

**Press Release**

For Immediate Release

**Ho Bee Investment Ltd changes name to Ho Bee Land Limited, unveils new corporate logo, and relocates headquarters to The Metropolis**

**Singapore, 23 October 2013** – Mainboard-listed property group Ho Bee Investment Ltd today announced the official change of its name to “**Ho Bee Land Limited**” and unveiled a new corporate logo, as well as the Group’s relocation of its headquarters to The Metropolis.

Following the special resolution passed at the Extraordinary General Meeting held on 24 September 2013 and the approval obtained from the Accounting and Corporate Regulatory Authority of Singapore on 23 October 2013, the name of the Company has been officially changed to “**Ho Bee Land Limited**” with effect from 23 October 2013. The Company has arranged with the Singapore Exchange Securities Trading Limited (SGX-ST) to change the name of its trading counter on the Mainboard of the SGX-ST to “**Ho Bee Land**”. The effective date of change of the counter name will be announced via SGXNet.

The new corporate logo has been unveiled in conjunction with the name change. The new logo reflects the Ho Bee brand mark as a contemporary monogram of the Ho Bee initials ‘HB’, which symbolises four things for the Group:-

- The letters are a hallmark of the intrinsic quality that defines all Ho Bee’s properties, and the way the Group conducts its business.
- The dynamic circle in which the two letters are entwined reflects the ongoing cycle of conception, evolution, and successful realisation driving Ho Bee’s property development model.

- The complementary movement of the letters symbolises the win-win relationships Ho Bee seeks to achieve with all its stakeholders, be they customers, business partners, associates or investors.
- The colours represent both the heritage and future of Ho Bee: The darker blue symbolises where Ho Bee has come from and the history which has made the Group what it is today, while the lighter blue reflects the vision and the ambition that makes Ho Bee reach for the sky in everything the Group does.

The Group has from today relocated its headquarters to The Metropolis. The new registered address is 9 North Buona Vista Drive, #11-01 The Metropolis Tower 1, Singapore 138588.

Mr. Chua Thian Poh, Chairman & CEO of Ho Bee Land, remarked “The name **Ho Bee Land Limited** will better reflect the Group’s positioning in the real estate industry and communicate a clearer set of values to its stakeholders. The new name is aligned with the Group’s positioning as an international developer with geographic footprint in Singapore, Australia, China and United Kingdom. The new corporate logo will serve to enhance the corporate image and identity of the Group.”

---End---



**About Ho Bee Land Limited**

Ho Bee Land Limited is listed on the Mainboard of the Singapore Exchange since 1999. The real estate development and investment company has a portfolio that covers many quality residential, commercial and high-tech industrial projects since its establishment in 1987.

It is the leading developer of luxury homes in the exclusive residential enclave of Sentosa Cove. Its treasury of residences in Sentosa Cove includes condominiums like The Berth, The Coast, Turquoise, Seascape and Cape Royale, and bungalow developments on Coral and Paradise Islands.

Headquartered in Singapore, Ho Bee has also diversified its real estate business overseas to Australia, China and United Kingdom.

More information about the company can be found on the company's website at [www.hobee.com](http://www.hobee.com).

**Issued by:**

**Ho Bee Land Limited**

**(Co. Registration No. 198702381M)**

**Media & Analysts Contact:**

|   |   |
|---|---|
| <b>Desmond Woon</b><br>Executive Director<br>Tel: (65) 6704 0886<br>Email: <a href="mailto:desmond@hobee.com">desmond@hobee.com</a> | <b>Caroline Ee-Lee</b><br>General Manager, HR & Corporate Affairs<br>Tel: (65) 6704 0805<br>Email: <a href="mailto:caroline@hobee.com">caroline@hobee.com</a> |
|---|---|