



**For Immediate Release  
16 November 2011**

**NEWS RELEASE**

**CapitaLand unveils Cattleya CapitaLand and  
Phalaenopsis CapitaLand orchids in support of  
President's Challenge 2011**

***10 limited edition CapitaLand Orchids commemorative sets raise S\$400,000  
for President's Challenge 2011***

**Singapore, 16 November 2011** – CapitaLand Limited today unveiled the Cattleya CapitaLand and Phalaenopsis CapitaLand, two hybridised orchid species during the “inflorescence – Launch of CapitaLand Orchids in support of President's Challenge 2011” event held at Burkill Hall, National Orchid Garden.

Symbolic of the Group's commitment towards creativity and philanthropy, 10 specially-minted blooms of the two prized orchid species have been sold to raise funds for the President's Challenge 2011. In addition, CapitaLand Hope Foundation, CapitaLand's philanthropic arm, has matched dollar-for-dollar towards the funds raised from the sale, bringing it to a total of S\$400,000 which will be donated to the President's Challenge 2011 to support programmes for underprivileged children in shelter, education and healthcare needs.

The launch ceremony was graced by the Guest-of-Honour, His Excellency President Tony Tan Keng Yam, who officiated the unveiling of the Cattleya CapitaLand and Phalaenopsis CapitaLand orchids. He also received the cheque donation on behalf of President's Challenge from Mr Lim Chin Beng, Chairman of CapitaLand Hope Foundation, and Mr Liew Mun Leong, President and CEO of CapitaLand Group.

President Tan also presented the minted Cattleya CapitaLand and Phalaenopsis CapitaLand blooms to the 10 donors, namely Credit Suisse; DBS Bank; Davis Langdon & Seah (Singapore) Pte Ltd; J.P. Morgan (S.E.A.) Limited; Rajah & Tann LLP; Ssangyong Engineering & Construction Co. Ltd; Standard Chartered Bank; UBS AG; UOB Ltd and WongPartnership LLP for their contribution towards the President's Challenge.

Mr Lim Chin Beng, Chairman of CapitaLand Hope Foundation, said: “CapitaLand Hope Foundation is pleased to be supporting President's Challenge again this year. From 2008 to 2011, we have donated close to S\$1,000,000 to more than 20 welfare organisations supporting needy children in Singapore through President's Challenge. From a tiny bud to glorious inflorescence, the orchid hybridisation and cultivation process is one that requires perseverance and it is in this same spirit that the Foundation is committed to providing for the shelter, healthcare and education needs of underprivileged children. The Foundation will continue our pledge of hope, of love, of building for tomorrow, so that we can continue to see goodness bloom and goodwill flourish.”

Mr Liew Mun Leong, President and CEO of CapitaLand Group, said: "Orchids have long been associated with love, beauty and resilience, with its presence dating back to 500 B.C. Cultivating orchids take patience, skill and creativity - the same elements essential to building quality properties. As the national flower, orchids are also closely associated with Singapore. It is CapitaLand's mission to build a lasting company and the evergreen nature of the orchid heritage is an inspiration to us. I am pleased that the creation of the Cattleya CapitaLand and Phalaenopsis CapitaLand is a meaningful one, especially with its contribution towards the President's Challenge."

Guests learnt about the orchid hybridisation process from the originator of the CapitaLand orchids, How Wai Ron as part of an orchid-themed experiential walk-through created for the launch. Underprivileged children from Beyond Social Services and Life Community Services, beneficiaries of the President's Challenge 2011, also showcased their creativity at the orchid-themed children's workshop where they participated in origami, balloon sculpturing and face painting activities.

### **The 'King' and 'Queen' of orchids**

The Cattleya orchid is crowned the 'King of Orchids' and is characterised by its strong blooms which signify CapitaLand Group's stable and solid foundation in the real estate industry. Whereas, the Phalaenopsis orchid, better known as the 'Queen of Orchids', embodies elegance with five equal-sized petals representing CapitaLand's core values derived from Five Confucian Virtues of 'benevolence, righteousness, decorum, wisdom and trustworthiness'.

