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citynews



368 THOMSON

Nature's Wonders, City's Charms

CDL – FIRST IN SINGAPORE

To achieve AA1000AS (2008)
Assurance Standard for its
Sustainability Report 2010

BCA AWARDS 2010

CDL bags most number of
Green Mark Platinum Awards

Nature's Wonders,
City's Charms

368
THOMSON



Luxuriate in naturally breezy and spacious interiors with breathtaking vistas of the city skyline or greenery.

368 Thomson – where the splendours of the city and beauty of nature meet, resulting in the best of both worlds.

Elevating high above Thomson Road in an iconic 36-storey tower are the 157 residences of the signature freehold development 368 Thomson – where the splendours of the city and beauty of nature meet, creating a life of luxury and indulgence, all in harmony.

From exquisite one+study and two-bedroom residences, to generously-spaced three- to four-bedroom residences, right up to the magnificent penthouses, every residence is graced by only the finest fittings and finishes from premium brands such as Hansgrohe and De Dietrich.

Ideally located in the prime District 11 area, 368 Thomson is just a quick stroll to Novena MRT station and a short drive to Orchard Road and the Central Business District, with easy access to amenities such as shopping malls, banks, leisure and healthcare facilities.



Set amidst gentle trees, discover rejuvenation at the relaxing Therm Jet Pools, or lounge at the Sun Deck that lines the palm-fringed 25-metre free-form pool.

It is also in close proximity to some of Singapore's most prestigious schools, such as CHIJ Primary and Secondary School (Toa Payoh), Catholic Junior College, Anglo-Chinese School and Primary School (Barker Road), and international schools such as SJI International School, Global Indian International School, Curtin University and Queen Margaret University Asia Campus.

The boardwalks of the Lattice Walk are sure to delight the young and old.



With a well-planned layout maximising the unobstructed breathtaking vistas of both the city skyline and greenery, 368 Thomson offers a distinct lifestyle that makes city living uniquely tranquil. Just a stone's throw away, the reservoirs offer a myriad of activities amidst lush flora and fauna.

Like a finely-crafted bejeweled artifact, 368 Thomson is designed with landscaping to evoke a quiet sense of opulence. At the ground level, an Eco Stream, where water lilies bloom, meanders through a lush tropical garden. At the sky terrace on Level 3, rejuvenate at the relaxing Therm Jet Pools, lounge at the Sun Deck or work out at the Outdoor Fitness areas or the Gymnasium that seemingly floats on the pool like a jewel. The Club House, Alcove Seats, BBQ area and Children's Pool are also ideal and fun locations for bonding with family and friends.

Meticulous planning and design ensure that interior spaces form an inviting haven of comfort, with naturally breezy and spacious interiors that form a perfect canvas to create your perfect home.

Priced at an average of about S\$1,350 per square foot during the preview, the apartments range from S\$918,000 for the one+study unit to S\$4.4 million for the five-bedroom penthouses.

Private previews for former owners of Concorde Residences, Balestier Court and Bright Building started on 8 July. To date, more than 98% of the project has been sold since the launch on 9 July. The majority of the buyers are Singaporeans with 25% comprising Permanent Residents and foreigners.

368 Thomson is ideal for those who want the best of both worlds – a distinct lifestyle that offers the wonders of nature combined with the convenience of the city at their doorstep.

For the pleasure of ownership, please call (65) 6253 7337.

Kick Starting The Year

on a Strong Note

CDL was off to a good start in 2010, evident through the robust set of Q1 2010 financial results (for the period ended 31 March 2010). The Group's revenue increased by 20.6% to S\$750.5 million from S\$622.5 million in Q1 2009. Attributable profit after tax and minority interest saw an impressive 67.6% jump from the corresponding period in 2009 to S\$139.3 million in Q1 2010.

The Group's profit before tax across all business segments showed improvements and contributed positively to the first quarter results.

With increased optimism driven by improvements in the global economic outlook, the real estate industry in Singapore

saw stronger demand for residential properties in the first quarter of 2010. The main contributor to the Group's overall profitability, the property segment, saw an impressive 52% increase in revenue to S\$301.2 million from S\$198.1 million in Q1 2009. Pre-tax profit for the segment also increased by S\$12.2 million to S\$80.9 million when compared to the corresponding period.

Other segments of the Group's business, namely hotel operations and rental properties also saw an increase in both revenue and pre-tax profit. Revenue and pre-tax profit for the hotel operations segment increased by S\$13.1 million to S\$357.6 million and by S\$15.4 million to S\$36.3 million respectively, as a result of higher RevPAR and a concerted effort to control costs. The Group's rental properties segment saw an increase in pre-tax profits, up 90.8% to S\$70.4 million in Q1 2010. The increase is against the backdrop of a rise in revenue to S\$78.2 million from S\$70.0 million in Q1 2009, and a gain on the sale of North Bridge Commercial Complex.

NEW PROJECT LAUNCHES

Backed by a stronger than expected economic performance, developers launched more than 4,000 private residential units in Q1 2010, reflecting the real estate industry's confidence in the level of demand. The response from buyers did not disappoint as primary sales activity more than doubled when compared to Q4 2009. The total sales achieved in Q1 2010 was 4,380 units.

The first three months of the financial year saw the Group launching two new projects:

In January, the Group launched Cube 8, the elegant 36-storey development comprising 177 units at Thomson Road, located next to the highly successful The Arte. This freehold development was very well received and all units have been sold except for three penthouses.

The Residences at W Singapore Sentosa Cove, the only branded residence in Sentosa, was launched in March. This development presents a collection of 228 private luxury residences. Located within the only integrated development in Sentosa Cove, the Quayside Isle will be home to trendy cafes, fine dining restaurants, specialty shops and entertainment spots and bars, as well as the adjacent W Singapore Sentosa Cove hotel.

Increased optimism in the property market saw strong demand for projects such as Cube 8, with 85% of the units sold during the weekend preview in January 2010.

KEY FINANCIAL HIGHLIGHTS

	1Q 2010	1Q 2009	% Change
Revenue (\$m)	750.5	622.5	20.6
Profit before tax (\$m)	191.1	119.3	60.2
Profit attributable to owners of the Company (\$m)	139.3	83.15	67.6

Phase 1 comprising 56 units was released and close to half of them have been sold. The Group is considering reserving at least 100 units for investment or en bloc sales.

