

Frasers Property Singapore to welcome Decathlon as new anchor tenant at The Centrepoint

New anchor tenant is part of Frasers Property Singapore's plans to introduce more experiential concepts to its malls

- ◆ Decathlon is the world's largest sporting goods retailer and this will be the French retail giant's 1st outlet in Orchard Road shopping district
- ◆ Strategic partnership will see Decathlon also opening an outlet at Waterway Point

SINGAPORE, 27 AUGUST 2019

Frasers Property Singapore today announced it will be welcoming Decathlon as its new anchor tenant at The Centrepoint, which is part of its plans to introduce more experiential concepts to its malls. This is also in line with broader plans to rejuvenate the Somerset precinct. The world's largest sporting goods retailer will be bringing its Decathlon Experience to the mall, where it will open its first store in the Orchard Road shopping district. The store is expected to open within the first half of next year. As part of its strategic partnership with Frasers Property Singapore, Decathlon will also be opening an outlet at Waterway Point.

As Singapore's retail landscape evolves, Frasers Property Singapore's partnership with Decathlon as well as other new tenants will help curate more experiential lifestyle concepts and create meaningful new retail experiences for all shoppers.

"Frasers Property Singapore has proactively watched the evolving shopper needs and technology advancements that are impacting the retail environment, which is informing how we are shaping our retail strategy in the long run. Our focus is on how we can best serve the right customer experience to cater to the shoppers, while supporting our tenants' business. We will be introducing more experiential and lifestyle concepts to our malls to ensure we are anticipating the future of malls," said Low Chee Wah, Senior Executive Vice President, Head of Retail & Commercial, Frasers Property Singapore. "Decathlon's omnichannel retail model perfectly complements modern shopping habits and addresses the needs of our customers who seek more active lifestyles today."

Nils Swolkien, Managing Director, Decathlon Singapore, said: "We are excited to open a new Decathlon Experience store at The Centrepoint, which marks our first foray into Singapore's main shopping district. Through our innovative in-store concepts, we want to create vibrancy at The Centrepoint with an engaging retail experience for our customers. We will also be organising regular active lifestyle events such as yoga and zumba classes within the store, as well as collaborate with various sports agencies, academies, and experts to hold regular sports demonstrations, interactions, and talks within the mall. We look forward to a fruitful partnership."

The new Decathlon store at The Centrepoint will tap on various innovative avenues to offer an immersive and activity-based concept that meets the evolving shopping habits of the new generation of tech-savvy consumers. For example, it will incorporate virtual simulations and augmented reality in-store where shoppers will have the opportunity to try out the products in an environment that simulates real-life conditions. This omnichannel concept adds to the experience for shoppers, who are encouraged to test the products at the store before having the option to buy it online.

Decathlon will also be opening a new click-and-collect store at Waterway Point which is an extension of its omnichannel retail strategy. Customers will be able to order their products from Decathlon online and collect from the Waterway Point outlet within two hours. The store will also carry a small range of products for direct sale.

The introduction of Decathlon's unique sporting goods shopping experience to Waterway Point's large base of active shoppers from the northeast of Singapore will further bolster community-centric and work-live-play atmosphere.

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ABOUT FRASERS PROPERTY LIMITED

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Group”), is a multi-national company that develops, owns and manages a diverse, integrated portfolio of properties. 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\$33.6 billion as at 30 June 2019.

Frasers Property's assets range from residential, retail, commercial & business parks, to logistics & industrial in Southeast Asia, Australia, Europe and China. Its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa. The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail, commercial & business parks, and logistics & industrial 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, Frasers Property Thailand is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on logistics and industrial properties in Thailand and is listed on the Stock Exchange of Thailand.

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

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\$33.6 billion as at 30 June 2019.

Frasers Property Singapore comprises businesses including real estate investment trusts (REITs) that build, own, develop and/or manage residential, retail, and office, business space and business park properties in Singapore, Australia and the United Kingdom.

Over the years, it has developed over 21,000 quality homes. It oversees a portfolio of 12 shopping malls and 11 office, business space and business park properties. Six of the retail assets, and six of the office, business space and business park properties are held under SGX-listed Frasers Centrepoint Trust and Frasers Commercial Trust respectively, which are REITs managed by Frasers Property Singapore.

At Frasers Property Singapore, experience matters. With a strong reputation for quality and deep local knowledge, the organisation is committed to delivering enriching and memorable experiences for customers and stakeholders.

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

FOR MEDIA QUERIES, PLEASE CONTACT:

Black Dot

Benjamin TAN
+65 9770 4718
benjamin@blackdot.sg

Gillian PINTO
+65 9682 3735
gillian@blackdot.sg