



MEDIA RELEASE

Hillion Mall opens with great fanfare in Bukit Panjang

One in two likely to visit the vibrant, family-friendly mall multiple times a week: survey

Singapore, March 9, 2017 – More than 207,500 visitors became the first to explore Bukit Panjang's newly opened Hillion Mall over the first weekend since its launch on Friday, February 24, 2017.

The fun continues this March school holidays (11 to 19 March) with Kids Fiesta at Hillion Mall for families to enjoy exciting activities and attractive promotions at game stations such as the 'Inflatable Sports Bouncer' and 'Little Olympics', which proved to be



immensely popular during the opening weekend. Characters from The Polliwogs will also be making special appearances at the mall over the weekends (11 - 12 March and 18 -19 March). Besides a live show, children will also get the chance to have an exclusive Meet-and-Greet session with the characters.

Four in five (78 per cent) visitors to the mall shared that they had a positive experience at Hillion Mall which exceeded their expectations, a survey conducted onsite amongst 235 individuals revealed.

Additionally, a whopping 82 per cent indicated that they would likely visit the mall multiple times a month, with one in two (53 per cent) expecting to make more than one visit to Hillion Mall every week. Shopping and dining were the top reasons cited for future frequent visits to the mall, the survey found. 78 per cent also noted the family-friendly offerings available at the mall including Fun Kids' Place, Cristofori Music School, Dancepointe Academy and Artary.

Hillion

The first mall in the west of Singapore with an integrated transport hub, Hillion Mall's ideal location is proving to be a major draw for many visitors who cited accessibility and convenience as key factors for their visit.

With its seamless connection to the MRT station on the Downtown Line via a linkway at Basement 2 of the mall, LRT station and bus interchange, more than three in five (64 per cent) easily made their way to Hillion Mall using public transport. Three in 10 (32 per cent) simply walked over.

"We're excited for Hillion Mall to be the pulse of Bukit Panjang, bringing families and friends together and celebrating the vibrancy of the community. We'll continue exploring creative initiatives that help to connect individuals and promote family bonding," Mr. Kuik Sing Beng, Executive Director of Sim Lian Group said.



In collaboration with the Health Promotion Board to encourage active living, free mass workout sessions will take place at the MRT Plaza on every second and fourth Friday night of the month, starting from 10 March 2017.

This family destination offers complete shopping, dining and enriching experiences to meet the lifestyle and daily needs of the community including more than 220,000 residents¹ and 760,000 commuters in Bukit Panjang². There are more than 100 retail as well as food and beverage (F&B) brands in the mall.

"Since opening, our Maki-San outlet at Hillion Mall has seen overwhelming responses with a constant stream of young families coming to the restaurant keen to customise

¹ Source: Analysis of data from Singstat and Knight Frank Research

² Monthly traffic source: SBS Transit (Year 2016)

Hillion

and enjoy fresh, healthy meals together,” said Mr. Cydric Chung, Franchise Partner of Maki-San @ Hillion Mall.

Hillion Mall is developed by Sim Lian JV (BP Retail) Pte. Ltd.³ with Knight Frank appointed as the project’s Retail Consultant and Managing Agent.

“Knight Frank is privileged to have played a role in shaping the personality of Hillion Mall. It is encouraging that what we envisioned– a mall bringing up-to-date lifestyle and F&B options to the doorstep of Bukit Panjang residents – has come to life,” added Ms. Wendy Low, Executive Director and Head, Retail, Knight Frank Singapore.



The 546-unit Hillion Residences sits atop the mall, offering a wide variety of unit types, which range from one-bedrooms to family-friendly, spacious units such as the penthouses. Hillion Residences is expected to receive its Temporary Occupation Permit (TOP) by September 2018.

Hillion is Sim Lian Group’s first mixed-use development in Singapore.

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³ Jointly developed by Sim Lian Group Limited & Sim Lian Development Pte. Ltd.



About Hillion Mall

Hillion Mall is strategically located in the heart of Bukit Panjang and positioned amongst three modes of transport– Bukit Panjang MRT station, Bukit Panjang LRT Station and Bukit Panjang bus interchange. It serves as a one-stop shopping, lifestyle, retail and dining destination for shoppers.