During the quarter under review, the Group continued to sell its remaining units in Livia (which is now fully sold), Shelford Suites and Hundred Trees. The Group also booked in profits from One Shenton, Cliveden at Grange, The Arte, Tribeca, Shelford Suites and Wilkie Studio. Profits were also booked in from joint-venture projects namely The Oceanfront @ Sentosa Cove which received its Temporary Occupation Permit (TOP) in March 2010 and Livia at Pasir Ris.

The newly completed eco-friendly City Square Mall was officially opened on 20 March 2010. It is now almost fully occupied with a healthy tenancy mix. This Building and Construction Authority (BCA) Green Mark Platinum Award winning project also just received the BCA Universal Design Gold Award and BCA Design and Engineering Safety Excellence Merit Award in 2010.

In April, the Group launched its 429-unit joint-venture project at Chestnut Avenue known as Tree House. This strategic land site was successfully tendered by the Group last year as it saw great potential for a well-positioned, nature-inspired development in this tranquil estate. Tree House, with its attractive pricing, unique location and thoughtfully designed development, met with overwhelming response over the weekend preview and to date the development is fully sold.

The project launches in the coming months include the recently launched 368 Thomson, a 157-unit condominium at the site of the former Concorde Residences, Balestier Court and Bright Building at Thomson Road and near the Group's two successful projects in the vicinity namely The Arte and Cube 8. The next development is a joint venture project at Pasir Ris, located next to the fully sold Livia. It comprises 642 units and will be released in phases in Q3 2010. M&C also announced the redevelopment of the Copthorne Orchid Singapore into condominiums. Showflats will be constructed shortly and the hotel is expected to close in Q4 2010.

LOOKING AHEAD

With an improving economic climate and the soon-to-be fully completed mega developments such as the two Integrated Resorts and the new Business Financial Centre, the Group is optimistic that sentiments in the real estate, commercial and hospitality sectors will continue to improve as Singapore becomes more visible on the global stage, reaching untapped business and leisure travelers descending on Singapore to live, work, play and invest.

CDL ANNUAL GENERAL MEETING 2010

Valued shareholders of CDL gathered at M Hotel on 28 April 2010 to attend CDL's Annual General Meeting (AGM) 2010. Mr Kwek Leng Beng, CDL's Executive Chairman, led the session, while Mr Kwek Leng Joo, CDL's Managing Director, gave a presentation to the shareholders on the Group's performance and operations review for 2009 as well as the Group's plans in 2010. The interactive session saw shareholders actively posing questions on the Group's performance and long-term strategy. Compliments were also paid to the Board of Directors and management for their efforts in ensuring the Group's profitability despite challenging times.

The Residences at W Singapore Sentosa Cove, the only branded residences in Sentosa, comprises a collection of 228 private luxury residences.



Leading the Way in Green Developments

CDL bagged the most number of Green Mark Platinum Awards at the BCA Awards 2010, reinforcing its leadership position as a Green Developer and Eco-Champion.



CDL swept four Green Mark (Platinum) awards, three Construction Excellence Awards, two Design and Engineering Safety Awards and two Universal Design Awards at the BCA Awards 2010.

As climate change concerns take centre stage and the call for greater environmental responsibility intensifies, developers are increasingly jumping onto the bandwagon to develop quality, stylish and eco-friendly buildings, using innovative technologies to increase productivity while reducing the impact to the environment.

CDL started on its concerted efforts to 'green' Singapore's built environment, one green building at a time, more than a decade ago. By investing in green building infrastructure and technology as early as the 1990s, CDL has built a strong foundation for sustainable development – paving the way for its industry leadership today.

At the prestigious annual BCA awards ceremony, CDL clinched four Green Mark (Platinum) awards for Cube 8, Tree House, The W Singapore Sentosa Cove and Volari, three

Construction Excellence Awards, two Design and Engineering Safety Awards and two Universal Design Awards, testament to its commitment towards environmental sustainability, safety and quality.

Since the introduction of the Green Mark Scheme by the Building and Construction Authority (BCA) in 2005, 40 CDL developments have been awarded the BCA Green Mark Awards, of which 10 are of the highest-tier Platinum rating. This represents the highest number of BCA Green Mark Awards presented to a single developer to date.

The Company has also been accorded other pinnacle accolades from BCA for demonstrating excellence and leadership in sustainable development, such as the first and only recipient of the Built Environment Leadership Platinum Award in 2009 and the inaugural BCA Green Mark Champion Award in 2008.

CDL has committed to achieving a minimum BCA Green Mark Gold for all its new developments since 2008, and has managed to strike a balance between developing sustainable properties and making them financially marketable and viable.

By remaining steadfast in its CSR efforts, CDL continues to raise the bar to reflect its unwavering pledge towards sustainability, redefining lifestyles and landscapes to provide a sustainable environment for the future generations.

“The biggest challenge in sustaining green practices is the nurturing and integration of this conviction into a company’s DNA. As a green pioneer, we hope that our achievements will inspire the rest of the industry.”

Mr Kwek Leng Joo
Managing Director, CDL



The luxurious 240-room W Singapore Sentosa Cove was the first new hotel development to attain the BCA Green Mark Platinum Award at the BCA Awards 2010.

CDL'S ACHIEVEMENTS AT THE BCA AWARDS 2010

Construction Excellence Awards

- Parc Emily (Award)
- St. Regis Residences, Singapore (Award)
- The Sail @ Marina Bay (Award)

Design and Engineering Safety Awards

- City Square Residences (Award)
- City Square Mall (Merit)

Universal Design Awards

- City Square Mall (Gold)
- City Square Residences (Bronze)

Green Mark Awards

Platinum

- Cube 8 (Residential)
- Tree House (Residential)
- Volari (Residential)
- W Singapore Sentosa Cove (Commercial)

Gold^{Plus}

- Pasir Ris Parcel 2 (Residential)

Gold

- Millennium Residence @ Sukhumvit (Residential)
- Plaza By The Park (Commercial)

CDL Takes **Top Honours**
at Inaugural Singapore Sustainability Awards 2010



In recognition of its sustainable business practices and green solutions, CDL was one of only two Singapore firms which took home the first division of awards – for Outstanding Sustainability (under the Enterprise Green Adopter category) — at the inaugural Singapore Sustainability Awards 2010. The other award recipient in the same category was Senoko Power.

“CDL is honoured to be accorded the Outstanding Sustainability Award (OSA), which recognises our long-standing commitment in championing CSR and sustainable business practices in the development and management of our properties, meeting the needs of the economy, ecology and society. The launch of this Award is timely as sustainability has become an important aspect for businesses to achieve long term success and excellence,” said Ms Esther An, Head of CSR and Deputy General Manager of Corporate Affairs at CDL.

