

PRESS RELEASE

This Christmas, Waterway Point invites everyone to spread kindness and joy with a virtual high five with Singa the Kindness Lion!



- Throughout the month of December, Waterway Point will be hosting iconic mascot, Singa the Kindness Lion in a campaign that invites shoppers and families to spread kindness throughout the community with words of encouragement and positivity.
- The campaign is a partnership between Waterway Point and the Singapore Kindness Movement, and is titled “**#HighFive with Singa this Christmas!**”. As part of the campaign, a four-metre tall Singa Christmas Tree will be on display at the mall, together with videos of community leaders and school children pledging their acts of kindness and encouragement for others.
- To encourage others to partake in this initiative and spread the Christmas spirit, Waterway Point will donate a 5kg bag of rice for needy families through The Food Bank Singapore for every photo posted on Instagram with a message that spreads kindness, encouragement and positivity throughout community and the official campaign hashtags “**#High5Singa**” and “**#WWPXmas20**”.

SINGAPORE, 26 NOVEMBER 2020

This holiday season, Waterway Point and the Singapore Kindness Movement are inviting shoppers to spread joy, warmth and hope in the community through a thoughtful campaign titled **#HighFive with Singa this Christmas!**, as we draw a close to 2020. Through the campaign, shoppers are encouraged to join Singa the Kindness Lion with a virtual high five, and spread kindness throughout community with simple gestures or messages of encouragement and positivity. With every contribution to this cause, the campaign strives to create a cascading effect of kindness and graciousness throughout Singapore.

“This Christmas may look a little different from preceding years, but the spirit of giving back and gratitude stays rooted with us. With this campaign, we are inviting shoppers to brighten someone else’s day with simple yet meaningful acts of kindness and encouragement. In this way, we hope to bring joy into our mall with a small campaign that highlights how every small act of kindness can go a long way in laying a strong foundation of respect and care in our society, to build a resilient community that is always ready to support and uplift one another,” said **Koreen Koh, General Manager at Waterway Point**.

“Christmas is a season of goodwill to all. It is a time to spread love and hope, even more so in this pandemic. Let’s remember a kind word, a caring call or a helping hand to our loved ones who may be out of sight, but never out of mind. Let’s reach out to our neighbours with a simple act of kindness, making Christmas relevant every single day,” said **Dr William Wan, General Secretary of the Singapore Kindness Movement**.

Rekindling the community spirit

Looking back on the year 2020, we have seen people from all walks of life come together to spread positivity, cheer and kindness to help others overcome unprecedented adversities. Be it a simple gesture of checking in on a loved one or offering to buy groceries for a needy family, these small acts have kindled the community spirit anew, and provided much needed support and encouragement for all.

In celebration of such acts of kindness, and to continue spreading the festive cheer this season, shoppers are encouraged to join the **#HighFive with Singa this Christmas!** campaign to strengthen this collective, caring spirit – one act of kindness at a time. In the month of December, over 50 heartfelt messages of kindness and encouragement from community leaders, local celebrities, kindness ambassadors, SKM VoLKs (Voices of Loving Kindness), and other familiar faces in the community will be displayed on a unique Singa Christmas Tree at the Waterway Point Village Square at Level 1, West Wing.¹ Standing at four metres tall, the Singa Christmas Tree comprises over 50 Singa figurines each holding a message card, and marks the visual centrepiece of the campaign. Video messages will also be shown on television screens at the Village Square, complementing the Singa Christmas Tree for all to join in this collective movement of spreading joy and kindness.

