
NEWS RELEASE**UOL REBRANDS ONEKM MALL TO KINEX**

- *Rebranded mall offers shoppers a refreshing experience through community-centric features and activities promoting social interaction*
- *First-of-its-kind indoor retail theme park operated by Invade, the company behind Mox*
- *Permanent pop-up retail concept to excite and energise shoppers*
- *KINEX to benefit from upcoming strong office and residential supply in the area*

Singapore, 30 August 2018 – UOL Group Limited (UOL) is rebranding its OneKM mall at Katong to KINEX, a lifestyle and community-centric mall that promotes social activities and interactions through its experiential offerings.

UOL Deputy Group Chief Executive Officer Liam Wee Sin said: “Disruption is here to stay in the retail scene. The new KINEX embraces disruption and the fresh positioning creates a new level of experiential shopping for us to stay ahead.”

The mall’s new tagline, “Let’s Play”, encompasses the variety of lifestyle and community-based facilities, activities and events available. In addition, new features at the mall will include an approximately 300-metre running track that circles the exterior of the mall, Instagrammable walls and a permanent pop-up retail concept. These will transform KINEX into a destination that offers refreshing brand and product experiences where shoppers will be inspired to experiment, create their own stories and connect with the community.

UOL Senior General Manager (Asset Management and Marketing) Jesline Goh said: “The retail landscape is changing and as a mall owner, we continually look at ways to redefine and rethink the shopper experience to stay relevant. With e-commerce and social media, retail spaces need to evolve to bring about unique experiences that consumers

cannot find online. KINEX – a combination of kinetics and experience, aims to bring the community together through creating and collaborating with retailers on fresh experiential concepts to constantly captivate shoppers.”

A major attraction of KINEX will be a first-of-its-kind indoor retail theme park comprising individual experiential zones, each with its own distinct flavour. Operated by Invade Industry (Invade), the company behind Mox, the park is expected to open in the first quarter of 2019 and will feature a wide range of interesting, independent lifestyle brands, trendy workshops, events and a café.

Invade CEO Kent Teo said: “We are thrilled to announce a new-to-market Smart Retail Playground concept that we are launching in collaboration with KINEX. Invade has built a diverse retail community over the past eight years and we are confident of creating another community at KINEX. This playground is a fresh concept that will showcase both emerging retailers and established players to shoppers through engaging exhibitions, experiential storytelling of brands and communal spaces for events and workshops.”

In addition, the mall will feature a permanent pop-up retail concept where products and services are updated regularly. Offerings include environmentally and socially conscious products as well as experiential workshops by The Green Collective SG, Singapore’s first green lifestyle concept store and social space. The store is expected to open in November 2018 and will appeal to a wide audience, with its broad selection of independent and sustainable brands.

Shoppers can look forward to new F&B outlets such as Fatburger, the beloved Hollywood fast casual burger chain, co-branded with Buffalo's Express, known for its world famous chicken wings, which will open its first location in Singapore at KINEX in September 2018. The mall will also have a revamped food hall that features the new generation of young local hawkers such as Fishball Story, featured in the Singapore Michelin Bib Gourmand Guide in 2016, as well as Two Wings, prepared with a secret 40-year-old recipe.

Asset enhancement works at the mall are ongoing and will be completed by the end of 2018. The mall's operations remain unaffected during this period. Existing tenants such as the mixed martial arts school EVOLVE MMA, healthfood café chain Haakon Superfoods & Juice, Beauty in The Pot hotpot restaurant run by Paradise Group and supermarket chain Cold Storage will continue to operate.

With its strategic location in the Paya Lebar commercial hub, KINEX is poised to benefit from the strong catchment of new office and residential supply arising from the redevelopment of several en-bloc sites in the area. These new developments are set to come on-stream in the near- to mid-term.

KINEX's fresh concept will make it one of the first community-centric malls in Singapore and is set to create new waves in the retail industry.

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About UOL Group Limited

UOL Group Limited (UOL) is one of Singapore's leading public-listed property companies with total assets of close to \$20 billion. The Company has a diversified portfolio of development and investment properties, hotels and serviced suites. With a track record of over 50 years, UOL strongly believes in delivering product excellence and quality service in all its business ventures. UOL, through its hotel subsidiary Pan Pacific Hotels Group Limited, owns two acclaimed brands namely "Pan Pacific" and PARKROYAL which have presence in Asia, Oceania and North America. The Company's Singapore-listed property subsidiary, United Industrial Corporation Limited, owns an extensive portfolio of prime commercial assets in Singapore.

For media queries, please contact:

Sarah Ng
Assistant General Manager (Corporate Communications)
DID: (65) 6350 5175
Email: ng.sarah@uol.com.sg

Catherine Ong
Catherine Ong Associates
DID: (65) 6327 6088
Mobile: (65) 9697 0007
Email: cath@catherineong.com