Held on 5 May at The Fairmont International, and co-presented by the Singapore Business Federation and trade fair organiser Local Global Exhibition & Trade, with KPMG as the knowledge partner, the OSA recognises Singapore firms for sustainable business practices and green solutions, and aims to promote excellence in sustainability among Singapore organisations so that more will be inspired to adopt similar practices.

In addition, CDL was also the Carbon Offset Sponsor for the inaugural ECO World 2010, comprising an Exhibition and Conference (with participation from 12 countries worldwide) and culminating in the Singapore Sustainability Awards Gala Dinner 2010.

Ms Esther An, CDL's Head of CSR and Deputy General Manager, Corporate Affairs (fourth from left) and Guest-of-Honour Mr Sam Tan, Parliamentary Secretary, Ministry of Trade and Industry and Ministry of Information, Communications and the Arts (third from left) with other award winners.

Carbon emissions (CO₂) from delegate travel, local transport, energy consumption for the event and other activities such as hotel catering and waste management were measured and reduced to net zero.

The carbon credits purchased to offset the carbon emissions will go towards funding a project verified under the Voluntary Carbon Standard.

As Singapore's green pioneer and leading developer, CDL has been consciously monitoring and is taking deliberate efforts to reduce its carbon footprint as part of its Environmental, Health and Safety policy. It hopes to encourage more individuals and corporations to take a stronger stand in tackling climate change and increase environmental responsibility.

“Increasingly, governments and businesses are paying more attention to issues such as climate change and sustainable development. The confluence of energy prices, technology solutions and consumer awareness has led many companies to put sustainability at the core of their business. For many, it now makes good business sense to do so. Resource efficiency can help manage cost in an increasingly competitive environment. More discerning consumers and investors are now also demanding sustainable business practices.”

Mr Sam Tan
Ministry of Trade and Industry & Ministry of Information, Communications and the Arts

The Sail @ Marina Bay



Bags Coveted FIABCI Prix d'Excellence Award 2010



From left to right:
Mr Yeow Thit Sang, President of FIABCI Prix d'Excellence Awards 2010
Mr Patrick Lee, Managing Director, AIG Asian Real Estate Partners, L.P.
Mr Chia Ngiang Hong, Group General Manager, City Developments Limited
Mr Suharso Monoarfa, Minister of Public Housing of the Republic of Indonesia
Mdm Lisa Kurrass, FIABCI World President 2009-2010
Mr Teguh Satria, President of FIABCI Indonesia

The Sail @ Marina Bay, a majestic 245-metre tall architectural gem jointly developed by CDL and AIG Asian Real Estate Partners, L.P., emerged victorious in the Residential (High-Rise) Category at the recent FIABCI Prix d'Excellence Awards 2010.

Designed by world-renowned Norwegian/American architect Peter Pran, The Sail @ Marina Bay's unique sculptural form and enviable position as Singapore's tallest and one of the world's tallest residences has elevated it to a modern architectural icon locally and globally.

The 70-storey Marina Bay Tower and 63-storey Central Park Tower of The Sail @ Marina Bay, comprising 1,111 apartments, are an awe-inspiring sight, designed to redefine the city skyline and set a new standard in urban waterfront living.

When launched in 2004, The Sail @ Marina Bay played a pivotal role in bringing interest back into the property market, especially for niche developments.

With its distinctive architecture, unsurpassed waterfront views, prime city location and attractive pricing, The Sail @ Marina Bay was able to draw in the buyers. More than 40% of the units were sold to foreigners, attesting to The Sail @ Marina Bay's global appeal as an investment property, and buyers' confidence in this unique, one-of-a-kind development.

In conjunction with the FIABCI 61st World Congress, the FIABCI Prix d'Excellence Awards 2010 Gala Dinner and Awards Presentation Ceremony was held on 27 May, at The Westin Resort at Nusa Dua, Bali, Indonesia.

Conferred by a panel comprising the world's top real estate professionals and experts, the prestigious FIABCI Prix d'Excellence Awards recognise projects of outstanding achievement and overall merit that best embody excellence in all the real estate disciplines involved in its creation.

Growing in

Credibility and Assurance

CDL sets another milestone as the first company in Singapore to achieve the international AA1000AS (2008) Assurance Standard for the CDL Sustainability Report 2010



Titled "Grow", CDL's third dedicated report on sustainability continues to be successfully checked by GRI at Level B+.

Singapore to achieve an AA1000AS (2008) Assurance Standard. Recognised internationally, the AA1000AS is designed to cover CDL's overall sustainability behaviour, in addition to its sustainability performance. Not just confined to the Sustainability Report, the standard also includes adherence to the AA1000 Accountability Principles of Inclusivity, Materiality and Responsiveness.

Applying the AA1000AS, which comes with a precise audit requirement, demonstrates CDL's commitment in working towards greater transparency and disclosure. Not one to rest on our laurels, we constantly set our sights on higher standards, seizing new growth opportunities to create new benchmarks of sustainable business excellence.

Despite the challenging and uncertain business climate over the past year, CDL has continued to sustain our CSR efforts and commitments. Adopting the triple bottom line approach, CDL continues to push the envelope in incorporating sustainable solutions within our business to develop building capacities to benefit the industry for a better tomorrow.

The Company is honoured to be listed amongst the Global 100 Most Sustainable Corporations in the World by Corporate Knights, a magazine for clean capitalism. This prestigious global ranking was announced in January 2010 at the World Economic Forum.

CDL set new industry firsts in 2009 with its newly completed commercial developments. Three different types of state-of-the-art solar technologies (including Singapore's first Solar Air-conditioning System) were integrated into 7 & 9 Tampines Grande, while 11 Tampines Concourse was established as the first CarbonNeutral® development in Singapore and Asia Pacific. City Square Mall, Singapore's first eco-mall, was conceptualised with environmental sustainability in mind, and boasts extensive green features and substantial savings in water, electricity and carbon emissions annually.

Last year, CDL raised the bar when its Sustainability Report 2009 became the first by a developer in Singapore to be successfully checked by the Global Reporting Initiative (GRI) at Level B+, an improvement from Level C in 2008.

The CDL Sustainability Report 2010 has continued to be successfully checked by GRI at Level B+. Aptly titled "Grow", this year's report features vines which are symbolic representations of the sustainability movement in CDL, spreading and growing in line with the increased emphasis on economic, social and environmental performance, and the growing expectations of stakeholders in terms of CSR.

