



## Media Release

### **Waterway Point Officially Opens** *Consortium gives back to the community*

**Singapore, 19 April 2016** – Frasers Centrepoint Malls today officially opened Waterway Point, its newest mall located in the heart of Punggol. The project's joint consortium of developers also announced its contribution of S\$60,000 to the Punggol Coast CCC Community Development and Welfare Fund, which provides financial and social assistance to underprivileged residents.

Waterway Point is a joint venture by Frasers Centrepoint Limited, Far East Organization and Sekisui House, Ltd. The mall spans 370,824 square feet with a diverse tenant mix to meet the lifestyle and daily needs of the immediate Punggol community and visitors from other parts of Singapore. Waterway Point first opened its doors to the public in mid-January and has since received over 6 million visitors. The high footfall reflects the relevance of the mall to the precinct and the larger Singapore community, and resonates with the mall's plan to provide dedicated community spaces and programmes.

"Waterway Point is a destination of choice in Punggol that meets the changing lifestyles of the community. It brings all the convenience of city living to the residents and provides a scenic getaway for others who are looking for a mall that offers a holistic retail and dining experience. The enhanced convenience, easy accessibility to various transport nodes and close proximity to nature are all winning factors that allow Waterway Point to stand out as the first integrated waterfront development in Singapore," said Mr. Christopher Tang, Chief Executive Officer, Commercial, Frasers Centrepoint Limited.

As part of Singapore's first waterfront eco-town, Waterway Point serves 600,000 suburban dwellers living and working in the vicinity, which makes the focus on being sustainable all the more important. Waterway Point's strategic river frontage and Green-Mark certified transportation infrastructure are qualities fully aligned with the Punggol eco-town vision of enabling better access to green spaces and encouraging an active lifestyle.

Waterway Point is also home to more than 200 tenants across four levels of retail, food and beverage and entertainment outlets. Notable tenants such as home-grown favourites Shaw Theatres and FairPrice Finest, the latter of which operates round the clock, international retailers like Uniqlo, and new-to-suburb brands including London Fat Duck, have reported favourable results since the soft opening earlier this year.

"It is commercially advantageous to establish our presence at Waterway Point because the precinct has shown strong potential. The mall is strategically positioned to serve a growing community and we continue to see high footfall beyond the soft opening period. This is our first outlet away from the town area and we have seen an encouraging flow of diners who are making repeat visits. We are extremely pleased to be a part of the Waterway Point family," said Mr. Javier Goh, General Manager of London Fat Duck.

### **Giving Back to Punggol**

Waterway Point's consortium of owners will donate S\$60,000 to the Punggol Coast CCC Community Development and Welfare Fund and Punggol West CCC to support financially challenged residents in Punggol.

The welfare funds in both Punggol Coast and Punggol West will provide assistance to the less fortunate through education bursary awards, the kindergarten financial assistance scheme and grassroots-run educational initiatives. It will also support programmes that promote social cohesion, racial harmony and civic responsibility. The assistance will help young residents pursue their education and alleviate the financial costs on young families which form the majority of the Punggol community.

### **Embarking on a Journey with the Community**

To commemorate the official opening, Waterway Point also unveiled its community project, *Love is...*, a kaleidoscope of mini murals that celebrate the past, present and future of the Punggol district. Located at the mall's amphitheatre wall, the installation piece was produced under the artistic direction of local architect-turned-artist, Mr. Sun Yu-Li. The work symbolises the start of Waterway Point's journey with the Punggol community. Over 400 Punggol residents contributed drawings that have been reproduced as designs on Italian mosaic tiles, capturing the memories, reflections and dreams of a community full of spirit and life.

"The Punggol estate means a lot to my family because this is where we come home to after a day's work to enjoy time with one another. Taking part in this project was not only a meaningful way for us to have fun together as a family, but it also gives us a sense of belonging having played a part in beautifying Waterway Point. We hope the art pieces will show that despite coming from different backgrounds, we are still one united community in Punggol," said Mr. Jeremy Ratnam, a Punggol resident.

Visitors can view the art installation and participate in other opening celebration activities such as a Mother and Baby lookalike contest, a Labour Day Community Picnic, and an indoor Kids' Carnival with mini sports activities and enrichment classes for young children. More information can be found at [www.WaterwayPoint.com.sg](http://www.WaterwayPoint.com.sg).

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### **About Waterway Point (水滨坊)**

Waterway Point is a four-storey retail and lifestyle hub located in the heart of the new Punggol Town. It is the retail component of Watertown, Singapore's first integrated waterfront residential and retail development. Developed by the consortium of Frasers Centrepoint Limited, Far East Organization and Sekisui House, Ltd, Watertown features a 992-residential unit development in addition to the retail and lifestyle hub.

