

For Immediate Release
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NEWS RELEASE

CapitaLand launches national ideas drive #BuildSG2065 to improve built environment in 'SG100'

***Over 500 pieces of priceless artefacts from Raffles Hotel Museum Collection
donated to the National Collection in honour of SG50***

Singapore, 23 February 2015 – CapitaLand Limited has unveiled its SG50 plans and kickstarted the year-long activities with the 'Building Communities – Setting the stage for Singapore2065' campaign (#BuildSG2065).

#BuildSG2065 started yesterday with a digital platform, capitaland.com/BuildSG2065, which calls on Singaporeans to share their ideas for Singapore's built environment in the next 50 years. It will culminate with a showcase of top submissions at The Straits Times 170th Anniversary Jubilee Exhibition at the ArtScience Museum from July to September.

The Group has dedicated over S\$2 million to celebrate Singapore's Golden Jubilee. Themed 'Building People. Building Communities.', the Group's year-long SG50 celebrations highlight CapitaLand's brand promise as a developer who cares for its stakeholders by putting them first. The celebrations include various milestone events, amplified by a refreshed brand campaign that drives awareness to the SG50 initiatives and rallies Singaporeans to join CapitaLand in the nation's Golden Jubilee celebrations.

'A Stage for Life', the refreshed brand campaign, features a new tagline, 'You construct the moments, we build the stage.'. It celebrates the beautiful moments of people and communities, and CapitaLand's promise to build the right stage for them. CapitaLand recognises that at the heart of what it builds are opportunities for lives to flourish and connect. The brand campaign, which will run on print, digital and broadcast platforms, captures the 'moments' constructed by stakeholders at CapitaLand properties, with the television commercials (TVCs) depicting four themes – Dreams, Celebrations, Bonds and Friendships.

Mr Lim Ming Yan, President & Group CEO, CapitaLand Limited, said: "Real estate is about more than just creating landmarks. Our buildings have a lasting impact – when we build buildings, we create communities where people can live, grow and fulfill their dreams. The value of the past is to extract what has brought us success, and to make sure that we do not lose it as we think about the future. As we celebrate SG50, we will journey with the nation to build the stage for the next 50 – Singapore2065. CapitaLand is committed to create a sustainable built environment that enhances the lives of Singaporeans today and in the future."

He added: "Through #BuildSG2065, we would like fellow Singaporeans to share ideas about how buildings, homes and green spaces can help build a better future for us to live, work

and play in Singapore. CapitaLand wants to give back to the community because we care for our stakeholders and always strive to put them first.”

The over S\$2 million dedicated by CapitaLand to commemorate SG50 includes event and venue sponsorships, special treats for staff and family members, internships, prizes, as well as CapitaLand Hope Foundation donations.

Building Communities – Setting the stage for Singapore2065 (#BuildSG2065)

At the heart of CapitaLand’s SG50 events is the “Building Communities – Setting the stage for Singapore2065” campaign (#BuildSG2065), in partnership with The Straits Times.

#BuildSG2065 started yesterday as a digital platform which calls on Singaporeans to share their ideas for Singapore’s built environment in 50 years. The public can share their ideas on wide-ranging topics, such as ‘Go Green’, ‘Smart Spaces’, ‘Space-age Kampung’ and ‘Weatherproof World’ via capitaland.com/BuildSG2065, over a period of eight weeks.

Submissions can be made in the form of original images, videos and text. Participants stand to win attractive weekly and grand prizes including CapitaVouchers and complimentary stays at Ascott serviced residences in Asia Pacific and Europe. *(Refer to the **Annex** for more details on the campaign topics and prizes.)*

CapitaLand will also leverage The Straits Times’ print, digital and radio network to engage audiences across a broad spectrum of ages and interests.

Selected ideas garnered on the digital platform will come to life as part of The Straits Times 170th Anniversary Jubilee Exhibition at the ArtScience Museum from July to September as a showcase on the ‘Future’ of Singapore. CapitaLand is the Presenting Sponsor of the exhibition.

Visit capitaland.com/BuildSG2065 for more information on #BuildSG2065.

Donation of Raffles Hotel Museum Collection to the National Collection

In conjunction with SG50, CapitaLand donated over 500 artefacts from the Raffles Hotel Museum Collection to the National Collection as a tribute to the nation. The collection includes artefacts dating as far back as the mid 19th century. Although Raffles Hotel was divested 10 years ago, CapitaLand resolved to retain ownership of the Raffles Hotel Museum Collection in an effort to preserve a piece of Singapore’s history.

The artefacts donated include items and memorabilia of hotel guests from all over the world including photographs, silver and china items, postcards and menus. These items were displayed in the museum until 2012.

CapitaLand Volunteer Day – Singaporeans for Singapore

The annual CapitaLand Volunteer Day (CVD) will take the form of a charity walk this year. CapitaLand staff will be taking a day off work on CVD as part of the Group's commitment to staff volunteerism. Over 1,000 volunteers are expected to participate in this special SG50 edition of CVD. The route covers four CapitaLand heritage properties – Ascott Raffles Place Singapore, Clarke Quay, Raffles City Singapore and Plaza Singapura – where CapitaLand staff volunteers will 'earn' donations by completing challenges that simulate hardships faced by disadvantaged children. Staff volunteers will have to walk through an obstacle course blindfolded, do a one-legged walk, and keep silent to experience physical difficulties, as well as complete a mobile game which allows them to experience what it is like to have reading disabilities. They will get to learn more about these four emblems of Singapore's built environment history while contributing to the community. Each completed task earns selected children's charities a S\$5 donation from CapitaLand's philanthropic arm, CapitaLand Hope Foundation.