In line with CDL's continuing efforts to provide greater credibility and assurance, it is proud to be the first company in

Recognising the impact of buildings on the environment, CDL is committed towards addressing climate change in our business operations and reducing our carbon footprint. In 2009, the Company achieved a significant reduction of 10% on our total carbon emissions as compared to 2008, with all businesses contributing to the overall reduction in carbon footprint.

It also remains as one of the few Singapore companies to participate in and publicly disclose our environmental data with the Carbon Disclosure Project, helping to place Singapore on the global map for sustainability.

CDL has also remained steadfast in its support for the community, in the four areas of the arts, environment, youth development, and the less fortunate. Apart from sustaining and strengthening programmes with established partners and beneficiaries, CDL also identified new community partners to support, which enabled us to extend aid and resources to those in need during the economic downturn, not just in Singapore, but also in Indonesia and Cambodia.

2009 was also a milestone year for CDL as City Sunshine Club, CDL's staff volunteer platform, celebrated its 10th anniversary with a plethora of community activities, resulting in a record breaking two-

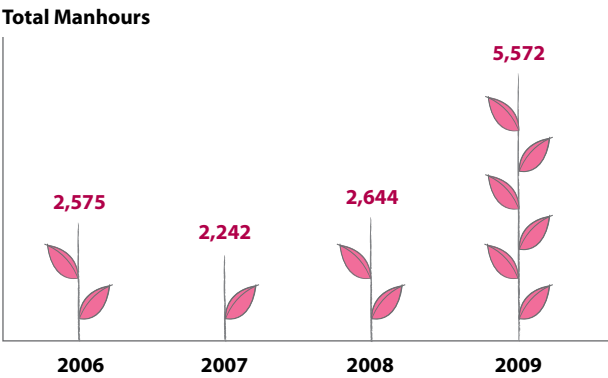
"If there is one lesson to be learnt from the aftermath of this financial turmoil, it is the affirmation that companies with sustainability in their DNA are more resilient and make a better business model. We believe that this defining difference is what will propel CDL to continued sustainable growth and business excellence."

Mr Kwek Leng Joo
Managing Director, CDL

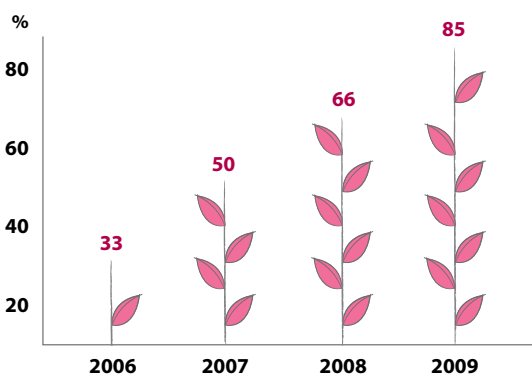
fold increase in employee volunteer manhours to 5,572 in 2009. Participation rate was also at an all-time high of 85 per cent.

The CDL Sustainability Report 2010 is publicly available for viewing and download at www.cdl.com.sg/sustainabilityreport2010.

Employee Volunteer Manhours

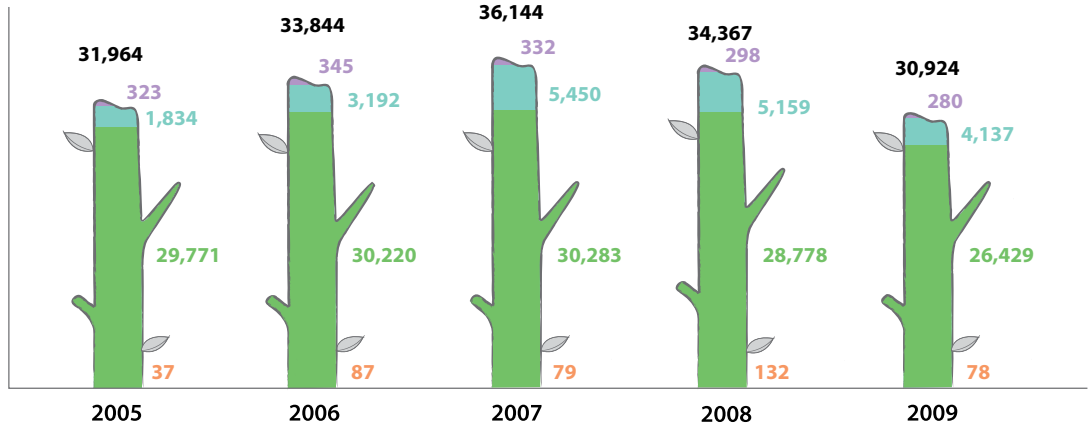


Employee Volunteer Participation Rate



CDL's Total Carbon Emissions*

tonnes CO₂



* Energy conversion ratio: 1kWh electricity = 0.52307 kgCO₂ (2005-2007 data), 1kWh electricity = 0.5233 kgCO₂ (2008 data) and 1kWh electricity = 0.516 kgCO₂ (2009 data). Source: National Environment Agency.

- Business Air Miles
- Property
- Projects
- Corp Office

A Hub For Learning & Edu-Tainment



LEAP SchoolHouse caters to literacy development in both the English and Chinese language for preschoolers.

At City Square Mall, the learning never ends! With a new 24,000 square feet Learning Hub spanning levels six to nine, the wide mix of educational centres provide parents with plenty of enrichment and edu-tainment options for their children.

Apart from the eco-learning experience offered at Singapore's first eco-mall, parents can now look forward to the convenience of a one-stop destination with an extensive range of premium educational service providers, all located under one roof. These include CMA Mental Arithmetic Centre, Genius R Us, iGenius, LEAP SchoolHouse, Learning Habitat and Magic Fiddler, amongst others.

Enrichment centres such as iGenius specialise in multiple intelligence and genius development for babies and children up to 12 years old, while CMA Mental Arithmetic Centre focuses on two-hand abacus mental arithmetic through a multimedia-based curriculum.

Language plays an important role in the development of a child's thinking and learning. LEAP SchoolHouse focuses on literacy development, and strives to promote a love for reading in young children from as early as eight months through to six years of age.

Learning Habitat provides Primary and Secondary tuition for all subjects, and also caters to children with learning difficulties. Its teachers include authors of best selling assessment books.

For a break from the academic curriculum, children can learn how to bake and make art and craft through playing, creative learning and self-discovery at the creative workshops organised by Genius R Us, or bring out the inner musicians in them at Magic Fiddler, which offers a fun and holistic learning experience for young children, cultivating their interest in music and expression.

