

THE FULLERTON HERITAGE



SINGAPORE

IMAGINE A LANDMARK LOCATION, EPITOMISING
CONTEMPORARY CHIC, RESONANT WITH HISTORICAL ECHOES.

A STYLISH WATERFRONT PRECINCT SET LIKE THE CROWN JEWEL
OF A GLITTERING NECKLACE OF ATTRACTIONS
IN ONE OF THE MOST COSMOPOLITAN GLOBAL CITIES.

AT A LOCATION PRIMED TO BE ONE OF THE GREAT
LIFESTYLE DESTINATIONS IN THE WORLD.

NOW IMAGINE YOUR FLAGSHIP AT THE HEART OF THIS.

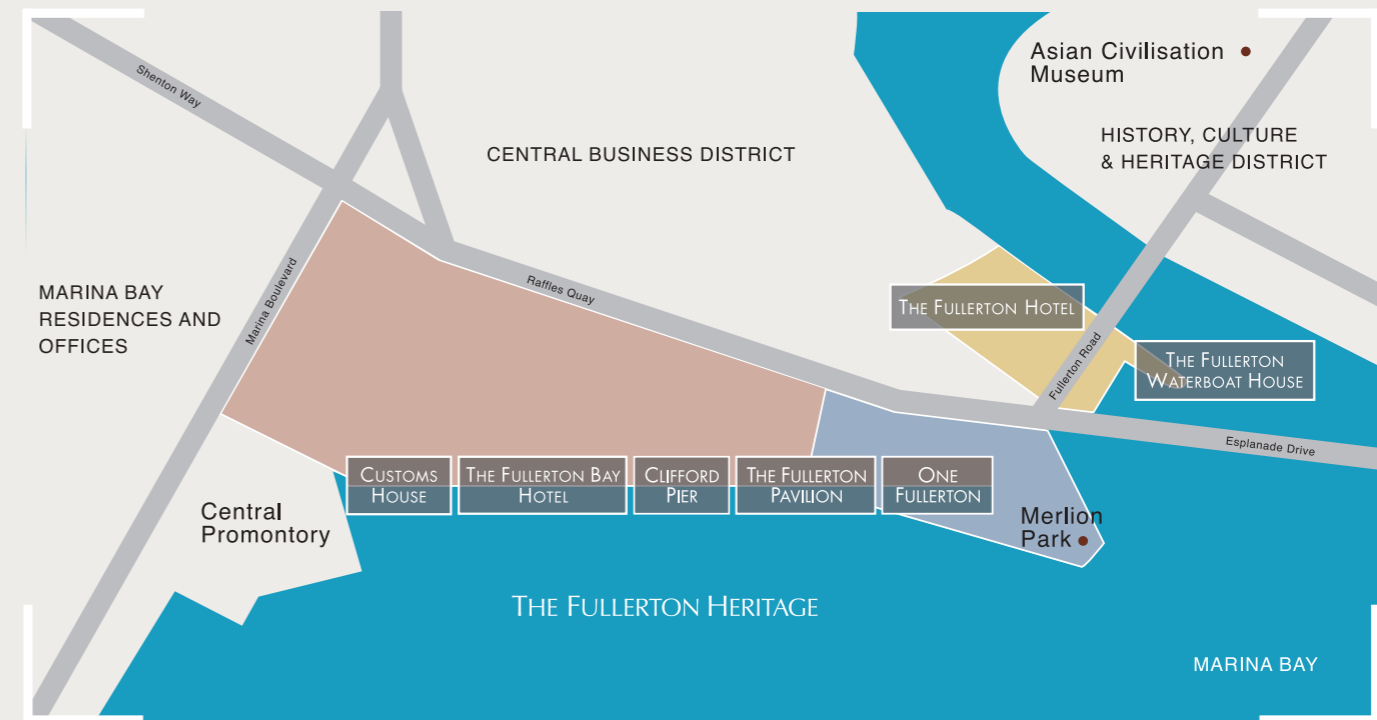
TAKE YOUR RIGHTFUL PLACE **HERE.**



“A new lifestyle precinct,
an extraordinary
waterfront location.”



