

Frasers Property Singapore unveils new retail brand and service identity to elevate customer experience

- ◆ A unified retail identity, refreshed customer touchpoints and Singapore's first in-store wayfinding rolled out across nine malls, highlighting a people-centred and inclusive retail approach

SINGAPORE, 29 JANUARY 2026

Building on over four decades of shaping the nation's retail landscape, Frasers Property Singapore today announced new initiatives to elevate the Frasers Experience through a unified retail brand and service identity, alongside digital and physical customer touchpoints. Guided by its Purpose – *Inspiring experiences, creating places for good.* – these initiatives reinforce the company's commitment to creating community-first, inclusive and vibrant retail environments that go beyond transactions.

The refreshed experience will be progressively introduced across nine of its 12 managed malls. Key enhancements include a unified retail identity, revitalised concierge counters, roving Service Ambassadors and Singapore's first in-store wayfinding and mapping solution.

These efforts span Frasers Property's retail malls in Singapore, including those owned by Frasers Centrepoint Trust (FCT), which marks its 20th anniversary this year. As Singapore's largest suburban mall owner, FCT's portfolio serves around three million residents within three kilometres of its properties and welcomes nearly 230 million shopper visits annually.

"Malls have long been regarded as a *'third place'*, where people go to besides their home, school or workplace. In Singapore, however, they've evolved into natural extensions of our daily life. As we start thinking of our malls as a *'second place'*, we set out to create places where people feel they belong, and where everyday moments and community connections happen. By bringing service, design and innovation under a unified identity, we hope to deliver a more thoughtful experience at every touchpoint," said **Mr Adrian Tan, Managing Director, Retail, Frasers Property Singapore.**

Elevating the *Frasers Experience*

Central to this transformation is the ambition to evolve Frasers Property's malls from places of commerce into destinations where community and connection thrive. Three pillars guide the approach to shape how Frasers Property Singapore designs, programmes and operates its malls:

- **Connectivity:** Designing vibrant social hubs, spaces and services that bring diverse communities together.
- **Inclusivity:** Ensuring welcoming, barrier-free and seamless experiences for all, including seniors and people with disabilities.
- **Vibrancy:** Creating lively environments through design, programming, placemaking and enhanced engagement.

A unified retail identity grounded in community

Frasers Property Singapore has introduced a refreshed visual system across its participating malls to strengthen recognition and consistency, while allowing each mall to maintain its local character. The updated system brings together key visual elements, including a customised mall landmark, a signature service ribbon and a portfolio-wide endorsement line—to create a cohesive Frasers Experience across digital and physical touchpoints.

Northpoint City

A FRASERS EXPERIENCE

An example of Frasers Property Singapore's new retail brand system at one of its participating malls, Northpoint City, reflecting a more connected and welcoming mall experience.

Each mall now carries the endorsement line “**A Frasers Experience**”, signalling trust, quality and a familiar presence across mall façades, signage, websites, the Frasers Experience (FRx) mobile app and wayfinding systems.

This unified identity enhances clarity and recognition across the portfolio, while still giving each mall the space to reflect the stories and spirit of its surrounding community.

Inspired by the Group's signature brand device, the new **service ribbon** serves as a connector across the malls, reinforcing the brand's retail service promise while expressing the distinctiveness of each neighbourhood.

Together, these elements establish a clearer, more connected and community-anchored identity for Frasers Property Singapore's retail portfolio, enhancing familiarity for shoppers no matter which mall they visit. *(See examples of the new landmarks and applications at Annex A.)*






Directly connected to Yishun MRT station, Northpoint City is among Frasers Property Singapore's participating malls that will adopt the unified retail brand system and enhanced customer touchpoints, including its mall façade. Owned by Frasers Property's retail-focused REIT, Frasers Centrepoint Trust, Northpoint City is the biggest mall in the northern region of Singapore.

Celebrating local heritage and story

The new retail brand and service identity balances portfolio-wide consistency with neighbourhood character through community motifs that celebrate each mall's culture, history and spirit. Co-created with employees and shoppers, these motifs reflect the unique stories of the surrounding communities and reinforce the company's vision of transforming everyday spaces into places of connection and pride.

