

The logo consists of four squares arranged in a 2x2 grid. The top-left square is dark blue, the top-right square is brown, the bottom-left square is brown, and the bottom-right square is dark blue.

MIDTOWN
BAY

An aerial photograph of the Guoco Midtown development in Singapore. The central focus is a tall, modern skyscraper with a glass facade, illuminated from within, and the 'GuocoLand' logo at the top. To its left is a very tall, slender building with a distinctive geometric facade. In the foreground, a wide, multi-lane road with traffic flows past a green park area. To the right of the park are several older, low-rise buildings with red-tiled roofs. The background shows a dense urban skyline with various other skyscrapers under a clear blue sky.

GUOCO MIDTOWN

A GAME CHANGER IN BEACH ROAD



MIDTOWN

Emergent term from the 50's, between uptown and downtown Manhattan.

Emergent part of the city centre, with a high concentration of shops, hotel, entertainment, prime offices and homes.

Emergent term from the 50's, between uptown and downtown Manhattan.

Emergent part of the city centre, with a high concentration of shops, hotel, entertainment, prime offices and homes.

A 950,600 SQ FT MIXED-USE DEVELOPMENT



GUOCO MIDTOWN OFFICE
770,000 SQ FT



**PUBLIC SPACES
& GREEN ARCHITECTURE**
170,000 SQ FT



MIDTOWN DINING
32,290 SQ FT



MIDTOWN BAY
219 UNITS



**UNDERGROUND &
ELEVATED PEDESTRIAN NETWORK**

GUOCO MIDTOWN SET TO BE A **GAME CHANGER**

Images for illustration purpose only



Rejuvenate the district



Public spaces that
connect and engage the
community



Redefine the way of
leasing



Forefront of **luxury city**
living

REJUVENATING THE BEACH ROAD DISTRICT

TO BE A VIBRANT BUSINESS AND LIFESTYLE DESTINATION



Guoco
Midtown

TAPPING ON OUR SUCCESSFUL EXPERIENCE AT GUOCO TOWER

In 2016, GuocoLand set a new benchmark for a
mixed-use development with Guoco Tower





REJUVENATING TANJONG PAGAR

Guoco Tower has re-shaped Tanjong Pagar as a prime business and lifestyle centre

Public Spaces has become the social heart of Tanjong Pagar

Many new-to-market brands introduced here

Transformation of Tanjong Pagar district



By 2022, GuocoLand is set to do the same for the Beach Road district with Guoco Midtown.