The Fullerton Heritage precinct is a world-class premier lifestyle, F&B and hospitality hub. Facing the spectacular sweep of Singapore’s signature Marina Bay, with breathtaking waterfront views and S\$30 billion developments close by, **there are exciting possibilities for premier establishments.**



THE HISTORY AND HERITAGE

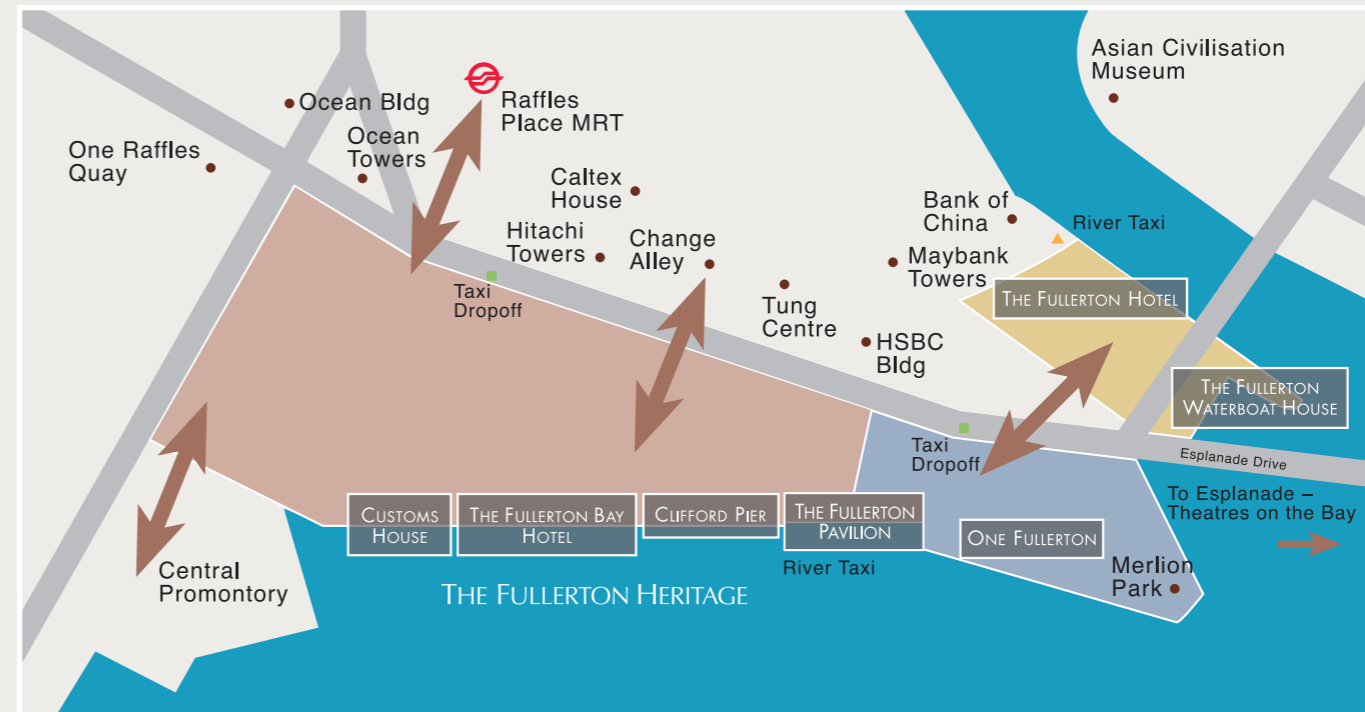
The Clifford Pier area, where The Fullerton Heritage precinct is located, was once a major arrival point in Singapore, a bustling trading and business hub, as well as a gathering place for musicians, entertainers and food lovers. This rich legacy is set to be refreshed and renewed with style and flair with The Fullerton Heritage precinct.



