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NEWS RELEASE

CapitaLand-National Geographic Channel “Building People” Photography Competition focuses on “Happiness”

Grand prize of an exclusive overseas assignment under the mentorship of Pulitzer Center grant recipient and National Geographic Creative Photographer, Sean Gallagher

Singapore, 16 April 2014 – CapitaLand Limited, in partnership with the National Geographic Channel (NGC), has launched the regional “Building People” Photography Competition (Competition), for a period of eight weeks starting 14 April 2014. In its fifth year, this year’s Competition calls for photographs that reflect “Happiness” against the backdrop of CapitaLand properties - homes, offices, shopping malls, serviced residences and mixed-use developments - in the Asia Pacific region.

Photographers are encouraged to challenge themselves and capture “Happiness” generated by the characteristics of CapitaLand buildings, including their ambience, shape, colour and texture.

Participation has grown considerably since the first Competition in 2010. Last year, there was a 38.5% increase in submissions over 2012, with about 3,000 entries from 10 countries in the Asia Pacific. To date, CapitaLand has a collection of more than 6,500 photographs from the Competition which feature its properties. These pictures allow CapitaLand to have a better understanding of its consumers, translating into a more conducive built environment that resonates with end-users. This aligns with CapitaLand’s philosophy of building people and building communities.

This year’s judging panel includes National Geographic Creative photographer, Mr Sean Gallagher (please refer to Annex A for biography), and executives from CapitaLand and National Geographic Channel. Photographic submissions will be judged according to creative interpretation of “Happiness” captured through the photographers’ lenses.

Mr Tan Seng Chai, Group Chief Corporate Officer, CapitaLand Limited, said: “Buildings are personified by the people who live, work and play in or around their vicinity, and how they are designed, built and operated contribute towards the well-being and happiness of its users. This year’s ‘Happiness’ theme taps both the happy moments experienced at our properties, as well as elements in these buildings that have brought joy to its users. This

reinforces our commitment to provide a quality built environment to our residents, office and retail tenants, shoppers and serviced residence guests.”

He added: “As a real estate developer, CapitaLand goes beyond the business of building buildings, to building people and communities too. We will continue to rejuvenate our living environment, bring people together in social spaces at our properties, enhance quality of life through innovative designs and preserve the future of the next generation through sustainability.”

Mr Simeon Dawes, Executive Vice President of Advertising Sales & Partnerships at FOX One Stop Media, commented: “We are extremely encouraged by the tremendous number of photography talents we discover in Asia through this competition each year. The ‘Happiness’ theme provides yet another fantastic opportunity to encourage the continuous discovery of our living environment.”

As a six-time recipient of the Pulitzer Center Grant, Mr Gallagher’s involvement in the project offers a rare opportunity for participating photographers to learn from his vast experience and knowledge of not only the art, but also of the environment. Fluent in Chinese, Mr Gallagher has called Beijing ‘home’ for the past seven years. His work takes him all over the world, engaging and mentoring students and photography enthusiasts through various workshops and seminars. His work has been featured in various international media outlets, reaching a wide audience.

Mr Sean Gallagher said: “I am excited to be a part of this Competition, to have an opportunity to work with the National Geographic Channel, as well as to work with CapitaLand, one of Asia’s largest real estate developers. I am excited to see the participants’ creative interpretation of the theme ‘Happiness’ when they reveal the photographed architecture. Being an environmental photojournalist, it is a bonus to be associated with an organisation like CapitaLand with such a strong commitment to sustainability, with both the natural and built environment as priorities.”

The grand prize winner of the Competition will have the opportunity to embark on an exclusive overseas photography assignment in China under the mentorship of Mr Sean Gallagher. Other prizes include S\$5,000 worth of CapitaVouchers and complimentary stay at Ascott serviced residences in Asia Pacific.

Winners will also get an opportunity to join Mr Sean Gallagher on a photography trail in Singapore. In addition, winning submissions will also be showcased at the CapitaLand-NGC “Building People” Photography Exhibition, scheduled for August this year.

A special award, *The Voters’ Choice Award*, will be given to the participant whose entry receives the highest number of votes from members of the public.

Another special award, *Best CapitaMall Photo*, will be given to the photographer who best captures shopper engagement within CapitaMalls (please refer to Annex B for the detailed prize list).

The sponsors of the prizes are CapitaMalls Asia Limited and The Ascott Limited.

Participating photographers will be invited to attend an exclusive CapitaLand-NGC “Building People” Photography Seminar conducted by Mr Sean Gallagher that will be held in August this year.

The Competition is open to the public from 14 April to 8 June 2014 (please refer to Annex B for the Competition details). Participants are required to submit an original captioned photograph via the Competition website at www.capitaland.com/ngcphoto.

For more information, please visit www.capitaland.com/ngcphoto.

