



**For immediate release  
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## **NEWS RELEASE**

### **More entertainment, F&B and fashion at the new Bugis+**

**Singapore, 18 April 2012** – **Bugis+** (pronounced Bugis plus) (白沙浮娱乐广场), the mall formerly known as Iluma, is set to excite shoppers when its S\$38 million transformation is completed by July 2012. More than 90% of tenants at Levels 1 and 2, consisting of over 30 new and established brands, including UNIQLO, will start trading in June.

Bugis+ will boast the following:

- UNIQLO's largest and first street-level store in Singapore;
- First Lowrys Farm standalone shop, one of the most popular Japanese fashion brands;
- First BonChon Chicken outlet, a famous worldwide chain from South Korea; and
- Leading online game service provider Garena's first gaming experience store in Asia, among other new-to-market concepts.

The new name Bugis+ with the plus symbol denotes more entertainment, more F&B and more fashion for shoppers and the community at the revamped mall. As the retail and entertainment extension of Bugis Junction and linked by an overhead bridge at Level 2, Bugis+ and Bugis Junction will form a seamless destination with more than 600,000 square feet ("sq ft") of net lettable area. Over 80.0% of Bugis+ has been pre-committed. Both malls are owned by CapitaMall Trust and managed by CapitaMalls Asia.

#### **Exciting entertainment**

Avid gamers rejoice! Leading online game service provider, Garena, will set up their first ever gaming experience store in Asia. The 5,000 sq ft store on Level 3 will allow gamers and fans to enjoy a unique experience while playing their favourite games such as *League of Legends* and *Blackshot*. With Garena's new gaming experience store, together with video gaming café St Games, K Suites Karaoke, FilmGarde Cineplex and The Joyden Hall (a multi-purpose event hall), mall-goers will surely be entertained at Bugis+.

#### **Delectable F&B**

After whetting appetites worldwide with some 40 stores in eight countries, the famous BonChon Chicken from Korea will open its first outlet in Singapore in Bugis+. The outlet on Level 1 will feature its famous fried chicken, which was recently named "the best chicken in America" by the New York Times, GQ and Esquire.

Other new F&B concepts at Bugis+ include Ma Maison Café with an all-day breakfast concept serving pancakes and tarts, Taipei Station, Prata Factory and Bread 'n' Butter Box. Exciting F&B outlets also set to tickle taste buds at Bugis+ include Curry House by Coco Ichibanya, Yayoiken Japanese Restaurant, Kungfu Paradise, Crystal Jade, McDonald's, The Coffee Bean & Tea Leaf and Gelataria Italia Café.

### **Fashion-ably forward**

Shoppers can look forward to new fashion tenants at Bugis+, such as the largest UNIQLO store in Singapore at close to 20,000 sq ft. Occupying a duplex unit facing the busy Victoria Street, this will also be UNIQLO's first outlet with street-level frontage in Singapore.

Lowrys Farm, a popular Japanese fashion brand, will set up its first standalone shop in Singapore at Bugis+. It will retail men's and women's casual wear. Also opening its first standalone store is MANGO TOUCH with its shop dedicated to MANGO accessories. A retail phenomenon and the fastest-growing fashion concept in Spain, Shana will open its second outlet in Singapore at Bugis+ after its first outlet at JCube, which is also owned by CapitaMall Trust and managed by CapitaMalls Asia.

Other established international brands at Bugis+ include Pull&Bear, Sephora, Bershka, Aeropostale, Celio, New Look, Denizen, Adidas Originals, Quiksilver and Dockers.

Ms Margaret Khoo, General Manager of Bugis+ and Bugis Junction, said, "We are excited to present the new Bugis+ with its new brands, including those opening their first outlets in Singapore. The reinvigorated Bugis+ is set to delight people anew and, leveraging on the strong shopper traffic to Bugis Junction, the combined offerings of Bugis+ and Bugis Junction will offer shoppers an exciting and vibrant entertainment, F&B and retail destination."

### **About Bugis+**

Located along Victoria Street in the Bugis arts, culture, learning and entertainment district, Bugis+, formerly known as Iluma, has become a familiar landmark with its illuminated "crystal" façade. With a net lettable area of about 194,000 sq ft, Bugis+ enjoys synergy with Bugis Junction, linked via a bridge at Level 2, serving the wider needs of PMEBS, young adults and teenagers. The mall was acquired by CapitaMall Trust in April 2011.

An asset enhancement programme costing an estimated S\$38 million is currently on-going and Bugis+ will be completed by July 2012. The works will create an enlarged and seamless shopping destination with Bugis Junction, offering more entertainment, more F&B, more fashion and more fun for shoppers.

### **About CapitaMall Trust ([www.capitamall.com](http://www.capitamall.com))**

CMT is the first Real Estate Investment Trust (REIT) listed on Singapore Exchange Securities Trading Limited (SGX-ST) in July 2002. CMT is also the largest REIT by asset size, approximately S\$9.7 billion and by market capitalisation, S\$6.0 billion (as at 30 March 2012) in Singapore. CMT has been assigned an "A2" rating by Moody's Investors Service. The "A2" rating is the highest rating assigned to a Singapore REIT.

CMT owns and invests in quality income-producing assets which are used, or predominantly used, for retail purposes primarily in Singapore. As at 31 March 2012, CMT's portfolio comprised a diverse list of approximately 2,500 leases with local and international retailers and achieved a committed occupancy of 96.4%. CMT's 16 quality retail properties, which are strategically located in the suburban areas and Downtown Core of Singapore, include Tampines Mall, Junction 8, Funan DigitaLife Mall, IMM Building, Plaza Singapura, Bugis Junction, Sembawang Shopping Centre, JCube, Hougang Plaza, Raffles City Singapore (40.0% interest), Lot One Shoppers' Mall, Bukit Panjang Plaza, Rivervale Mall, The Atrium@Orchard, Clarke Quay and Iluma (to be rebranded as Bugis+). CMT also owns 122.7 million units in CapitaRetail China Trust, the first China shopping mall REIT listed on SGX-ST in December 2006.

In May 2011, CMT took a 30.0% stake in a joint venture to develop a prime land parcel at Jurong Gateway named Westgate, marking its first foray into greenfield developments.

CMT is managed by an external manager, CapitaMall Trust Management Limited, which is a wholly-owned subsidiary of CapitaMalls Asia Limited, one of Asia's largest listed shopping mall developers, owners and managers.

**About CapitaMalls Asia ([www.capitamallsasia.com](http://www.capitamallsasia.com))**

CapitaMalls Asia Limited is one of the largest listed shopping mall developers, owners and managers in Asia by total property value of assets and geographic reach. CapitaMalls 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 97 shopping malls across 51 cities in the five countries of Singapore, China, Malaysia, Japan and India, with a total property value of approximately S\$29.4 billion and a total GFA of approximately 87.4 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; Vivit Square in Tokyo, Japan; as well as Forum Value Mall in Bangalore, India.

CapitaMalls 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.

**For more information, please contact:**

Sarah Lua  
Marketing Communications Manager  
Contact: 6634 6809/ 9786 6583  
Email: [sarah.lua@capitaland.com](mailto:sarah.lua@capitaland.com)

Cao Yang  
Marketing Communications Executive  
Contact: 6634 6814/ 9889 0632  
Email: [cao.yang1@capitaland.com](mailto:cao.yang1@capitaland.com)