

## For Immediate Release



## Media Release

### Topping Up Ceremony at The Seletar Mall

**Singapore, 25 July 2014** - The Seletar Mall, targeted to open in mid-November 2014, conducted its topping up ceremony on 25 July, as part of Singapore Press Holdings Ltd's (SPH) 30<sup>th</sup> anniversary celebrations this year.

The four-storey mall, with two additional basement levels of retail, is a joint venture between SPH and United Engineers Developments Pte Ltd (UED). Its appointed main contractor is Kajima Overseas Asia Pte Ltd (Kajima).

The topping up ceremony was officiated by the event's Guest of Honour, Dr Lee Boon Yang, Chairman, SPH, together with Mr Tony Mallek, Chairman, The Seletar Mall Pte Ltd, Mr Norman Ip, Chairman of Corporate Office, United Engineers Limited, Mr Seigo Takahashi, Kajima and Dr Lam Pin Min, MP and Grassroots Advisor for Sengkang West GROs.

The Seletar Mall, which has a gross floor area of 284,000 sq ft and net lettable area of 188,000 sq ft, is now over 90 per cent leased and has secured more tenants to provide a complete shopping, entertainment and enrichment choices for parents and children at the family-oriented shopping mall.

Three major tenants – UNIQLO, BHG and Amore Fitness, are added to the committed anchors FairPrice Finest, Shaw Theatres and Foodfare, to provide a comprehensive shopping offer and experience.

UNIQLO, the Japanese casual clothing company, is occupying 9,300sf retail space; BHG departmental store occupies 9,100sf; and Amore Fitness, a fitness centre just for the ladies, has taken up a 6,700sf space to offer fitness classes and spa services specially designed for women.

BHG spokesperson said: "BHG is extremely proud to work with SPH again (the second one with SPH after The Clementi Mall). With the mall's prime location and huge market potential, BHG is confident that it can meet the needs of its customers in this new catchment in the North-West area and cultivate yet another loyal base of shoppers as it continues to deliver on its core propositions of quality, value and service."

Ms Jasmine Teo, COO and Founder of Amore Fitness, said: "The Seletar Mall houses our first Amore Fitness & Boutique Spa outlet in the Northeast region. It is definitely an added convenience. Our members and all of us at Amore Fitness are very excited!"

Addressing the needs of the residents staying at Sengkang, Hougang, Punggol, Seletar and Ang Mo Kio vicinity whose demographics are mainly young couples and parents with young kids, there will be tuition and learning centres that offer enrichment courses ranging from languages to art and music.

Some of these tenants include Mavis Tutorial Centre, Mind Stretcher, Vienna Music School / Vienna Piano Company, Hi Art – fine art lessons for both children from two and half years old and adults, and HAN Language Centre – a Chinese Language and tuition centre with specifically designed study materials and teaching methods to cultivate more interest in the language.

POPULAR Bookstore will occupy a 3,900sf shop space at Level 3 of the mall to retail a comprehensive range of merchandise that includes books, stationery, multimedia, music and audio-visual products.

Mothercare, the most trusted retail specialist in newborn and parenting products with a strong reputation in providing quality and safe products for all mothers, mothers-to-be, babies and young children, will occupy a 2,263sf space.

Parents can get baby necessities and educational toys from Lamkins - a one-stop station for toddlers and learning babies, 1010 Mother & Child Essentials and BB Spa.

Hokey Pokey, a 3,000sf haven for children age 6 months to 6 years old, to play safely, explore freely and develop their sensory and motor skills whilst having loads of fun.

The Seletar Mall aims to provide a comfortable and enjoyable experience for both parents and children. There will be child friendly facilities such as the nursery rooms, changing stations as well as an outdoor play area at the roof garden.

Dr Lee Boon Yang, Chairman of SPH, said:"The Seletar Mall is SPH's latest retail property development, following the success of Paragon and The Clementi Mall, which are now under SPH REIT. When Seletar Mall opens for business at the end of this year, it will cater to the needs of residents in the vicinity as a family-oriented shopping mall. We will provide a great retail mix and an enjoyable shopping experience."

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For media enquiries, please contact:

Ms. Eileen Quay  
Manager  
Advertising & Promotions  
The Seletar Mall Pte Ltd  
Tel: 6830 3813  
Email: [eileenquay@paragonsc.com.sg](mailto:eileenquay@paragonsc.com.sg)

Ms. Vanni Cheong  
Assistant Manager  
Corporate Communications & CSR  
Singapore Press Holdings Limited  
Tel: 6319 1553  
HP: 9617 4713  
Email: [cvanni@sph.com.sg](mailto:cvanni@sph.com.sg)

### **About The Seletar Mall**

The Seletar Mall (利达广场) is a four-storey mall, with five-basement levels (including 3 basement carparks), by Singapore Press Holdings Limited (SPH) and United Engineers Development Pte Ltd (UED). This joint venture mall is conveniently located at the junction of Sengkang West Avenue and Fernvale Road and is highly accessible via the Sengkang North East Line (NEL) MRT/ Fernvale LRT station, with bus routes connecting to the Sengkang bus interchange and two main expressways, Tampines Expressway (TPE) and Central Expressway (CTE).

The Seletar Mall, with a net lettable area of 188,000 sq ft, is positioned as a family oriented shopping mall with retail and F&B spread over four levels above ground plus two basement levels.

The Seletar Mall will enjoy a catchment of 320,000 residents living in HDB flats, private condominiums and landed homes located within 3 km radius of the mall. Apart from the residential catchment, there is also a good-sized working population at the Seletar Aerospace Park next to Seletar Airport and the Ang Mo Kio Industrial Park.

### **About Singapore Press Holdings Ltd**

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