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MEDIA RELEASE

New mall at Sengkang commercial site officially named "The Seletar Mall"

Singapore, 21 August 2012 - The Seletar Mall Pte Ltd, a joint venture company between Singapore Press Holdings Limited (SPH) and United Engineers Limited (UEL), was awarded the tender for a 99-year leasehold commercial site at the junction of Sengkang West Avenue and Fernvale Road, by the Housing and Development Board (HDB) in January 2012. This new mall has now been officially named "The Seletar Mall" and its construction will be completed at the end of 2014.

The Seletar Mall is 70 percent owned by SPH and 30 percent owned by UEL.

The Seletar Mall will be a family oriented shopping mall. The design intent is to create a friendly, comfortable and pleasant environment to encourage shoppers to spend longer quality time in the mall. This is achieved through the clarity of retail circulation and space planning both horizontally and vertically, creating interesting architectural spaces, the introduction of natural lighting and thoughtful material selection.

The mall is positioned to cater to the convenience, lifestyle and dining needs of existing residents as well as those in the upcoming new residential developments in the vicinity, consisting of HDB Built-To-Order flats, private condominiums and landed properties at the Seletar estate. The new mall will enjoy a catchment (within 5 km) of 730,000 residents and a working population of 47,000, including the Aerospace Park, slated for completion in 2013.

The mall will have a gross floor area of 284,000 sq ft and net let table area of 188,000 sq ft, spread over four levels above ground, and two basement levels. The four- storey retail podium above the ground creates a less imposing building facade, and allows a friendlier suburban shopping experience. A variety of key anchor tenants are strategically planned to attract shoppers to various locations within the mall. These include a Cineplex on the 4th storey, a food court on the 3rd level, anchor retail shops at the 1st, 2nd and 3rd storey, and a good-sized supermarket at Basement 2.

The unique triangular-shaped site with three corner nodal points allows entry from Fernvale LRT station, corner junction of Fernvale Road and Sengkang West Avenue, as well as Fernvale Road. All entrances direct pedestrians to a four-storey high atrium, serving as the central feature of the whole mall. Within this atrium is the main event space flanked at two ends by the escalators that connect to basement levels and upper floors.

The retail planning is based on a wide single loaded retail corridor organised around the voluminous atrium space. This provides a simple and friendly shopping experience and also allows visual connectivity between floors. A large clerestory skylight perched above the atrium allows natural light to enter the mall, thereby ensuring a cheerful atmosphere throughout the day. The shopping floors recede from the 2nd storey to the 4th storey in a terracing manner, allowing a clear view of activities at the lower levels, and particularly, the main event space. Roof gardens outside the food court and the Cineplex offer an outdoor experience with views of lush greenery.

About 390 car park lots are provided at Basements 3, 4 and 5. To ensure user friendliness, the driveway, ramp and car park lots are designed with widths wider than the norm.

Environmentally-sustainable design features and energy efficient mechanical and electrical systems are carefully selected such as high efficiency water cooled chiller plants, installation of LED lights within the mall, lift cars and escalators with sleep mode function, and carbon monoxide sensors in the carpark to regulate demand for mechanical ventilation. Non-potable water including rain water harvesting will be used for landscape irrigation and washing of some areas in the mall.

The Seletar Mall is easily accessible to all shoppers - it is connected to the Fernvale Light Rail Transit (LRT) which is seamlessly linked to the Sengkang North East Line (NEL) MRT/LRT station and the Sengkang bus interchange. It is also located near expressways, including the Tampines Expressway and Central Expressway.

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About The Seletar Mall Pte Ltd

The Seletar Mall Pte Ltd is a joint venture company between Singapore Press Holdings (70%) and United Engineers Limited (30%). It owns The Seletar Mall, a 99-year leasehold mall located at the junction of Sengkang West Avenue and Fernvale Road.

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Southeast Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

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Beyond print, the Internet editions of SPH newspapers enjoy over 330 million page views with 18 million unique visitors every month. Apart from SPH AsiaOne portal, SPH's online and new media initiatives include an online marketplace for products, services and employment, ST701; Stomp, omy.sg, and The Straits Times RazorTV. SPH also launched The Straits Times' iPad and enhanced iPhone applications, an Android smartphone application and The Business Times Weekend's iPad application. SPH's Chinese flagship newspaper Lianhe Zaobao has also launched its digital platforms which include a web application, as well as online and PDF versions.

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Events and Out-of-Home Advertising

SPH's events subsidiary Sphere Exhibits organises innovative consumer and trade events and exhibitions. In addition, SPH has ventured into out-of-home (OOH) advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's leading Digital Out-of-Home advertising company.

Properties

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. Its latest retail development, The Clementi Mall, started business operations in 2011. SPH's wholly-owned subsidiary, Times Development Pte Ltd, has also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

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