The active lifestyle mall houses a good mix of retailers, spread over four levels, from global to domestic brands to cater to every shopper's needs. The mall, with a net lettable area of approximately 174, 000 square feet, is anchored by well-established brands including 24-hour NTUC FairPrice, Kopitiam, Amore Fitness & Boutique Spa, PCF Sparkletots Preschool and Best Denki.

For more information, please refer to Hillion Mall's website at: www.hillionmall.com.sg and its Facebook page at www.facebook.com/HillionMall

About Sim Lian Group

Since its establishment 40 years ago, Sim Lian Group, a property development, investment and construction group, has been creating quality spaces and homes for families in Singapore.

The Group first earned an outstanding track record and award-winning expertise in construction before successfully expanding into property development and investment both locally and abroad. It now has a broad portfolio of residential, commercial, industrial, retail and mixed-use developments, built on the core foundations of prime location, quality workmanship and efficient space planning.

Sim Lian Group has launched 25 development projects to date, including three projects in Malaysia. The Group also has a property investment portfolio of two freehold commercial properties and nine investment-grade neighbourhood shopping centres in Australia.



Sim Lian Group's portfolio of projects include The Lincoln Residences, Rochelle At Newton, Viz at Holland, The Pearl @ Mount Faber, Clover By The Park, Hillion Mall, Hillion Residences, A Treasure Trove, Parc Vera, Waterview, Carabelle, The Amery, Bleu at East Coast, The Jade, The Tampines Trilliant, The Dew, The Premiere at Tampines, Vision Exchange, Centrale 8 At Tampines, Parc Lumiere, UB.One, as well as two well-received Executive Condominiums launched in 2016, namely, Wandervale and Treasure Crest. Projects in Malaysia include Taman Bukit Bayu, and mixed-use developments, KL Trillion and Desa Baiduri.

The reputation of the company is well-recognised in Singapore, having ranked amongst the Top 100 Brands in Singapore for five consecutive years from 2009 to 2013 by independent brand strategy and valuation consultancy, Brand Finance. Sim Lian Group is also recognised as a top ten developer in Singapore by BCI Asia in 2015 and 2016, and was listed on the Mainboard of the Singapore Exchange for 16 years from 2000 to 2016.

For more information, visit www.simlian.com.sg.

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Creating Space | Creating Homes

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Fact Sheet

Name of Project: Hillion Mall (山乐坊)

Developer: Sim Lian JV (BP Retail) Pte. Ltd.
(Jointly developed by Sim Lian Group Limited & Sim Lian Development Pte Ltd)

Location: 17 Petir Road Singapore 678278

No. of retail levels: 2-storey retail podium with 2 levels of retail basement

Net Lettable Area: Approx. 174,000 square feet

No. of shops: Approx. 100 shops

Tenant mix: A family and lifestyle mall with essential offerings such as supermarket, pharmacy, health-care, food & beverage options, beauty services, enrichment and childcare centres and other complementary trades

Residential Hillion Residences

Number of units: 546 units

Number of storeys: 3 residential blocks of 22 and 23 storeys

Site area: Approx. 204,000 square feet

Land tenure: 99 years commencing from 4 January 2013

Number & sizes:

Unit Types	No. of Units	Approximate (square feet)	Area
One bedroom	328	463 - 549	
Two bedroom	164	710 - 872	
Three bedroom	12	1163	
Four bedroom	24	1,356 – 1,410	
Penthouse	18	2,616 – 3,208	

Facilities: Lap pool, wading pool, spa pool, cascading pool, lounge pool, aqua gym, function rooms, gymnasium, reading room, male and female changing/shower rooms with sauna, pool deck, children’s playground, BBQ and gourmet dining areas, recreational tennis court, fitness stations, garden lounge, jogging track



