

## **Fraser's Property debuts multi-market corporate purpose-led campaign anchored on decarbonisation**

- ◆ The Group's first-ever corporate purpose-led campaign builds upon its Purpose – *Inspiring experiences, creating places for good* – initially anchoring on one aspect of its purpose-led journey which is decarbonisation
- ◆ Its Purpose, focused on impact for the Planet, People and Society, is intended to bring targeted direction with tangible sustainable impact and action through collaborative and innovative real estate solutions
- ◆ Multi-market campaign will roll out in Singapore, Thailand, and the United Kingdom from 5 September

### **SINGAPORE, 5 SEPTEMBER 2022**

Fraser's Property today announced the debut of the Group's first-ever multi-market purpose-led campaign. Building upon its corporate Purpose of – *Inspiring experiences, creating places for good* – the campaign reflects its shared Purpose and values across its multinational business. Fraser's Property's Purpose guides the company's strategy, priorities and opportunities it creates for its people. It reinforces the company's focus on innovation and collaboration to create long-lasting value for its customers and partners, while helping address some of society's most pressing issues.

View Fraser's Property's Purpose campaign story [here](#).

"Real estate has such a pivotal role in society in helping to connect and strengthen businesses and communities and making a positive contribution in a rapidly changing world. As a leading multinational real estate company, we are committed to our Purpose to benefit businesses, society and the environment. Whether it is in endeavouring to deliver quality customer experiences, contributing to a better quality of life, becoming a net-zero carbon corporation, or building a more resilient future-ready business – we do see the importance in helping to build a more inclusive and healthier world. We believe in the power of contributing a positive ripple effect to encourage people, businesses and communities to partner us in this shared journey," said Adeline Ong, Senior Vice President, Head of Group Strategic Communications & Branding, Fraser's Property Limited.

Recognising that it is in the business of nurturing thriving communities, Fraser's Property wants to harness the experience and expertise of its people for maximising the potential of its assets to create positive and impactful interactions. To go beyond Environmental, Social and Governance (ESG) considerations, its Purpose explores three interconnected dimensions – Planet, People and Society. Under Planet, the Group is taking a whole-of-environment approach to reduce real estate's reliance on carbon and use safer and greener building materials. Under People, it is assessing its impact at a stakeholder level looking at areas such as Diversity, Equity and Inclusion for its people and communities, as well as Innovation & Learning for its employees. Under Society, it strives to build better connectivity and resilience by reducing inequalities and enabling better access.

### **New digital campaign on decarbonisation**

"While Fraser's Property's Purpose was introduced since the start of last year, this is the Group's first campaign that frames our approach as an inspiring narrative for good, anchoring on one aspect of our purpose-led journey – towards decarbonisation in real estate. Tangible climate action needs the participation of every individual and business. We hope our Purpose inspires more to step forward – by not only collaborating with us in making a better future, but to create value for the benefit of all. It is in this spirit of collaboration that you will see in the Purpose campaign we've launched, to convey ripples of positive change. Individual purpose and action can align with corporate initiatives," Ong added further.

### **Contributing to real estate's efforts for a carbon-neutral future**

Climate change is having far-reaching and debilitating effects on ecosystems and people's way of life. Scientists and experts have warned that urgent action is needed if we are to avoid a global ecological collapse, which would be disastrous to lives and livelihoods. Real estate contributes 40% of carbon emissions globally.

Recognising the need for more industry players to lead the charge in achieving net-zero carbon for a carbon-neutral future, Frasers Property began its sustainability journey early, publishing its first Sustainability Report in 2015. In 2021, Frasers Property announced five sustainability goals to guide a long-term roadmap to achieving carbon reduction across the Group's businesses with the ultimate ambition of achieving net-zero carbon by 2050. Some business units that are further ahead in the journey are expected to achieve net-zero carbon from 2028 onwards. The Group is also leading the charge in green and sustainable financing, having raised over S\$8 billion in green and sustainability loans and bonds to-date. It has also earned numerous accolades and industry recognition in its continuous pursuit of sustainable innovation to make buildings greener and achieve lower carbon intensity.

Achieving carbon neutrality is a long-term commitment, particularly for the built environment. To evidence the work-in-progress across Frasers Property's multinational property portfolio, six properties are being highlighted. These individual examples are just some of the Group's decarbonisation efforts in Scope 1, 2 or 3 emissions. To learn more, please visit this [page](#) on its decarbonisation story.

Elsewhere in Singapore, two of Frasers Property's malls – Tampines 1 and Century Square – operate energy-efficient chillers and have been selected as key injection nodes for the country's first brownfield District Cooling Network, in partnership with the government, Temasek and SP Group. Centralised cooling plants circulate chilled water through the buildings via an underground network of insulated pipes to provide air conditioning. The network can also provide cooling capacity to adjacent buildings in the area.

### **Recognition as a Singapore Champion of Good**

On 1 September 2022, Frasers Property was conferred as a 'Champions of Good' organisation by the National Volunteer & Philanthropy Centre (NVPC) – a testament to the company's progressive efforts in its purpose-led journey and in making positive social impact and experiences for communities. The Company of Good connects organisations to do good strategically, sustainably and impactfully and provides opportunities to like-minded organisations to learn, network and collaborate to deliver positive social impact causes.

### **About the campaign**

Developed with branding agency, Sedgwick Richardson and Frame by Frame, a full-serviced production house based in Singapore, the Purpose campaign follows the refresh of the Frasers Property brand in October 2021. The evolved visual identity was inspired by how Frasers Property wants to drive evolutionary change in what it does with its purpose.

The campaign media buy launches from today with digital, paid social, [frasersproperty.com](https://www.frasersproperty.com) and Frasers Property social channels and a digital content partnership with Bloomberg. Geographies include Singapore, Thailand, and the United Kingdom.

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**About Frasers Property Limited**

Fraser's Property Limited ("Fraser's Property" and together with its subsidiaries, the "Fraser's Property Group" or the "Group"), is a multinational 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\$40.7 billion as at 31 March 2022.

Fraser's 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 20 countries and 70 cities across Asia, Australia, Europe, the Middle East and Africa.

Fraser's Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Fraser's Centrepunkt Trust and Fraser's Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's 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. Fraser's Property (Thailand) Public Company Limited is the sponsor of Fraser's 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 committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on its people, Fraser's Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It is committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Fraser's Property believes in the diversity of its people and is invested in promoting a progressive, collaborative and respectful culture.

For more information on Fraser's Property, please visit [frasersproperty.com](https://frasersproperty.com) or follow us on [LinkedIn](#).

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