



Press Release

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Ascendas launches Singapore's first multi-tier rewards programme for property agents

- Agents to get up to \$100,000 in cash for successful business space deals
1. **13 January 2005** - Leading business space solutions provider Ascendas today announced the launch of its new regional **Ascendas Partner Rewards programme**, an exclusive incentive scheme for property agents marketing business space, including industrial properties.
 2. To be rolled out in phases starting with Singapore, the unique **Ascendas Partner Rewards** will provide additional incentives, including cash awards of up to \$100,000, to agents who can clinch lease deals for Ascendas. These awards are over and above the current standard market practice of paying commissions ranging from 1 to 2 months of gross monthly rental.
 3. Agents who are successful in bringing in customers are awarded Partner Points based on the average monthly rental of the transacted lease. These Partner Points are then accumulated over a one-year period and converted at pre-determined rates to achieve:
 - Cash redemptions of up to \$100,000 for individual agents, and
 - Year-end awards that recognise performances in three categories:
 - **Top 3 Agents of the Year**
Agents with the highest accumulation of points
 - **Top Agency of the Year**
Company with the highest accumulation of points from their agents
 - **Most Active Agency of the Year**
Company with the most number of concluded lease transactions from their agents

4. More than 120 from the property agent community attended the launch event today.
5. The agent-centric **Ascendas Partner Rewards** programme covers business space, which includes science and business parks, industrial space as well as logistics and distribution centres. It allows individual agents to retain the points they have earned even if they move to another employer.
6. Ms Chong Siak Ching, President and CEO of Ascendas Pte Ltd, said at the launch: "Building strategic alliances has always been key to Ascendas' business. Strong collaboration with marketing partners is especially vital in extending our customer reach. In Singapore, our properties enjoy a healthy occupancy that's above the industry average, and our agent partners had played a significant role in roping in new customers to Ascendas.
7. "However we recognise that the market is competitive and we're not resting on our laurels. With the recent addition of more properties to the group's portfolio, we find it opportune to launch the Ascendas Partner Rewards.
8. "The programme is a way to further strengthen our marketing network, and at the same time show our appreciation by giving cash rewards, on top of the standard commissions, to our agent partners for their contribution. The programme is a first in the property industry, and we think it is very timely to launch this as the economic and industrial outlook improves."
9. Mr Dennis Yeo, Managing Director of Colliers International said, "This is an excellent programme by Ascendas. The initiative has exhibited Ascendas' commitment in sharing benefits with its industry partners as well as recognizing the agents as valued partners in its business.
10. "I believe this incentive program will help to elevate the service standard of agents and improve the overall market practice in Singapore." He added.
11. This Phase 1 launch of the rewards programme covers all properties owned by Ascendas entities in Singapore. Subsequent roll outs to other key cities in China and India are expected later in the year.

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About Ascendas

Ascendas is Asia's leading provider of business space solutions with key markets in Singapore, China, India, Korea and the Philippines. Based in Singapore, Ascendas has built a strong regional presence from over 30 years of serving a global clientele of more than 1,000 customers. Ascendas develops, manages and markets IT parks, industrial parks, (manufacturing, logistics and distribution centres), business parks, science parks, high-tech facilities, office and retail space.

Adding value at every stage, Ascendas customises developments and bundles e-infrastructure as part of its seamless solutions, to create "plug- and-play" business environments. Its flagships in Asia include the Singapore Science Park, International Tech Park Bangalore and Ascendas-Xinsu in Suzhou, China.

Ascendas' track record in Asia includes:

Singapore

- Singapore Science Parks I, II & III
- Kaki Bukit Techparks I & II
- Tuas Techpark
- ePark@Ubi
- ePark@Admiralty
- Techplace I & II (in Ang Mo Kio)
- Techlink & Techview (in Kaki Bukit)
- Techquest
- Ascendas Global Gateway Building
- A-Z Building
- Logis Hub@Clementi
- Build-to-suit / Build-&-lease projects for Honeywell, Infineon, NH Techno Glass, Insead etc.

India

- International Tech Park Bangalore
- International Tech Park Chennai
- Cyber Pearl, Hyderabad
- Vanenburg IT Park, Hyderabad
- Infocity, Gurgaon

China

- Ascendas-Xinsu in Suzhou Industrial Park
- Ascendas Plaza, Shanghai
- Vision (Shenzhen) Business Park, Shenzhen
- Vision International Centre, Beijing
- AREMS for Hunnan International Technopolis Shenyang
- AREMS for Dalian Marine and Shipbuilding Accessories Industrial Park
- Build-&-Lease projects in the Beijing Economical & Technological Development Area, e.g. Exel Logistics, Friwo, YUM
- Build-&-Lease projects in other parts of China, e.g. Hitachi, Knowles, Metrologic
- Nankang Software Park, Taiwan

Oman

AREMS for:

- Knowledge Oasis Muscat
- Sohar Industrial Estate
- Buraimi Industrial Estate
- Nizwa Industrial Estate
- Rusayl Industrial Estate
- Sur Industrial Estate
- Raysut Industrial Estate

South Korea

- Citicorp Center, Seoul

Philippines

- Carmelray Industrial Park II

Vietnam

- Vietnam-Singapore Industrial Park

Indonesia

- Batamindo Industrial Park
- Bintan Industrial Estate
- Techpark Cikarang
- Karimum Marine Industrial Estate

Thailand

- Thai Hi-tech Industrial Estate

For more information, please visit www.ascendas.com