

Corporate Profile

Keppel Land Limited is one of the largest property groups listed on the Stock Exchange of Singapore Limited.

Its vision is to be a premier property multinational corporation with sizeable local companies in Asia and selected cities, renowned and respected for its financial performance, customers' satisfaction, professionalism, competence and contribution to communities.

Keppel Land's portfolio of premier properties includes office towers, residential properties, hotels, resorts, retail complexes, industrial buildings as well as townships. This diversified portfolio is in ten countries worldwide - Singapore, Malaysia, Indonesia, Vietnam, Myanmar, Philippines, China, Australia, United States and the United Kingdom.

Keppel Land's guiding philosophy is that properties should be developed to harmonise with and improve the environment as well as enhance the quality of life of the people who use them.

In addition to investment and property development, Keppel Land is also engaged in property and project management, hotel / serviced apartment / resort operations under its own Sedona Hotels International, and retail management.

The Company has its roots in Straits Steamship Company Limited, a regional ship owner and operator incorporated in 1890. As a result of diversification in the 1970s and 1980s, Straits Steamship Company became a conglomerate. When property became the core business activity, the Company was renamed Straits Steamship Land Limited in 1989.

In February 1997, in a Keppel Group-wide exercise to adopt a fresh cohesive identity, Straits Steamship Land became Keppel Land, the property arm of Keppel Group, which is one of Singapore's largest and most widely diversified conglomerates with core businesses in shiprepair and shipbuilding, property, banking and financial services, offshore and specialised shipbuilding, telecommunications and transportation, and engineering.