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NEWS RELEASE

CapitaLand donates S\$600,000 through My Schoolbag to benefit over 18,500 underprivileged children in five countries
Annual programme has helped more than 106,000 children since 2009

Singapore, 20 November 2015 – CapitaLand Mall Asia, CapitaLand’s wholly owned shopping mall business unit, is helping more than 18,500 underprivileged children this year with about S\$600,000 worth of donations under its key annual corporate social responsibility programme “My Schoolbag”. Under this programme, schoolbags containing school and daily necessities are given to underprivileged children in the five countries where its malls operate, namely Singapore, China, Malaysia, Japan and India. The donation is made possible with funding from CapitaLand Hope Foundation (CHF), the philanthropic arm of CapitaLand.

In Singapore, CapitaLand is collaborating with the People’s Association and five Community Development Councils (CDCs) for the fifth consecutive year to benefit 1,000 children from low-income families. The children beneficiaries are each given a schoolbag as well as CapitaVouchers worth a total of S\$150, which they can use to purchase school and daily necessities at a CapitaLand mall located in or near their CDC districts – namely Bedok Mall for South East, JCube for South West, Junction 8 for Central Singapore, Lot One Shoppers’ Mall for North West and The Star Vista for North East. The objective of bringing the children on a shopping trip to CapitaLand malls is to improve their understanding of the value of money and the importance of budgeting, as well as to reinforce the roles that CapitaLand malls play as centres of their communities.

To inspire these young minds to start thinking and work towards their career goals, CapitaLand invited professionals from different fields to give career talks. These include a documentary photographer, a commercial pilot, a veterinarian, a general practitioner and a trained architect. Through sharing their education journeys and career paths, it is hoped that these role models from diverse fields will motivate the children to set their ambitions and work towards achieving them.

Including the speakers who are giving career talks, more than 500 staff and community volunteers are taking part in My Schoolbag in Singapore this year to bring cheer and inspiration to the children beneficiaries. During the stage games segment, the staff and community volunteers lead the children in learning about different uniformed careers such as the police, army and nursing, and even play dress-up in these uniforms.

Dr Teo Ho Pin, Mayor of North West District, said: “This is the fifth consecutive year that CapitaLand, through CapitaLand Hope Foundation, is working with the People’s Association and five CDCs on My Schoolbag, which aims to give underprivileged children a head start in their learning journey and quest for a better life. Beyond giving schoolbags and other school and daily necessities to the children, the programme takes the children on an educational shopping trip to CapitaLand malls where they learn about prudent budgeting and careful spending. This year’s programme has also introduced a new segment on career aspirations, which aims to motivate the children to set and work towards realising their ambitions through engaging and fun-filled activities. The career talks given by the adult speakers from different professions go to show that there are many opportunities for everyone to succeed and lead an enriching life in Singapore, regardless of your starting point. We would like to thank CapitaLand and its staff volunteers for their sustained efforts in fostering a caring and inclusive community, as well as inspiring our future generation to excel and achieve.”

District representatives from the different CDCs are also taking to the stage to encourage the children to pursue their dreams. These include Dr Mohamad Maliki Osman, Mayor of South East District; Ms Denise Phua Lay Peng, Mayor of Central Singapore District; and Mr David Ong, Vice-Chairman of South West CDC. During their visits to the CapitaLand malls, the children are also treated to lunch and entertainment, including playing games which promote the 3Rs (reduce, reuse and recycle).

Engaging the community to help the community

This year’s My Schoolbag programme also incorporated a public fundraising component as a way of engaging the community to give back to society. For the first time, Singapore members of CAPITASTAR – the multi-mall, multi-store rewards programme with CapitaLand malls – were encouraged to donate their unredeemed membership points before this year’s expiry deadline to CHF, which then channelled the shoppers’ donations to My Schoolbag in Singapore. In total, more than S\$3,000 was collected.

