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citynews

**WELCOMING NEW
GROWTH OPPORTUNITIES**
in 2011

H₂O RESIDENCES –
Riverside Living at its Finest

A New Era of
WOW HOSPITALITY



Welcoming New Growth Opportunities in 2011



LOOKING AHEAD TO NEW BEGINNINGS

2010 was one of recovery for the global economy. In response to challenges arising from the financial turmoil, corporations worldwide restructured their operations with business sustainability in mind and geared themselves up for a new era of growth.

While economic uncertainties still resonate across Europe and USA, the International Monetary Fund has projected a global growth of 4.8% in 2010 and an expansion of 4.2% in 2011, bolstered by strong growth in Asia. Yet even as economic recovery proceeded broadly, experts caution against downside risks which remain present, as well as the possible need for governments to implement policy reforms and adjustments to strengthen their vulnerable financial sectors.

At home, Singapore enjoyed extraordinary growth with the economy estimated to have expanded by 14.7% in 2010. For 2011, the Government expects the Singapore economy to continue to expand, although at a slower and more sustainable pace after a sharp recovery from the downturn.

The past year was an exciting one for our city state: the successful hosting of the inaugural Youth Olympic Games, electrifying race track action of the third Formula 1 SingTel Singapore Grand Prix, the opening of the Resorts World Sentosa and Marina Bay Sands, and so on. The integrated resorts have in fact given Singapore's tourism sector a big boost, with the number of tourist arrivals in a single month crossing the one million mark for the first time in July. Together, these high-profile events have thrust Singapore into the global limelight and contributed positively towards our economy.

With Singapore's strong fundamentals, I am optimistic that Singapore will continue to rejuvenate itself and remain attractive to investors and tourists alike.

CDL MAINTAINS A STRONG PERFORMANCE

For the quarter ended 30 September 2010, CDL Group continued to improve its performance, achieving an attributable profit after tax and non-controlling interests of S\$195.8 million, as compared to S\$193.6 million in Q3 2009. Attributable profit after tax and non-controlling interests also increased by 20% to S\$499.8 million for the 9-month period ended 30 September 2010, as compared to S\$416.8 million in the corresponding period in 2009.

With the strong economic performance in 2010, coupled with strong fundamentals in the form of wage growth, high employment, increased liquidity and low interest rates, residential property was regarded as a choice investment amongst investors. Even though market sentiments were dampened as a result of a slew of property cooling measures

introduced by the Government, the residential sales momentum performed credibly with a total of 12,051 units sold in the first nine months of 2010.

CDL's performance in the property development segment remained strong, achieving a sales volume of 1,560 private homes in 2010. This was a result of the Company's highly-successful launches which included Cube 8, 368 Thomson, The Residences at W Singapore Sentosa Cove, Tree House, NV Residences and The Glyndebourne, which the Company marketed on behalf of its London-listed hotel subsidiary, Millennium & Copthorne Hotels plc (M&C).

In this New Year, CDL will continue to remain nimble to respond swiftly to changing market and regulatory conditions. Leveraging on our innate understanding of the market sentiment and buyer appetite honed by over 45 years of experience, CDL will continue to introduce innovative residential concepts and launch its residential projects in a timely manner, extracting the appropriate parcels from its land bank to meet the evolving needs and demands of the market.

RAISING THE BAR IN LEADERSHIP AND SUSTAINABILITY

In 2010, the continued pursuit of improvement in CDL's corporate, environmental and social performance has also led to momentous results on the global stage. Milestones in CDL's sustainability efforts include being one of only two Singapore corporations to be listed amongst the 2010 Global 100 Most Sustainable Corporations in the World by Corporate Knights. In addition, the Asian Sustainability Rating by CSR Asia ranked CDL a commendable 4th amongst 542 companies, achieving an impressive score of 84% and came in top amongst the Singapore companies.

CDL also became the first company in Singapore to achieve the international AA1000AS (2008) Assurance Standard for its Sustainability Report 2010. The Standard covers CDL's overall sustainability behaviour and performance, in adherence to the AA1000 Accountability Principles of Inclusivity, Materiality and Responsiveness. Applying the standard, which comes with a precise audit requirement, demonstrates CDL's commitment in working towards greater transparency and disclosure.

At the inaugural Corporate Social Responsibility (CSR) Awards by Singapore Compact for CSR, CDL was accorded the Green Champion Award in recognition of the Company's best practices adopted in minimising the impact of its business operations on the environment, while encouraging other corporations to benchmark against these practices.

CDL also continued to make strides in its green leadership of Singapore's built environment over the course of the

past year, winning the most number of BCA Green Mark Platinum awards for its sustainable developments accorded by the Building and Construction Authority (BCA). Its new generation green office, 7 & 9 Tampines Grande also became the first completed development here to achieve the Leadership in Energy and Environment Design (LEED) Gold rating by the United States Green Building Council under the Core & Shell Category.

With the launch of the ISO 26000:2010, *Guidance on social responsibility* which provides guidance on internationally accepted concepts, definitions and methods of evaluation on social responsibility, CDL will be incorporating these principles into its 2011 Sustainability Report, to be published in June.

EMBRACING A NEW ERA OF GROWTH

Over the past four decades, CDL has established a firm foothold in the Singapore real estate market, building a brand name that is synonymous with innovation, quality, service excellence, solid investment and CSR.

Globally, the CDL brand has also been strategically positioned through selective investments in overseas projects in Thailand, Japan, Russia and China, as well as through its hotel footprint via M&C.

