

# CapitaLand

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### THE MARKET

Rapid economic growth in recent years and a government-backed property ownership campaign have stimulated China's property market. Housing prices, rents and the capital value of Grade-A commercial properties are all rising, underpinned by the thriving economy and China's entry into the WTO. Shanghai is positioning itself as an international financial centre. As the market is opening up and buying power is growing, more and more investors will enter the PRC market.

As a wholly-owned subsidiary of CapitaLand Limited, CapitaLand China is well prepared and has great confidence in the property market. CapitaLand Limited is one of the largest listed property companies in Asia. Headquartered in Singapore, the multinational company's core businesses include property, hospitality, property services and real estate financial services. CapitaLand also leverages on its significant real estate asset base and market knowledge to develop fee-based products and services.

CapitaLand's business is focused in gateway cities in Australia, Asia, Europe and America. The company's property and hospitality portfolio spans more than 80 cities around the world.

### ACHIEVEMENTS

Since 1994, CapitaLand China has been a developer of premier homes and quality commercial properties in China, with a total project value over Rmb20 billion. In 2002, CapitaLand China set up a Wholly Foreign-Owned Enterprise investment company.

CapitaLand China has developed more than 11,000 apartment units in Shanghai, Beijing and Guangzhou. It also owns and manages 17 shopping malls and office buildings in cities across the country.

Given its scale, scope of services and geographical spread, the company's core assets

are its people – a strong international management team and dedicated, professional staff. CapitaLand China believes in developing the best people to deliver the best products and services.

CapitaLand China has established a good reputation and high brand recognition among the customers and local governments. China has become CapitaLand Group's second-largest overseas market.

one of the largest listed property companies in Asia.

Since its entry into China in 1994, CapitaLand China has been a developer of premier homes and quality commercial properties. To date, CapitaLand China has developed over 20 real estate projects on the mainland, including over 110,000 apartment units and 300,000 square metres of office and retail space.

### THE PRODUCT

One of the company's goals is to offer a more comfortable living environment to customers. To meet the growing demand for quality residences in Shanghai, CapitaLand China has developed several residential developments including Chrysanthemum Park, Manhattan Heights, Summit Panorama, Summit Residences, La Cité and Oasis Riviera.

CapitaLand China's residential developments have been conferred a number of awards. To name a few, Chrysanthemum Park won Shanghai Excellent Structure Award, Shanghai Model Residence and Pudong New District Century Cup (an award given for excellent residential properties) in 1999; La Cité won the 2003 Shanghai Most Popular Residence Gold Award and was awarded as one of Shanghai's Top 10 Residences with International Standards. Its latest residential development in Beijing, La Forêt, was granted the 2004 China Best Residence Design by the Ministry of Construction and also awarded the Most Innovative Building award.

CapitaLand China has also developed some landmark office buildings in Shanghai, namely Raffles City Shanghai and Pidemco Tower.

Raffles City Shanghai is CapitaLand's flagship commercial development and is also the single largest Singaporean investment ever invested in China. Since China's entry into the WTO, more and more domestic and



Raffles City Shanghai

### HISTORY

In November 2000, DBS Land and Pidemco Land, two regional leaders in Asia's real estate industry, merged to form CapitaLand, making it



multinational companies are moving to Shanghai and have boosted the office market. Rents and capital values are rising, especially in the CBD area in Puxi. Raffles City Shanghai is located in the traffic hub at People's Square and near the Municipal Government Building. It comprises a 51-storey office tower and a seven-storey retail podium with a total construction area of 127,000 square metres.

Pidemco Tower is strategically and conveniently located in the heart of the business district, near the Bund. With a GFA of 41,000 square metres, the 24-storey building has attracted some MNCs that include Motorola, Emerson and AGFA.

### RECENT DEVELOPMENTS

CapitaLand China will double its investments in the next three to five years. Last year, CapitaLand China officially launched its Beijing and Guangzhou offices in April and July respectively. In September 2004, it launched its first residential project in Beijing, La Forêt.

CapitaLand China is seeking new investment opportunities in other cities in China. The company is seen as one of the top foreign developers in Shanghai and aims to become one of the best in China.

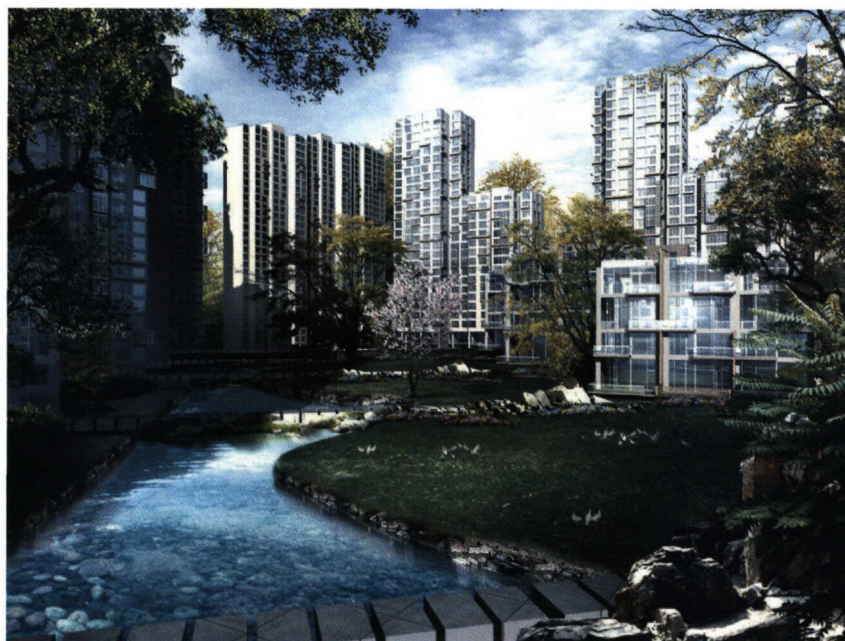
### PROMOTION

CapitaLand aims to bring forth the best and newest living ideas to Chinese customers and to create more fashionable and elegant living and working environment.

The group embraces a role as a good corporate citizen. It has helped numerous charitable organisations in their fundraising efforts, and its staff have volunteered to bring mascots such as Garfield and Pokemon to cheer sick children in hospital. The company has also been active in organising community projects and collaborating with community groups and government agencies to promote public awareness on various social issues.



*La Cité*



*La Forêt*



*Summit Residences*

### BRAND VALUES

CapitaLand China believes its core assets are its people – a strong international management team and dedicated professional staff that delivers the best products and services.

In November 2001 CapitaLand donated Rmb500,000 to the Social Development Foundation of Pudong New Zone to set up Pudong CapitaLand Fellowship to support poor students in completing their studies in high school. In August 2001 CapitaLand sponsored the "face to face" program at Shanghai Jiaotong University.

During the fight against SARS, the company donated equipment worth Rmb1.8 million to the central government, the

Beijing municipal government and the Shanghai municipal government, including two thermal scanners, which have been set up at the Pudong International Airport.

### THINGS YOU DIDN'T KNOW ABOUT CAPITALAND

- Raffles City Shanghai is CapitaLand's flagship commercial development in the PRC and is the single largest Singaporean investment ever in China
- In 2004, to welcome Project Hope's 10th anniversary in Shanghai, CapitaLand China sponsored a donation drive and raised Rmb760,000 to build two primary schools in Yunnan province