



**CDL**  
The Only Superbrand In The  
**Property Developer**  
Category

## **NEWS RELEASE**

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### **CDL- Singapore's Only Superbrand in the Property Developer Category**

City Developments Limited (CDL) was the only Superbrand selected in the property developer category by a brand perception survey conducted by international market intelligence firm Synovate and a qualitative assessment conducted by an independent Superbrands council this year.

CDL's overall performance was outstanding compared to industry norm. It scored an exceptionally high 26.4%, which is above many multinational and leading local brands. An average score is about 21%.

Mr Kwek Leng Joo, Managing Director of CDL said, "Over the past 40 years, CDL has been committed to delivering quality and innovative products and services to meet the ever changing needs of our customers. To be voted a Superbrand by consumers is a true recognition of the CDL brand. This will certainly encourage us on to attain greater achievements in the future."

CDL prides itself on being synonymous with its four core values: leadership, innovation, quality and service. In spite of tough competition in the property industry, CDL has retained its leadership position because of its experience, track record and strong financials.

CDL continues to set new benchmarks and trends to create homes of the future, to offer not just a home but to create a lifestyle for its customers. In fact, CDL will be launching its latest luxury project - The Sail @ Marina Bay, which is poised to be the tallest residential development in Singapore and one of the ten tallest in the world. The Sail @ Marina Bay will become an international waterfront landmark that will change Singapore's skyline and mark a new inner city, downtown living concept.

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