Over in China, CapitaLand Hope Foundation China (CHFC) – the subsidiary of CHF that coordinates the Foundation’s programmes in China – partnered with China’s largest and most used Internet service portal Tencent, to canvass for public donations for My Schoolbag. Under this collaboration, CHFC matched every RMB1 donated by the public through Tencent’s online and social media platforms with RMB99 to sponsor a schoolbag package worth RMB100 (about S\$22) for one child. A second round of public fundraising saw CHFC matching dollar-for-dollar any amount donated by the public.

In all, more than 1,100 members of the public in China responded to the two fundraising calls. Including the matching donations, CHFC pledged more than RMB1.59 million (about S\$351,000) in donations to My Schoolbag, which went to purchasing schoolbags and stationery for about 16,000 first grade pupils from about 200 schools across China, including 23 CapitaLand Hope Schools. Over 200 staff and community volunteers helped to deliver the donated schoolbags to the beneficiaries across China in the first week of September, in conjunction with the start of the academic year for Chinese pupils.

My Schoolbag is also taking place in Malaysia, Japan and India this month and next, reaching out to more than 1,500 children in these countries.

Mr Jason Leow, CEO of CapitaLand Mall Asia, said, “As Asia’s leading shopping mall developer, owner and manager, our network of more than 100 malls goes beyond meeting shopping and lifestyle aspirations and needs, to enriching the lives of the people and communities where they operate. It is our hope that the schoolbags as well as the school and daily necessities will provide the underprivileged children with a head start as they embark on their learning journeys. We are thus delighted to carry out My Schoolbag year after year to do our part to support the growth and development of underprivileged children in our communities. My Schoolbag has benefitted more than 106,000 children in Asia since we started this programme in 2009. We thank our staff and community volunteers for their tireless commitment, and will continue to work with our community partners, retailers, shoppers and members of the public to bring warmth and hope to underprivileged children.”

Mr Tan Seng Chai, Group Chief Corporate Officer of CapitaLand Limited and Executive Director of CapitaLand Hope Foundation, said, “This year marks the 10th anniversary of CapitaLand Hope Foundation and we are heartened to see My Schoolbag growing in scale and scope with our support over the last seven years. Started in 2009, My Schoolbag has evolved from a local charity event with its roots in Singapore, to an annual regional charity platform benefitting underprivileged children in all five Asian countries where CapitaLand malls operate. The programme has also transformed from a corporate social responsibility initiative by a single company into a community platform involving different parts of society. In particular, the addition of public fundraising channels since last year has helped to increase the public’s awareness of the plight of the underprivileged children in our midst, and served as a platform for the community to extend a helping hand to those in need. In line with CapitaLand’s ‘Building People. Building Communities’ credo, we will continue to explore more innovative ways to carry out our corporate social responsibility programmes and further engage the community in giving back to society.”

My Schoolbag began in Singapore in 2009 as “Back to School” with 200 children beneficiaries. Following the inaugural event’s success, the programme was rebranded as My Schoolbag in 2010 and held in Singapore and China. Since 2011, My Schoolbag has been held annually in the five countries where CapitaLand malls operate – namely Singapore, China, Malaysia, Japan and India.

About CapitaLand Mall Asia (www.capitalandmallasia.com)

CapitaLand Mall Asia, a wholly-owned subsidiary of CapitaLand Limited, is one of the largest shopping mall developers, owners and managers in Asia by total property value of assets and geographic reach. CapitaLand Mall Asia has an integrated shopping mall business model encompassing retail real estate investment, development, mall operations, asset management and fund management capabilities. It has interests in and manages a pan-Asian portfolio of 105 shopping malls across 54 cities in Singapore, China, Malaysia, Japan and India, with a total property value of approximately S\$40.5 billion and a total GFA of approximately 99.0 million sq ft.