At Northpoint City, the ‘Pioneering Prosperity’ motif draws from the area’s pineapple plantation origins, while at Hougang Mall, the ‘Swimming in Abundance’ motif is inspired by the historic Kangkar wholesale fish market.

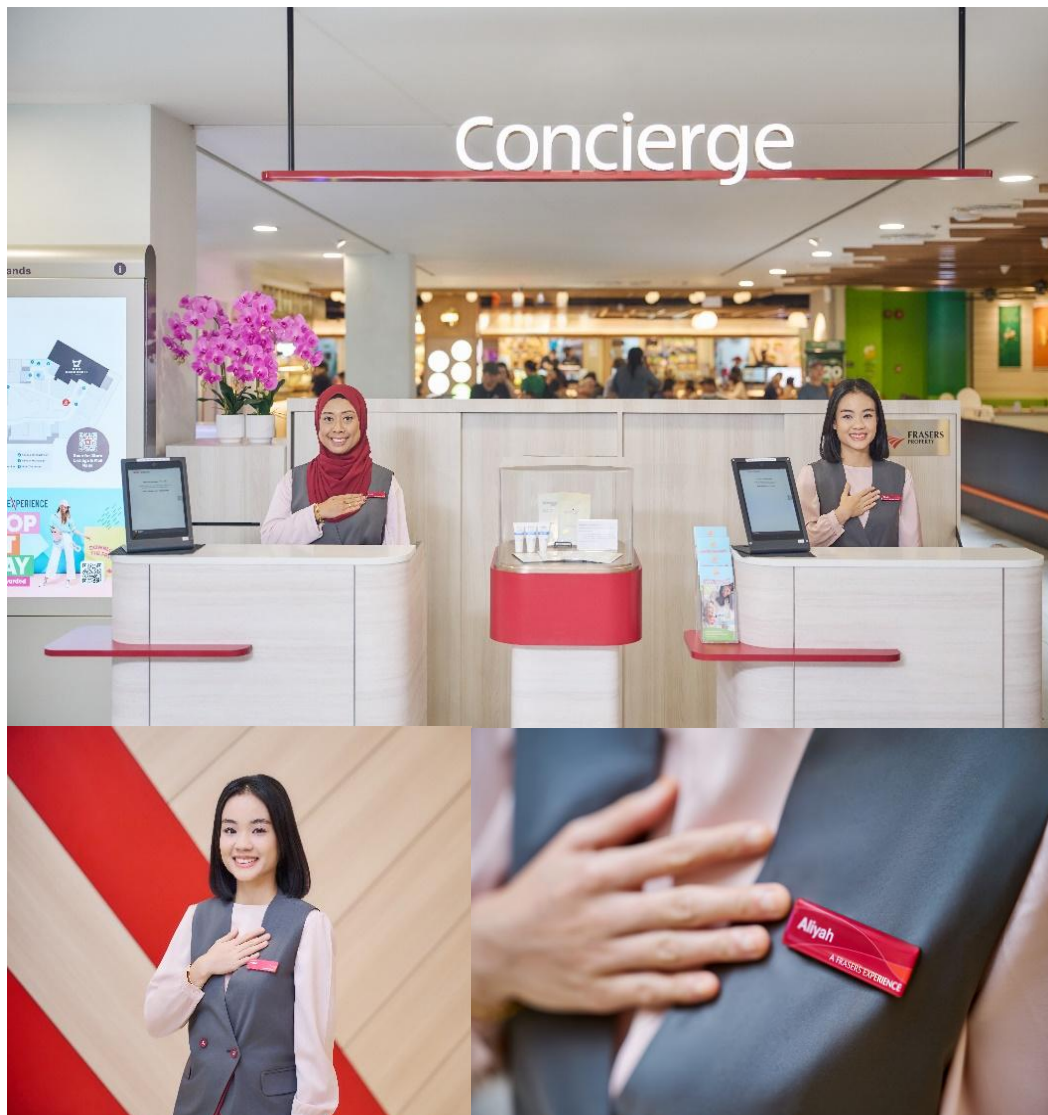
Community motif examples (Subject to changes)	
<p>Northpoint City</p>  <p>Pioneering Prosperity</p> <p><i>Reflects the area’s pioneering pineapple plantation origins. Pineapple, known as ‘ong lai’ in Hokkien (a Chinese dialect), signifies “incoming fortune.”</i></p>	<p>Hougang Mall</p>  <p>Swimming in Abundance</p> <p><i>Inspired by the historic Kangkar wholesale fish market community and symbolising wealth in Chinese culture.</i></p>
	<p><i>An artist’s impression of the application of the ‘Swimming in Abundance’ motif at Hougang Mall. As part of the unified retail brand system, community-inspired motifs are applied to wayfinding totems, guiding shoppers through the mall experience while reinforcing each mall’s unique identity.</i></p>

