

MEDIA RELEASE

For Immediate Release



Upcoming Shopping Mall is significant addition to the new Punggol Waterfront Project

Singapore. October 25, 2011 – 'Waterway Point' will be the first *suburban* waterfront mall to be developed in Singapore.

Jointly developed by Frasers Centrepoint Limited, Far East Organization and Sekisui House, Waterway Point will provide a fresh retail and lifestyle experience, aimed at adding vibrancy to the Waterfront Town, which is described as the 'Venice of Punggol'. It will serve not only residents in Punggol and the northeast, but also attract visitors islandwide. Waterway Point is the retail component of Watertown, Singapore's first luxurious waterfront development that seamlessly integrates a high quality shopping mall, residences, and a comprehensive public transport network. Its residential component will feature over 900 units comprising suites, SOHO apartments, sky patios, and condominium apartments.

Waterway Point is the first mall to be fully integrated with the primary transport infrastructure comprising Punggol MRT/LRT and the bus interchange opposite. There are walkways linking the entire waterfront promenade, surrounding waterway and parks.

The mall comprises 4 levels inclusive of 2 basements, and has a tenant mix of approximately 30% F&B, 40% retail, 15% entertainment, 15% others (education institutions, banks, civic & community amenities such as a library). Waterway Point is also the first mall to be integrated with a town square and a visitors' centre which will provide an avenue for residents and the public to learn more about the heritage of Punggol through exhibitions and civic/community events. The mall, targeted to be completed in 2015, will boast a first-of-its-kind cinema with an estimated 1,000 seating capacity and boasts the first ever suburban late-night shopping, dining and entertainment concept by the waterfront.

Reputable mall manager

Official mall manager, Frasers Centrepoint Limited (FCL) has over 28 years of retail market experience. Under its umbrella mall brand 'Frasers Centrepoint Malls', it has built strong

tenant confidence over nearly 3 decades, with an emphasis on extensive research and understanding of shoppers' needs and sentiments. Joint promotions are conducted to maximise market reach and penetration. With an established infrastructure, effective leasing, strong branding and economies of scale, FCL has garnered a strong reputation as one of the top mall managers in Singapore, with a stable of 11 malls in its portfolio.

“Frasers Centrepoint is proud to be a part of this strategic mixed-use development. We are confident that Waterway Point will be a key feature in the Waterfront Town of the 21st Century and will be a charming, iconic retail space that will resonate with the community. With our best practices and solid track record in developing and managing malls in Singapore, we will aim to create a unique retail destination that will not only excite the Punggol residents but draw visitors from all over the island”, said Mr Lim Ee Seng, Group CEO, Frasers Centrepoint Limited.

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About Frasers Centrepoint Limited (www.fraserscentrepoint.com)

Frasers Centrepoint Limited (FCL), the wholly-owned property arm of Singapore-listed consumer group Fraser and Neave, Limited, is one of Singapore's top property companies, with total assets close to S\$9 billion. To date, the company has a combined global land bank in excess of 30 million sq ft.

From owning just a single shopping mall in 1983, Frasers Centrepoint has since grown to become an integrated real estate company with a portfolio of residential, commercial and serviced residences spanning 20 countries across Asia, Australasia, Europe and the Middle-East. Frasers Centrepoint is one of the top retail mall managers in Singapore. Its current stable of 11 malls include The Centrepoint, Causeway Point, Northpoint, Anchorpoint, YewTee Point, Compass Point, Bedok Point, Valley Point, Robertson Walk, Changi City Point (to be opened in November 2011), and Punggol Point (under development).

Its serviced residences management company, Frasers Hospitality, has award-winning gold-standard serviced residences in 29 gateway cities. Frasers Property, FCL's international property arm, develops world-class projects in UK, Australia, New Zealand, China, Thailand and Vietnam.

FCL's listed entities comprise Frasers Centrepoint Trust (FCT, a retail trust), Frasers Commercial Trust (FCOT, an office/business space trust) and Frasers Property China Limited (FPCL). As a testament to its excellent service standards, best practices and support of the environment, the company is the proud recipient of numerous awards and accolades both locally and abroad.

About Sekisui House, Ltd

Sekisui House Limited, founded in 1960, is Japan's leading housing construction company with sales last year totaling 1,488 billion yen (¥SGD\$24.94billion) and a current market cap of 541 billion yen (¥SGD\$9.07 billion). The company celebrated the completion in Japan of its two millionth home last Year. (The aggregate market price is based on the stock price of 799yen at the end of Jan 2011). The company has a particular focus on environmental sustainability, completing its first zero emissions home at the G8 Summit in Japan in 2008. In the same year it launched commercial sales of carbon neutral homes “Green First Model” series which delivers the capability of carbon saving up to 100 per cent.

From the company's core business of building detached homes, it expanded into the construction of medium and high-rise buildings as well as increasing its involvement in more comprehensive urban development projects including overseas market such as the joint venture mixed use development in the heart of Punggol area.

Sekisui House is willing to bring their knowledge and experience to the Singapore projects. Knowledge and thoughtfulness from Japan is expected to create additional values to the upcoming Singapore projects. Sekisui House Ltd is a housing construction and property development company listed on three Japanese stock exchanges including the Tokyo Stock Exchange, Osaka Securities Exchange and the Nagoya Stock Exchange. The company is also expanding into Australia, China and USA.

For more information on Sekisui House, visit www.sekisuihouse.co.jp/english

About Far East Organization (www.fareast.com.sg)

Inspiring better lives

Far East Organization is the largest private property developer in Singapore, with a growing reputation for building innovative and functional spaces and providing high quality experiences and value for its customers. Since its establishment in 1960, Far East Organization has been contributing to the transformation of Singapore's urban landscape. It has built more than 700 developments across the full spectrum of real estate in the residential, hospitality, commercial, and industrial sectors. Far East Organization owns and operates the largest corporate leasing and hospitality portfolio in Singapore, including six hotels and 11 serviced residences with over 1200 apartments. In addition to its private development and investment arm, Far East Organization also has two public-listed companies, Orchard Parade Holdings Limited, a hotel and property group, and Yeo Hiap Seng Limited, a 111-year-old industry pioneer of food and beverage products in Southeast Asia.

Far East Organization is the only developer in the world to win six internationally acclaimed FIABCI Prix d'Excellence Awards, underscoring its unique achievements in the international real estate arena.

This release is issued by Siren-Communication on behalf of Frasers Centrepoint Limited. For more information, please contact:

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