To capitalise on the investment opportunities that are forthcoming with the regulatory tightening of China's property market, the Company has established CDL China Limited, a wholly-owned subsidiary of CDL, which will focus on establishing CDL's presence in certain cities throughout China and implementing the Company's real estate strategy there. This is only the beginning of an exciting journey and the Company looks forward to strengthening the CDL brand in the world's fastest growing economy.

Looking ahead, 2011 will present many new and exciting opportunities for growth. With the commitment of our dynamic management team and dedicated employees, we look forward to steering CDL to new heights of excellence in this new year.

I take this opportunity to thank all our stakeholders for their continued support of CDL.

Here's wishing you and your family all the best for the New Year!

Kwek Leng Joo
Managing Director, CDL

Eco-Living

at **H₂O**
RESIDENCES

Live amidst nature at H₂O Residences, where breathtaking unobstructed views of lush surroundings and charming waterways await you.

Nestled in the heart of Sengkang New Town, this nature-inspired condominium comprises 521 residential units, ranging from one to four bedroom apartments along with penthouses. Awarded the ABC Waters (Active, Beautiful, Clean Waters) certification by Public Utilities Board (PUB), H₂O Residences is the first-of-its-kind development to integrate with the surrounding water bodies and parks.

Eco-adventurers will find delight in the array of recreational amenities that inspire eco-learning such as the mangrove playground, rain garden and discovery bio-pond. For sports and nature enthusiasts, they will certainly enjoy the easy access H₂O Residences offers to the Sengkang Riverside Park, Sengkang Hockey Stadium and Sengkang Floating Wetland, the largest man-made floating wetland in Singapore.



Artist's Impression

True to its name, residents can delight in the wide array of water-themed recreational amenities.

Within the apartments, spaces have been masterfully planned for functionality and more. The rectangular room layout provides ease of space planning to achieve optimal space efficiency, while full height windows in all bedrooms afford unblocked views of the surrounding landscape.

Located at the junction of Sengkang West Avenue and Fernvale Link, H₂O Residences is easily accessible by major expressways, including the Central Expressway (CTE), Tampines Expressway (TPE), Seletar Expressway (SLE) and Kallang-Paya Lebar Expressway (KPE).

Residents can also enjoy convenient access to public transport via the Layar LRT Station located directly adjacent to the development. Within the vicinity, there are also reputable schools such as Nan Chiau Primary and Secondary schools as well as a wide range of amenities including Compass Point, supermarkets / wet market and popular eateries at Jalan Kayu.

Come home to exclusive riverside living within nature's embrace at H₂O Residences.

For the pleasure of ownership, please call [+65 6686 5595](tel:+6566865595) / [6686 5686](tel:+6566865686).



Artist's Impression

Enjoy breathtaking panoramas of the lush surroundings and quaint waterways from your spacious abode.



Artist's Impression

Live within nature's embrace – discover riverside living at its finest at the 521-unit H₂O Residences.

History Revisited

at City Square Mall



A symbolic reminder of the historic New World Amusement Park formerly located at the site, the reconstructed gate now welcomes visitors and shoppers to City Square Mall.

Apart from an edu-learning experience at Singapore's first Eco-Mall, City Square Mall, shoppers can now enjoy a walk down memory lane and admire a historic gate from the New World Amusement Park that used to stand where the Mall is now sited.

Today, the gate has been carefully reconstructed for Singaporeans to remember the history of the former New World Amusement Park, and has been installed at the entrance of City Green, the state-owned park adjacent to City Square Mall.

More than just a grand gesture of welcome to visitors, the 7.6-m tall gateway arch, which features the words "The New World", symbolises the interconnectivity of Singapore's past, present and future.

"The once-popular New World Amusement Park was an iconic landmark in this precinct, embodying many fond memories of jolly times. For the Jalan Besar community, the New World Amusement Park, with its hive of activities, represented the heartbeat of this neighbourhood. In the hope to preserve a part of Singapore's history, we have reconstructed the amusement park's gate according to its original design. The gate will link the community to its past while its position, alongside the modern City Square Mall, will help remind mall visitors of the vibrant history of the former New World Amusement Park," said Mr Chia Ngiang Hong, CDL's Group General Manager.

Made possible with the support of National Heritage Board, National Parks Board and Urban Redevelopment Authority, the reconstructed New World Gate was officially unveiled on 27 January 2011.

The initiative is in line with CDL's commitment towards environmental conservation, community outreach and promoting Singapore's cultural heritage.

"This gate is symbolic of the memories attached to the former New World Amusement Park, and its presence at the entrance of City Green will bring about a sense of nostalgia of the days when the amusement park was a bustling activity hub. These shared memories are a great way for the community visiting the mall to bond, where now, City Square Mall is the new community hub for families living in the neighbourhood to visit to shop, dine and relax," said Mr Edward Tan, Metro's Director of Operations & Human Resource & Admin, anchor tenant of City Square Mall.

Since its installation, the reconstructed New World Gate has attracted much interest from shoppers, with many halting for a quick photo opportunity under the iconic archway.

"Founded on our Corporate Social Responsibility (CSR) philosophy, we look at meaningful ways where we can help conserve our environment, add value to the community we serve and when the appropriate opportunity arises, preserve and promote our cultural heritage. Our initiative to install the reconstructed New World Amusement Park Gate will help remind visitors about the history of the site."