*More information on the Cattleya CapitaLand and Phalaenopsis CapitaLand orchids can be found in **Annex A** and a list of beneficiaries can be found in **Annex B**.*

### **About CapitaLand Limited**

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, the multi-local company's core businesses in real estate, hospitality and real estate financial services are focused in growth cities in Asia Pacific and Europe. The company's real estate and hospitality portfolio, which includes homes, offices, shopping malls, serviced residences and mixed developments, spans more than 110 cities in over 20 countries. CapitaLand also leverages on its significant asset base, real estate domain knowledge, financial skills and extensive market network to develop real estate financial products and services in Singapore and the region. The listed entities of the CapitaLand Group include Australand, CapitaMalls Asia, CapitaMall Trust, CapitaCommercial Trust, Ascott Residence Trust, CapitaRetail China Trust, CapitaMalls Malaysia Trust and Quill Capita Trust.

---

**Issued by: CapitaLand Limited (Co. Regn.: 198900036N)**

**Date: 16 November 2011**

**Analyst Contact**

Harold Woo

SVP, Investor Relations

Tel: +65 6823 3210

Email: [harold.woo@capitaland.com](mailto:harold.woo@capitaland.com)

**Media Contact**

Lorna Tan

SVP, Corporate Communications

Tel: +65 6823 3205/ +65 9791 8597

Email: [lorna.tan@capitaland.com](mailto:lorna.tan@capitaland.com)

## **Annex A**

### **About Cattleya CapitaLand**



#### **Cattleya CapitaLand**

Cattleya, crowned as ‘the King of Orchids’, has big strong blooms which signify CapitaLand Group’s stable and solid foundation in the real estate industry. Three large Cattleya CapitaLand petals are supported by three narrow sepals, an embodiment of CapitaLand’s three-prong group strategy of Focus, Balance and Scale being guided by our ICE philosophy of Innovation, Creativity and Entrepreneurship.

A uniformed spray of vivid colours on all three corollas, from the pistils to the tip of the petals, is rare in the family of Cattleyas, thus representing CapitaLand’s balanced emphasis on every aspect of ICE. Cattleya CapitaLand’s lush blooms and leaves, long flowering season and strong adaptability in the environment it grows in reflect the Group’s sustainable development and continuous growth. Cheery blooms which look like smiling faces epitomise the Group’s optimism and positivity. Another feature of this special breed is the delightful fragrance it exudes, an uncommon feature for the orchids. This unique fragrance is synonymous with how CapitaLand leverages on our competitive advantage to be in the leading position.

## About Phalaenopsis CapitaLand



### Phalaenopsis CapitaLand

Phalaenopsis is known as “the Queen of Orchids”— an apt description of its elegant blooms. Phalaenopsis CapitaLand has five equal-sized petals evenly extending around the stamens and pistils, representing CapitaLand’s core value system derived from Five Confucian Virtues of “benevolence, righteousness, decorum, wisdom and trustworthiness”.

The five-petal corolla clustering around the pure white pistils is a reflection of our business ethics uphold by aggressive self-discipline, fairness and integrity. The brilliantly-coloured petals carry a beautiful blend of pastel yellow and soft pink. It sways gracefully like a butterfly in the wind, illustrating CapitaLand’s vigour and vitality to forge ahead. This is also an expression of our progression by virtue of domain real estate knowledge and core competencies.

Look closer and admire the small pastel-tone petal that has blossomed near the pistil, surrounded by the five petals. This delicate petal symbolises CapitaLand’s philosophy of doing good while doing well. As the Group develops its business in different geographies around the world, we are committed to protect the environment and provide long term support for underprivileged children. In doing so, we truly attest to our credo of ‘Building People’.

## **Annex B**

### **Beneficiaries of President's Challenge 2011**

- 1) Beyond Social Services
- 2) Filos Community Services
- 3) Life Community Services Society
- 4) Movement for the Intellectually Disabled of Singapore
- 5) REACH Community Services Society
- 6) Singapore Children's Society
- 7) Society for the Physically Disabled
- 8) St. Andrew's Autism School