About CapitaLand Limited

CapitaLand is one of Asia’s largest real estate companies. Headquartered and listed in Singapore, the company’s businesses in real estate and real estate fund management are focused on its core markets of Singapore and China.

The company’s diversified real estate portfolio primarily includes homes, offices, shopping malls, serviced residences and mixed-use developments. The company also has one of the largest real estate fund management businesses with assets located in Asia. CapitaLand leverages its significant asset base, real estate domain knowledge, product design and development capabilities, active capital management strategies and extensive market network to develop real estate products and services in its markets.

The listed entities of the CapitaLand Group include CapitaMalls Asia, Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust and CapitaRetail China Trust.

About National Geographic Channels International (NGCI)

National Geographic Channels International (NGCI) inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the National Geographic Society’s commitment to exploration, conservation and education through its six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo.

Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGV and Fox Cable Networks Group) is available in more than 440 million homes in 171 countries and 45 languages.

For more information, please visit www.natgeotv.com

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ANNEX A

ABOUT SEAN GALLAGHER



Sean Gallagher, a National Geographic Creative Photographer, is a British environmental photojournalist and videographer.

From the Tibetan Plateau to the Indonesian archipelago, he often spends months in the field travelling throughout Asia documenting the most pressing conflicts between nature and humanity for some of the world's leading news outlets.

Gallagher is a six-time recipient of the Pulitzer Center on Crisis Reporting travel grant.

He graduated in Zoology from England's University of Newcastle-upon-Tyne and it was this background in science that led to him communicating environmental issues through visual storytelling - by creating unique photographic, video and multimedia projects that highlight individual's stories from communities that are affected by issues such as desertification, deforestation, pollution, species extinction and climate change.

Gallagher's work has appeared with outlets including The New York Times, National Geographic News, CNN, The Atlantic and BBC News.

Gallagher collaborates extensively with the Pulitzer Center on Crisis Reporting who have helped sponsor many of his projects in China, including a 4000km journey across the country documenting the threats from increasing desertification, a seven-province trip investigating the impacts of disappearing wetlands and a one-month journey across the Tibetan plateau photographing the effects of climate change on the 'roof of the world'.

He is also involved in education-outreach programmes both in Asia and the United States, using visual storytelling to communicate the issues to a wide variety of audiences.

Gallagher is based out of Beijing, China.

ANNEX B

CapitaLand-National Geographic Channel “Building People” Photography Competition 2014

Submission Period:

14 April - 8 June 2014 (*both dates inclusive, dates are subject to change*)

Public Voting Period:

July 2014 (*dates are subject to change*)

Exclusive CapitaLand-NGC Photography Seminar by Sean Gallagher:

15 August 2014 (Date to be confirmed)

Exclusive Photo Trail with Sean Gallagher in Singapore (for winners only):

16 August 2014 (Date to be confirmed)

Prizes:

1st Prize Winner

- A 3D2N trip to a city in China* for an overseas assignment under the mentorship of National Geographic Creative photographer Sean Gallagher
- CapitaVouchers worth S\$2,000
- Two consecutive nights' stay in any of our Ascott, Citadines or Somerset serviced residences in Asia Pacific*

2nd Prize Winner

- CapitaVouchers worth S\$1,200
- Two consecutive nights' stay in any of our Ascott, Citadines or Somerset serviced residences in Asia Pacific*

3rd Prize Winner

- CapitaVouchers worth S\$800
- Two consecutive nights' stay in any of our Ascott, Citadines or Somerset serviced residences in Asia Pacific*

Voters' Choice Winner

(Photo entry with the most number of public votes will emerge as Voters' Choice Winner)

- CapitaVouchers worth S\$500
- Two consecutive nights' stay in any of our Ascott, Citadines or Somerset serviced residences in Asia Pacific*

Best CapitaMall Photo Special Prize

(Chosen from the Top 3 winning photos and Voters' Choice Winner)

- Photo entry that captures the best of shoppers engaging in activities within CapitaMalls will stand a chance to vie for the “Best CapitaMall Photo” special prize
- CapitaVouchers worth S\$500

All four winners will also join National Geographic Photographer Sean Gallagher on an exclusive CapitaLand photography trail in Singapore

**Terms and conditions apply. Please visit www.capitaland.com/ngcphoto for more information.*

CapitaLand-National Geographic Channel “Building People” Photography Competition website: www.capitaland.com/ngcphoto

Facebook:

www.facebook.com/pages/NGC-CapitaLand-Building-People-Photography-Competition/

Previous Competitions:

2013 - <http://inside.capitaland.com/gallery/building-people-photo-competition-2013>

2012 - <http://inside.capitaland.com/gallery/building-people-photo-competition-2012>

2011 - <http://inside.capitaland.com/gallery/building-people-photo-competition-2011>

2010 - <http://inside.capitaland.com/gallery/building-people-photo-competition-2010>

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