Mr Chia Ngiang Hong,
Group General Manager, CDL

ABOUT THE NEW WORLD AMUSEMENT PARK



The New World Amusement Park was first opened in 1923 by two Straits Chinese merchant brothers, Ong Boon Tat and Ong Peng Hock, who were sons of prominent businessman, Ong Sam Leong.

A destination for fun and entertainment until the 1950s, The New World Amusement Park attracted visitors from all walks of life – from Europeans and affluent local merchants to labourers, families and local residents. It featured many exciting programmes and attractions from boxing and wrestling matches to variety shows, operas from various ethnic groups and a small cabaret with Filipino artists.

In the mid-1930s, Shaw Organisation went into a 50/50 joint venture with the New World's parent company, Ong Sam Leong Ltd before later taking on full ownership of the amusement park. In the mid-1980s, New World closed its doors after the land it stood on was sold to CDL.

Welcoming A New Era of WOW Hospitality



Celebrating the milestone at the top of the seven-storey W Singapore Sentosa Cove hotel were (from left) Mr Ahn Kook Jin, Managing Director of Ssangyong Engineering and Construction, Singapore; Mr Matthew Fry, Senior Vice President of Starwood Hotels & Resorts, Asia Pacific; and Mr Chia Ngiang Hong, Group General Manager of CDL.

million bid to develop the Quayside Isle in a hotly contested public tender in 2006 based mainly on its unique design.

More than just being home to this new 'Wow' hospitality experience the W brand is renowned for, the Quayside Isle will complete the lifestyle experience for residents in Sentosa Cove and will be an attractive leisure destination for tourists and locals alike.

The project is reminiscent of world famous locations such as Port Grimaud along the French Riviera – a Provencal style village with chic pavement cafes, bars and restaurants. Mr Chia Ngiang Hong, CDL's Group General Manager said diners and

Against the scenic backdrop and balmy breeze of the South China Sea, CDL celebrated a milestone in the construction of its iconic Quayside Isle with the topping out of the new W Singapore Sentosa Cove on 24 November 2010.

Singapore's only marina hotel, the W Singapore Sentosa Cove is the cornerstone of a new upscale lifestyle precinct that is quickly taking shape – the structure of the seven-storey, 240-room hotel is finished, while the adjacent waterfront 228-unit residence, The Residences at W Singapore Sentosa Cove nears completion and tenders for a specialist retail component comprising some 30 quaint waterfront restaurants and shops will be called soon.

The hotel which sits at the water's edge, the residences and specialty shops on the promenade, are part of a unique luxury resort complex that is located next to the ONE¹⁵ Marina Club. The hotel is the first in Singapore to have berths at its doorstep. The property's 10 berths will cater to guests with luxury craft.

When completed in 2012, the integrated Quayside Isle will be a cosmopolitan oasis designed to be a luxury urban retreat destination for tourists and locals alike. CDL won the S\$255



Set amidst lush tropical greenery and waterways at Sentosa Cove, the luxurious and marine-life inspired W Singapore Sentosa Cove hotel offers the idyllic charm of a tropical paradise. Designed with environmental sustainability in mind, it is the first new hotel in Singapore to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA), the highest accolade awarded for green developments in Singapore.

discerning shoppers will be able to take advantage of the area's luscious backdrop with al fresco dining, casual gourmet outlets, and speciality stores catering to the resort and marine lifestyle. This retail component is the only one in Sentosa Cove.

CDL is currently in discussions with prospective tenants which will include a mix of new international brand concepts. The retail component at the Quayside Isle will house nine speciality shops and space for 18 F&B outlets, and over 90% of lettable area will be allotted to F&B. Several new brand concepts will also be introduced.

"We are creating that Riviera lifestyle – luxurious, laid back but also fun and active," said Mr Chia. "The main idea is to provide the ultra high-end community an oasis that not only caters to their daily needs, but also provides a marina escape in a setting like nowhere else in Singapore."

The debut of the W brand in Singapore is the outcome of a second collaboration between CDL and Starwood to introduce a unique lifestyle experience here. The first collaboration between CDL, the Hong Leong Group and Starwood resulted



in the introduction of the first branded residence in Singapore with the St. Regis Hotel and Residences in 2006.

"The W Singapore Sentosa Cove hotel is truly an exciting addition to the W brand's growing international footprint in the world's most exciting cities," said Mr Miguel Ko, Chairman & President of Starwood, Asia Pacific. "With W's unique lifestyle programming, the W Singapore – the first W hotel in this region – will offer insider access to a world of 'Wow' to our guests. Singapore will see a hip lifestyle that will take hospitality to another level."

Unique to W is the signature Whatever/Whenever® service – a concierge service dedicated to making wishes come true. Other signature allures include W's SWEAT®, Get WET®, and Bliss® Spa where guests get active or simply relax.

Apart from hotel guests, residents of The Residences at W Singapore Sentosa Cove will also enjoy privileged access to this service and other exclusive hotel perks such as F&B discounts with their Residence card.

With the introduction of the contemporary W lifestyle brand in Singapore, CDL is well-positioned to tap into a growing market of well-heeled tourists and 'staycationers' in search of a unique hospitality experience.

Completing CDL's vision of a tropical marina-oriented lifestyle within the exclusive residential enclave at Sentosa Cove will be a unique blend of specialty retail featuring quaint waterfront restaurants and shops located adjacent to the W Singapore Sentosa Cove hotel and The Residences at W Singapore Sentosa Cove.

