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KIDZANIA SINGAPORE SHARES TOWN PLANNING STRATEGY TO STRENGTHEN REALISM IN LEARNING

- *Diverse role-play activities to be organized into “Districts”*
- *Strong Corporate Response as KidZania Singapore announces 10 new partners*
 - *KidZania Singapore to collaborate with Singapore Children’s Society as CSR Partner*

KidZania, the world’s fastest growing family edutainment phenomenon, unveiled its town planning strategy for KidZania Singapore today. Districts will be set up within the kid-sized city to group establishments based on the nature of the establishments and role-play activities. The decision is based on the concept of zoning, one of the common techniques adopted by urban planners in most developed countries.

In addition, KidZania Singapore announced 10 new partnerships today, bringing the total number of partners to 32 as the theme park continues to explore partnerships ahead of its targeted opening by the end of 2015. The theme park also unveiled their partnership with the Singapore Children’s Society as its CSR Partner, as part of KidZania Singapore’s efforts to give back to the local community.

“It is only with our industry partners’ valuable content and expertise that KidZania Singapore is able to deliver on the promise of offering the highest level of realism through role play. We are therefore delighted with the strong support from international and local establishments in Singapore, and are working closely with them to offer a holistic edutainment experience,” said Mr Leong Yue Weng, General Manager of KidZania Singapore.

Structured Learning: KidZania Singapore Offers Options for an All-Rounded Learning Experience

Designed to be best suited for children aged 4 and above, KidZania Singapore complements school learning experiences through realistic role-play. Kids will have the option to choose among a diverse range of over 80 role-playing activities within KidZania Singapore. Town planners in KidZania Singapore have created various Districts for the establishments, mirroring realistic urban planning techniques.



Districts in KidZania Singapore include:

- Automotive
- Culture and Entertainment
- Industrial
- Public Services
- Private Services
- Retail
- Sports
- Restaurants – Food and Beverage establishments will be located throughout the city

From activities that will challenge a child's physical limits to experiences that will inculcate values such as the importance of better health and caring for others, kids can independently decide and participate in occupations and roles that aid social, emotional and intellectual growth.

Strong Corporate Support for KidZania Singapore

Leading up to its targeted opening, KidZania Singapore updated that 10 new industry partners will set up establishments within the city. With 32 partners to date working hand in hand with KidZania Singapore and its child development experts, kids will be able to glean skills and values such as financial literacy, team work and independence as well as develop life skills, creative thinking and self-esteem.

The various professions that children can experience are:

- Automotive - Be a *petrol station manager* at an **Esso** Petrol Station and help fill up vehicles for customers. Kids can learn more about the different types of fuels used to power vehicles on our roads, and the importance of good customer service.
- Culture and Entertainment – Be a *Museum curator and docent* at **The Intan**, Singapore's first private Peranakan home museum. Appreciate the traditional Peranakan culture by curating galleries that focus on iconic Peranakan elements such as the sarong kebaya, nyonya porcelain and Peranakan tile architecture, and proudly share Singapore's rich Peranakan identity with visitors through the galleries and exhibits.
- Industrial
 - Be a *Health Institute Researcher* at **Lifebuoy** and learn the intricacies of soap making along with the importance of hand hygiene through first-hand experience of making their very own soap.



- Be an *ice cream maker* and mix delicious flavours and ingredients at the **Paddle Pop** Ice Cream Factory. Kids will learn about nutritionally responsible snacking before enjoying yummy treats.
- Public Services
 - Be a *surgeon* and perform a delicate kidney transplant operation in a fully furnished operating theatre at the city's very own **Mount Elizabeth Hospital**, and learn important health practices.
 - Be a *radiologist* at the **Toshiba** CT scan room, and analyse scan results while operating a functional CT scan machine, and learn the importance of early detection.
 - As a *junior nurse* at **Johnson's** nursery, kids are tasked to take care of newborn babies, learn the basics of diaper change, baby massage techniques and the benefits of baby moisturisers.
- Retail
 - Mini fashionistas become *fashion gurus* at the **Camouflage** Fashion Boutique as they learn how to curate their own fashion style, and gain confidence by modelling their handpicked outfits in a fashion show.
 - Be a *Traditional BBQ meat specialist* and discover the secret recipe that goes into the age-old process of making one of Singapore's best loved traditional snacks at **Lim Chee Guan** Traditional BBQ Meat Store.
- Private Services - Learn the importance of having protection and savings plans to help other kids take care of themselves and their loved ones as a *financial services consultant* at **AIA Insurance**.
- Sports – Be a *telematch participant, footballer, cheerleader* or even *commentator* at one of the few stadiums available in KidZania's world-wide. Kids can take part in an array of different activities from telematches to football games with **AIA** at the Stadium.

KidZania Singapore is currently in the midst of discussion with more companies and is open to exploring collaborations with partners in the automotive, public services, retail, sports and private services sectors.

