

Media Release

## Kallang Alive Sport Management partners CapitaLand to refresh retail experience at Singapore Sports Hub

- Kallang Wave Mall patrons to enjoy CapitaStar and eCapitaVoucher programme



*Kallang Wave Mall*

**SINGAPORE, 10 NOVEMBER 2023** – Kallang Alive Sport Management (KASM) is pleased to announce the appointment of CapitaLand as its new retail operator for a term of six years, from 1 April 2024 to 31 March 2030. CapitaLand will manage the Kallang Wave Mall as well as other retail spaces located at the Singapore Sports Hub. The current operator is Stellar Alpha who has managed the spaces since the Singapore Sports Hub opened in 2014.

Headquartered in Singapore, CapitaLand is one of Asia's largest diversified real estate groups with a strong network of over 70 malls in Singapore, China, Malaysia and Vietnam. From 1 April 2024, CapitaLand will partner KASM to oversee and manage the 41,000 square metres of commercial space at the Singapore Sports Hub. In addition, CapitaLand will introduce CapitaStar, Singapore's leading

lifestyle and shopping rewards programme, and eCapitaVoucher at Kallang Wave Mall, and work with tenants and strategic partners to organise attractive mall programmes and activities for patrons.

Concurrently, CapitaLand will collaborate with KASM to review plans aimed at transforming patrons' experiences. This process involves refreshing the retail mix and offerings, reconfiguring spaces to enhance the overall ambience, and better integrating the retail areas with the surrounding precinct spaces. While this review and the proposed works will require time to complete, they will ultimately rejuvenate the lifestyle, dining and entertainment scene, complementing and elevating experiences for all patrons visiting the Singapore Sports Hub.

Quek Swee Kuan, Chief Executive Officer, KASM said, "We thank Stellar Alpha for journeying with us and providing a platform for our next stage of growth. The Kallang Wave Mall is an important part of the Sports Hub experience and we look forward to working with CapitaLand to transform the retail experience. We want the Sports Hub to become an exciting lifestyle precinct, attracting both Singaporeans and tourists to visit the Sports Hub all year round."

Mr Chris Chong, Chief Executive Officer of Retail & Workspace (Singapore & Malaysia), CapitaLand Investment, said: "As Singapore's largest mall operator, we offer our best-in-class retail operating platform to elevate the vibrancy of the retail spaces at the Singapore Sports Hub. We are pleased to partner KASM to support their envisioned transformation of the Hub and the wider Kallang precinct as the preferred lifestyle and entertainment hub for locals and tourists alike."

Since taking over management of the Singapore Sports Hub, the KASM team has embraced as its core vision, the establishment of Kallang Alive and Singapore Sports Hub as the leading sports, entertainment and lifestyle destination in Asia. A core part of the KASM team's strategy has been to dynamically pivot to actively and thoughtfully curate a line-up of bespoke experiences. These experiences would span world-class marquee events, international sports tournaments and community-centric activities catering to Singaporeans and the regional market alike, with the view to bringing Kallang alive. The appointment of CapitaLand as the new retail operator for the Singapore Sports Hub complements this strategy and adds a new dimension to the bespoke experiences patrons can anticipate.

All media assets can be found [here](#).

**###**

Jointly issued by: Kallang Alive Sport Management and CapitaLand Investment Limited (Co. Regn.: 200308451M)

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## **ABOUT SINGAPORE SPORTS HUB**

Singapore Sports Hub is an iconic, premier destination offering sporting, entertainment and lifestyle experiences for all to enjoy. This world-class development is managed by Kallang Alive Sport Management Co Pte Ltd (KASM). It offers programming that comprises international recreational and competitive events, live entertainment as well as activities that cater to the broader community. The Singapore Sports Hub aims to serve the sporting and entertainment needs of people from all walks of life.

Home to unique world-class sports facilities within the city, the Singapore Sports Hub plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running & cycling paths.

For more information, please visit the Singapore Sports Hub:

Website: [www.sportshub.com.sg](http://www.sportshub.com.sg)

Facebook: [@sqgsportshub](https://www.facebook.com/sqgsportshub)

Instagram: [sgsportshub](#)

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**ABOUT CAPITALAND INVESTMENT LIMITED ([www.capitalandinvest.com](http://www.capitalandinvest.com))**

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 September 2023, CLI had S\$133 billion of real estate assets under management, and S\$90 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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