GUOCO MIDTOWN SET TO TRANSFORM BEACH ROAD

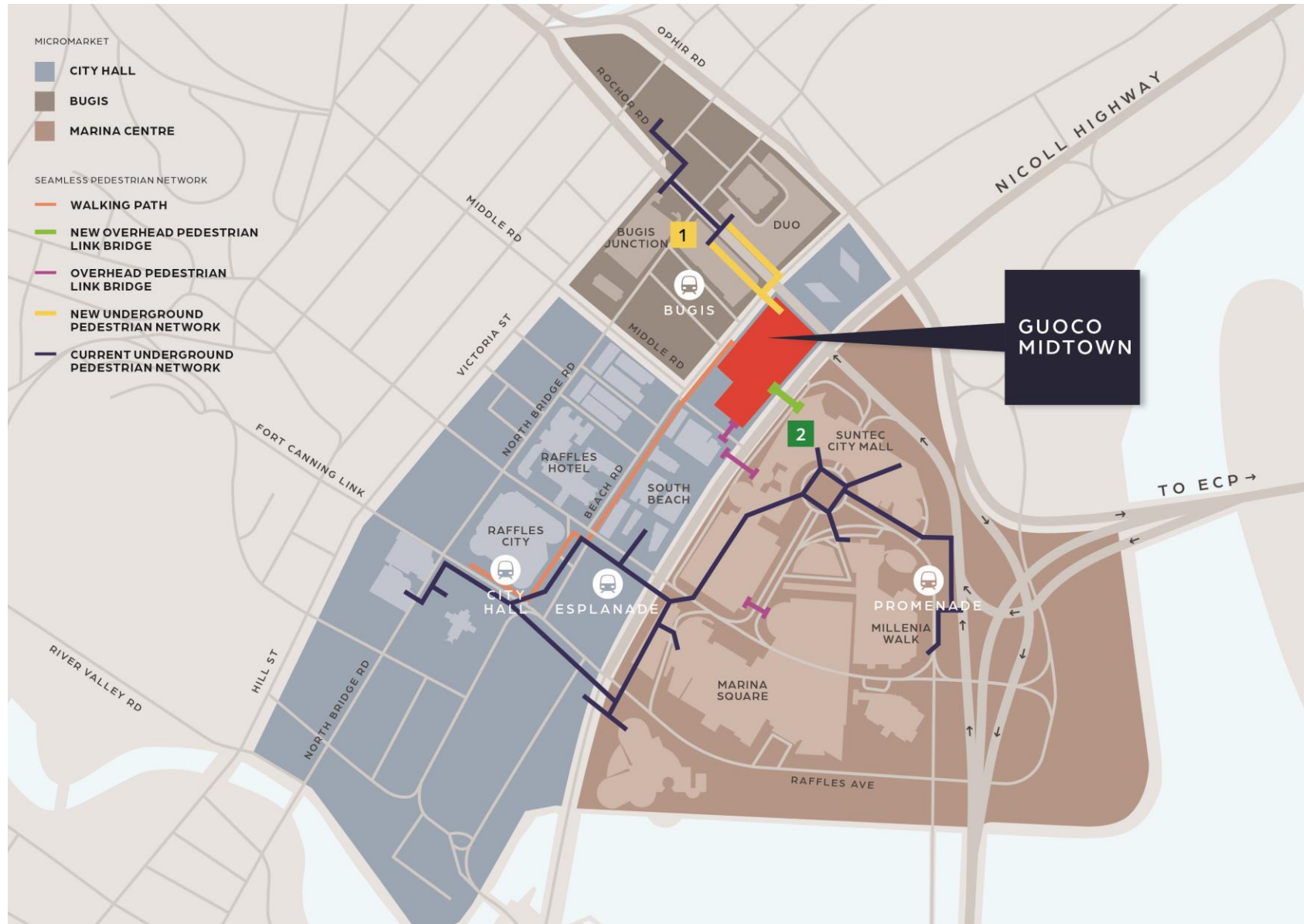
Located within the Downtown Core Planning Area, which forms part of Singapore's city centre

Link up 3 micro-markets :
City Hall, Marina Centre & Bugis

At the intersection of two key development corridors: Beach Road and Ophir-Rochor Road

Served by four MRT lines and Nicoll Highway, as well as the North-South Expressway in the future