Expected TOP: 30 September 2018

Architect: Design Link Architects

Retail and Agent: Consultant Managing Knight Frank



Appendix: Tenant List

No	IRAS Approved Unit No.	Tenant's Name	Trade
1	#B2-01	Digifoto Xpress	Services
2	#B2-02	Le Spark (Coming Soon)	Services
3	#B2-03/04/05	The Seafood Market Place by Song Fish	Convenience
4	#B2-06	Guan Ann Chan Ginseng Medical Hall	Health & Wellness
5	#B2-07	TouchSense	Beauty, Cosmetics & Hair
6	#B2-08	Hair Club	Beauty, Cosmetics & Hair
7	#B2-11	GNC	Health & Wellness
8	#B2-12/13	Kim Able Household	Home and Furnishing
9	#B2-14/15	Venus Beauty	Beauty, Cosmetics & Hair
10	#B2-16/17/18	Japan Home	Home and Furnishing
11	#B2-19	ZTP 正中平	Health & Wellness
12	#B2-20	Lee Mart (Coming Soon)	Convenience
13	#B2-21	Laundry Club	Services
14	#B2-22	Pet Lovers Centre	Services
15	#B2-23/24	Ya Kun Kaya Toast	Café, Fast Food & Restaurants
16	#B2-25	Pontian Wonton Noodles	Café, Fast Food & Restaurants
17	#B2-26/27	Let's Eat!	Café, Fast Food & Restaurants
18	#B2-28/29/30	Han's	Café, Fast Food & Restaurants
19	#B2-32	Barcook Bakery	Bakery & Confectionery
20	#B2-33	Shihlin Taiwan Street Snacks	Snacks & Specialties
21	#B2-34	Nam Kee Pau and Hong Kong Egglet	Snacks & Specialties
22	#B2-35	Tip Top	Snacks & Specialties
23	#B2-36	Mr Bean	Snacks & Specialties
24	#B2-37	Eastern Rice Dumpling	Snacks & Specialties
25	#B2-38	SF Fruits	Snacks & Specialties
26	#B2-39	Fragrance Foodstuff	Snacks & Specialties
27	#B2-40	Stuff'd	Snacks & Specialties
28	#B2-41/42	Mugiya	Bakery & Confectionery
29	#B2-44	ZTP HERBAL TEA 正涼茶	Health & Wellness
30	#B2-45/46	Proofer Boulangerie	Bakery & Confectionery
31	#B2-47	Hong Kong Sheng Kee Dessert	Café, Fast Food & Restaurants
32	#B2-48/49/50	Pastamania	Café, Fast Food & Restaurants
33	#B2-51	QQ Rice	Snacks & Specialties
34	#B2-52	Men Men Don Don	Café, Fast Food & Restaurants
35	#B2-53	KOI Thé	Snacks & Specialties
36	#B2-54/55/56	KFC / Pizza Hut Express	Café, Fast Food & Restaurants



37	#B2-57/58	Ayam Penyet President	Café, Fast Food & Restaurants
38	#B2-59	I Love Yoo!	Snacks & Specialties
39	#B2-60	KooLook	Optical
40	#B2-61/62/63	Watsons (Coming Soon)	Health & Wellness
41	#B2-64/65	Unity Pharmacy	Health & Wellness
42	#B2-66	Eu Yan Sang	Health & Wellness
43	#B2-67	NTUC Fairprice	Supermarket
44	#B1-01	Discount Loft	Fashion & Accessories
45	#B1-03	Salon #1 Hair and Beauty	Beauty, Cosmetics & Hair
46	#B1-04	Pixie	Beauty, Cosmetics & Hair
47	#B1-05	Mi-O Giftshop	Fashion & Accessories
48	#B1-06	FWAH	Fashion & Accessories
49	#B1-07	Lizi Garments Trading	Fashion & Accessories
50	#B1-08	Happy Walker	Fashion & Accessories
51	#B1-11/12/13/14	Megafash	Fashion & Accessories
52	#B1-15	Gadget Mix	Electronics & Telecommunications
53	#B1-16	Kraftwich™ by Swissbake	Café, Fast Food & Restaurants
54	#B1-17/18/19	Amore Fitness & Boutique Spa	Health & Wellness
55	#B1-20/21/22	Saizeriya	Café, Fast Food & Restaurants
56	#B1-23	Maki-San	Café, Fast Food & Restaurants
57	#B1-25/26/27	McDonald's	Café, Fast Food & Restaurants
58	#B1-28/29/30	Starbucks	Café, Fast Food & Restaurants
59	#B1-33	Spectacle Hut	Optical
60	#B1-34	Dose	Fashion & Accessories
61	#B1-35/36	Swee	Fashion & Accessories
62	#B1-37/38/39/40	ToriGO	Café, Fast Food & Restaurants
63	#B1-41	iBeryl	Fashion & Accessories
64	#B1-42/43	KIYO	Fashion & Accessories
65	#B1-44	Chateraise (Coming Soon)	Café, Fast Food & Restaurants
66	#B1-45	llao llao	Snacks & Specialties
67	#B1-46/47	Miniso	Home and Furnishing
68	#B1-48/49	Starhub Exclusive Partner	Electronics & Telecommunications
69	#B1-50/51	Love Luxury by Moneymax (Coming Soon)	Fashion & Accessories
70	#B1-52/53	The Blues	Fashion & Accessories
71	#B1-54	Pierre Cardin	Fashion & Accessories
72	#B1-55/56	Eyebar Optics	Optical
73	#B1-57/58/59	Long John Silver's	Café, Fast Food & Restaurants
74	#B1-60	SingTel Exclusive Retailer	Electronics & Telecommunications
75	#B1-61	Explore Mobile	Electronics & Telecommunications