With the Learning Hub, weekends at City Square Mall will now be all the more fulfilling for families – not only will children benefit from the enrichment classes offered by the myriad of educational centres, parents can also use this time to do their grocery shopping at NTUC FairPrice supermarket, indulge in a spot of retail therapy at the numerous shops, or simply enjoy some private couple time at the many restaurants or cafes located within the Mall.



"We have been very happy with the positive learning environment provided at LEAP SchoolHouse. Our son absolutely loves going to the school and we feel this is largely due to the dedicated and committed staff who work there. LEAP SchoolHouse recognises that children as young as 2 to 3 years of age need a blend of education, fun and entertainment rather than just a strictly academic programme. This was particularly important to us and we have been delighted with the approach of the teachers."

Darren & Donna Anstee
parents of Caleb Anstee,
3 years old (LEAP Kids 1)

Genius R Us offers creative workshops in baking and making art and crafts.



The Learning Hub at City Square Mall offers a one-stop learning experience for children.

Studio M Hotel

Officially Opens

The latest addition to the Millennium & Copthorne Hotels family – Studio M Hotel – officially opened its doors on 17 June to much fanfare.

Located along Mohamed Sultan Road, the 360-room hotel is designed for the stylish and trendy, and guests at the opening event were similarly attired, eschewing business suits and ties for polo tees and colourful shirts. Guest-of-honour Mr Kwek Leng Beng, Executive Chairman of CDL and Hong Leong Group Singapore as well as M&C Chairman, also traded in his business suit for a leather jacket.

“When we won the bid for the Mohamed Sultan land parcel some time ago, I ruled out another cookie-cutter hotel from the start. I wanted a different



The lobby's five-metre-high steel and glass chandelier custom designed by renowned Italian designer, Piero Lissoni, evokes a strong, sexy feel.

kind of hotel that meets the needs of the modern traveller,” said Mr Kwek.

This “difference” is in the loft-concept rooms, which boast 3.8-metre high ceilings, allowing for a duplex layout – a first in Singapore. Guest rooms were designed by famed Italian interior designer Piero Lissoni, who accentuated the space with clean lines and bold shapes, to appeal to a young and trendy crowd of upwardly mobile travellers.

“Studio M Hotel is a hybrid between a studio apartment and a hotel,” said Mr Kwek. “And because of the stylish Italian design, it is a designer hotel that will never go out of fashion.”

The Studio M Hotel along Mohamed Sultan Road is a stone's throw away from some of the finest restaurants in town.



Ta.Ke on the second floor pool deck provides guests with a laid back space to chill out and relax with a delicious cocktail.

Ms Esther Wai, Studio M Hotel's General Manager, added, “Studio M is not about a white glove experience. Instead, it is about a quintessential living experience – one that is smart, stylish and totally functional.”

Operational since late March, the fledgling hotel has been boasting occupancies of about 80%, reaching full capacity in the days prior to the opening. The hotel is already hitting above its weight class, having been named the official hotel of Singapore's first fashion trade show, Blueprint 2010.

Mr Kwek is already planning on expanding the Studio M brand overseas, and for the Group to move into providing budget hotels in non-gateway cities in the Asia-Pacific Region.

Some 70 guests attended the hotel's official launch, which was marked by a specially choreographed lion dance, accompanied by techno-beats and an acrobatic show. Guests later dined at Espressamente, one of three F&B outlets in the hotel.

Studio M is Singapore's first hotel to introduce the loft concept to residents.



STUDIO M HOTEL AT A GLANCE

- 360 rooms: 140 studio lofts, 182 premier lofts, 34 executive lofts and 2 patio lofts. There are also rooms which have been adapted for disabled guests.
- Complimentary broadband in all rooms and free Wi-Fi throughout the hotel.
- Espressamente, Ta.Ke and Malted Milk provide dining options.



M&C to Expand in China



Millennium & Copthorne Hotels plc (M&C) recently announced expansion plans in China, building on its standing as the largest Singapore-controlled hotelier in China with over 2,300 rooms to date. Aiming for a growth of three to four hotels a year in China, M&C will maintain prudence when looking for partners, said M&C Country Head Mr Lawrence Yip on 29 June. The Group currently has six hotels in major cities in China, including Beijing, Shanghai and Chengdu.



The Grand Millennium Beijing is located in Beijing's Central Business District.

"We're not in the numbers game and we are particular about who we deal with," said Mr Yip as he mapped out the Group's expansion plans. "I'm not used to a one-night stand. I only want to go to bed with someone who shares the same vision."

Mr Yip was speaking at the 5-star accreditation ceremony of Grand Millennium Beijing, which now joins the ranks of international hotels such as Hilton Beijing and Ritz Carlton Beijing. The award-winning hotel has received its official 5-star rating following a strict 10-month audit.

Over 300 guests, including VIPs from the Group and various Beijing dignitaries, attended the ceremony, which kicked off with an auspicious lion dance to celebrate the accreditation, followed by presentation of the official award plaque to Grand Millennium Beijing and speeches by Grand Millennium Beijing's leaders.

The Grand Millennium Beijing is now one of just 54 accredited 5-star hotels in the Chinese capital, noted M&C Vice-President for Sales & Marketing in Greater China, Mr Charles Lai. The remaining 81 5-star hotels, or 60%, are not. "Accreditation means that guests are guaranteed the quality of service and comfort that they expect with such a rating."

This newest premier 5-star offering is located in Beijing's renowned Central Business District. It has 521 guestrooms, and offers one of the largest room sizes with a minimum of 45 square metres each.

M&C Country Head, Mr Lawrence Yip (right), Grand Millennium Beijing General Manager, Mr Leon Lee (left) and Vice President of Sales and Marketing for Greater China, Mr Charles Lai (far right), unveil the hotel's official 5-star plaque together with VIPs on 29 June.

The St. Regis Singapore –

Official Hotel Partner for the Audemars Piguet International Polo Cup 2010



Nacho Figueras, the world's most recognised polo player, turning heads as he takes a ride outside The St. Regis Singapore along Tanglin Road.

Setting the stage for an elegant evening inspired by the romance of Buenos Aires, the John Jacob Ballroom hosted an exclusive guest list of high society, indulging in a lavish Argentinean dinner, wine and music – reminiscent of St. Regis founding Lady Astor's illustrious legacy. Featuring an 8-course degustation menu by Brasserie Les Saveurs' Executive Chef Frederic Colin, guests savoured Argentinean cuisine at its finest, as they took in mesmerising performances by tango dancers and special guest singer Joanne Dorcas Gray from London's West End, who previously starred as Christine in The Phantom of the Opera.