FINAL CRITICAL PIECE OF JIGSAW TO COMPLETE THE CONNECTION OF THE AREA



NEW AND UPCOMING DEVELOPMENTS

ALONG BEACH ROAD – OPHIR CORRIDOR



MULTINATIONAL CORPORATIONS IN THE VICINITY

RABOBANK
SANOFI-AVENTIS
LEGO
COMMONWEALTH
BANK OF AUSTRALIA
BAIN & CO
FACEBOOK
EXPEDIA

SMBC
QNB
LGT BANK

BANK OF NY
MITSUBISHI
PETROCHINA

MITSUBISHI
HEAVY INDUSTRIES
DHL
BAXTER

CHEVRON
ABBOTT
MASTERCARD

UBS
SALESFORCE
VMWARE
PAYPAL
TEMPLETON

EDB
ACCENTURE

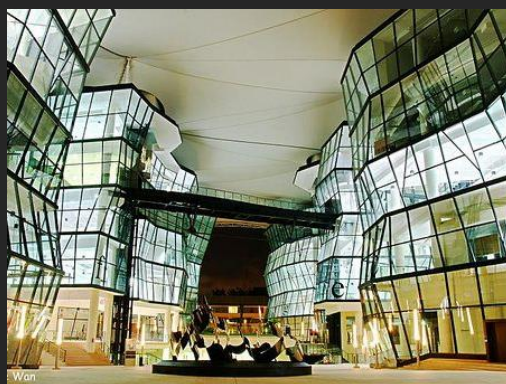
GOLDMAN SACHS
CREDIT SUISSE

 GUOCO
MIDTOWN

IE SINGAPORE

TOYOTA TSUSHO
ASIA PACIFIC
INTERNATIONAL
BACCALAUREATE

A VIBRANT LIFESTYLE OF ARTS AND ENTERTAINMENT, BUSINESS AND EDUCATION



\$2.4b mixed-use mega project to jazz up Beach Road

Guoco Midtown will further establish area as a work-live-play hot spot

Derek Wong

The Beach Road area is set for a fillip with the addition of a \$2.4 billion mega mixed-use development, further cementing the Ophir-Rochor corridor as a work-live-play hot spot near the Central Business District.

Guoco Midtown by GuocoLand will feature a 30-storey office block, a residential tower with more than 200 units as well as an array of public spaces across a gross floor area of almost one million sq ft.

Set to be completed in the first half of 2022, it also includes the conserved three-storey former Beach Road Police Station, which will house food and beverage outlets and boutique offices.

Explaining the project's name, GuocoLand Singapore group managing director Cheng Hsing Yao said the developer's vision for Guoco Midtown is for it to be like the midtown areas in many capital cities.

He cited locations in London and New York where exciting and eclectic mixes of shopping, culture, entertainment and prime corporate offices can be found.

"More corporate offices find it attractive to locate in the midtown because talent attraction is important. It is more attractive (to workers) to be in a location where it's very mixed, with a lot of amenities and shops nearby, rather than being in a pure office district."

WELL-CONNECTED

More corporate offices find it attractive to locate in the midtown because talent attraction is important. It is more attractive (to workers) to be in a location where it's very mixed, with a lot of amenities and shops nearby, rather than being in a pure office district.



MR CHENG HSING YAO, group managing director of GuocoLand Singapore.

to locate in the midtown because talent attraction is important. It is more attractive (to workers) to be in a location where it's very mixed, with a lot of amenities and shops nearby, rather than being in a pure office district," he said at the unveiling of Midtown's concept to the media yesterday at Guoco Tower in Tanjong Pagar.

Guoco Midtown will have a pedestrian network that connects to Bugis MRT station as well as the City Hall, Bugis and Marina Centre districts.

Mr Cheng said that the development was planned with key work and lifestyle trends in mind. This has resulted in, for instance, a new leasing concept for Midtown tenants as they ride the vagaries of business cycles.

For example, a multinational corporation (MNC) may want a separate office for innovation teams, or a start-up may scale up. To that end, flexible and adaptable spaces that make up 15 per cent of office net lettable area will be set aside to give tenants the flexibility to expand or contract their teams without moving or renovating their main offices.

Mr Cheng said rental volatility may well result from the more flexible lease.

"That's the primary reason existing Grade A offices are managed in a very rigid way – so that they can secure the stability of the rental. But we also realise that if we stay stuck in that sort of mindset, then we are not moving with the needs of our customers."

He added that a diverse base of tenants will help mitigate the volatility and that, in fact, flexibility can be a boon for developers too, as it can lead to better retention rates because tenants do not have to move out when they expand.

Savills Singapore executive director Alan Cheong sees the move as a game-changing real estate solution.

"It is a win-win for both landlord and tenant as industries are being buffeted by disrupters and this makes business planning difficult in an uncertain world. These days, tenants need flexibility in terms of their spatial requirements," he said.

He added that this would be good when marketing spaces to MNCs, which are often trapped in long-term leases. He foresees that flexible space offered by developers in future buildings could go up to 20 per cent or 30 per cent of lettable area.

GuocoLand group president and chief executive Raymond Choong hopes the Guoco Midtown project will have a similar precinct-wide impact as Guoco Tower, also a mixed-use development, which "injected fresh vibrancy" into Tanjong Pagar.