CDL Named Best Performer at Global Chinese Business 1000 Award

CDL was recently accorded the 2010 Global Chinese Business 1000 – Best Performance Award and is ranked one of the Top 10 Best Performance companies in Singapore. The award is a strong testament to the Company's strong track record of financial stewardship and profitability.

Commissioned by Yazhou Zhoukan, the Global Chinese Business 1000 is the most insightful and powerful report in which the Top 1000 listed companies owned by Chinese entrepreneurs from all over the world are selected.

The prestigious award endorses the outstanding achievement of enterprises in terms of average sales, average net profit growth and innovative measures in the past three years as well as stock prices as at 1 July 2010.

As Singapore's property pioneer, CDL has continually seized new growth opportunities and also leveraged on its first-mover advantage in creating new benchmarks of sustainable business excellence to ensure financial sustainability as well as strong business performance year after year.

Beyond local shores, CDL China Limited, the Company's newly-formed unit, will leverage on the investment opportunities in China to further establish and build up CDL's brand presence in cities throughout China.



CDL received the Best Performance Award for its outstanding achievement in terms of average sales, average net profit growth and innovative measures in the past three years.

IN RECOGNITION OF CDL'S BUSINESS EXCELLENCE - OTHER AWARDS RECEIVED IN 2010:

- **Best Residential Developer in Singapore**
Euromoney Real Estate Awards 2010
- **FTSE4Good Index Series (since 2002)**
FTSE Group
- **SIAS Investors' Choice Awards 2010 – Among Singapore's Most Transparent Companies (Property)**
Securities Investors Association (Singapore)
- **Global 100 Most Sustainable Corporations in the World**
Corporate Knights



Coming Soon... CDL's 4th Executive Condominium at Segar Road

In December 2010, CDL made a successful bid for a 99-year leasehold executive condominium (EC) site at Segar Road in the Bukit Panjang area.

Through its wholly-owned subsidiary, Grand Isle Holdings, CDL emerged as the top bidder for the 20,834.1 square metres site at S\$181.99 million.

The plum site, which has a maximum allowable gross floor area of 62,502.3 square metres, is well situated within Bukit Panjang Town and is a short walk from Segar LRT Station, which connects to Choa Chu Kang MRT station (North-South Line).

A hybrid of private and public housing, ECs cater to the middle-income earners and recent launches in 2010 have met with strong response. CDL's last EC project, The Esparis, was an overwhelming sales success.



The site is also three LRT stations away from the Bukit Panjang MRT station of the proposed Downtown Line 2, which is scheduled to be completed in 2015.

Following the successful launch of CDL's 429-unit Tree House at Chestnut Avenue last April, CDL anticipates strong demand from young families and upgraders for an EC project in this increasingly popular district.

As CDL's fourth EC project after The Florida, Nuovo and The Esparis, homebuyers can look forward to a high-quality, eco-friendly residence that are hallmarks of all CDL properties.

CDL China Limited Acquires Landmark Site in Chongqing

CDL China Limited, CDL's China division, has acquired its first development site in Chongqing, China – a landmark site in which it will build an iconic luxury villa residence that will redefine the city's skyline.

Through its wholly-owned Hong Kong subsidiary China Venture Investments Limited, CDL China was awarded the site at a government land auction on 15 December 2010 for RMB 232 million.

The residential site, which consists of two adjacent plots of land totaling 27,200 square metres, is located on top of a historic hill, Eling (鹅岭), in Yuzhong District of Chongqing municipality. It is next to the historic Eling Park, about 3.5 km to the city centre landmark monument, Jie Fang Bei (解放碑) – and will be the only residential villa site within a 5 km proximity to Jie Fang Bei.

To preserve the beauty of the surroundings, the site, which has a Gross Floor Area of 43,020 square metres has a height restriction varying from 15 to 18 metres.

“We are very honoured to have the privilege of developing such a landmark site and we will use our best expertise and nearly half a century's worth of experience to build a world-class development befitting of such a location. In line with CDL's green philosophy, this development will be designed and constructed with environmental sustainability in mind. We will focus on implementing green innovation and technology, making it an environmentally-conscious project.”

**Mr Sherman Kwek,
Chief Executive Officer,
CDL China Limited**

Eling Park used to be the private residence of a wealthy salt merchant in the closing years of the Qing Dynasty. During the resistance war against the Japanese Occupation in World War II, it served as the residence of Chiang Kai-Shek and Soong Mei Ling. The British ambassador and the Australian Embassy also resided here during that period.

Throughout the tenure for these users, Eling Park was chosen for its scenery and tranquility – much sought-after ingredients for a private residential enclave and yet located so close to the city centre.

A fast emerging second-tier city in China, Chongqing's real estate market is well supported by strong demand on the back of robust economic growth.

To fully capitalise on the heritage, tranquility and prime location of this rare site, CDL China intends to build an ultra luxurious low-rise development comprising villas, duplexes and townhouses. Construction is expected to commence this year.

With growing affluence as a key city in the Chinese government's push to bring the wealth of economic development to China's western region, Chongqing has grown significantly over the years.

The municipality has a population of around 32 million people and its GDP growth for the first three quarters of 2010 is around

17%, which ranks the city within the top three highest growth cities in China and is significantly higher than the national average of just under 10%. The real estate market in Chongqing is well supported by strong demand and a growing population with discerning taste.

The rapid pace of growth in this southwestern Chinese city sets the stage for high demand in property, which CDL China hopes to capitalise on.