One act of kindness supports a family in need

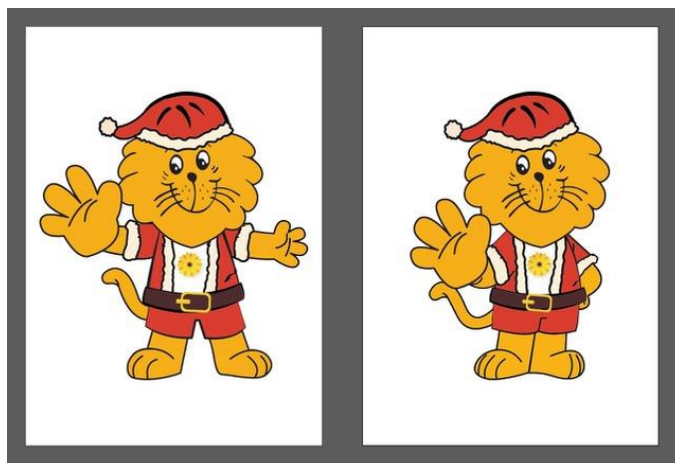


Photo caption: Shoppers are encouraged to join Singa in sharing a symbolic virtual high five (as depicted above) and spread the word on social media.

¹ Refer to Annexe B for the names of some of these ambassadors of kindness, who have penned down their heartfelt messages on the Singa Christmas Tree.

To join in the festivities and pass on these acts of kindness within the community, shoppers can make their own gifts of kindness in front of the Singa Christmas Tree! To do so, they can simply raise their hand for a symbolic high five gesture with Singa, post a photo of their gesture on Instagram with the official campaign hashtags “#High5Singa” and “#WWPXmas20”, and share their own words of encouragement in the captions.

As the mall’s pledge to give back to the community, Waterway Point will donate a 5kg bag of rice for needy families through The Food Bank Singapore for every photo posted with the official hashtags “#High5Singa” and “#WWPXmas20”.² Up to 1,000 bags of rice will be distributed, which can provide up to 16,600 meals across Singapore.

In this way, the **#HighFive with Singa this Christmas!** campaign hopes to brighten this holiday season by encouraging shoppers to take a moment to make someone else happy, create a ripple effect of kindness within the community, and foster a kinder and more gracious Singapore.

Singa memorabilia up for grabs



Photo caption: 10 sets of Singa NDP Limited Edition Box Sets (left) and 50 sets of DIY Singa in a Bauble (right) will be available for shoppers who share their acts and messages of kindness on social media with the official campaign hashtags.

To continue spreading joy and smiles this Christmas, shoppers can also bring home exclusive Singa memorabilia. By posting their messages of kindness on social media, shoppers will stand a chance to receive one of 10 special sets of Singa NDP Limited Edition Box Set and a \$50 Frasers Property Digital Gift Card, or one of 50 DIY Singa in a Bauble – a white mini resin Singa figurine that can be painted or decorated in any way to express their creativity.

² Refer to Annexe A for more details on how shoppers can join the **#HighFive with Singa this Christmas!** campaign and contribute to The Food Bank Singapore.

Shoppers can also choose to gift this iconic kindness mascot to others this Christmas. Exclusively for this Christmas, 450 Singa Plushies (valued at \$19.90) and 550 Singa "Kindness In A Bottle" Eco Bottle Sets (valued at \$28.80) are sure to bring smiles to family and friends! They will be available for shoppers to bring home, with a minimum spend of \$120³ at Waterway Point, to truly embody this season of giving.

Kindness for the year ahead

Any hurdle, no matter how challenging it may be, can be overcome if we stay united and support one another. As we look onward in the year ahead, the **#HighFive with Singa this Christmas!** campaign strives to uplift communities with hope and positivity, and inspire more moments of kindness in our society.

For more information on the full list of activities and rewards for shoppers at Waterway Point for this Christmas campaign, please refer to the appendix below or stay tuned to <https://bit.ly/WWPXmas20!>

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About Frasers Property Retail

Frasers Property Retail is a retail-focused platform under Frasers Property Singapore, a strategic business unit of SGX-listed Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group").

Frasers Property Retail oversees asset, property and development management of the Group's retail assets in Singapore, and management of Frasers Centrepoint Trust. This represents an asset under management size of S\$9.1 billion as at 30 September 2020, including assets held across Frasers Property Singapore, Frasers Centrepoint Trust, and the Group's strategic investments in the AsiaRetail Fund Limited.