Guests at the private dinner were also personally introduced to Nacho Figueras, the world's most recognised polo player, as the first-ever St. Regis Connoisseur, offering St. Regis guests access to some of the greatest polo matches and experiences globally.

"Polo has certainly been a fixture in the calendars of the worldly and well-lived, and Singapore is no exception. We are pleased to offer guests polo experiences that exist beyond expectation and define what passions are, with our Aficionado programme that provides private entry to the world's most premier encounters," said Mr Amadeo Zarzosa, General Manager of The St. Regis Singapore.

"Nacho Figueras is without a doubt the international face of polo today, and we are thrilled to have him as our first St. Regis Connoisseur," stated Mr Paul James, Global Brand Leader for St. Regis Hotels & Resorts and The Luxury Collection Hotels & Resorts. "From Argentina to Atlanta, Nacho is recognised as one of the world's pre-eminent polo players, which brings about an incredible amount of awareness on St. Regis' commitment to the sport and lifestyle."

The St. Regis Singapore partnered the Singapore Polo Club for the Audemars Piguet International Polo Cup 2010, which ran from 2 to 6 June.

As the Official Hotel partner for this glamorous polo tournament, The St. Regis Singapore provided exquisite services and lavish entertainment to VIP guests at the event. Its signature afternoon tea, served by St. Regis butlers, charmed guests as they watched the Audemars Piguet International Polo Preliminary and Gold Cup Matches at the Singapore Polo Club.

A Strong Culture of Voluntarism & Giving

29 May was a day of infinite fun for the entire family as CDL once again lent its support to the Assisi Hospice Charity Fun Day, which was held at SJI International.

A long-standing partner of Assisi Hospice since 1999, CDL and its subsidiary company CBM Pte. Ltd. co-organised the Charity Fun Day. CBM provided services in the areas of transportation and manpower, cleaning management, car park and traffic management.

CDL and its sister hotels – M Hotel, Grand Copthorne Waterfront Hotel, Orchard Hotel, Copthorne Orchid Hotel and Copthorne King’s Hotel – showed their support by taking up a 37-metre pavilion. The CDL Group of Companies stalls sold a variety of multi-racial delicacies such as Chinese *kueh*, yam cake, fishballs and glutinous rice, Indian *vadai* and *papadums*, Malay-style fried macaroni and crackers, while the hotels brought out their specialties, such as M Hotel’s famous chicken pies and curry puffs, Orchard Hotel’s signature muffins, Copthorne

King’s savoury wok-fried *mee swa* and home-made *tau huay*, Grand Copthorne Waterfront’s mouth-watering teriyaki chicken skewers and Copthorne Orchid’s refreshing *cheng tng*, *chin chow* and barley drinks. CDL also made a contribution of S\$10,000 to the Hospice.

With over 2,000 volunteers and a vast array of stalls ranging from local cuisines, games, handicrafts, and even jumble sales, the annual event was graced by Dr Tony Tan, former Deputy



Guest-of-Honour Dr Tony Tan (left) shakes hands with Mr Chia Ngiang Hong, Group General Manager of CDL (centre right), at the welcome ceremony.



Prime Minister and Chairman of Singapore Press Holdings Limited, who tirelessly toured all 210 stalls to hand out certificates of appreciation to volunteers.

The Charity Fun Day managed to raise over S\$800,000 for the expansion and improvement of Assisi Hospice’s three core services of in-patient care, home care and day care centres, providing much needed relief to the Hospice, given the increasing number of adult and paediatric patients with cancer and other life-limiting illnesses each year.

CDL volunteers turned up in full force at the Assisi Hospice Charity Fun Day 2010.

Bringing Cheer to the Young and Old



Children from CAS having fun feeding the giraffes as part of their outing to the Singapore Zoo.

of carrying the little ones to keep them from getting wet! The laughter and smiles on the children’s face bore oblivion to the weather, much to the relief and joy of volunteers.

The fun-filled outing was made possible through Hong Leong Foundation, which had generously extended to these beneficiaries, its adopter privilege for complimentary admission to the Zoo.

GOOD FOOD, GREAT COMPANY

Each month, CSC volunteers distribute supplies to the elderly at Indus Road. On 19 June, the elderly received an additional bonus when they were treated to a 7-course lunch at Copthorne King’s Hotel.

Chaperoned by CSC volunteers, over 20 elderly from Indus Road were ferried to the Copthorne King’s Hotel in an air-conditioned bus, where they were met by Mr Chia Ngiang Hong, Group General Manager of CDL.

Volunteers helped to serve the elderly as they tucked into Chinese delicacies. They were spirited as acapella songs of yester-years filled the air while tales of hometown were retold.

Good food, great company – all in all, it was an extremely satisfying afternoon for both the elderly and volunteers as new friendships were forged and old ones renewed.

Thanks to City Sunshine Club (CSC), beneficiaries from Children’s Aid Society (CAS) and the elderly from Indus Road were treated to fun-filled activities in the month of June!

GOING BEHIND-THE-SCENES AT THE SINGAPORE ZOO

On 16 June, CDL staff volunteers brought 24 excited children from CAS on an exclusive Behind-the-Scenes tour of the Singapore Zoological Gardens.

The heavy rain earlier in the morning of the outing did not dampen the enthusiasm of both volunteers and children, as they excitedly donned raincoats and embarked on the Behind-The-Scenes Tour of the Reptile Garden. Much was learnt about the creepy crawlies with a close encounter of snakes coiled around the neck – a treat definitely not for the faint-hearted.

The children were especially looking forward to Zoolympix 2010, the highlight of the tour, where they were able to pit their strength and agility against animal champions at the Zoo, while also standing to win attractive prizes. They were also treated to an exciting Splash Safari Show, and wowed by the clever antics of animals such as the seal.

Despite the drizzle, CDL’s volunteers did their best to make the trip an enjoyable one for the children – carrying the children’s bags, sheltering them from the rain, keeping them energised with snacks and warm food, and even to the extent

CDL volunteers mingling with the elderly from Indus Road as they tucked into a delicious meal at Copthorne King’s Hotel.



Young Photographic

Talents Unearthed



Mr Edmund Cheng, Chairman of National Arts Council (Back row, second from left), Guest-of-Honour RADM Lui Tuck Yew, Acting Minister for Information, Communications and the Arts (Back row, third from left) and Mr Kwek Leng Joo, Managing Director of CDL (Back row, fourth from left), with winners of the Singapore Young Photographer Award and the CDL Young Architectural Photographer Award.

