

NEWS RELEASE

Plaza Singapura welcomes Hamleys to Singapore
World's first toy store joins mall's strong collection of family-friendly brands



Singapore, 23 July 2015 – Plaza Singapura, one of Singapore's best established and largest malls located on Orchard Road, celebrates the grand opening of United Kingdom-based toy giant Hamleys' first Singapore store today.

The arrival of Hamleys, a new-to-market brand in Singapore, adds to Plaza Singapura's strong collection of family-friendly stores and further enhances its position as a destination mall for families and friends. Occupying 12,000 square feet across two floors of Plaza Singapura, the Hamleys store boasts prominent street frontage along the busy Orchard Road shopping belt, delighting shoppers even before they step into the store with a majestic display that evokes an atmosphere of fun and excitement.

'The Finest Toy Shop in the World' promises an exciting in-store concept where play takes centre stage. Shoppers will find themselves immersed in a magical toy wonderland stocked with a mind-boggling array of over 10,000 toys, ranging from the traditional to the high-tech, as well as games and puzzles, arts and crafts, magic props, the Luvley Boutique – where girls will find an exciting selection of hair and nail products – and of course, the iconic Hamleys Teddy Bear.

Hamleys' unique approach focuses on 'bringing toys to life' for children and families by actively encouraging children to play with the toys in store or by engaging with expert toy demonstrators. Understanding that memories underpin the essence of the Hamleys brand, the toy store will arrange for shoppers to meet the Hamleys Bear and popular characters such as Barbie, Peppa Pig and the Teenage Mutant Ninja Turtles on special occasions.

Mr Ong Kee Leng, General Manager, Plaza Singapura, said: "We are delighted that Hamleys has chosen to set up its first and flagship store in Singapore at Plaza Singapura and we look forward to a close and fruitful partnership with Hamleys. As one of Singapore's first shopping malls which pioneered the one-stop shopping experience, we have always taken pride in ensuring a robust tenant mix for families. When introducing new-to-market brands, we look for brands with an established international track record and we are pleased to find a strong partner in Hamleys. The addition of Hamleys to Plaza Singapura will further enhance our position as a one-stop destination mall for families and friends, centrally located on Orchard Road. We are confident that children will build lasting memories of unbridled joy and unforgettable fun times while adults will relive wonderful childhood years at Hamleys in Plaza Singapura."

Mr Gudjon Reynisson, CEO, Hamleys United Kingdom, said: "As the oldest toy store in the world with 255 years of heritage, we are extremely excited to introduce the iconic Hamleys experience to shoppers in Singapore. Our flagship store at Plaza Singapura offers thousands of quality toys, opportunities for children to play, engaging store design, expertise in service and amazing toy demonstrations – features that make Hamleys 'The Finest Toy Shop in the World'! We are looking forward to bringing delight and smiles to the faces of families here with the opening of Hamleys."

In line with the grand opening of Hamleys, shoppers can take part in the ongoing "Pose with British Icons" social media promotion to win shopping vouchers. To take part, shoppers simply have to take a picture of themselves posing with the replicas of British icons around the mall and upload it on to social media with the hashtag #psplaytime and tagging @plazasingapura. The promotion will run till 26 July 2015. Please refer to the Annex for more details.

About Plaza Singapura (www.plazasingapura.com.sg)

Plaza Singapura (獅城大廈), also known as PS, is one of Singapore's oldest and largest malls on the main Orchard Road shopping belt. The mall, which was established in 1974, was the first to pioneer the all-in-one shopping concept, introduce anchor tenants and multi-storey parking. The nine-storey mall which was recently revamped continues to innovate and evolve to stay relevant today by catering to a wide mix of fashion, dining, entertainment and lifestyle needs under one roof. The mall currently features over 300 stores and a 170-metre frontage along Orchard Road.

With household names such as Golden Village Multiplex, Spotlight, Yamaha, Marks & Spencer, John Little and Cold Storage as anchor tenants, Plaza Singapura continues to be an iconic one-stop shopping and lifestyle destination for families and friends. The mall, which can be directly accessed from Dhoby Ghaut MRT is owned by CapitaLand Mall Trust and managed by

CapitaLand Mall Asia – the wholly-owned shopping mall subsidiary of CapitaLand Limited, one of Asia’s largest real estate companies headquartered and listed in Singapore.

About Hamleys (<http://www.hamleys.com/>)

Hamleys rich history began with William Hamley, a Cornishman from Bodmin, England. Mr Hamley dreamed of opening the best toy shop in the world, which was realised when he opened his first shop at Holborn, London in 1760. Some 255 years later, Hamleys as the finest toy shop in the world, is synonymous with bringing magical experiences and joy to children. Hamleys’ unique retail experience includes opportunities for children to play, engaging store design, expertise in customer service and incredible toy demonstration.

Extending significantly further than the famous London toy shop, Hamleys as a global brand, is currently trading across 17 countries with 11 stores in the UK & Ireland and 43 international stores in cities including Moscow, Dubai, Mumbai, Istanbul and Kuala Lumpur. There are openings in South Africa, Vietnam and Mexico planned for the second half of 2015.

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Media contacts

Sheila Jang
Weber Shandwick
DID: (65) 6825 8064
Mob: (65) 9871 3041
Email: SJang@webershandwick.com

Sarah Kang
Weber Shandwick
DID: (65) 6825 8079
Mob: (65) 8168 2357
Email: SKang@webershandwick.com

Elise Voo
Plaza Singapura
DID: (65) 6332 9243
Email: elise.voo@capitaland.com

Social Media Promotion

Pose with the British icons at Plaza Singapura and win attractive shopping vouchers!

Top three contestants will each win shopping vouchers worth \$500, while seven other finalists will receive shopping vouchers worth \$50 each.

1. Capture a photo of you with your family or friends at Plaza Singapura from 29 June to 26 July with the replicas of British icons such as the Big Ben, Tower Bridge, London Bus, telephone booth, post box and Royal Guards.
2. Upload the photo on Instagram
3. Like our @plazasingapura Instagram page. Tag @plazasingapura in your caption.
4. Add a funky caption and hashtag #psplaytime in your caption.

**Terms and conditions apply.*

Contest period: 29 June to 26 July 2015. Winners will be announced on 5 August 2015.