Previously announced partners are: 7-Eleven, Abbott, Camp Challenge, Canon, Carl Zeiss, Discovery Networks Asia-Pacific, KFC, Killiney Kopitiam, Kiss92, Maybank, Nanyang Optical, Nickelodeon, PictureAir, Pizza Hut, Sticky, Spritzer, Sunstar, The Learning Lab, The Soup Spoon, Warung M Nasir, WTS Travel and Yakult.

Collaborating for a better world with Singapore Children's Society

As the city takes shape, KidZania Singapore updated on its plans to give back to the local community. It has appointed Singapore Children's Society as its CSR Partner for



a year, starting June 2015. KidZania Singapore will donate the sales proceeds of 3,000 tickets to the Society. Upcoming activities include supporting the Society's walkathon and carnival, "Walk for Our Children 2015" in September. KidZania Singapore is also exploring the feasibility of offering part-time positions in the theme park to benefit families in need.

"In KidZania Singapore, we inspire and empower kids to pursue their dreams and pick up life skills through role-play. Through the collaboration with Singapore Children's Society, we look forward to nurture and give kids the confidence and resources to challenge themselves to explore a world of opportunities," said Mr Leong Yue Weng, General Manager of KidZania Singapore.

"Since our inception in 1952, Singapore Children's Society has grown remarkably to be one of the biggest voluntary welfare organisation in Singapore. Our focus has always been on nurturing and protecting the children under our care to ensure that they grow up to be confident and caring individuals. By being our corporate social responsibility programme partner, KidZania Singapore is helping the Society to furthering its mission of bringing relief and happiness to children in need," said Mr Alfred Tan, Executive Director of Singapore Children's Society.

KidZania Singapore is owned and will be operated by Rakan Riang Pte. Ltd., a joint venture company between Boustead Curve Sdn Bhd. and Themed Attractions and Resorts Sdn. Bhd., a TAR&H subsidiary. Themed Attractions Resorts & Hotels Sdn. Bhd. ("TAR&H") is a Malaysian investment holding company incorporated to develop, manage and operate hospitality and attraction destinations in Malaysia such as KidZania Kuala Lumpur, Desaru Coast, LEGOLAND® Malaysia, Puteri Harbour, Hotel Jen Puteri Harbour, SANRIO HELLO KITTY TOWN and, The Little Big Club in Johor, Malaysia. More details on KidZania Singapore are available at www.kidzania.com.sg .

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About KidZania

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to exploring the city streets. As in the real world, kids choose activities – such as being a police officer, doctor, journalist or a customer – and earn money, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun which truly epitomizes learning through play.

Essentially the fastest growing educational and entertainment brand in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

KidZania Singapore is a subsidiary of Themed Attractions Resorts & Hotels Sdn. Bhd., the investment holding company responsible for the development, management and operations of various hospitality and attraction destinations in Malaysia and Singapore.



ABOUT THEMED ATTRACTIONS RESORTS & HOTELS SDN. BHD.

Themed Attractions Resorts & Hotels Sdn. Bhd., (formerly known as Cameron Highlands Holdings Sdn. Bhd.) is an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations in Malaysia. Established by the Malaysian Government's strategic investment fund, Khazanah Nasional Berhad, TAR&H serves as a catalyst for the leisure and tourism industry in bringing premier world-class resorts, hotels and attractions to the region.

Its current key investment portfolio comprises of Desaru Coast - Malaysia's first integrated luxury destination, LEGOLAND® Malaysia - the sixth LEGOLAND in the world and the first in Asia, KidZania Kuala Lumpur and KidZania Singapore - an indoor family education and entertainment centre, Puteri Harbour – a quayside lifestyle retail and family entertainment complex, SANRIO HELLO KITTY TOWN – the first of its kind outside of Japan, The Little Big Club – a single themed attraction that is home to five popular global characters and Hotel Jen Puteri Harbour at the luxury waterfront of Puteri Harbour, Nusajaya, along with the award winning The Datai Langkawi and the first Els Club in Southeast Asia - Els Club Teluk Datai in Teluk Datai.

Working with renowned global and local partners and brands, TAR&H aims to be the leading Leisure & Tourism Group bringing world-class destinations to South East Asia, creating over 1,500 jobs.



Quotes from latest Industry Partners

1) AIA

“AIA believes in cultivating good habits from young. This includes sound financial planning and understanding the importance of having protection and savings plans so that family and loved ones can be assured of a secured financial future especially in the event of unforeseen circumstances. KidZania Singapore provides us with the perfect opportunity of imparting this valuable knowledge to the kids as the AIA insurance office offers them the opportunity to role play as an AIA Financial Services Consultant. We hope to let kids understand how being adequately protected can bring the assurance and peace of mind to ourselves, families and loved ones, and are certainly looking forward to partnering with KidZania Singapore on this exciting educational journey.” – Ms Ho Lee Yen, Chief Marketing Officer, AIA Singapore

2) AIA (Stadium)