With a net lettable area of 370,824 sq ft, Waterway Point offers a diverse range of retail, dining, entertainment and education offerings and a stunning view of the Punggol Waterway. Waterway Point aspires to be the flagship waterfront leisure destination for Punggol's residents and visitors across the island.

Waterway Point is managed by Frasers Centrepoint Malls.

For more information on Waterway Point, please visit [www.waterwaypoint.com.sg](http://www.waterwaypoint.com.sg).

### **About Frasers Centrepoint Malls (星狮地产购物中心)**

Frasers Centrepoint Malls ("FCM") comprises 12 malls – The Centrepoint, Causeway Point, North Point, Changi City Point, Eastpoint Mall, Robertson Walk, Bedok Point, YewTee Point, China Square Central, Valley Point, Anchorpoint and Waterway Point. These 12 properties span both urban and suburban areas with over 1,400 shops. Quality retailers in these malls include department store giant *Metro*, high street fashion labels *H&M* and supermarket chains *Cold Storage* and *FairPrice*.

In 2015, Frasers Centrepoint Malls received the **Singapore Retailer's Association (SRA) Retail Awards for "Best Retail Event of the Year"** for the most outstanding retail event organised for consumers by a shopping centre or retail brand and in 2014, it was named as a finalist in the Public Relations and Event category for "The Frasers Centrepoint Malls Family Monopoly Challenge". 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](http://www.FrasersCentrepointMalls.com).

### **About Frasers Centrepoint Limited (星狮地产有限公司)**

Frasers Centrepoint Limited ("FCL") is a full-fledged international real estate company and one of Singapore's top property companies with total assets above S\$23 billion as at 31 December 2015. FCL has four core businesses focused on residential, commercial and industrial properties in the key markets of Singapore, Australia and China, and in the hospitality business spanning more than 70 cities across North Asia, Southeast Asia, Australia, 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 a sponsor and manager of two REITs listed on the SGX-ST, Frasers Centrepoint Trust ("FCT") and Frasers Commercial Trust ("FCOT") that are focused on retail properties, and office and business space properties respectively, and one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust ("FH-REIT") and Frasers Hospitality Business Trust) that is focused on hospitality properties.

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](http://www.fraserscentrepoint.com).

### **About Far East Organization (远东机构)**

#### ***Inspiring better lives***

Far East Organization is the largest private property developer in Singapore. Since its establishment in 1960 by the late Mr Ng Teng Fong, Far East Organization has been contributing to the transformation of Singapore's urban landscape with over 770 developments in the residential, hospitality, retail, commercial, healthcare and industrial space segments, including 50,000 or one in six private homes in Singapore. It is also the city-state's largest private residential landlord and largest hotels and serviced residences operator.

Far East Organization includes three listed entities: Far East Orchard Limited, a hospitality and property group, Far East Hospitality Trust which consists of Far East Hospitality Real Estate Investment Trust and Far East Hospitality Business Trust, and Yeo Hiap Seng Limited, a 116-year-old industry pioneer of processed food and beverage products in Southeast Asia.

Continuing its entrepreneurial heritage to seek new avenues for growth, Far East Organization has built a growing portfolio of quality investment properties and development sites in prime locations across Australia. Today, the Organization has a significant presence in the hospitality, residential and commercial sectors in Australia, having invested A\$2 billion in acquisitions, joint ventures and partnerships since 2013.

Far East Organization is the only developer in the world to be bestowed eight FIABCI Prix d'Excellence Awards, underscoring its unique achievements in the regional and international real estate arena.

For more information on Far East Organization, please visit [www.fareast.com.sg](http://www.fareast.com.sg).

**About Sekisui House, Ltd (积水住宅)**

Founded in 1960, Sekisui House Ltd is the largest leading housing company in Japan specialized in industrialized housing. The company is also involved in a variety of real estate developments, from individual residential projects, condominium developments to mixed use developments. Listed in Tokyo and Nagoya, it has achieved approximately US\$17.1 billion sales and about US\$18.7 billion worth of assets in the fiscal year 2015. As of 2015, the company has built a cumulative 2.2 million houses. Head quartered in Osaka, Sekisui House has more than 120 branches and 5 factories across Japan, as well as overseas offices in Australia, China, Singapore and USA.

For more information on Sekisui House, Ltd, please visit [www.sekisuihouse-global.com/](http://www.sekisuihouse-global.com/).

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