CDL China's maiden site acquisition is one of various property projects that Mr Sherman Kwek, Chief Executive Officer of CDL China, is looking at.

The company was formed in August 2010 with an initial seed capital of S\$300 million and will helm CDL's move to establish itself as a long-term property developer in China. It builds on prior experience in the property sector that the Hong Leong Group has had in China, such as the development of a luxury residential project, Beijing Riviera, and the acquisition of a prime office building, Tianjin City Tower, in Tianjin by CDL.

Located atop the historic Eling hill, the ultra luxurious low-rise development comprising some 150 villas, duplexes and townhouses will boast panoramic views of the Yuzhong District and the famous Yangtze River.



Celebrating 20 Great Years

at Grand Hyatt Taipei



Over a thousand guests, including a host of local and international corporate owners, government officials, ambassadors and other honoured guests, attended a cocktail reception in celebration of the Grand Hyatt Taipei's 20th anniversary.

Over the past two decades, the 856-room hotel located at the very heart of the city's new and dynamic business district has accommodated a great number of well-known celebrities, government dignitaries, heads of state and royal families. These include Richard Gere, Kevin Costner, Placido Domingo, Bill Gates, Nicholas Cage, Hugh Jackson, Beyonce and Jay-Z, just to name a few.

In addition to the hotel's commitment to update and enhance its facilities – the latest of which is the upscale club, Club Oasis, that boasts a unique style and sophistication – the hotel has won over 200 awards in the past 20 years.

These include "Best Hotel in Taiwan" by Business Traveller Asia-Pacific, "Top 500 Hotels in the World" and "Top 50 Hotels in Asia" by the prestigious Travel & Leisure Magazine.

"Over the past 20 years, Grand Hyatt Taipei has kept its commitment to providing its guests with excellence in facilities and services," stated hotel General Manager, David Pacey. "On our 20th birthday, we promote 'Excellence from the Heart' as one of our core spirits to all employees."

The employees of Grand Hyatt Taipei giving the hotel a thumbs up for 20 years, and many more to follow.

Millennium Seoul Hilton Hosts

Russian Federation President Dmitry Medvedev

The 681-room Millennium Seoul Hilton hotel played host to the President of the Russian Federation and his delegation during the 2010 G-20 Summit Seoul in November 2010.

In preparation for the 2010 G-20 Summit Seoul, all streets and yards across Seoul were planted with beautiful yellow and purple flowers as a gesture of welcome. The colour yellow is a symbol of the ancient Korean kings and purple is symbolic for hosting presidents and leaders of the world.

Held in November 2010, more than 54,000 police officers were deployed to secure the Summit and for the first time in history, the Koreans used Gold Fish to secure the water against toxins or any suspected biological terror attack.

The Millennium Seoul Hilton hotel had the honour of hosting the President of Russian Federation, H.E. Mr Dmitry Medvedev and his delegation, which totalled over 300 members on the peak days of the Summit.

Not a single detail was left to chance, not a stone was left unturned as the hotel began preparing for the milestone event nearly four months in advance. The Namdaemun Suite where the President stayed was repainted and refurbished with new wallpaper, while special shatter-proof coatings were applied to the windows. Emergency generators were rented as back-up in the event of a power failure. Ionised air cleaners and special water filters were installed to ensure the President's health and safety. Access to the hotel was strictly controlled, even the delivery of food was hand inspected by the local police and Russian security. Security and safety was such a high priority that 2,000 police and soldiers were dispatched to the hotel. An entire fire unit was



dedicated to this event, complemented by two emergency ambulances on 24-hour standby.

Apart from hosting the Russian delegation, bi-lateral talks were held in the hotel's Grand Ballroom. Amongst the high-level officials in attendance were the President of the People's Republic of China, Mr Hu Jintao, Prime Minister of Britain, Mr David Cameron and Australian Prime Minister, Ms Julia Gillard.

General Manager Eric Swanson (far right) and staff of the Millennium Seoul Hilton pulled out the stops to welcome President of the Russian Federation, H.E. Mr Dmitry Medvedev (front).

The Winning Ways of M&C's Hotels

GRAND MILLENNIUM SUKHUMVIT VOTED AMONGST ASIA'S MOST POPULAR HOTELS

The five star Grand Millennium Sukhumvit in Bangkok, Thailand, recently received the award for "Finalist – Most Popular Hotel in Asia" at the HotelClub Awards 2010. The annual HotelClub Hotel Awards are driven by seasoned travellers worldwide who judge a multitude of hotel types and subdivisions on hospitality and excellence.



Cheering staff at the Grand Millennium Sukhumvit Bangkok, Thailand.

From a total of 52,000 votes for more than 3,000 hotels in the Asia region, this award once again affirms Grand Millennium Sukhumvit's premium quality and service.

HotelClub is a world leading global accommodation website offering hotel and accommodation bookings for up to 12 months in advance. Established in 1996, HotelClub provides consumers with over 69,000 accommodation choices in over 7,300 cities worldwide throughout 138 countries.

M HOTEL SINGAPORE WINS HOTEL SECURITY AWARD 2010

Not to be outdone, Singapore's M Hotel and its team recently received the "Hotel Security Award 2010" jointly presented by the Singapore Hotel Association, the Singapore Police Force, the National Crime Prevention Council and the Singapore Tourism Board

The award was received from the Guest-of-Honour for the event, Associate Professor Ho Peng Kee, Senior Minister of State for Law & Home Affairs at the presentation held at Intercontinental Singapore.