Applied thoughtfully across touchpoints such as wayfinding totems, these motifs strengthen each mall’s sense of place and deepen the *Frasers Experience* within the communities they serve. (More examples can be found at Annex B).

Redefining service touchpoints with warmth and purpose

Frasers Property Singapore has also revitalised customer-facing service touchpoints, drawing inspiration from the hospitality sector to create warmer and more responsive interactions.

Concierge counters have been redesigned to bring Service Ambassadors closer to shoppers, while roving Service Ambassadors provide real-time assistance on weekends using their digital tablets for guidance and recommendations. To support this elevated service experience, ambassadors have undergone a year-long capability development programme focused on hospitality, service excellence and community engagement. Their refreshed uniforms, featuring first-name tags and designed for comfort and mobility, further reinforce approachability and professionalism.



The revitalised concierge counters and new service ambassador uniforms are designed to deliver a welcoming and professional service, bringing the Frasers Experience to life for every visitor.

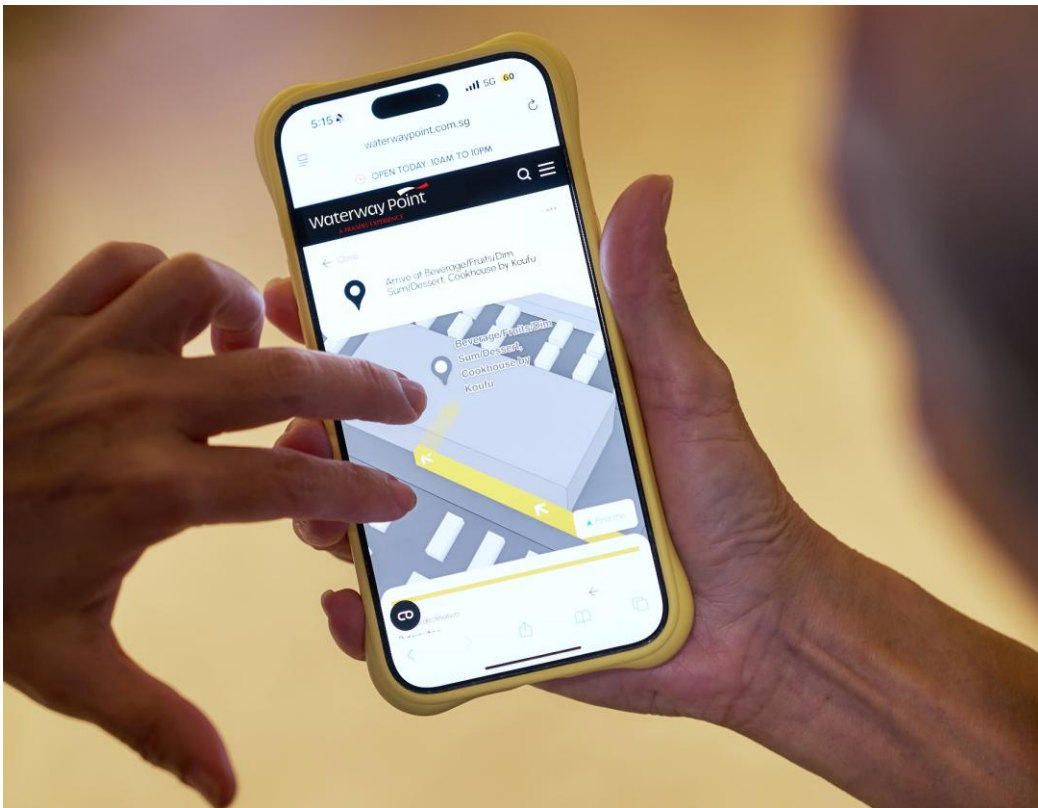
Participating malls will also introduce special promotions via the FRx app and on-ground giveaways, led by the roving Service Ambassadors. *(More details can be found at Annex C).*