“Keep active, stay healthy is very important for every one of us, especially the kids as we want them to start leading a healthy lifestyle from young. Playing sports is a good way to build a strong body. Football is a very popular sport which encourages teamwork and bonding. Our Official Shirt Partner with Tottenham Hotspur gives us the opportunity to use the asset to engage the kids visiting KidZania Singapore, to let them learn about the sport, build their interest, enjoy good fun with their friends and at the same time, stay healthy and fit.” – Ms Ho Lee Yen, Chief Marketing Officer, AIA Singapore

3) Camouflage

“It takes confidence to be a kid. When toddlers learn to walk, they are getting the idea ‘I can do it’. When kids achieve something, they get a sense of themselves as able and capable, fuelled with confidence. In the camouflage fashion show, children can get on stage for the first time, decked out in curated fashion pieces that they handpicked and decide for themselves while learning the ropes of fashion modelling for the first time without their parents’ influence. We are extremely delighted to be the official fashion apparel industry partner at KidZania Singapore. We believe with this strategic partnership together we can build a nation of confident and smart-looking generation of brilliant minds” – Ms Michelle Loon, Business Development & Marketing Manager, Camouflage

4) ExxonMobil Asia Pacific

“Energy powers lives and fuels progress. In Singapore, ExxonMobil Asia Pacific has been providing safe and reliable supplies of fuel and energy for more than 120 years. Through the Esso petrol station at KidZania Singapore, children can learn more about how fuels are used to power vehicles and develop customer service skills as they take on the role of petrol station managers at the station. We hope that the experience will help them better understand how energy enables our everyday



activities.” – Mr Raymond Wong, Asia Pacific Retail Fuels Marketing Manager, ExxonMobil Asia Pacific

5) Johnson & Johnson

“At Johnson’s, we seek to drive healthy baby development through enriching baby care rituals that unlock and release the full power of the senses. At our nursery in KidZania Singapore, kids will be equipped with the skills and knowledge of these rituals and how they play a powerful role in baby’s development. Through this, we hope that they will not only learn how to care for the little ones, but also reflect and better appreciate the care and concern that their families have invested in their growing years.” – Ms Bebe Teo, Country Director, Retail Group, Johnson & Johnson

6) Lifebuoy

“In today’s world, the worst of infections (from common flu to Swine Flu) require the simplest intervention to keep them away – the choice and regular usage of soap. We are daily practitioners of this truth, making solutions against infections available against all microbes, for everybody, every occasion, and season or skin type. We are excited to partner with KidZania Singapore to get further in touch with our young consumers and continue to build relevance of germ protection soap as well as the importance of good hand hygiene in preventing infections. Because prevention is always better than cure.” – Ms Zheng Tianying, Brand Manager, Lifebuoy

7) Lim Chee Guan

“Together with KidZania Singapore, we can share the art of making Lim Chee Guan bak kwa with children, and preserve the Taste of Tradition with our young ones” – Mr Jerre Lim, Director, Lim Chee Guan

8) Mount Elizabeth Hospital

“Mount Elizabeth Hospital is one of the most recognisable healthcare brand names in Singapore and the region, and we are delighted to be part of the fun and interactive world in KidZania Singapore. By immersing our children in a realistic hospital setting, we hope to inspire healthy living and spark their interest in the healthcare industry. It’s exciting to imagine that some of the children having fun in our hospital in KidZania Singapore could one day become our doctors or nurses at Mount Elizabeth Hospital!” – Ms Joycelyn Ling, Chief Executive Officer, Mount Elizabeth Hospital

9) Paddle Pop

“Having grown with kids in Singapore for more than 30 years, Paddle Pop believes in ‘Letting Kids be Kids!’ by inspiring them to explore the world with great imagination and boundless energy. We are extremely excited to be a partner with KidZania, as it presents an enriching opportunity to engage with kids in a fun yet educational environment. The Paddle Pop Ice Cream Factory gives kids the opportunity to produce their favourite Paddle Pop treats by mixing the flavours, colours and



ingredients while learning more about nutritionally responsible snacking and the importance of a balanced and active lifestyle” – Mr Daryll Kaan, Brand Champion, Paddle Pop

10) The Intan

“The Intan is proud to share Singapore's unique and colourful Peranakan culture at KidZania Singapore! Being the first museum ever to be showcased at any KidZania around the world, The Intan celebrates all things Peranakan by inviting kids to touch and curate actual vintage and real-life replica Peranakan artefacts ranging from gold-leafed European influenced furniture to Straits Chinese porcelain! Dressed in nyonya kebaya and batik, our young visitors will learn the importance of caring for heritage and how it identifies us as a community.” – Mr Alvin Yapp, Owner, The Intan

11) Toshiba Medical Systems Asia

“Toshiba Medical Systems, working towards helping people enjoy quality life, celebrates its 100th year in healthcare business. In partnership with Mount Elizabeth Hospital for KidZania Singapore project, we supply a mock-up CT scanner activity, to provide children with relevant knowledge on how to diagnose their health: learn importance of regular medical check-up for early detection that can make an impact on the effectiveness and cost of treatment for their health.” – Mr Hiroaki Miura, Finance & Administration Manager, Toshiba Medical Systems Asia

Issued on behalf of KidZania Singapore

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