

Yew Tee welcomes its own neighbourhood mall
- Frasers Centrepoint's newest mall officially opens-

Singapore, 31 October 2009 – Frasers Centrepoint Malls today announced the grand opening of their eighth and newest mall, YewTee Point. The opening this morning was officiated by Guest-of-Honour, Mr Yeo Cheow Tong, Member of Parliament for Hong Kah GRC (Yew Tee).

Conveniently located next to Yew Tee MRT Station, the mall has registered a record number of almost a million shoppers per month. A 2-storey mall with a ground and a basement level, YewTee Point spans 73,000 square feet of net lettable area. To date, the mall has achieved an occupancy rate of 98 per cent.

“We are indeed heartened by the robust numbers in traffic count and occupancy rate seen in YewTee Point, and are confident that it will be another successful mall with Frasers Centrepoint’s proven mall management expertise,” commented Mr Lim Ee Seng, Chief Executive Officer of Frasers Centrepoint Limited.

Neighbourhood mall

“Today, we are pleased to unveil our neighbourhood mall concept. This will add to our existing portfolio of city and suburban malls,” said Mr Christopher Tang, Chief Executive Officer of Frasers Centrepoint Commercial. “A neighbourhood mall is a more intimately-sized one that serves the needs of its immediate community” he continued, “for instance, residents can enjoy early morning or late-night grocery-shopping at anchor tenant NTUC FairPrice supermarket, which opens its doors at 7.00 am and closes at 11.00pm. F&B tenants like Subway and Old Chang Kee will also open early to offer pick-up-and-go snacks to the morning peak-hour commuters.”

Other F&B tenants that will have extended morning hours include Koufu Food Court and Mr Bean. Others, such as Xin Wang Hong Kong Café, EAT. and JK The Prata Café open till 2am to satiate residents’ supper cravings.

Heartland brands make foray into mall

“A neighbourhood mall also houses retailers that residents are familiar with,” explained Mr Tang. “heartland brands that have made the foray into our mall include Swee Heng Bakery and Yang Hua Cake House, both of which are established and well-loved bakery outlets that have been around for more than twenty years.”

To cater to the more than 80,000 residents in the Yew Tee area, the mall has a plethora of beauty, healthcare, fashion, lifestyle and educational services, of which several were formerly operating in heartland shops.

YewTee Point is also introducing two new-to-market concepts – Nubian Goat’s Milk, which serves fresh goat milk, and O!Manju, which specializes in authentic Japanese sponge cakes.

(For a more detailed listing of tenants, please refer to the fact sheet / backgrounder attached)

Open concept kiosks

Another fresh scheme introduced in this mall is open concept kiosks, where shops do not have glass partitions, allowing shoppers to move seamlessly through the retail spaces.

“We’ve had feedback that this concept works well, as it provides shoppers with a more engaging experience,” elaborated Mr Tang.

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About YewTee Point 油池坊

A new food and lifestyle hub in the north-western part of Singapore, YewTee Point is well served by the neighbouring Yew Tee MRT station and easily accessible via the Kranji Expressway. Offering convenience at shoppers' doorsteps, YewTee Point has NTUC FairPrice supermarket and Koufu foodcourt as its anchor tenants. Besides established F&B tenants including Shin Tokyo, Subway and Xin Wang Hong Kong Café, there are many other interesting new food kiosks like Tenderfresh, O!Manju, Four Seasons Durians and Nubian Goat's Milk, etc.

The 2-storey mall also offers a plethora of beauty, healthcare, fashion, lifestyle and educational services to cater to the needs of the residents in the neighbourhood. For more information on YewTee Point, please visit www.yewteepoint.com.sg.

Frasers Centrepoint Malls 星狮地产购物中心

Frasers Centrepoint Malls comprise of eight malls -- The Centrepoint, Causeway Point, Compass Point, Northpoint, YewTee Point, Anchorpoint, Robertson Walk and Valley Point. These eight properties span both urban and suburban areas with over 750 shops. Quality retailers in these malls include department store giants Robinsons, Metro, Marks & Spencer, and supermarket chains, Cold Storage and NTUC FairPrice.

Frasers Centrepoint Malls won a Silver Award for Marketing Excellence, Community Relations for its entry "Are You With Us? A Green Project by Frasers Centrepoint Malls" in the International Council of Shopping Center (ICSC) Asia Shopping Centre Awards 2009. The ICSC Asia Shopping Centre Awards recognizes excellence within the region's shopping centre industry. Awards are given for outstanding achievement in marketing and design/development of retail properties.

For more information on Frasers Centrepoint Malls, please visit www.fraserscentrepointmalls.com.

Frasers Centrepoint Limited 星狮地产有限公司

Frasers Centrepoint Limited (FCL), a wholly-owned subsidiary of Fraser and Neave, Limited (F&NL) is a leading Singapore-based property company with a strong global foothold in residential, commercial and hospitality projects. Under the stewardship of F&NL, FCL's business has evolved from being the owner and operator of a single shopping centre to property development, property management, and asset and fund management of commercial properties (Frasers Centrepoint Commercial), residential homes (Frasers Centrepoint Homes), serviced apartments (Frasers Hospitality) and property trusts (Frasers Centrepoint Asset Management). Frasers Property, the international property arm of FCL, develops world-class projects in UK, Australia, New Zealand, Thailand, China and Vietnam. For more information on FCL, please visit www.fraserscentrepoint.com.

This release is issued by Huntington Communications on behalf of Frasers Centrepoint Malls.

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