Shopping malls in the portfolio include ION Orchard and Plaza Singapura – which are located in one of the world’s most famous shopping streets, Orchard Road – Raffles City Singapore and Clarke Quay in Singapore. Our landmark shopping malls in China are CapitaMall Crystal in Beijing, Hongkou Plaza in Shanghai and Raffles City Shanghai; and CapitaMall Jinniu in Chengdu. The portfolio also includes Gurney Plaza in Penang, Malaysia; Olinas Mall in Tokyo, Japan; as well as Forum Value Mall in Bangalore, India.

CapitaLand Mall Asia’s principal business strategy is to invest in, develop and manage a diversified portfolio of real estate used primarily for retail purposes in Asia, and to strengthen its market position as a leading developer, owner and manager of shopping malls in Asia.

About CapitaLand Hope Foundation (www.capitalandhopefoundation.com)

CapitaLand Hope Foundation, the philanthropic arm of CapitaLand, was established in 2005 to further CapitaLand’s community development commitment to ‘Building People. Building Communities’, by recognising that the long-term success of the company’s business is closely intertwined with the health and prosperity of the communities in which it operates. Every year, CapitaLand allocates up to 0.5% of its net profit to the Foundation to promote social growth and development of underprivileged children with respect to their education, healthcare and shelter needs. CapitaLand Hope Foundation is a registered charity in Singapore and strongly believes each child has within them the potential for greatness, which if nurtured and built upon, can bring significant value to future societies. Going beyond donations associated with charitable giving, the Foundation also focuses on giving time and attention to the children beneficiaries through advocating volunteerism. The strong commitment of volunteers embodies CapitaLand’s mission to care for and contribute to the economic, environmental and social development of communities.

Follow us on social media:

Facebook: www.facebook.com/capitalandhopefoundation

About CapitaLand Limited (www.capitaland.com)

CapitaLand is one of Asia’s largest real estate companies headquartered and listed in Singapore. The company leverages its significant asset base, design and development capabilities, active capital management strategies, extensive market network and operational capabilities to develop high-quality real estate products and services. Its diversified global real estate portfolio includes integrated developments, shopping malls, serviced residences, offices and homes. Its two core markets are Singapore and China, while Indonesia, Malaysia and Vietnam have been identified as new growth markets. The company also has one of the largest real estate fund management businesses with assets located in Asia.

CapitaLand's listed real estate investment trusts are CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

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LinkedIn: www.linkedin.com/company/capitaland-limited

YouTube: www.youtube.com/user/CapitaLandGroup

About People's Association

The [People's Association](#) (PA) was established on 1 July 1960 to promote racial harmony and social cohesion in Singapore. Our mission is to build and bridge communities in achieving one people, one Singapore. PA offers a wide range of [programmes](#) to cater to Singaporeans from all walks of life - connecting people to people, and people and government. We do this through our network of 1,800 [grassroots organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and Water-Venture.

More information at www.pa.gov.sg and OurCommunity.sg.

About Community Development Councils (CDCs)

There are five Community Development Councils, namely, Central Singapore CDC, North East CDC, North West CDC, South East CDC and South West CDC. Mayors of the Districts are Chairmen of the respective CDCs. The CDCs' mission is to build a Caring and Cohesive Community, where we Assist the Needy, Bond the People, Connect the Community. The Office of the Mayors are :

- (a) Ms Denise Phua, Mayor of Central Singapore District;
- (b) Mr Teo Ser Luck, Chairman of the Mayors' Committee, Mayor of North East District;
- (c) Dr Teo Ho Pin, Mayor of North West District;
- (d) Dr Mohamad Maliki Osman, Mayor of South East District; and
- (e) Ms Low Yen Ling, Mayor of South West District.

The CDCs' mission:

- (a) **Assisting the needy**
To help the less fortunate through local assistance schemes and programmes
- (b) **Bonding the people**
To bond the community through projects & programmes to bring them closer to one another
- (c) **Connecting the community**
To develop and strengthen partnerships and networks with Government, corporate and community partners to better serve our residents

More information at www.cdc.org.sg.

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