These enhancements build on the Inclusion Champions Programme launched in 2023, which equips the Service Ambassadors and tenants' staff to better support individuals with autism, dementia and sensory sensitivities. Through strong tenant partnerships, programmes like Dementia Go-To Points and weekly Calm Hours help make the malls safe and welcoming for everyone. To date, 110 Dementia Go-To Points have been set up with 37 tenants, and 81 outlets offer Calm Hours, reflecting the company's commitment to creating safe, inclusive and welcoming spaces for all.

Enhancing navigation and accessibility

To further improve convenience and accessibility, Frasers Property Singapore has introduced the nation's first in-store wayfinding and mapping solution across its malls, developed in partnership with accessibility advocates, tenants and indoor mapping leader Mappedin.

Available on the [Frasers Experience \(FRx\) mobile app](#), [malls' websites](#) and in-mall wayfinding totems, the solution provides turn-by-turn indoor navigation, barrier-free route guidance and real-time location identification. These features make it easier for visitors, including seniors and persons with disabilities, to navigate the malls with ease and confidence. Additional enhancements will be introduced progressively in the next phase.



The innovative in-mall wayfinding solution enables easy and confident navigation across Frasers Property malls, enhancing accessibility and convenience for all.

Anchored on a legacy of community placemaking

Frasers Property Singapore's malls continue to evolve as vibrant, inclusive retail environments where communities can connect, engage and thrive. Its malls host a spectrum of programmes in partnership with social service agencies, non-profit organisations and government bodies, including Community Chest, Food Bank Singapore, Lions Befrienders, SG Enable, Singapore Red Cross, the Health Promotion Board and the National Heritage Board.

The company is also expanding *Silver Social Spaces*, its portfolio-wide initiative that supports active ageing by engaging seniors in meaningful activities across its malls.

Together, these initiatives define the next chapter of the *Frasers Experience*, creating people-centred retail destinations rooted in community, inclusivity and purposeful placemaking.

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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 operates a diverse and integrated property portfolio.

Frasers Property Singapore owns, develops and operates residential, retail, office and mixed-use properties in Singapore.

Over the years, it has developed over 23,000 quality homes. It oversees a portfolio of 12 shopping malls in Singapore and six commercial properties. Nine of the retail assets and one commercial property are held under Frasers Centrepoint Trust, and another commercial property is held under Frasers Logistics & Commercial Trust.

For more information on Frasers Property Singapore, please visit frasersproperty.com.sg or follow us on [Facebook](#) and [Instagram](#).

About Frasers Property Limited

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multinational investor-developer-operator of real estate products and services. 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\$39.7 billion as at 30 September 2025.

Frasers Property operates across five asset classes: industrial & logistics, retail, commercial & business parks, residential and hospitality. Its businesses span Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in 20 countries.

The Group is the sponsor of real estate investment trusts (“REITs”), Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust, listed on the SGX-ST, as well as Frasers Property Thailand Industrial Freehold & Leasehold REIT and Golden Ventures Leasehold Real Estate Investment Trust, listed on the Stock Exchange of Thailand.

Guided by its purpose of inspiring experiences and creating places for good, the Group promotes an ESG framework that supports long-term value creation through focus areas such as transparent governance, sustainable finance, inclusive communities and reducing our carbon emissions. Frasers Property aims to deliver lasting shared value for its customers, people, investors and communities, while fostering a progressive, collaborative and respectful culture.