Incepted in 2006, the biennial Singapore Young Photographer Award (SYPA) is into its third cycle this year. A brainchild of Mr Kwek Leng Joo, CDL's Managing Director, SYPA serves to unearth budding photographers between 13 and 25 years old and elevate photography standards in Singapore. Managed by CDL and supported by the National Arts Council, this year's competition received over 1,000 submissions.

Gracing the Prize Presentation & Photo Exhibition Opening Ceremony held at the National Museum of Singapore on 6 July was Guest-of-Honour RADM Lui Tuck Yew, Acting Minister for Information, Communications and the Arts.

Recognising the stringent criteria of SYPA, Mr Lui commented, "The Singapore Young Photographer Award has certainly served its objective of unearthing new talents. A constant injection of new blood into the photographic community supports Singapore's goal of becoming a vibrant and sustainable global city of the arts. SYPA has elevated the level of photographic literacy of not only budding photographers but also the audience's appreciation of the arts."

An avid photographer since he was 10, Mr Kwek firmly believes in the potential of our local talents. "The young talents' unique point of view, artistic flair and creativity are undeniable. We hope that SYPA

has provided an opportunity for challenging oneself and eliminating boundaries. We will continue our efforts in grooming young talents and providing new opportunities for learning and development."

The CDL Young Architectural Photographer Award, a sub-category of SYPA, recognises those with an eye for buildings, structural forms and lines and is complementary to CDL's core business as a developer.

In addition to cash prizes, all winners will have their works exhibited at the National Museum of Singapore as well as receive one-to-one mentorship by veteran photographers.



Hendry Poh, winner of the CDL Young Architectural Photographer Award, shares his works with RADM Lui while Mr Cheng and Mr Kwek look on.

Web of 13 Million

Wows visitors at the Singapore Garden Festival 2010



Human beings share the Earth with about 13 million* other species, including micro-organisms, flora and fauna. In this web of life, mankind has much control over and yet is also dependent on the diversity of the natural world.

In support of the International Year of Biodiversity, CDL participated in the Singapore Garden Festival for the third time, at the invitation of National Parks Board. The popular flower and garden show drew visitors from Singapore, the region and beyond.

This year, CDL welcomed visitors into a realm of fantasy aptly titled 'Web of 13 Million', a collaborative effort fueled by a common passion for

"Web of 13 Million is a very innovative concept. The transformation from a cold and dry façade to a fantasy land within the cave is astonishing. Mr Kwek's nature photographs reaffirm the poignant significance of our biodiversity. Coupled with a touching story, the show drives home a clear message – the Earth is our only home and only hope for the future."

Mr Lee Tiah Khee
Chief Photographer,
Lianhe Zaobao

CDL's digital production featuring photographs of Mother Nature captured through the eyes of CDL's Managing Director Mr Kwek Leng Joo, became one of the most popular booths at Singapore Garden Festival. A family enjoying a nature-inspired production of man's intricate relationship with nature inside CDL's "cave".

the earth. It hopes to awaken senses to the beauty that surrounds us everyday and the importance of protecting our biodiversity.

At a private reception on 16 July, guests were treated to a nature-inspired multi-sensory experience featuring photographs of Mother Nature captured through the eyes of CDL's Managing Director Mr Kwek Leng Joo, presented on a digital platform for the first time with artistic direction by award-winning filmmaker Mr Sherman Ong.

* Source: Convention on Biological Diversity



Mr Kwek Leng Joo (left), welcomes Mr Mah Bow Tan, Minister for National Development (right), to CDL's booth.

Mr Kwek Leng Joo (middle), leading Mr Kwek Leng Beng, Executive Chairman of CDL (left) and Mr Jung Young Soo, Global Business Advisory Director of CJ Asia (right) to CDL's "Web of 13 Million" realm of fantasy.



The Fall and Rise of CSR

Three Curses of CSR 1.0 and Five Principles of CSR 2.0

By Dr Wayne Visser

Despite its seemingly impressive steady march of progress in the past decades, CSR has failed. Furthermore, we are witnessing the demise of CSR, which will continue until its natural death, unless it is reborn and rejuvenated.

CSR has undoubtedly had many positive impacts, for communities and the environment. Yet, its success or failure should be judged in the context of the total impacts of business on society and the planet. Viewed this way, on virtually every measure of social, ecological and ethical performance we have available, the negative impacts of business have been an unmitigated disaster, which CSR has completely failed to avert or even substantially moderate.

Why has CSR failed so spectacularly to address the very issues it claims to be most concerned about? This comes down to three factors – the Triple Curse of Modern CSR, if you like:

- 1. **Incremental CSR** – The incremental approach of CSR, while replete with evidence of micro-scale, gradual improvements, has completely and utterly failed to make any impact on the massive sustainability crises that we face, many of which are getting worse at a pace that far outstrips any futile CSR-led attempts at amelioration.
- 2. **Peripheral CSR** – CSR is, at best, a peripheral function in most companies. There may be a CSR manager, a CSR department even, a CSR report and a public commitment to any number of CSR codes and standards. But these do little to change the underlying growth-and-consumption model that fuels environmental degradation and social disruption.
- 3. **Uneconomic CSR** – The ‘inconvenient truth’ is that CSR sometimes pays, in specific circumstances, but more often does not. Of course there are low-hanging fruit – like eco-efficiencies around waste and energy – but most of the hard-core CSR

changes that are needed require strategic change and massive investment, which the markets don’t support.

To get beyond these curses, we need a revolution that will, if successful, change the way we talk about and practice CSR and, ultimately, the way we do business. I call this new approach, CSR 2.0, where CSR stands for Corporate Sustainability and Responsibility. There are five principles that make up the DNA of CSR 2.0:

- 1. **Creativity (C)** – The problem with the current obsession with CSR codes and standards (including the new ISO 26000 standard) is that it encourages a tick-box approach to CSR. But our social and environmental problems are complex and intractable. They need creative solutions, like Free-play’s wind-up technology or Vodafone’s M-Pesa money transfer scheme.
- 2. **Scalability (S)** – The CSR literature is liberally sprinkled with charming case studies of truly responsible and sustainable projects. The problem is that so few of them ever go to scale. We need more examples like Wal-Mart ‘choice editing’ by converting to organic cotton, Tata creating the affordable eco-efficient Nano car or Muhammad Yunus’s Grameen banking model.
- 3. **Responsiveness (R)** – More cross-sector partnerships and stakeholder-driven approaches are needed at every level, as well as more uncomfortable, transformative responsiveness, which questions whether particular industries, or the business model itself, are part of the solution or part of the problem. A good example is the Corporate Leaders Group on Climate Change.
- 4. **Glocality (2)** – This means ‘think global, act local’. In a complex, interconnected, globalising world, companies (and their critics) will have to become far more sophisticated in combining international norms with local contexts, finding local solutions that are

culturally appropriate, without forsaking universal principles. We are moving from an ‘either-or’ one-size-fits-all world to a ‘both-and’ strength-in-diversity world.