Midtown marks another step in the transformation of the Beach Road/Ophir-Rochor Corridor by the Urban Redevelopment Authority to complement the Marina Bay and Raffles Place business districts.

Recent developments in the area include integrated projects Duo as well as South Beach. The 42-year-old Shaw Tower, next to Midtown, is being redeveloped into a 35-storey Grade A office and retail building and is set to be ready by 2023.

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New mixed-use development

Guoco Midtown will feature a 30-storey Grade A office tower but will also have residential space as well as street-level buildings and public spaces



PUBLIC SPACES

Guoco Midtown will have spaces with designs that are inspired by shophouse districts across Beach Road.



GUOCO MIDTOWN MARKET PLACE

This area will be a large, sheltered public space with a fresco dining among its attractions.



Source: URBAN REDEVELOPMENT AUTHORITY Photos: GUOCOLAND STRAITS TIMES GRAPHICS

BEACH ROAD MAKEOVER

GuocoLand to redefine office leasing at Guoco Midtown

It plans to be more flexible with leases as a landlord, having drawn this idea from Guoco Tower

By Yunita Ong
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Singapore

MORE companies, finding that they may need to scale up and down following business imperatives, are realising that the traditional long-term lease for their office space may hamper this.

Or they may want a long-term lease on the space for most of their core operations, but also the flexibility of taking on more space to start a new project.

GuocoLand, taking this into consideration, wants to be more flexible with its office tenants at its \$32.4 billion, mixed-use Guoco Midtown in Beach Road.

In this development to be completed in 2022, GuocoLand will set aside 15 per cent of the 650,000 sq ft of net lettable area (NLA) of office space as flexible, adaptable space. This will include two floors for tenants to use to establish "innovation labs" or start-ups.

GuocoLand has not decided whether it will run this space or team up with flexible working operators.

The developer said the floor plates of the offices are built to be flexible and can be sub-divided, and that it will work with tenants to design and sub-divide the floor space according to their needs. The squarish floor plates range from 27,000 sq ft to 30,000 sq ft in size.

The office block has 30 storeys, and a total gross floor area of 770,000 sq ft.

Cheng Hsing Yao, the group managing director of GuocoLand Singa-



An artist's impression of Guoco Midtown, comprising Grade A office space, public and retail spaces, exclusive residences and the former Beach Road Police Station, a conserved building. PHOTO: GUOCOLAND

pore, told reporters on Monday: "A lot of Grade A office buildings are managed in very contractual ways. You sign a contract for five years, and that's it. We will be working with different tenants here to structure contracts in keeping with business plans."

"The co-working business has been able to grow to a large extent because landlords have been rigid."

He acknowledged that setting aside 15 per cent of the NLA for flexible contracts may mean more volatility, but considers the 15 per cent "manageable".

Attracting tenants from different industries would help, and the flexibility would retain tenants who might otherwise move out.

The idea of becoming a flexible landlord came from feedback from tenants at the developer's Guoco Tower in Tanjong Pagar. Mr Cheng said some tenants reported running out of space; others stopped needing as much as they signed up for.

When GuocoLand bid for the Beach Road site in 2017, the company already knew it wanted to change up its leasing model, he said.

The company also recognised companies' drive to attract and keep talent with amenities, and the changing ways of working and living.

In response to this, Guoco Midtown will have networking lounges, collaborative workspaces, seminar and training rooms as well as facilities for townhall meetings.

This can help tenants "save on absolute rents" as well, because they do not have to build such facilities for themselves, Mr Cheng said.

The development will also be equipped with a sky garden, a

Beach Road's rejuvenation



BT GRAPHICS

40-metre swimming pool and a jogging circuit to help keep workers engaged.

These amenities will also be open to residents of Midtown Bay, which is part of the development. The 32-storey residential tower with more than 200 units is targeted at "trendsetters who enjoy luxurious living in a vibrant community".

The former Beach Road Police Station, which will be conserved, is also part of the development. It will house F&B and boutique office spaces, suitable for tenants such as hedge funds. There will also be a retail area of 32,290 sq ft.