'The Art of Building Communities' - An editorial showcase of art pieces and installations at CapitaLand properties

Over the years, CapitaLand has brought works of many world-renowned artists to Singapore, as well as showcased works of Singapore talents at its properties overseas. To commemorate Singapore's Golden Jubilee, CapitaLand is publishing the 'The Art of Building Communities', a book featuring a selection of international and local installations and art pieces displayed at the Group's properties in Singapore.

CapitaLand believes that the enjoyment of art pieces grows when they are understood better. The book invites the community to join CapitaLand in appreciating the art of building communities, and highlights the role art plays in CapitaLand's promise to its stakeholders to build the right stage for them to construct moments of their own.

Join us in our SG50 celebrations! Follow us on social media and hashtag #BuildSG2065:

Twitter: @CL_Inside / twitter.com/cl_inside

Instagram: @CapitaLand_Inside / [instagram.com/capitaland_inside](https://www.instagram.com/capitaland_inside)

LinkedIn: www.linkedin.com/company/capitaland-limited

YouTube: www.youtube.com.sg/user/CapitaLandGroup

The 'A Stage for Life' TVCs are available on CapitaLand's YouTube channel.

About CapitaLand Limited

CapitaLand is one of Asia's largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, and extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand's listed real estate investment trusts are Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust and CapitaRetail China Trust.

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Analyst Contact

Harold Woo

SVP, Investor Relations

Tel: +65 6713 2883

Email: harold.woo@capitaland.com

Media Contact

Tan Bee Leng

Head, Group Communications

Tel: +65 6713 2871

Email: tan.beeleng@capitaland.com

ANNEX

Building Communities – Setting the stage for Singapore2065 (#BuildSG2065)

#BuildSG2065 is a crowd-sourcing platform calling for ideas on Singapore's future built environment in the next 50 years. Ideas on wide-ranging topics, such as 'Go Green', 'Smart Spaces', 'Space-age Kampung' and 'Weatherproof World' can be submitted to capitaland.com/BuildSG2065 from now until 30 April 2015.

The campaign is open to the public. Submissions can be in the form of original images, videos and text. Besides weekly prizes for ideas with the most 'Likes', participants whose innovative and interesting ideas make it to the 'Top 50' also stand to win attractive prizes. The 'Top 50' ideas will be selected at the end of the campaign.

Topics

Go Green

Imagine harnessing clean renewable energy, and reducing or even eliminating the reliance on fossil fuels. Keen to dance the night away in a club where the sound system is powered by the kinetic energy of party-goers? Will we have green spaces to call our own?

Smart Spaces

Widen your horizons and there is vast room for growth. We can build homes up into the sky, offices down into the ground, or shopping malls out into the waters. Could we wake up in a bedroom that converts into a living area at a push of a button with intelligent furniture? The only limit is our imagination.

Space-age Kampung

Want to live in a space-age kampung? Imagine floors dedicated to parks in the sky for people to mingle in the stratosphere. How about zero-gravity vertical playgrounds that transform into community activity areas or parking spaces, all in a matter of seconds?

Weatherproof World

How can we build homes and refuges that are safe from severe weather? Will our city transform into one with buildings which float upon the sea or be built underwater as sea levels rise? Develop new materials such as porous materials that can drain and recycle floodwaters or new building techniques that make homes cyclone-proof? How can we protect ourselves from the consequences of global warming?

Prizes

Weekly Prizes

Top five Ideas with the most 'Likes'

- Five lucky winners to win CapitaVouchers worth S\$50 weekly
- Additional criteria
 - o Based on ideas received from Monday (midnight) to Sunday (before midnight) each week
 - o Each unique participant is eligible to win up to maximum two weekly prizes throughout the campaign

Grand Draw Prizes

For Top 50 ideas selected at the end of the campaign

1st Prize (lucky draw)

- A complimentary five consecutive nights' stay in a studio apartment unit at any Ascott or Citadines serviced residences in London or Paris, subject to availability at the time of booking and other terms and conditions of stay and redemption requirements
- S\$2,000 worth of CapitaVouchers

2nd Prize (lucky draw)

- A complimentary five consecutive nights' stay in a studio apartment unit at any Ascott, Citadines or Somerset serviced residences in Asia Pacific (Australia, China, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand or Vietnam), subject to availability at the time of booking and other terms and conditions of stay and redemption requirements
- S\$1,500 worth of CapitaVouchers

3rd Prize (lucky draw)

- A complimentary three consecutive nights' stay in a studio apartment unit at any Ascott, Citadines or Somerset serviced residences in Asia Pacific (Australia, China, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand or Vietnam), subject to availability at the time of booking and other terms and conditions of stay and redemption requirements
- S\$1,000 worth of CapitaVouchers

Voters' Choice Prize (the Top 50 idea with the most 'Likes')

- A complimentary two consecutive nights' stay in a studio apartment unit at any Ascott, Citadines or Somerset serviced residences in Asia Pacific (Australia, China, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand or Vietnam), subject to availability at the time of booking and other terms and conditions of stay and redemption requirements

Internship Programme

- Polytechnic/ university students whose ideas make it to the 'Top 50' selection will be given internship opportunities at CapitaLand. The internship opportunities are subject to selection and interview process by CapitaLand. The company reserves the right to determine the final outcome of internship applications.

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