passers-by on the walkways facing Orchard Road will be able to directly access basement floors from the entrance at street level, allowing seamless entry. By way of a sunken plaza, the mall's first storey frontage will stream natural light into the mall and provide for cool ventilation.

A new drop-off and pick-up point as well as lay-by will be situated on Level One, providing greater convenience for families with children and the elderly. Shoppers coming in from this new entrance will find themselves immediately at the heart of the mall and within easy reach of all its retail and dining outlets. Renovation works are also aimed at providing greater accessibility to shops and mobility for families, whether they come with strollers, wheelchairs or active toddlers. New way-finding components will be implemented to accommodate the new layout and to ensure a smoother shopping experience.

As part of the mall's new zoning efforts, family-friendly offerings on Level Three will continue to be a highlight at The Centrepoint with plenty of retail and entertainment options for parents and their children.

“The new Centrepoint will offer more exciting retail, dining and lifestyle options for its patrons. The mall’s improved connectivity, expansion of offerings and distinct frontage will certainly create an integrated identity for The Centrepoint,” said Mr Tang.

The AEI is scheduled to complete in the second half of 2016. In addition to the physical enhancements planned, a sustained line-up of activities, events and promotions will be conceived to add new buzz to the mall. 90 of the mall’s current tenants spanning retail, lifestyle and food and beverage will continue to trade. These include brands such as Gap, Metro, Starbucks and Ichiban Boshi to name a few. Frasers Centrepoint Malls will work closely with all stakeholders to minimise any inconveniences to shoppers and business during this time.

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Frasers Centrepoint Malls (星狮地产购物中心)

Frasers Centrepoint Malls (“FCM”) comprises 12 malls – The Centrepoint, Causeway Point, Compass Point, North Point, Changi City Point, Eastpoint Mall, Robertson Walk, Bedok Point, YewTee Point, China Square Central, Valley Point and Anchorpoint. These 12 properties span both urban and suburban areas with over 1,300 shops. Quality retailers in these malls include department store giant *Metro* and supermarket chains *Cold Storage* and *FairPrice*.

In 2014, Frasers Centrepoint Malls was named as a finalist in the *Public Relations and Event* category for “The Frasers Centrepoint Malls Family Monopoly Challenge” and in 2010 it won a Silver Award for *Sales Promotions & Events* for its entry “Take a Stroll in the Gardens of Frasers Centrepoint Malls” in the regional ICSC Asia Pacific Shopping Centre Awards.

The ICSC Asia Pacific Shopping Centre Awards recognises excellence within the region’s shopping centre industry. Awards were given for outstanding achievement in marketing and design or development of retail properties. Frasers Centrepoint Malls is also accredited with the Businesses for Families Mark by the Businesses for Families Council.

For more information on FCM, please visit www.fraserscentrepointmalls.com.

About Frasers Centrepoint Limited (星獅地产有限公司)

Fraser's Centrepoint Limited ("FCL") is a full-fledged international real estate company and one of Singapore's top property companies with total assets of approximately S\$21 billion as at 31 December 2014. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning over 35 cities across Asia, Australasia, Europe, and the Middle-East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Company is also the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Fraser's Centrepoint Trust, Fraser's Commercial Trust, and Fraser's Hospitality Trust, which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit www.fraserscentrepoint.com.