Taking a leaf from the developer's Guoco Tower in Tanjong Pagar, Guoco Midtown will include more than 170,000 sq ft of landscape and public spaces, and more than 34,000 sq ft of vertical greenery.

GuocoLand and Guoco Group had bid \$31.6 billion, or \$51,706 per square foot per plot ratio (psf ppr) in September 2017 for the plot for Guoco Midtown – a sum perceived as bullish, Mr Cheng acknowledged.

But he said the bid had factored in the "very balanced" pipeline in the supply of office space in the next four to five years, and also the government's move to decentralise business space.

He added that the Guoco Tower project had given the group confidence. The development is now fully let, though it had opened between 2016 and 2017 – a challenging time in the office market.

CBRE's managing director for Singapore Moray Armstrong said about 1.4 million sq ft a year of supply is under construction, including about 22 per cent that is already pre-let. (The average absorption of office space is about 1.5 million square feet a year.)

"From now through to 2022, Singapore's office supply pipeline appears commensurate with the expected level of demand," he added.

JLL said that by 2030, flexible work spaces could make up 30 per cent of corporate commercial property portfolios worldwide.

国浩房地产耗资24亿元 打造综合项目“国浩时代城”

黄康玮 报道
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国浩房地产 (GuocoLand) 将耗资24亿元打造国浩时代城 (Guoco Midtown)。这个综合项目一大特点是15%的办公楼空间将采用灵活出租模式,以应对企业不断改变的需求。

集团昨天举行记者会公布这个新综合项目的设计和概念。

它是于2017年以其中16亿2200万元在政府售地计划中标得这个地段。这相当于每平方英尺容积率1706元,一度刷新本地最高容积率竞标尺价的纪录。

国浩时代城的总楼面面积为95万零600平方英尺,其中30层楼高的甲级办公楼的空间有77万平方英尺大。

国浩房地产新加坡集团董事经理郑馨尧指出,如今商业周期轮转非常快,企业在壮大或缩减规模的步伐也是如此,因此在租用办公楼空间更须要灵活性。

“我们在收购地皮和设计概念时,也要推出一个能够应对企业未来需求的项目。”

一般上,企业办公楼租约为三年至五年。在这灵活租约模式下,企业在国浩时代城租用的其



国浩房地产新加坡集团董事经理郑馨尧 (右) 在记者会上介绍国浩时代城,并展示该综合项目的模型。(陈斌勤摄)

中两三成办公空间能以较长或较短的期限租下,方便它们设立卫星办公室。

至于这种灵活出租方式会否让公司的人驻率和租金收入更具波动性,郑馨尧回答《联合早报》提问时表示,拨出15%的净可出租面积 (NLA) 还能让集团应对。

此外,像目前的国浩大厦 (Guoco Tower) 一样,新办公楼的租户相信也会来自各行各业,因此也能分散个别行业不同时期

面对的状况。“许多甲级办公楼目前以固定的方式出租,这是为了确保有稳定性。不过,如果我们一直维持这个做法,就无法顾及到客户的需求变化。”

另外,办公楼其中两层楼将作为创新实验室空间,而且办公楼旁的建筑可让企业举行会议、展览与奖励旅游 (Meeting、Incentive、Convention、Exhibition, 简称MICE) 用途。

除了办公楼,这个综合项目也包括3万2290平方英尺大的零

售和餐饮空间。

国浩时代城的设计概念也来自毗邻的美芝路店屋,并设有两大有盖公共场所空间,方便机构办大型活动。项目共有10个广场和花园,其中六个会对外开放。

位于这个地段的前美芝路警察局建筑将被保留修复。一楼将作为餐饮空间,楼上则会精品办公空间。

郑馨尧指出,“中城”这个概念源自于美国,并结合了办公、购物、娱乐等活动,之后开始在其他国家的城市流行。集团因此希望通过该项目,为朝气蓬勃的美芝路地区注入更多活力。