AT THE CUSP OF TWO EXCITING WORLDS

The existing Central Business District is home to **400 of the world's top financial and corporate institutions – including international banks, financial institutions, law firms, consultancies and other corporates. There are already over 50,000 well-heeled professionals** working in the vicinity. The adjoining historic district is a tourist magnet that attracts visitors throughout the year and Marina Bay is set to be a lifestyle hub for these visitors as well as business executives and residents.

“ Located where the dynamic developments of Marina Bay intersect with the world famous Singapore skyline, and where the historic district meets the future, The Fullerton Heritage precinct is the central hub of a dynamic wheel. ”



↔ Pedestrian Linkage

THE FULLERTON BAY HOTEL



Launched in 2010, The Fullerton Bay Hotel Singapore is the only hotel that is built on the dazzling waters of Marina Bay. Sited on prime waterfront location in the financial, arts and cultural district, the Hotel makes a striking first impression with its breathtaking architecture, glamorous interiors by acclaimed Asian designers and luxurious hospitality. Elegantly combining Singapore's heritage with modernity, the stylish Hotel presents 100 rooms and suites, replete with private balconies and full-length windows with stunning views of the city skyline.

The Fullerton Bay Hotel was awarded the coveted Five-Star Rating by **Forbes Travel Guide** and named amongst **100 of the World's Best Hotels by Travel + Leisure in 2013**. As the preferred address for well-heeled business and leisure travellers, it defines the sophisticated upmarket ambience of the precinct.

CLIFFORD PIER



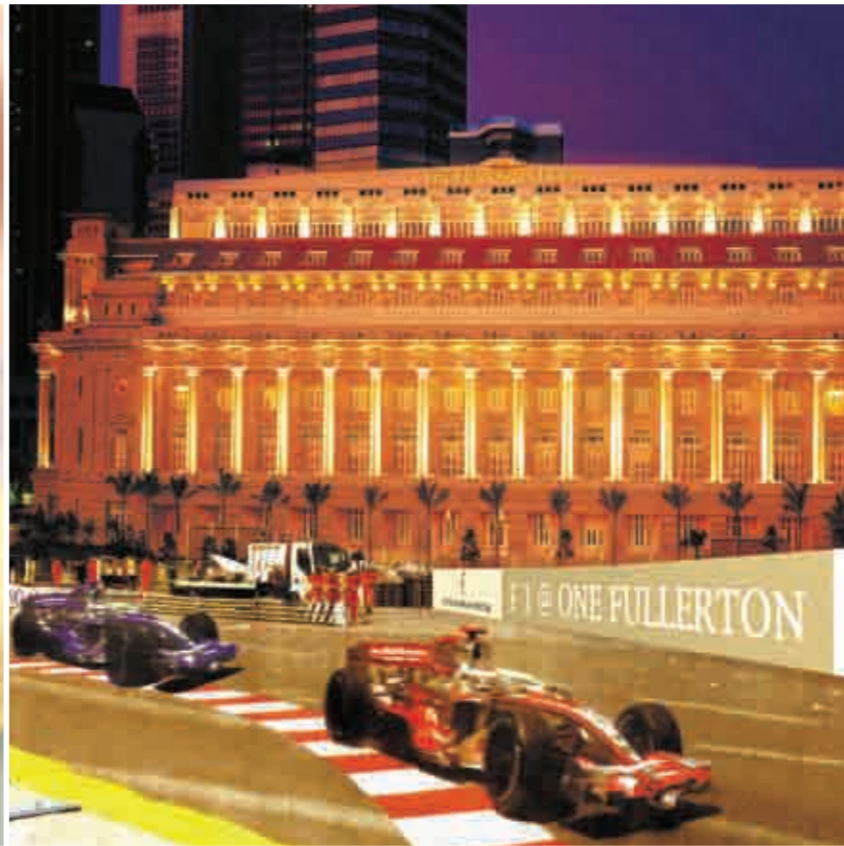
The beautifully preserved Clifford Pier is defined by historical resonance and landmark architecture. With 15,000 sq ft of commercial space, it will be home to a signature waterfront restaurant and a carefully curated selection of the most luxurious and exclusive watch and jewellery brands in the world. An elegant ambience reflecting discreet luxury and an exquisite attention to detail is accented by breathtaking views of the waterfront and the iconic, multi-billion dollar Marina Bay Sands.

