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CapitaLand launches "Building a Greener Future" programme

Programme taps on developer's extensive real estate footprint to spread the green message

Singapore, 15 May 2008 – CapitaLand Limited ("CapitaLand") today announced that it has officially launched its "Building a Greener Future" programme. Dr Yaacob Ibrahim, the Minister for the Environment and Water Resources, officiated at the launch. The programme aims to reinforce CapitaLand's commitment to Building People by encouraging the public to adopt a green lifestyle and leave a 'green legacy' for future generations.

The launch today marked the start of a series of green initiatives by CapitaLand. The first initiative is the CapitaLand Green-Shopping Bag. Although the idea of a re-usable shopping bag is not new, however, CapitaLand's shopping bag comes with a loyalty programme that rewards users and encourages green shopping habits. Some 100,000 shopping bags will be given away to CapitaLand mall tenants, who in turn will give them away to shoppers.

Starting tomorrow, there will also be 168 customised CapitaLand recycling bins for paper, metal and plastic materials, strategically placed inside CapitaLand malls, offices and Ascott serviced residences. This further encourages our shoppers, tenants and residents to recycle, by making it convenient for them to do so.

A colourful and cute mascot called CapitaFrog, has been specially designed and created to help etch the green message in the minds of the general public.

Mr Liew Mun Leong, President and CEO of CapitaLand Group, said: "CapitaLand is happy to use its extensive real estate footprint to help spread the green message to as many individuals as possible. Today's event highlights but two of many other initiatives that we will launch over the next few months. While each initiative may appear modest in itself, we hope we can create a combined ripple effect that results in a greater green awareness."

Mr Liew added: "Initiatives like giving out green shopping bags and placing recycling bins emphasise individual effort, as each of us plays a small but important role in environmental protection. We would like to harness as much individual effort as possible to encourage the greater adoption of a green lifestyle among the larger public. In this way, we can leave an even ‘greener’ legacy for our children and generations beyond."

About “Building a Greener Future” Programme

Whilst re-usable shopping bags are not new, however, each CapitaLand shopping bag comes with a loyalty card. Each time a shopper uses the bag, he will be given a stamp and once he has obtained three stamps, he will get a limited edition "Building a Greener Future" umbrella. This is the first time that such a programme has been launched at such a comprehensive level, as most CapitaLand malls throughout all of Singapore will be participating. These bags will be given to shoppers on 16 May through our tenants at the following CapitaLand malls:

1. Bugis Junction
2. Bukit Panjang Plaza
3. Funan Digitalife Mall
4. IMM
5. Junction 8
6. Jurong Entertainment Centre
7. Lot One
8. Plaza Singapura
9. Raffles City Shopping Centre
10. Rivervale Mall
11. Tampines Mall

Another initiative is the CapitaLand recycling bins. Currently there are already recycling bins at selected CapitaLand malls provided by waste management companies; however, these are usually placed outside the malls due to the size.

CapitaLand's bins are customised for paper, metal and plastic, and can be strategically located within all its mall premises. In addition, such bins will also be placed at public areas of all our serviced residence premises and office buildings in Singapore. CapitaLand will bear the additional cost of waste management arising from the use of these bins. In all, there will be 168 bins in over 20 of our malls, offices and Ascott serviced residences in Singapore. CapitaLand will announce more initiatives under the "Building a Greener Future" programme in the months to come.

About CapitaLand's Green Committee

Besides outreach programmes like "Building a Greener Future", CapitaLand is also committed to running an environmentally-sustainable business. It set up a Green Committee two years ago to spearhead Green Initiatives across the Group, not only in Singapore but overseas as well. CapitaLand achieved the ISO 14000 certification for its environmental management systems for the entire Group in Singapore as well as CapitaLand China earlier this year, and is looking to extend the ISO 14000 certification to other overseas operations.

About CapitaLand

CapitaLand is the largest listed real estate company in Southeast Asia by market capitalisation. Headquartered in Singapore, the multinational company's core businesses in real estate, hospitality and real estate financial services are focused in growth cities in Asia Pacific, Europe and the Gulf Co-operation Council (GCC) countries. The company's real estate and hospitality portfolio spans more than 110 cities in over 20 countries. CapitaLand also leverages on its significant asset base, real estate domain knowledge, financial skills and extensive market network to develop real estate financial products and services in Singapore and the region. The listed subsidiaries and associates of CapitaLand include Australand, CapitaMall Trust, CapitaCommercial Trust, Ascott Residence Trust and CapitaRetail China Trust.

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