住宅占逾14万平方英尺 预计第三季开盘

这个综合发展项目靠近四条地铁线,以及三个办公楼集中地,包括政府大厦、滨海中心和武吉士。至于住宅方面,这将占14万8480平方英尺的空间,超过200个单位的平均楼面为900平方英尺。集团会择日公布更多详情,住宅单位预计会在今年第三季开盘。

国浩时代城于去年底动土,预计2022年上半年竣工。

THE BUSINESS TIMES

Kampong Bugis site makes it to GLS programme for H2 this year

It is one of new four sites on confirmed and reserved lists; analysts say Irwell Bank site may pique developer interest

By Yunita Ong

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Singapore

THE LONG-AWAITED Kampong Bugis site has finally made it to the government land sales programme (GLS) for the second half of this year, and market response will be keenly watched due to its size and master developer concept.

The 9.2 ha site, to be released under the reserve list and completed over the next 9 to 11 years, will be awarded to a single master developer to comprehensively master plan the site, and implement district-wide urban solutions.

The precinct can potentially yield 4,000 dwelling units and 50,000 sq m of complementary uses like retail and office, out of the total gross floor area (GDA) of 390,000 sq m. In its Phase 1, a minimum of a currently estimated 1,000 housing units will have to be built.

Kampong Bugis was envisioned as a site housing about 4,000 homes and car- and bicycle-sharing facilities in the 2013 Draft Master Plan. In 2017, plans were unveiled to turn the plot of waterfront land, once home to Kallang Gas Works and largely left vacant

for years, into a waterfront precinct to be tendered out to a master developer.

Tricia Song, head of research for Singapore at Colliers International, said the site should be attractive to a large developer or a consortium of developers "as it offers a rare opportunity to plan and create an urban ecosystem, over a long term".

Already, Australian developer Lendlease has in several media interviews expressed interest in this site.

Cushman & Wakefield's senior manager for research, Wong Xian Yang, noted that there are only a few master developer projects in Singapore, such as Marina Bay Financial Centre and Suntec City.

But he thinks that "given the current market headwinds and large cost of the development, there may be limited interest for this site for now."

He added: "The total land cost for the entire site could exceed \$5 billion and would be prohibitive even for the big boys. Demand for the site would probably come from consortiums of developers which have the expertise to develop large scale projects and are able to bear the risk."

Leong Boon Hoe of List Sotheby's

New sites introduced in 2H2019 GLS

CONFIRMED LIST Irwell Bank Road



RESERVE LIST Kampong Bugis



RESERVE LIST River Valley Road



RESERVE LIST Tampines Street 62



Source: URA, MNC

the site could fetch a land bid within the range of S\$1,500 to S\$1,800 per square foot per plot ratio, based on the bid of S\$1,733 psf ppr for the site of new project Rivière at Jiak Kim Street.

"Based on the recent sales at Boulevard 88, 3 Cuscaden and Rivière, it seems that investors are mindful of the price levels and leaning more towards freehold residential projects. We expect bidders of Irwell Bank Road will be more circumspect in their bids."

Another prime site to watch out

for when it is made available for sale on reserve list is a 1.07 ha, 560-room hotel site on River Valley Road, which also can have about 2,000 sq m of commercial space. The hotel will be integrated with the Fort Canning MRT and the site is within close walking distance to Clarke Quay and Fort Canning Park.

Colliers' executive director of valuation and advisory services, Govinda Singh, said the site presents "a good opportunity to fully establish the Fort Canning area as a major tourist destination" while bringing more people to Clarke Quay.

The hotel will likely be positioned towards a mid-market or lower-tier

segments because of the likely land price and DC (development charge) payable, he added.

The other new site in the reserved list is the Tampines Street 62 executive condominium site. Cushman's Mr Wong believes that of all the sites in the reserve list, the Tampines executive condominium (ECs) site could be triggered for sale.

He noted that EC demand in the eastern region of Singapore is expected to see strong demand, given that most of past such launches have been in the North-East, North and West Regions of Singapore. Existing EC launches have mostly sold out their stock and there is only one expected new EC launch in 2019, he added.