ONE FULLERTON



A graceful, modern 2-storey waterfront development blessed with stunning vistas, the One Fullerton is perfectly poised to take advantage of the **all-day attention of tourists as well as the over 50,000 business executives** and residents in the area.

One Fullerton is the new focal point for waterfront dining where diners and night revelers enjoy resplendent views of the Marina Bay waterfront. The modern two-storey building, that includes serviced offices and some of Singapore's most-loved cafes and fine dining restaurants, serves as a striking contrast to the surrounding heritage-rich buildings that make up The Fullerton Heritage precinct.



One Fullerton is directly adjacent to the well-recognised, historic **Merlion Park**, home to the **Merlion – Singapore’s icon that attracts over 1 million unique visitors** every year. One Fullerton is also well placed **alongside a vantage point on the F1 track** of the world’s first night city Grand Prix. This is a focal point for the entire Marina Bay area with vast appeal to tourists and locals alike and a vibrant urban gathering point. It is well served by over 6000 parking spaces within five minutes’ walk.

CUSTOMS HOUSE



A charming conservation building featuring unique fine dining and entertainment concepts with stunning waterfront views. Built in the late 1960s, this was the Customs Harbour Branch building, one of the earliest of Singapore's public buildings to be built in the simple and functional idiom known as the 'Modern' style. The bowtie-shaped protruding panels on its facade create distinctive visual interest and the square, umbrella-like pavilions at the end of the pier also present a sleek, elegant appearance. It was the home of the Singapore Customs Police, tasked with watching over one of the world's busiest harbours, as Singapore's shipping and trade boomed from the 1960s onwards.



The place to see and be seen, the Customs House attracts a sophisticated and energetic crowd of jet-setters, celebrities, socialites and locals as well as tourists.

THE FULLERTON HOTEL SINGAPORE



Transformed from a magnificent 1928 neo-classical landmark that was once home to the General Post Office, The Exchange and the prestigious Singapore Club, The Fullerton Hotel Singapore is an iconic luxury hotel. Located in the heart of the financial and arts districts along the Singapore River overlooking Marina Bay, the hotel successfully blends its illustrious heritage with contemporary style, personalized service, luxurious amenities and excellent dining. Since it opened in 2001, The Fullerton Hotel has been consistently recognized as one of the best hotels in the world.

Awarded a **Condé Nast Traveler Gold List Hotel for the seventh year in 2013**, its reputation for service excellence attracts an international clientele. Its exquisite and exclusive retail wing features an exclusive selection of designer boutiques and specialty stores.

THE FULLERTON WATERBOAT HOUSE



The Fullerton Waterboat House is a **historic landmark** that has been reinvented and reinvigorated with a deep appreciation of its classic architectural design, making it **a preferred destination for intimate fine dining experiences**. Overlooking Marina Bay and the Esplanade, Singapore's distinctive arts hub, the Fullerton Waterboat House is an enclave of sophistication for the discerning.

THE FULLERTON PAVILION



The newest addition to The Fullerton Heritage, The Fullerton Pavilion is a first-of-its-kind floating dome-shaped structure set on Marina Bay between One Fullerton and Clifford Pier. It is designed by renowned architectural firm DP Architects, complete with an observation deck on the roof.

The Fullerton Pavilion – a stunning destination not to be missed.



