

## **GUOCO MIDTOWN SET TO BE A GAME CHANGER IN BEACH ROAD**

**The mixed-use development will rejuvenate the district, redefine public and work spaces, and city living.**

**Singapore, 22 April 2019** – GuocoLand Limited (“GuocoLand”) today unveiled the concept and design of Guoco Midtown. The approximately 950,600 square feet (“sq ft”) mixed-use development will be a game changer on multiple fronts. It will rejuvenate the Beach Road district, redefine public spaces and enhance street life, introduce a new experience of working in Grade A offices and a new concept of luxury city living.

### **Guoco Midtown to rejuvenate Beach Road**

Guoco Midtown will be the game changer, the final piece of jigsaw that completes the transformation of the area, connecting the three major office micro-markets of City Hall, Marina Centre and Bugis.

Mr Raymond Choong, Group President & Chief Executive Officer of GuocoLand said: “Guoco Tower’s opening in stages between 2016 to 2017 has injected a fresh vibrancy, brought a new lease of life to Tanjong Pagar and successfully transformed the district. We envision Guoco Midtown to do the same for the Beach Road area. When it is completed in the first half of 2022, Guoco Midtown will be a premium, vibrant business and lifestyle destination, attracting a dynamic community that will rejuvenate and reposition Beach Road.”

The name Guoco Midtown represents GuocoLand’s vision for the area to be like the Midtown areas in many capital cities around the world where there is an exciting mix of shopping, culture, entertainment, amenities and prime corporate offices. Based on key trends anticipated, Guoco Midtown has been designed with the present and future needs of the user in mind, especially for those who spend a large part of their day in the office tower but not necessarily at their desks.

The way companies operate, and the way people work and live have changed drastically. Mr Cheng Hsing Yao, Group Managing Director of GuocoLand Singapore said: “Instead of being a ‘landlord’, we aim to be a partner to our tenants by supporting their business needs. We will incorporate flexibility into our leases, offer facilities for their activities and pursuit of innovation, and provide amenities to make the work environment more fun. Instead of providing a mere place to live in, we have designed a home that is conducive for work or entertainment. Guoco Midtown is the future brought forward to the present; it is a development that is built around the future lifestyles of people.”

### **Re-defining public spaces, enhancing community street life**

In line with GuocoLand’s vision of breathing new life into the district, Guoco Midtown is poised to become the new social heart for the Beach Road and Bugis area. It will foster community street life by providing a series of community spaces that can adapt and cater to different public activities and events.

Although Guoco Midtown is a mega mixed-development, it is unlike most such developments that often comprise podium blocks. Instead, street level buildings and public spaces have been designed to the human scale. Besides conserving the three-storey former Beach Road Police Station, the design also draws inspiration from the shophouse districts across Beach Road; an internal street - called Seawater Street - has been created, flanked by public spaces and low-rise retail and restaurants.

All ground floor restaurants will have alfresco dining spilling into the two large sheltered public spaces called the City Room and the Market Place. Seawater Street can also be closed to vehicles during the weekends so that it can link up all the various public spaces to become a large event space to host more than 2,000 people.

In fact, the whole development comprises 10 different plazas and gardens on levels 1, 2, 3, 7, 15 and 30; six of which are open to the public. Altogether, they form more than 170,000 sq ft of landscape and public spaces, and more than 34,000 sq ft of vertical greenery. The plazas and gardens provide spaces for exercise, special events and intimate areas for unhurried and meaningful human interaction.

### **Introducing a new leasing concept to support the latest work trends**

The 770,000 sq ft, premium 30-storey Grade A office tower will cater to dynamic companies with fast-changing demands who need to attract the right talents.

Guoco Midtown will re-define the way landlords partner office tenants by introducing a new leasing concept to address the 'core & flex' needs of companies with dynamic business needs and shorter business cycles. Fifteen percent of office net lettable area has been set aside for flexible and adaptable spaces which will give tenants the flexibility to expand or contract their teams without having to move or renovate their main offices. There will also be two floors for tenants to set up 'innovation laboratories' or experimental start-ups.

Additionally, Guoco Midtown is designed to support the new way of agile working. Tenants can look forward to networking lounges and collaborative work spaces, seminar and training rooms and even facilities for company town hall meetings.