THE BUSINESS TIMES

Ongoing makeover adding value to Beach Road's commercial markets

Move over Marina Bay, the new kid on the block is the Beach Road/Ophir-Rochor Corridor – and it's ready to rock.

BY SHINE CHAN, SHARON PEE AND CHRISTINE LI

A raft of exciting upcoming projects, ranging from mid-rise developments to commercial real estate, are set to inject life into the Beach Road/Ophir-Rochor Corridor in the years ahead, sending the skyline from Marina Bay and Tanglin Ridge to the east coast and into the heart of the city.

The area, encompassing projects along the stretch of Beach Road and Ophir Road, has been a quiet haven for developers for some time. But now, the corridor is set to become a more vibrant commercial hub, with a mix of new projects and existing ones set to transform the area.

Beach Road's location at the junction of the sea and the city has long been a key factor in its development. The area's proximity to the city center and its access to the sea have made it a popular choice for developers.

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BEACH ROAD'S LOCATION AT THE JUNCTION OF THE SEA AND THE CITY HAS LONG BEEN A KEY FACTOR IN ITS DEVELOPMENT. THE AREA'S PROXIMITY TO THE CITY CENTER AND ITS ACCESS TO THE SEA HAVE MADE IT A POPULAR CHOICE FOR DEVELOPERS.