“ The Fullerton Heritage precinct offers exceptional opportunities for retail, F&B and entertainment investors. ”



WORKING POPULATION

There are immense opportunities to serve the needs of over 50,000 business executives working in Raffles Place, Shenton Way, and the new Marina Bay Financial Centre. With high demand for fine dining and entertainment options in the immediate vicinity, The Fullerton Heritage precinct is the prime F&B destination for Singapore’s business elite.

RESIDENTS

The Fullerton Heritage precinct is **an attraction for over 30,000 well-to-do residents** living in more than 4000 homes in the area. Wealthy individuals have paid among the highest per square foot prices in Singapore for the privilege of enjoying life in the new downtown. They form **a steady and sustainable source of clientele** for the outlets at The Fullerton Heritage precinct.



“ Singapore is a major destination for the rapidly growing numbers of affluent individuals in China and India and a traditional shopping destination for wealthy Indonesians – averaging a per capita expenditure of over S\$1000 per visit. ”



BUSINESS AND LEISURE TRAVELLERS

Singapore has direct access to **2.8 billion visitors within 7 hours of flight time** and is one of the top tourist destinations in the world. It has the world’s most efficient airport where **80 airlines connect travellers to 184 cities worldwide**. The city is on track to fulfilling an ambitious tourism target of **17 million visitors by 2015** – up from over 9 million in 2006, and they are expected to generate **tourism receipts of over S\$30 billion**.



Image courtesy of Singapore Flyer Pte Ltd

Entertainment seekers and tourists will be channelled to the Fullerton Heritage precinct through the **many attractions in the area including the Esplanade, Marina Bay, Marina Bay Sands, Gardens by The Bay, the Asian Civilisations Museum, Merlion Park, Clarke Quay and the Marina Barrage.**

There are over 7000 5-star hotel rooms in the Marina Bay area, accommodating the surge in high spending business and leisure travellers.





The Fullerton Heritage precinct benefits from easy underground access to **both Raffles Place MRT and the Bayfront MRT station at Marina Bay**. There are also clearly marked connections with the new developments along the Marina Bay through covered, all-weather pedestrian walkways, underground tunnels and the like.

River taxis ferry passengers from our own dedicated landing points to the Marina Bay Sands across the Bay as well as the established riverfront areas of **Clarke Quay and Boat Quay**.



MARINA BAY



The redevelopment of Marina Bay is Singapore's most exciting and ambitious urban project and **one of the world's most significant urban renewal projects**. Covering more than 360 hectares of prime land, Marina Bay involves an estimated **investment of over S\$30 billion**. Marina Bay will set a new standard in urban living, combining the vibrancy of the city, with **100 hectares of tranquil green parks including the multi-billion Gardens by The Bay, 48 hectares of water** and sophisticated entertainment choices.



A NEW ENERGY

The fresh-water Marina Bay Reservoir offers the perfect environment for exciting water sports including the world jet ski and wakeboard championships. Marina Bay also plays host to the **world's first F1 night race** on a city circuit. And our establishments are perfectly poised to take advantage of all this.



THE FULLERTON BAY HOTEL

THE FULLERTON HOTEL

EXCELSIOR

With its rich architectural heritage, strategic waterfront location and exciting Retail and F&B concepts, The Fullerton Heritage precinct has written its very own success story. Make it your success story too.

For enquiries, please call (65) 6557 2590.

www.thefullertonheritage.com

The information contained herein is being provided by Sino Land Company Limited to selected principals or their retained representatives only upon the understanding that it will be held in strict confidence and will not be disclosed or distributed to any third party.

The information, analysis and projections contained herein are provided solely for reference for prospective tenants and no warranty or representation as to accuracy or completeness is made by Sino Land Company Limited, whom shall not have any liability or obligation with respect thereto.

It is suggested that prospective tenants should perform their own analyses, investigations and interpretations in connection to this matter.

Information has been provided to us by sources deemed reliable, but no warranty or representation is made as to its accuracy.

Renderings and impressions are for identification purpose only. They are subject to change at landlord's ultimate decision and the final approval of all relevant Government Departments and Authorities.