A safe respite at the M Hotel, Singapore.



M&C Makes a Super Impact

Millennium & Copthorne Hotels plc (M&C) in the UK has been selected as one of the country's strongest business-to-business (B2B) brands according to a survey of B2B marketing experts and over 1,500 individual business professionals. The hotel group was voted alongside well-known business brands including Morgan Stanley, CNN, and HSBC. In February 2011, M&C will be published in the 9th annual Business Superbrands list.

Mark Halliday, Vice President Sales & Marketing, Europe, commented: "We are delighted to have been voted

as a business Superbrand amongst many well-known brands. This is great recognition for us in the business industry."

Founded in London in 1995, Superbrands commissions independent research to identify the UK's strongest brands, and is now a global business operating in over 50 countries worldwide. The surveys – Consumer Superbrands (UK's strongest business-to-consumers or B2C brands) and Business Superbrands (UK's strongest B2B brands) – are based on the opinions of marketing experts, business professionals and thousands of British consumers. The results of both surveys are published annually in February.

... & Goes Green

Making an important step towards achieving its goal of becoming a green hotelier, M&C was awarded the Carbon Trust Standard for its commitment towards tackling climate change. The hotel chain has successfully reduced its carbon emissions by 2% across its UK-based properties.

Over 20 hotels successfully increased recycling and reduced water and electricity consumption through the use of green technologies, and conscientious behaviour. The scheme was initiated by Adrian Bushnell, Company Secretary. Carbon Trust is a not-for-profit company providing specialist support for UK-based businesses and public sector to achieve lower carbon emissions and save energy.

"One of the benefits of having the Carbon Trust Standard is that existing and potential guests can be assured that they are making an environmentally responsible choice in coming to Millennium & Copthorne Hotels UK for their accommodation and hospitality requirements. We have set up the Carbon Management Committee to ensure we do all we can to continue to reduce

emissions," said Ms Patricia Dregent, Interim Assistant Company Secretary, who spearheaded the team's certification effort.

Going green is part of M&C's corporate social responsibility framework, also known as Responsible Hospitality. Another shining example is the Copthorne Hotel & Resort Bay of Islands, which boasts the largest single plate solar heating panels in New Zealand. Since 2008, over 100 square metres of solar panels adorn the roof of the hotel, located in the iconic Treaty Grounds at Waitangi. Heat collected by the panels supplements two boilers and supplies hot water to the hotel's 180 rooms and pool complex.



An aerial view of the Copthorne Hotel & Resort Bay of Islands, nestled in harmony with Mother Nature.

Sparking Green Ideas at Clean & Green Singapore 2010 Schools' Carnival



Guest-of-Honour Dr Amy Khor (second from right) with students and teacher Ms Eugenia Ong (right) from Catholic High School (Primary). Their project was placed third in the Environment Project Competition.

"Sustainable Singapore, Sustainable Schools" (CHIJ St. Nicholas Girls' School – Primary & Secondary) and "Eco Room" (Maris Stella High School – Primary & Secondary).

Seeing a record number of participants at this year's event, the two-day carnival drew over 10,000 students, teachers and parents from 230 schools.

The myriad of activities and competitions included highlights such as the Climate Change Photography Competition which was sponsored by CDL, Operation M.A.C.E. The Roll Call, Alternative Energy Car Challenge – Solar Prix, Environment Dance Floor, Mr and Miss Teen Earth and the Environmental Fashion Show competitions.

Graced by Dr Amy Khor, Minister of State for the Environment and Water Resources, a new Students Embracing Litter-Free (SELF) programme was also launched at 2010's CGS Schools' Carnival.

Since 2005, CDL has been engaging in collaborative efforts with schools to ignite interest in green innovation amongst the youth through the National Environment Agency (NEA)'s Corporate and School Partnership (CASP) programme.

A national-level platform for schools and corporate partners to showcase their collaborative projects, CDL's six adopted schools once again showcased their innovative environmental projects at this year's Schools' Carnival, held at Anchor Green Primary School from 10 to 11 November 2010 in conjunction with Clean and Green Singapore (CGS).

The projects exhibited by CDL's adopted schools at the Schools' Carnival included "The Magic Broom... No More Litter!" and "Project Solar Power" (Catholic High School – Primary & Secondary), "Recycling WebQuest" and

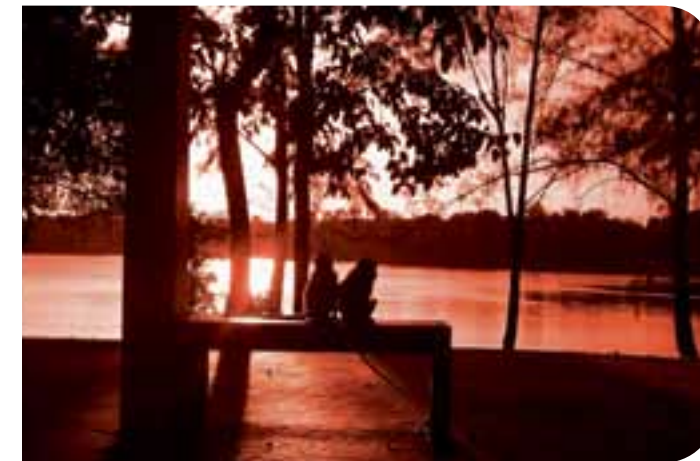
"The NEA CASP programme is an excellent platform to encourage creativity, innovation and eco-consciousness amongst our students. We are glad to be supported by our long-time corporate partner, CDL, since 2005. Throughout the years, we've enjoyed a rewarding collaborative relationship with the CDL team in developing and realising our environmental projects."