76	#B1-62	Linen Gallery	Home and Furnishing
77	#B1-64	Sea Horse	Home and Furnishing
78	#B1-65/66	Best Denki	Electronics & Telecommunications
79	#01-01/02	Men-Ichi Japanese Ramen	Café, Fast Food & Restaurants
80	#01-03/04	Tuk Tuk Cha (Coming Soon)	Café, Fast Food & Restaurants
81	#01-05/06	Yuba Hut (Coming Soon)	Café, Fast Food & Restaurants
82	#01-07	Kowloon Bay HK Café	Café, Fast Food & Restaurants
83	#01-08/09/10	Dian Xiao Er	Café, Fast Food & Restaurants
84	#01-11/12	A-One Claypot House	Café, Fast Food & Restaurants
85	#01-13/14	MOF の My Izakaya/ Danro Collagen Hotpot Buffet	Café, Fast Food & Restaurants
86	#01-15/16	Tian Bao Szechuan Kitchen	Café, Fast Food & Restaurants
87	#01-17/18	My Briyani House	Café, Fast Food & Restaurants
88	#01-19/20/21	Sushi Express	Café, Fast Food & Restaurants
89	#01-22	Buzz Convenience Store	Convenience
90	#01-24	Yuen Lai Money Changer	Services
91	#01-26/27	Ha-Jun Korean	Café, Fast Food & Restaurants
92	#01-28/29/30/31/32	DaeSsikSin Korean BBQ Buffet	Café, Fast Food & Restaurants
93	#02-01	Nail Addiction	Beauty, Cosmetics & Hair
94	#02-05	Thomson Paediatric Centre (Coming Soon)	Services
95	#02-06	Artary	Childcare, Education & Stationery
96	#02-07/08	Raffles Medical/ Raffles Dental	Services
97	#02-09/10	X'treme Professional Hair Studio	Beauty, Cosmetics & Hair
98	#02-11	Du Yi Bookshop	Childcare, Education & Stationery
99	#02-12	Dancepointe Academy	Childcare, Education & Stationery
100	#02-13/14	Stalford Learning Centre/ Literacy Alive/ Confucius Mandarin (Coming Soon)	Childcare, Education & Stationery
101	#02-15/16/17/18/19/20	Kopitiam	Food Court
102	#02-21	Petals by SF	Services
103	#02-22	Cristofori Music School	Childcare, Education & Stationery
104	#02-23	Baby Elephant Fashion (Coming Soon)	Fashion & Accessories
105	#02-25/26/27	Fun Kids Place	Childcare, Education & Stationery
106	#02-28/29	-	-
107	#02-30	De Relax Nails	Beauty, Cosmetics & Hair
108	#02-33	PCF Sparkletots Preschool	Childcare, Education & Stationery

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