To further support companies in attracting and retaining talents, Guoco Midtown will have many amenities catering to the well-being of its office tenants. Workers can take a break from work at the sky garden on level 7 or go for a swim in the 40 metre ("m") swimming pool, jog along the circuit, or work out at the outdoor gym. For a bit of peace and quiet, they can also retreat to the event plaza, rest pods and snooze areas. These dedicated recreational areas allow office tenants to 'relax & rejuvenate' even while at work. This is part of Guoco Midtown's attempt to respond to the growing integration of work and play. Tenants can join in fitness programmes like Zumba and Body Combat, just like the programmes at Guoco Tower, which have been well received by tenants and public.

The offices at Guoco Midtown will have an efficient, central core office floor plate with an ultra-high 3.3m ceiling, compared to the 2.9m norm for Premium Grade A offices. Seamless, large windows, clear glass panels that are floor-to-ceiling and 1.8m wide (versus the usual 1.5m) will allow workers to enjoy panoramic views of the city, Kallang Basin and Marina Bay.

### **Introducing a new concept of luxury city living**

Midtown Bay, the residential component of Guoco Midtown, will offer a collection of more than 200 exclusive units. Residents can enjoy the convenience and buzz of city life right below them and they can easily retreat to the quietness and exclusivity of their living spaces.

The new lifestyle of urbanites demands effortless transition between living, working and entertaining. Thus, the units have been designed to offer residents the flexibility to live, work or

entertain at home. If more space is needed, residents have the rest of the amenities of Guoco Midtown available to them.

Midtown Bay is at once exclusive, yet connected. It is envisaged to be a very prestigious development bringing together a community of visionaries. More details of the residential component will be announced in the second half of 2019.

### **Well-connected**

Residents, workers and visitors to Guoco Midtown, will truly appreciate its central location and how connected it is to the rest of the city. The underground, ground level and elevated pedestrian network will connect people living, working and visiting the three districts in the area – namely City Hall, Bugis and Marina Centre. The mixed-use, integrated development will also be served by four MRT lines - the East-West, Downtown, North-South and Circle lines - and has a direct underground link to the Bugis MRT interchange station.

**## END ##**

### **About GuocoLand Limited**

GuocoLand Limited ("GuocoLand") is a public company listed on the Singapore Exchange since 1978. The principal business activities of its subsidiaries are property development, property investment, hotel operations and property management.

GuocoLand and its subsidiaries ("the GuocoLand Group") have established property operations in their geographical markets of Singapore, China, Malaysia and Vietnam, comprising residential, hospitality, commercial and retail developments. In 2017, GuocoLand marked its expansion beyond Asia into the new markets of the United Kingdom and Australia through a strategic partnership with Eco World Development Group Berhad in Eco World International Berhad. As a premier property company, GuocoLand is focused on achieving scalability, sustainability and growth in its core markets through its property development, investment and management businesses.

The parent company of GuocoLand is Guoco Group Limited, a company listed on the Main Board of The Stock Exchange of Hong Kong Limited. Guoco Group Limited is a member of the Hong Leong group of companies.

As at 31 December 2018, the GuocoLand Group had total assets of S\$9.9 billion and total equity attributable to equity holders of S\$4.0 billion.