**Ms Ling Yuan,
Head of Department for Science,
Catholic High School (Primary)**



Mother Earth is home to a massive variety of life. Scientists estimate that some 13 million species, including mankind, microorganisms, flora and fauna live on Earth. The biodiversity in existence today is the fruit of billions of years of evolution. It forms the web of life which mankind is an integral part of and is fully dependent on.

This incredible natural wealth is a priceless treasure that forms the ultimate foundation of human life. Yet day after day, this rich diversity is gradually being eroded as a result of human activities.



Despite their small size, pollinators such as bees have an important role to play in ensuring the reproduction of plants. Photo by Ms May Theng, Corporate Secretarial Services.

"Man did not weave the web of life – he is merely a strand in it. Whatever he does to the web, he does to himself."

Chief Seattle, 1856

CDL 2011 Calendar Celebrates The Web Of 13 Million

For over a decade, CDL has been advocating environmental sustainability. Our unwavering commitment is founded on the belief that every little effort goes a long way in sustaining the earth as our everlasting home.

2011 marks the 14th installment of CDL's "Beauty of Nature" Series Calendars. This special edition, which celebrates the biodiversity that surrounds us, features photographs contributed by CDL's Managing Director, Mr Kwek Leng Joo, and the winning works of a staff photo competition on the theme of Biodiversity held in 2010.

Of the many species that have once existed on Earth, many are now extinct. Respecting nature keeps species alive, ensuring a healthy biodiversity. Photo by Mr Timothy Chern, Internal Audit.



Christmas Celebrations With a Heart



The youths from Dreams @ Kolam Ayer, accompanied by CDL volunteers, are excited to start their Underwater World sleepover adventure.

In the spirit of giving, City Sunshine Club (CSC) organised a slew of exciting activities for its beneficiaries, spreading care and warmth to the needy during the festive season.

A SLEEPOVER WITH A DIFFERENCE!

On 16 and 17 December 2010, excited children from Dreams @ Kolam Ayer experienced a truly unforgettable lesson in marine discovery when they embarked on a unique sleepover programme with sharks, rays and other ocean inhabitants swimming above them as they slept!

Over 45 volunteers from CDL participated in this one-of-a-kind activity, organised by CSC as part of the club's ongoing youth development activities for these less-privileged youths.

The sleepover programme gave these children an opportunity to observe and learn about the ocean and its secrets within the safe sanctuary of Underwater World Singapore. Apart from uncovering the

Sweet dreams under the "sea"! The children get ready to snuggle comfortably in their sleeping bags.



To inculcate a sense of team spirit amongst the youths, CDL volunteers also designed a series of games as part of the sleepover's entertainment.

A CULTURAL EXCURSION

Thirty-nine elderly from Asian Women's Welfare Association (AWWA) were treated to an enjoyable evening of Cantonese opera at Kreta Ayer People's Theatre on 11 December 2010. Hong Leong Foundation kindly sponsored the tickets.

A MUSICAL, MAGICAL CHRISTMAS AT CITY SQUARE MALL

Accompanied by CSC volunteers, a group of under-privileged children from the Family Service Centre & Student Care Centre at Jurong, enjoyed the Santa Bubbles Musical Live Show at City Square Mall on 18 December 2010. They were entertained by Santa's guest, CJ – the amazing Bubble Girl, who thrilled the crowd with her funny bubbles, some even big enough to envelop a child!

wonders of nature in the Conservation Talk, they were also able to explore and unravel the mysteries deep under in the Ocean Discovery Tour.

The highlight of the programme was catching the pink dolphins in action during the Meet-the-Dolphins Session, where the children and volunteers got up close and personal with the rare pink dolphins.

CDL GREEN ADVENTURE 2010 – CONNECTING WITH NATURE

Some 250 CDL employees found themselves in the heart of the Kranji Countryside, where they turned green adventurers as part of CDL's Staff Day 2010 – an annual tradition where the CDL family gets together for a day of team bonding.

Held on 20 November 2010, the team bonding event took on a "green" twist with specially designed eco-challenges. Themed "CDL Green Adventure", the nature-inspired venue and programme was in celebration of 2010 being the International Year of Biodiversity.

Enthusiastic employees exhibited strong team spirit as they pitted their wits against each other in completing the eco-challenges that were designed to remind them of sustainable lifestyle habits such as water and resource conservation.

Joining in to celebrate the Team CDL spirit as one at the annual CDL Staff Day were over 200 enthusiastic employees.

Beyond fostering camaraderie and communication within the CDL family, the challenges were also designed to inspire creativity and innovation. The highlight of the day had all working in teams to design and build the most sustainable "home" using the recyclable materials provided.



ISO 26000: A Global Standard for Sustainable Development

By Jonathon Hanks

In November the International Organisation for Standardisation (ISO) launched one of its most eagerly awaited standards: ISO 26000, an international guidance standard on social responsibility. The standard reflects the outcome of a five-year process of building consensus among more than 450 expert representatives from 99 countries. The new global standard seeks to encourage the implementation of best practice on social responsibility amongst all types of organisations, with the explicit goal of promoting sustainable development.

