

## **MEDIA RELEASE**

### **GuocoLand's City-edge *Sims Urban Oasis* Rides on Progressive Transformation of Sims Drive Area**

**Singapore, 2 December 2014:** GuocoLand announces *Sims Urban Oasis*, a thoughtfully-designed 99-year leasehold private development at the junction of Sims Drive and Aljunied Road. Located just minutes' drive from Marina Bay and the CBD and a few minutes' walk to Aljunied MRT station, *Sims Urban Oasis* is also in the midst of many existing and future landmark projects. These include the Singapore Sports Hub to the South, the upcoming Paya Lebar Sub-Regional Centre to the East, the new Kallang Riverside waterfront district to its West, and the future Bidadari Estate to the North.

As the first prime private residential development in the area, *Sims Urban Oasis* is poised to rejuvenate a charming and accessible locale of Singapore. With well-designed homes and quality amenities, the 2.4 hectare development will seed a positive transformation of Sims Drive. Upon completion, a total of 1,024 units will cater various apartment types to multi-generation living, families, young couples, singles and their diverse lifestyles.

Mr Cheng Hsing Yao, Managing Director of GuocoLand Singapore said, "*Sims Urban Oasis* is the first prime condominium along Sims Drive. It is in an excellent location. On the one hand, it is very convenient; just a short drive to the CBD and a short walk to the Aljunied MRT station. On the other hand, it is located along a quiet and charming street. The nearby Singapore Sports Hub, Paya Lebar Sub-Regional Centre, James Cook University and many other new developments will create more jobs, attractions and demand for good quality housing in the area. *Sims Urban Oasis* caters to this demand, and Sims Drive, in time, can become a highly sought-after residential address."

#### **Progressive Transformation**

In anticipation of the growing appeal of the neighbourhoods around Sims Drive, early mover businesses and entrepreneurs have set up new hip cafés, restaurants, fitness and activity centres in the prime locale tapping on the increasing pool of residents and expatriates.

In close proximity, the Singapore Sports Hub offers everyday access to world-class sports, leisure and entertainment events and facilities for residents on Sims Drive. Just a short drive away, Singapore's largest arts enclave, Goodman Arts Centre, brings visual, literary and performing arts facilities to enthusiasts.

A pedestrian and cycling connector has been planned to link the Pelton Park Connector to Aljunied MRT Station. The connector will run alongside *Sims Urban Oasis*, allowing residents a pleasant five-minute walk or even shorter cycle ride to the Aljunied MRT station. *Sims Urban Oasis* also offers easy access to close to 10 primary and secondary schools including Geylang Methodist primary and secondary schools and Kong Hwa School.

### **An Oasis of Calm for Communities**

Set in the midst of a charming neighbourhood, *Sims Urban Oasis* offers a tranquil sanctuary where people can come home to an oasis of peace and quiet, away from the urban hustle and bustle. Creating this oasis for communities started with GuocoLand-led consumer focus group interviews with potential buyers and residents in the area. The insights were carefully considered while developing the 2.4 hectare land parcel into thoughtfully-designed spaces for people to live, work and play together.

The results are eight blocks of apartments at *Sims Urban Oasis* offering four types of dwelling units to suit various lifestyle needs and ensure that living spaces are efficient and functional:

- Compact '**Suites**' of one, two and three bedrooms with special attention to ergonomics and functionality
- Urban '**SOHO**' units designed for flexible use of the space for work, life and play with the option of a furniture platform for flexible use of space
- '**Grand**' lifestyle apartments in premium finishing, overlooking beautifully landscaped gardens and Olympic-length swimming pools
- Exclusive '**Deluxe**' units of three, four and five bedrooms catering to multi-generation families with an option of dual-key function to the apartment

Fostering communities within a community, *Sims Urban Oasis*' expansive grounds are designed to create multiple zones to cater to the needs of different communities, the young, the yuppies, the retirees and the large families.

To encourage active community living, *Sims Urban Oasis* is equipped with two Olympic-length swimming pools: a family pool and a pool for serious swimmers; an extensive gym for all ages; a large lawn, barbeque pavilions and recreation spaces for neighbours to interact. Within the development, there is a tennis court and a 500-metre jogging track. Hidden gazebos, study pods and poolside cabanas are also available for some quiet time.

Lush green public spaces extend vertically to a Sky Garden on level four for residents looking for a respite. At level 19, a Sky Park offers a panoramic view of the Marina Bay. Committed to creating an inclusive community, *Sims Urban Oasis* will also house a convenience store, cafés, and a child-care centre.

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## **About GuocoLand Group**

GuocoLand Limited ("GuocoLand") was incorporated in Singapore as a private limited company on 31 March 1976. It was converted into a public company on 30 September 1978 and was listed on the SGX-ST on 14 November 1978.

GuocoLand and its subsidiaries ("Group") have established property operations in their geographical markets of Singapore, the People's Republic of China, Malaysia and Vietnam. In furtherance of GuocoLand's vision to be a premier regional property group, the Group is focused on achieving scalability, sustainability and growth in these core markets through its property development, investment and management businesses.

The parent company of GuocoLand is Guoco Group Limited, a company listed on the Main Board of The Stock Exchange of Hong Kong Limited. Guoco Group Limited is a member of the Hong Leong group of companies.

As at 30 June 2014, GuocoLand had total assets of \$8.7 billion and shareholders' funds of \$2.6 billion.

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