

## **Fraser's Property emphasises integral role of real estate in nurturing healthier and more inclusive communities in new purpose-led campaign**

**SINGAPORE, 27 SEPTEMBER 2023**

Fraser's Property has unveiled its latest multi-market brand campaign which showcases the role real estate plays in helping to nurture healthier, sustainable and more inclusive communities and create social impact for good. Building on its 2022 purpose-led, environmental-focused campaign anchored on decarbonisation, the latest campaign highlights the social aspect of its corporate Purpose – *Inspiring experiences, creating places for good.*

### **Elevating real estate value with the human experience**

Fraser's Property's purpose-led campaign launched with a brand film that spotlights Fraser's Property assets with unique, sustainable and inclusive features that bring people together. Spanning Fraser's Property Group's diverse portfolio of commercial & business parks, hospitality, industrial & logistics, retail and residential, the film underscores the evolving nature of real estate spaces and its increasingly important role in bridging human connections and building communities.

"The built environment plays an integral role in building the community, social cohesion, and wellness and enabling safer and more inclusive spaces. This has made us rethink the way we live, work and play. Through our research to understand where we can create the most societal impact and how we can help catalyse inclusiveness and vibrancy in their experiences and by listening to the communities, it informed the design and creation of the properties and initiatives which are showcased in our campaign. When we try to listen and truly understand the diverse voices of our stakeholders and the community, we can then address their needs to inspire meaningful and inclusive experiences," said Adeline Ong, Senior Vice President, Head of Group Strategic Communications & Branding, Fraser's Property Limited.

### **Helping to create opportunities**

As a leading multinational real estate company, Fraser's Property is committed to ensuring that what it does benefits businesses, communities and the environment.

Bringing this commitment to life is the C asean Samyan CO-OP showcased in the brand film. Nestled within the second floor of Fraser's Property's Samyan Mitrtown shopping complex next to Bangkok's Chulalongkorn University, the 1,500 sqm multi-experiential space is designed with the needs of its surrounding community in mind. Amenities such as computer access, charging stations, meeting rooms, focus zones and refreshments support sustainable lifelong learning and knowledge sharing, providing an oasis of calm for the youths in Bangkok's education zone to realise their full potential regardless of their individual circumstances.

### **Inclusive spaces for all**

With the aim to provide the broader community, including those with different needs with safe and inclusive spaces, Fraser's Property launched an industry-first Inclusion Champions programme in Singapore this year. Fraser's Property Singapore partnered with select tenants at Waterway Point and other malls in its retail portfolio on consumer inclusivity training so that they can be better equipped to support members of the community with different needs, such as the neurodivergent and elderly.

For its community investment efforts, Fraser's Property was recognised as a Champion of Good by the National Volunteer & Philanthropy Centre (NVPC) in Singapore.

### **Connecting the community to enable stronger neighbourhoods**

Also featured in the campaign are the placemaking initiatives at the Brookhaven masterplanned community in Queensland, Australia which leverages wide open spaces to bring people closer. In a country where more than 6 million, or 1 in 3 Australians report feeling lonely<sup>1</sup>, Frasers Property has partnered Ending Loneliness Together in Australia to combat loneliness and social isolation. Apart from sharing best practices and working with like-minded stakeholders in this initiative, the Group works closely with the local communities at its properties and masterplanned communities through community development work.

### **Forging stronger ties and wellness at work**

The campaign spotlights Frasers Property Logistics Park Bangna 1, located Southeast of Bangkok. In the fast-paced world of logistics, where every square metre of space is optimised for efficiency, Frasers Property has recognised the importance of prioritising experience and well-being in a work community, setting aside space for tenants to grow closer.

The sprawling industrial estate features nearly 10,000 sqm of space dedicated to a futsal court, pétanque court, and open spaces for fitness and engagement activities for the tenants at the logistics park, ultimately helping to knit closer bonds at the logistics park.

More stories that demonstrate Frasers Property's role in promoting and nurturing social connectedness with inclusive spaces for local communities is available on the campaign page at: <https://www.frasersproperty.com/power-of-listening>

The campaign was developed with integrated creative agency, VCCP Singapore and The P Film Company.

"We consider it a privilege to have this unique opportunity to partner with Frasers Property in highlighting the social aspect of their purpose. Working closely alongside Paphawee J. from The P Film Company and Pitch Audio+Magic, we leveraged sound design to underscore the importance of listening in this film," added Katya Obolensky, Managing Director of VCCP Singapore. "This approach accentuates the thoughtful details at the heart of Frasers Property's purpose, illustrating the need to nurture social connections and build communities."

Starting this week, the campaign goes out across digital and social channels, [frasersproperty.com](https://www.frasersproperty.com), a digital content partnership with Bloomberg, and features throughout Frasers Property's owned channels at its properties in Singapore, Thailand and the UK.

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### **About Frasers Property Limited**

About Frasers Property Limited Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group"), is a multinational investor-developer-manager of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$40.1 billion as at 31 March 2023.

Frasers Property's multinational businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 20 countries and more than 70 cities across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group

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<sup>1</sup> <https://www.abc.net.au/news/2023-08-07/landmark-report-finds-one-in-three-australians-feel-lonely/102696260>

has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on its people, Frasers Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It is committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Frasers Property believes in the diversity of its people and is invested in promoting a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit [frasersproperty.com](https://frasersproperty.com) or follow us on [LinkedIn](#).

**FOR MEDIA QUERIES, PLEASE CONTACT:**

**Frasers Property Limited**

Kelvin LEE | Kevin HO

**E** [comms@frasersproperty.com](mailto:comms@frasersproperty.com)