ISO 26000 is a voluntary guidance standard. Unlike ISO 9001:2008 (quality management) and ISO 14001:2004 (environmental management), it is not a management system standard and it is not intended or appropriate for certification purposes or regulatory or contractual use. The standard is quite explicit on this aspect and maintains that "any offer to certify, or claims to be certified, to ISO 26000 would be a misrepresentation of the intent and purpose and a misuse of this International Standard. As this International Standard does not contain requirements, any such certification would not be a demonstration of conformity with this International Standard."

The publication of the standard represents the culmination of the largest multi-stakeholder negotiating process ever undertaken by ISO, involving the participation of more than 450 experts and 210 observers from 99 countries and 42 liaison organisations, including, for example, the UN Global Compact, the Global Reporting Initiative (GRI), and various international business, trade union, NGO and civil society organisations. The experts represented six different stakeholder groups: industry; government; labour; consumers; non-governmental organisations; and national standards bodies and academia.

What is social responsibility?

Social responsibility means voluntarily adopting certain standards of individual and organisational behaviour with the aim of promoting sustainable development. It should not be confused with an organisation's philanthropic and charitable activities; while it might include these aspects, its focus is much broader, with the emphasis lying on integrating social and environmental considerations into every aspect of the organisation's activities.

Social responsibility is about understanding and responding to the expectations of the organisation's different stakeholders, and about respecting global standards on such issues as human rights, health, the environment and labour, with the ultimate aim of making a positive contribution to sustainable development. Ultimately, it's about improving an organisation's understanding of the risks and opportunities associated with operating in an increasingly globalised world, and that affect all organisations regardless of their size, sector or location.

What guidance does the standard provide?

ISO 26000 is intended to assist all types of organisation – regardless of their size, activity or location – to operate in a socially responsible manner by providing guidance on the following issues:

- concepts, terms and definitions relating to social responsibility;
- the background, trends and characteristics of social responsibility;
- principles and practices relating to social responsibility;
- the core subjects and issues of social responsibility;
- integrating, implementing and promoting socially responsible behaviour throughout the organisation and, through its policies and practices, within its sphere of influence;
- identifying and engaging with stakeholders; and
- communicating commitments, performance and other information related to social responsibility.

Arguably the most important part of the standard relates to the detailed guidance that it provides on the identified seven core subjects of social responsibility: human rights, organisational governance, labour practices, the environment, consumer issues, fair operating practices, and community involvement and development. These core subjects (outlined in Clause 6 of the standard) are seen to cover the most likely economic, environmental and social impacts that should be addressed by organisations.

Each of these core subjects includes a set of subject-specific issues that an organisation should take into account when identifying its social responsibility. Every core subject, but not necessarily each issue, is seen to have some relevance

for every organisation. In considering its social responsibility, an organisation should identify each issue that is relevant to its decisions and activities. The guidance on each issue includes a number of actions that an organisation should take and identifies core expectations relating to the way in which a socially responsible organisation should behave. These actions and expectations are based on the provisions of authoritative international instruments, and seen to reflect the fundamental expectations of socially responsible behaviour for all organisations no matter where they operate.

The guidance standard also includes an Annex that contains a non-exhaustive list of voluntary initiatives and tools for social responsibility. The aim of this annex is to provide examples of existing initiatives and tools that may offer additional guidance on the core subjects and integration practices of social responsibility.

Although ISO 26000 is non-binding, and is intended to provide guidance only, it is hoped that it will help to raise the bar for organisations seeking to promote sustainable development.

SOCIAL RESPONSIBILITY – THE ISO 26000 DEFINITION

"The responsibility of an organisation for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:

- contributes to sustainable development, including health and the welfare of society;
- takes into account the expectations of stakeholders;
- is in compliance with applicable law and consistent with international norms of behaviour; and
- is integrated throughout the organisation and practiced in its relationships."

Jonathon Hanks, Managing Director of South African consultancy Incite Sustainability (www.incite.co.za), was the convener of the international drafting team responsible for co-ordinating the negotiations on the text of the standard.

Nature's Wonder – Worth Waiting For

City Gallery features the creative talents of CDL employees and their thoughts on the environment. In 2010, CDL held a "Biodiversity: Connecting with Nature" photo competition for its employees to raise awareness on the rich biodiversity that can be found in Singapore. The winning photos were featured in CDL's 2011 "Beauty of Nature" Series Calendar. This issue's contributor is Ms Lee Hwee Leng, Customer Relationship Officer, whose photo was placed second in the competition.



"Colourful birds are increasingly becoming a rare sight in Singapore – even at parks and reservoirs. Even as Singapore continues to rejuvenate its cityscape, it is important to conserve the pockets of green within our urban city to protect the natural habitats of our local bird species."

Lee Hwee Leng

"Little bud, little bud, I wait for thee.

Patience and time, I have, plenty indeed.
For you to flourish and grow up quick.

So that I may enjoy... your fruit for a feast."

During a leisurely walk at Lower Pierce Reservoir with her family one weekend, Hwee Leng chanced upon this beautiful feathered creature, the Oriental Dwarf Kingfisher or Black-backed Kingfisher, perched delicately on a tree branch.

A member of the *Alcedinidae* family, this small red and yellow kingfisher with striking yellow underparts and bluish-black upperparts, can be found in lowland forests in Singapore and other parts of South East Asia such as Malaysia, Cambodia, India, Indonesia, Thailand and Vietnam.

A nature enthusiast, she realised that this was an extraordinary find indeed and immediately stopped to photograph the scene.



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