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GREENERY AND PUBLIC SPACES THAT WILL FOSTER COMMUNITY LIFE

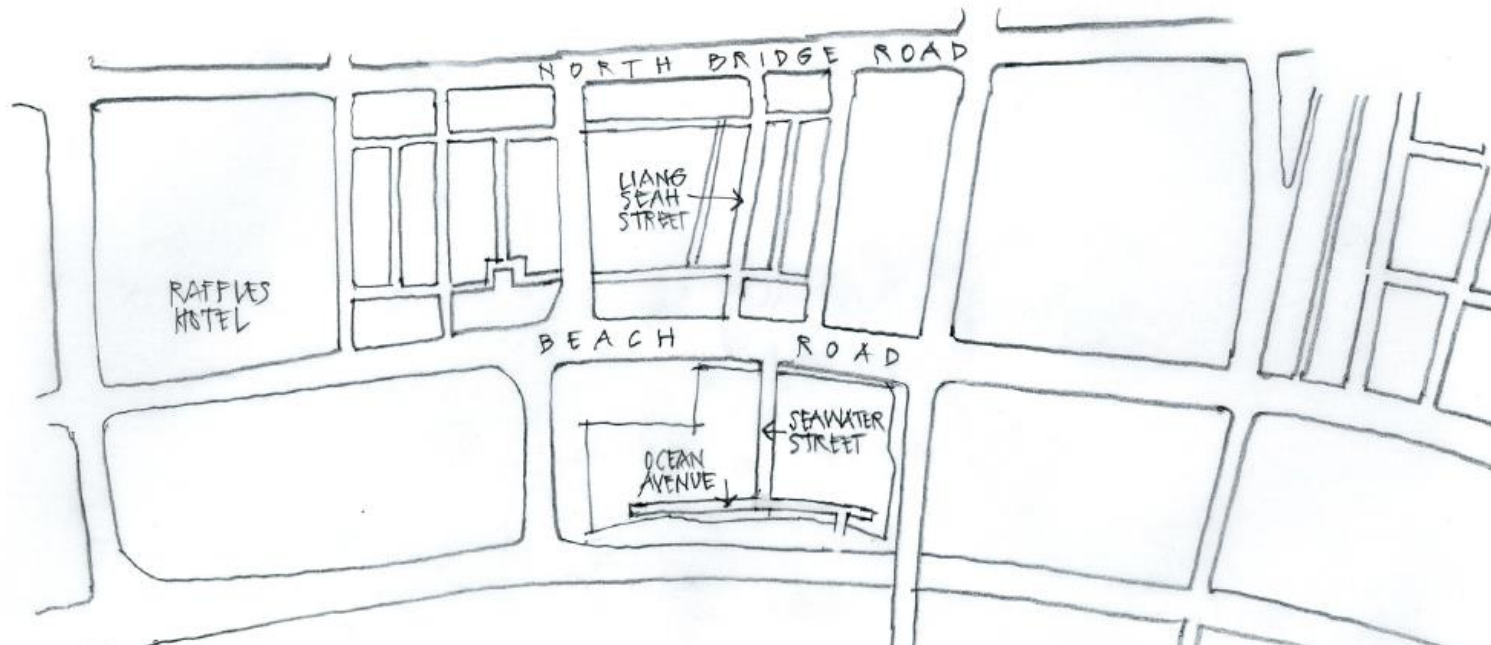


DESIGN THAT RESPECTS THE TRADITION AND CULTURE OF THE DISTRICT

Take inspiration from the remaining shophouse district, 2 Streets, namely Seawater Street and Ocean Avenue, is introduced into the site

The design strategy breaks down the super blocks to create an environment that allows crowds in the district flow into the development

Guoco Midtown is poised to become the new social heart for the Beach Road and Bugis area





SOCIAL HEART FOR THE COMMUNITY

As part of its place-making efforts to inject vibrancy, Guoco Midtown will introduce two main public squares named **City Room** and **Market Place**, on either side of the Seawater Street

Seawater Street can also be closed to create a combined 60,000 sq ft space to host large-scale events that can accommodate up to 2000 people

10 gardens at different levels (of which six gardens are accessible to public)

200,000 sq ft of plaza and lush greenery



Images for illustration purpose only

A UNIQUE DINING EXPERIENCE AT GUOCO MIDTOWN

Guoco Midtown's retail concept and planning will leverage on the latest trends in food and lifestyle

New-to-market concepts that create seamless user experiences that combine shopping, dining and entertainment

Unique dining experiences at three clusters (Market Place, City Room and Midtown House)



Image for illustration purpose only

MIDTOWN BAY

OWNING AN ADDRESS AT GUOCO MIDTOWN



INTRODUCING A NEW WAY OF LUXURY CITY LIVING



New lifestyle concept in response to the growing trend of live, work and socializing

Functional and flexible layout with spacious living and dining spaces for socializing and entertainment

All recreational amenities, landscape, public & green spaces, networking spaces at Guoco Midtown are an extension of your living space

Interior spaces curated by renowned designer Peter Tay

VIEW OF MARINA BAY AND KALLANG BASIN



VIEW OF CITY



MIDTOWN HUB

A 42,000 SQ FT LIFESTYLE HUB AS AN EXTENSION OF YOUR HOME





RESIDENTIAL 25TH STOREY



0 10 20 30M

LIST OF FACILITIES

- | | | | | | | |
|------------------|--------------------------|--------------------------|-----------------------------|------------------------|--|---------------------|
| 1 - POOL GARDEN | 6 - WELLNESS GARDEN | 11 - ACCESSIBLE WASHROOM | 16 - RESIDENTIAL LIFT LOBBY | 20 - WATER GARDEN | 25 - EVENT TERRACE | 29 - RELAX SANCTUM |
| 2 - PAVILION | 7 - FOLIAGE GARDEN | 12 - OUTDOOR SHOWER | 17 - ACCESSIBLE WASHROOM | 21 - 40M LAP POOL | 26 - SOCIAL CORNER | 30 - MIDTOWN SQUARE |
| 3 - POOL DECK | 8 - LAWN GARDEN | 13 - SKYLINE TERRACE | 18 - DROP OFF | 22 - POOL DECK LOUNGES | 27 - FITNESS HUB | 31 - MIDTOWN HOUSE |
| 4 - FITNESS AREA | 9 - M&E SPACE AND GENSET | 14 - BAYVIEW TERRACE | 19 - PAVILION | 23 - MEETING ROOM | 28 - BAMBOO GARDEN WITH 100M JOGGING TRACK | 32 - MARKETPLACE |
| 5 - GARDEN COURT | 10 - MANAGEMENT OFFICE | 15 - GARDEN TERRACE | | 24 - REFRESHMENT AREA | | |

Thank You