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

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ANNEX A

New brand and service identity system at selected Frasers Property Singapore malls

The evolution of the retail brand identity: Previous vs. new landmarks		
Mall	Former landmark of malls	New unified retail landmark
Causeway Point		
Century Square		
Hougang Mall		
Northpoint City		
Tampines 1		
The Centrepoint		
Tiong Bahru Plaza		
Waterway Point		
White Sands		

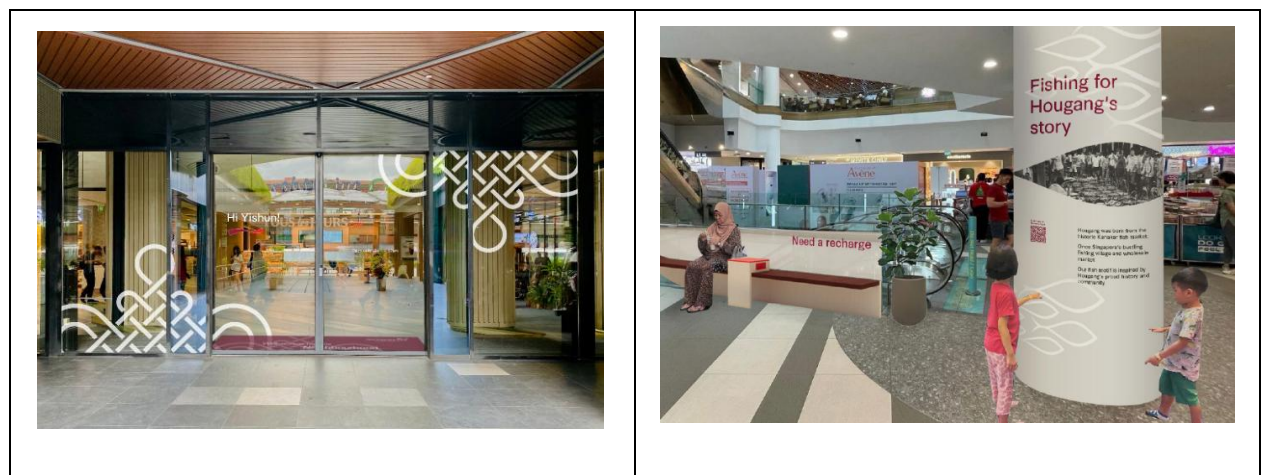




Artist’s impressions of retail malls, including Hougang Mall, Tampines 1 and Tiong Bahru Plaza, showcasing Frasers Property’s mall façades under a unified visual identity. The new retail brand and service identity will be rolled out progressively at participating malls in phases. (Images are indicative and subject to change.)

ANNEX B

Reference illustrations showing concept applications of the motifs across key touchpoints at participating malls.



Sample applications featuring concept illustrations of community-inspired motifs at Northpoint City and Hougang Mall, reflecting the new unified visual identity across in-mall touchpoints. (Images are indicative and subject to change.)



ANNEX C
Promotions at Frasers Property Singapore’s Malls to Celebrate Its New Look and Experience in the New Year

Dates	Promotional Details
Thu, 29 Jan 2026	<p>Upsize Promotion: Everyday Moments, Elevated To mark the launch of the new retail and service identity, Frasers Property Singapore is introducing an exclusive bonus promotion on the FRx App. Shoppers can purchase a \$318 FRx Gift Card for \$300 by entering the promo code <FRX18>.</p>
Fri, 6 Feb & Fri, 20 Feb 2026 Fri, 30 Jan, Fri, 13 Feb & Fri, 27 Feb 2026	<p>Roving Service Ambassadors will be on-site at participating malls to help shoppers redeem exclusive retailer goodies.</p> <p>Shoppers may also follow Frasers Property Singapore’s social channels and participate in ongoing contests for a chance to win additional treats.</p> <p>Frasers Property Singapore: Facebook Instagram Causeway Point: Facebook Instagram Century Square: Facebook Instagram Hougang Mall: Facebook Instagram Northpoint City: Facebook Instagram Tampines 1: Facebook Instagram The Centrepoint: Facebook Instagram Tiong Bahru Plaza: Facebook Instagram Waterway Point: Facebook Instagram White Sands: Facebook Instagram</p>