



Far East Organization

INSPIRING BETTER LIVES

For Immediate Release

Far East Organization's Inaugural Participation at World Expo *Official Presenter of Singapore Pavilion in Shanghai*

SINGAPORE, 22 Jan 2010 – Far East Organization will be making its debut at the World Expo this year, which will be held in Shanghai, China. As an Official Presenter of the Singapore Pavilion, the company will be capitalising on this platform to raise its profile and brand to the world.

“Far East Organization is honoured to be part of the Singapore Pavilion at the World Expo in Shanghai. As one of the Official Presenters of the Pavilion, we plan to draw on this event to build our brand and business portfolio globally, as well as support the Singapore government’s efforts in nation branding. The World Expo is also a great opportunity for us to have a larger footprint in Asia, especially in China,” said Mr Chia Boon Kuah, Executive Director and Chief Operating Officer, Property Sales, Far East Organization.

In 2004, Far East Organization set up a representative office in Shanghai and this was followed by another office in Shenzhen in 2007. An important growth market, the company’s presence in China has expanded and it will continue to look out for opportunities to widen its distribution network in other key cities, like Beijing and Hangzhou.

A strategic business choice for the Organization to participate in the Shanghai World Expo 2010, Mr Chia adds, “The theme for the Expo “Better City, Better Life” resonates well with our brand aspiration of *Inspiring Better Lives*. For example, in our latest residential developments, we have created communal sky terraces, family cabanas and extensive landscaped gardens that encourage community interaction.”

As Singapore’s largest private property developer, the Organization will be showcasing through various exhibits and videos, its extensive portfolio of innovative developments ranging from hotels and serviced residences to landed houses and condominiums as well as, commercial spaces like retail malls, offices, medical suites and industrial warehouses.

Far East Organization, sister company to the public-listed Hong Kong-based Sino Group, holds the world record as the only developer to be bestowed five internationally acclaimed FIABCI Prix d’Excellence Awards, underscoring its unique achievements in the international real estate arena.

The award-winning developments are The Fullerton Hotel Singapore (leisure category), Far East Square (specialised category), Gardenville, The Bayshore and Orchard Scotts (residential categories).

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About Far East Organization

www.fareast.com.sg

Far East Organization, together with its Hong Kong-based sister company Sino Group, is one of Asia's largest real estate groups. Far East Organization and Sino Group have a combined annual turnover of US\$5.5 billion, total assets valued at over US\$40 billion and more than 13,000 employees worldwide. The group's real estate assets total some 80 million square feet comprising quality completed and investment properties as well as development land bank.

Far East Organization is the largest private property developer in Singapore, with a growing reputation for building innovative and functional spaces, and providing high quality experiences and value for its customers.

For 50 years, Far East Organization has been contributing to the transformation of Singapore's urban landscape. It has built more than 700 developments across the full spectrum of real estate in the residential, hospitality, commercial, and industrial sectors.

Far East Organization owns and operates the largest corporate leasing and hospitality portfolio in Singapore, including six hotels and 11 serviced residences with over 1200 apartments. The Organization has a network of regional offices with presence in Shanghai, Shenzhen, Jakarta, and Seoul.

In addition to its private development and investment arm, Far East Organization also has two public-listed companies, Orchard Parade Holdings Limited, a hotel and property group, and Yeo Hiap Seng Limited, a 110-year-old industry pioneer of food and beverage products in Southeast Asia.

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Led by its driving belief that the places we live, work and play are important factors that inspire progress and success, Far East Organization is committed to constantly innovating and creating effective use of space that improves our way of life. We inspire better lives.