**For media enquiries, please contact:**

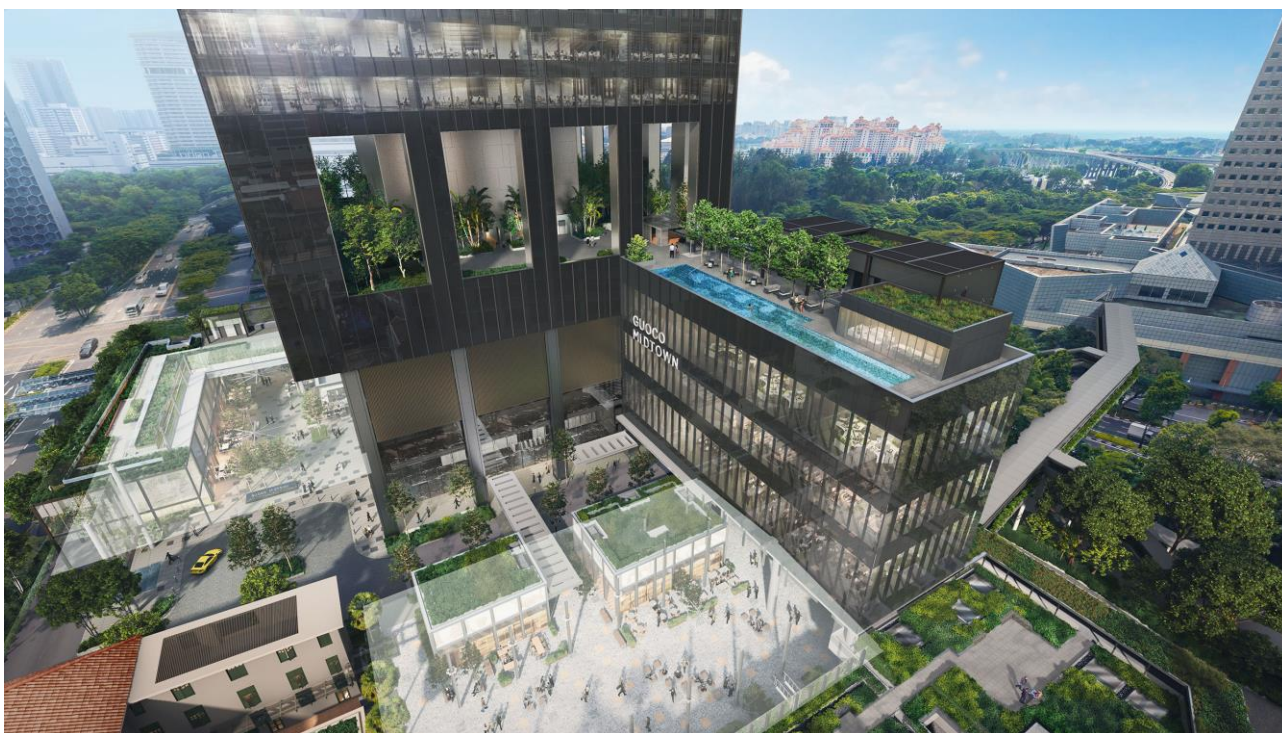
Amanda Moey  
Asia PR Werkz  
DID: +65 6812 9818  
HP: +65 9747 0027  
Email: [amanda@asiaprwerkz.com](mailto:amanda@asiaprwerkz.com)

Pravin Nair  
Asia PR Werkz  
DID: +65 6812 9824  
HP: +65 9199 0370  
Email: [pravin@asiaprwerkz.com](mailto:pravin@asiaprwerkz.com)

**APPENDIX 1 GUOCO MIDTOWN RENDERINGS**



Guoco Midtown



Aerial view of Guoco Midtown public spaces



Guoco Midtown Market Place

**APPENDIX 2 FACTSHEET**

 **GUOCO  
MIDTOWN**



- A mixed-use development that comprises premium Grade A office space, public and retail spaces, exclusive residences, and the former Beach Road Police Station, a conserved building
- Located within Central Business District, at the intersection of two key development corridors along Beach Road and Ophir-Rochor Road
- Key connector between 3 office micromarkets – City Hall, Marina Centre & Bugis
- Served by four MRT lines and Nicoll Highway, as well as the North-South Expressway in the future
- It will rejuvenate the Beach Road by being the final critical piece of jigsaw that completes the transformation of the precinct
- It will introduce innovative and futuristic concept for Grade A office and re-define the way that landlords partner office tenants
- It will foster community street life by providing a series of community spaces that can adapt and cater to different public activities and events
- It will introduce a new way of luxury city living in response to the growing integration of live, work and play



<b>GUOCO MIDTOWN</b>	
Project Name	Guoco Midtown
Project Name (Chinese)	国浩时代城
Type	Mixed-Use Development
Developer	GuocoLand
District	7
Address	120, 122, 124, 126, 128, 130 Beach Road
Site Area	Approx. 226,300 sq ft / 21,026.90 sq m
Total GFA	Approx. 950,600 sq ft / 88,313 sq m
Land Price	S\$1.622 billion / S\$1,706 psf ppr
Total Development Cost	S\$2.4 billion
Tenure of Land	Leasehold tenure of 99 years commencing from 2018
Estimated TOP	To be completed in 2022
Design Architect	Denton Corker Marshall
Project Architect	DP Architects
Landscape Architect	Ortus Design

<b>GRADE A OFFICE TOWER</b>	
Total Gross Floor Area	770,000 sq ft
No. of Storeys	30 storeys
Floor Plate	Ranging from 27,000 sq ft – 30,000 sq ft

<b>RETAIL &amp; F&amp;B</b>	
Total Gross Floor Area	32,290 sq ft
No. of Storeys	2 storeys

<b>RESIDENTIAL TOWER</b>	
Total Gross Floor Area	148,480 sq ft
No. of Storeys	32 storeys
No. of Units	More than 200 units

<b>PUBLIC SPACES</b>	
City Room	10,100 sq ft and approx. 14-metre high
Market Place	10,900 sq ft and approx. 11-metre high
Green Spaces	10 gardens comprising 170,000 sq ft of lush greenery

### APPENDIX 3 LOCATION PLAN