5. **Circularity (0)** – Our global economic and commercial system is based on a fundamentally flawed design, which acts as if there are no limits on resource consumption or waste disposal. Instead, we need a cradle-to-cradle approach, closing the loop on production and designing products and processes to be inherently ‘good’, rather than ‘less bad’, as Shaw Carpets does.

Making a positive contribution to society is the essence of CSR 2.0 – not just as a marginal afterthought, but as a way of doing business. This is not about bailing out the Titanic with a teaspoon – which is the current effect of CSR 1.0 – but turning the whole ship around. CSR 2.0 is about designing and adopting an inherently sustainable and responsible business model, supported by a reformed financial and economic system that makes creating a better world the easiest, most natural and rewarding thing to do.



Dr Wayne Visser is Founder and Director of the think-tank CSR International and the author/editor of 10 books, the most recent of which is *The World Guide to CSR*. He is also Senior Associate at the University of Cambridge Programme for Sustainability Leadership and Adjunct Professor in CSR at the La Trobe Graduate School of Management.

At One with Nature

City Gallery features the creative talents of CDL employees expressing their thoughts on the environment as the United Nations has declared 2010 the International Year of Biodiversity. This issue’s contributor is Mr Huang Fan, Manager, Managing Director’s Office, CDL.



Visual Courtesy of Huang Fan

During a trip to Bali with his family at the end of 2009, Huang Fan stumbled upon an interesting scene while walking by a river in Ubud – local people washing their clothes in the river, and children bathing in the river at the same time.

This caught his attention not only because it is something virtually unheard of in modern Singapore, but more importantly, because the locals seemed to be at one with nature, co-existing harmoniously with the natural environment.

He was also taken by the unspoiled beauty of the surroundings, and how even the man-made structures seemed to blend in seamlessly with the natural environment.

“Man’s actions have increasingly contributed towards the destruction of the environment. Instead of taking Nature for granted, we should adapt our way of life to co-exist with the natural beauty of the environment and what it has to offer.”

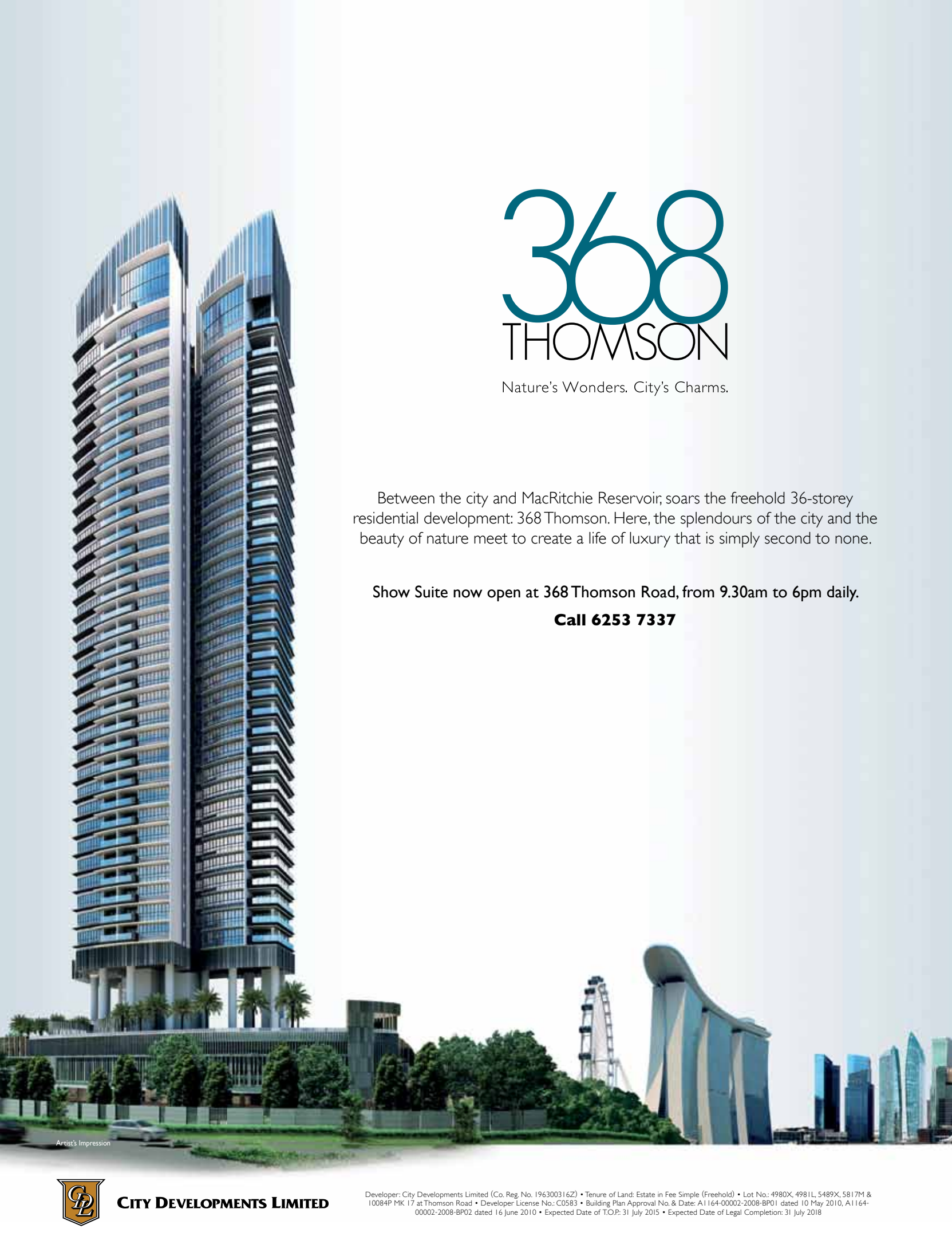
Huang Fan



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The advertisement features a large, curved, blue and white skyscraper on the left side. The building has a modern design with many windows and balconies. In the background, there are other buildings, including a Ferris wheel and a large, curved structure. The sky is clear and blue.

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Artist's Impression



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