



## News Release

**For Immediate Release**

**17 November 2007**

### **CapitaLand Hope Foundation and CapitaLand Retail partner UNICEF and Singapore's Community Chest in Inaugural Charity Drive**

*CapitaLand Hope Foundation pledges a total sum of S\$500,000*

**Singapore, 17 November 2007** – CapitaLand Limited (“CapitaLand”), through CapitaLand Retail Limited (“CapitaLand Retail”) and CapitaLand Hope Foundation (“CHF”), is partnering with Community Chest and the United Nations Children’s Fund (UNICEF) to officially launch a cross border “Building for Our Future” charity drive that spans Singapore, China, Japan and Malaysia. Under this initiative, in Singapore, selected children’s charities supported by Community Chest will be key beneficiaries while overseas, in China, Japan and Malaysia, the United Nations Children’s Fund (UNICEF) will be the sole beneficiary. The inaugural charity programme was officially launched by the President of Singapore, Mr S R Nathan, at Plaza Singapura, in conjunction with the Orchard Road Christmas light-up 2007. The official launch was attended by over 300 guests comprising Ambassadors to various countries, Singapore Government officials, representatives from various charitable organisations, local and foreign corporate organisations, Singapore and international media, and CapitaLand Retail’s tenants.

Mr Pua Seck Guan, CEO of CapitaLand Retail Limited, said, “We are pleased to partner with Community Chest and the United Nations Children’s Fund (UNICEF) in this extremely meaningful charity drive through our newly established CapitaLand Retail Care+ Series. CapitaLand Retail Care+ Series is a dedicated programme established with the aim to further our corporate social responsibility goals, particularly in countries where we operate. We believe in having a leadership position not only for our retail mall operations in Asia but also a strong position in corporate social responsibilities particularly in countries where we operate. Launching this inaugural event to tie-in with the season of giving at Plaza Singapura, the first shopping mall in Orchard Road makes this a memorable milestone. We look forward to the active participation of our shoppers to make this Christmas extra special for the children supported by the beneficiary institutions.”

Mr Lim Chin Beng, Chairman of CapitaLand Hope Foundation, said, "CapitaLand Hope Foundation is glad to support Community Chest and UNICEF this year. Christmas is a time for sharing and caring. We are happy that we are playing our part to help children in Singapore and other parts of Asia. Children are our hope for the future and hence, CapitaLand Hope Foundation's focus is to support underprivileged children in their educational, healthcare and living needs."

### **Mechanics of "Building for Our Future"**

"Building for Our Future" programme will run concurrently in seven CapitaLand Retail malls across four countries, namely Singapore, China, Japan and Malaysia. In Singapore, every S\$50 spent at the participating malls will entitle shoppers a chance to build a Christmas ornament, using LEGO bricks sponsored by LEGO, to be hung on the charity Christmas tree at the participating mall. CHF will donate S\$5 for every Christmas ornament displayed on the Christmas tree at the end of the charity drive period. All donations collected from Singapore will be given to selected children charities supported by Community Chest. Donations from the other three countries will be donated to the United Nations Children's Fund (UNICEF). CHF is pledging a total sum of S\$500,000 for this inaugural series which end on Christmas Day, 25 December 2007.

### **Mechanics Outline At Each Participating Mall**



| Country   | Participating Mall                                                                                      | Participating Period                                                                                                 | Minimum Spend  | Donation per Ornament Built |
|-----------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------|
| Singapore | <ul style="list-style-type: none"> <li>Plaza Singapura</li> <li>IMM</li> <li>Tampines Mall</li> </ul>   | <ul style="list-style-type: none"> <li>18 - 25 November</li> <li>1 – 9 December</li> <li>15 - 25 December</li> </ul> | Every S\$50    | S\$5                        |
| China     | <ul style="list-style-type: none"> <li>Wangjing Mall, Beijing</li> <li>Raffles City Shanghai</li> </ul> | <ul style="list-style-type: none"> <li>1 – 9 December</li> <li>15-25 December</li> </ul>                             | Every RMB100   | RMB10                       |
| Japan     | <ul style="list-style-type: none"> <li>ViVit SQUARE, Greater Tokyo</li> </ul>                           | <ul style="list-style-type: none"> <li>15&amp;16, 22-24 December</li> </ul>                                          | Every JPY2,000 | JPY200                      |
| Malaysia  | <ul style="list-style-type: none"> <li>Gurney Plaza, Penang</li> </ul>                                  | <ul style="list-style-type: none"> <li>2 – 15 December</li> </ul>                                                    | Every RM100    | RM10                        |

### **Supported By:**



### **About the CapitaLand Hope Foundation**

The CapitaLand Hope Foundation was officially launched on 21 November 2005 in conjunction with the CapitaLand 5th Anniversary Celebration. It furthers CapitaLand's corporate social responsibility commitment to fulfill CapitaLand's credo of "Building People" - to build not only offices, homes and malls, but also a better future for underprivileged children. This is one of the first foundations created by a Singapore real estate company. The Group was also one of the first companies in Singapore to extend three days volunteer service leave to all staff each year. CapitaLand allocates 0.5% of the Group's net profit to the Foundation every year. CapitaLand Hope Foundation's focus is to support programmes for the education, healthcare and shelter needs of underprivileged children.

### **About CapitaLand Group ([www.capitaland.com](http://www.capitaland.com))**

CapitaLand is one of the largest listed real estate companies in Asia. Headquartered in Singapore, the multinational company's core businesses in real estate, hospitality and real estate financial services are focused in gateway cities in Asia Pacific, Europe and the Middle East.

The company's real estate and hospitality portfolio spans more than 100 cities in over 20 countries. CapitaLand also leverages on its significant real estate asset base, financial skills and market knowledge to develop real estate financial products and services in Singapore and the region.

The listed subsidiaries and associates of CapitaLand include The Ascott Group, Australand, CapitaMall Trust, CapitaCommercial Trust, Ascott Residence Trust, CapitaRetail China Trust and Quill Capita Trust.

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**Jointly Issued by CapitaLand Limited (Company Registration No. 198900036N)**

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