Frasers Property Retail's portfolio comprises 15 shopping malls in Singapore, including suburban retail malls in highly-populated areas and integrated mixed-use developments such as Northpoint City, the largest mall in Northern Singapore, and Waterway Point, Punggol's first waterfront development.

About Frasers Property Singapore

Frasers Property Singapore is a strategic business unit of SGX-listed Frasers Property Limited, a multi-national company that owns, develops, and manages a diverse and integrated property portfolio with total assets of approximately S\$38.7 billion as at 30 September 2020.

Frasers Property Singapore owns, develops and/or manages residential, retail, office, business space and business park properties in Singapore. Its business also includes management of office and business space properties in Singapore held by Frasers Logistics & Commercial Trust.

Over the years, it has developed over 21,000 quality homes. It oversees a portfolio of 14 shopping malls and eight office, business space and business park properties. Seven of the retail assets, and two of the office and

³ Present a maximum of 3 same-day, same-mall transactions (minimum \$10 per transaction) via the FRx App on the day of purchase at Customer Service, Level 1 (East Wing). Limited to one redemption per FRx member per day on a first-come, first-served basis and while stocks last.



business space properties are held under Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust respectively.

For more information on Frasers Property Singapore, please visit www.frasersproperty.com/sg

About Frasers Property Limited

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national developer-owner-operator of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$38.7 billion as at 30 September 2020.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit frasersproperty.com or follow us on [LinkedIn](#).

About Singapore Kindness Movement

Kindness is in everyone. The Singapore Kindness Movement (SKM) wants to encourage everyone to start, show and share kindness. We aspire to inspire graciousness - one kind act at a time. By sparing a thought for the people around us, we hope to create a gracious society, and make life better for you and me. SKM is a non-government, non-profit organisation, as well as a registered charity and Institution of Public Character.

For more information on Singapore Kindness Movement, please visit kindness.sg.

FOR MEDIA QUERIES, PLEASE CONTACT:

Black Dot

Gina Peh

T +65 9011 2873

E gina@blackdot.sg

Annexe A: How shoppers can spread kindness and joy for a good cause

For every post on Instagram with the official hashtags, a 5kg bag of rice will be donated to The Food Bank Singapore by Waterway Point.

To join the **#HighFive with Singa this Christmas!** campaign, shoppers can follow these four steps:

1. Snap a photo of themselves doing a high five gesture with Singa Christmas Tree.
2. Share the photo on Instagram and pen down some words of encouragement in the captions.
3. Include the hashtags **#High5Singa** and **#WWPXmas20** in their captions. Shoppers are reminded to set their accounts to public, for ease of tracking.
4. Follow Singapore Kindness Movement (@kindnesssg) and Waterway Point (@waterway_point) on Instagram, for updates on the campaign.

Annexe B: Heartfelt messages from the community

On the Singa Christmas Tree, there will be over 50 messages of kindness and encouragement from community leaders, local celebrities, kindness ambassadors, SKM VoLKs (Voices of Loving Kindness), and other familiar faces in the community displayed. Some of these ambassadors of kindness include:

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|------------------------------|---|
| 1. Alvin Yapp | Co-Founder, The Intan |
| 2. Boo Junfeng | Filmmaker |
| 3. Constance Song | Actress, LNX Global |
| 4. Li Nanxing | Actor, LNX Global |
| 5. Kate Pang | Artiste, Groupe Muller |
| 6. Sun Xueling | Member of Parliament, Punggol West SMC |
| 7. Chan Kim Poh | Doctor, Sengkang Hospital |
| 8. Shayna Ng | National Bowler, Singapore Bowling Federation |
| 9. Vincent Ng | Founder, Wufang Singapore |
| 10. Steven Teo | Parenting Blogger, The "Perfect" Father |
| 11. Amy Ng | Principal, Greendale Secondary School |
| 12. Professor Tan Thiam Soon | Singapore Institute of Technology |