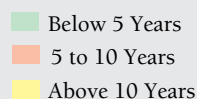
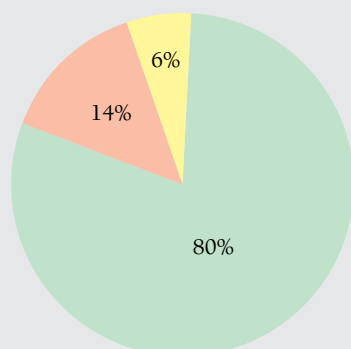
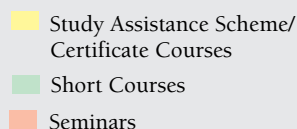
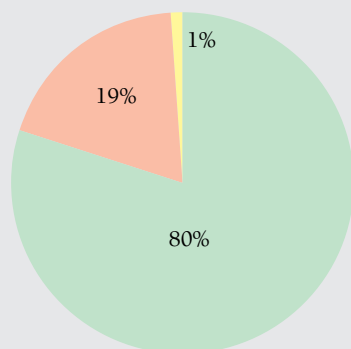


Investor and Community Relations

Years of Service of Management Staff



Distribution of Training



Our Investors

Keppel Land remained active in its relations with the financial community. In October 1997, we participated in an international investor presentation in Singapore.

Meetings with fund managers, analysts and the financial press continued throughout the year, although the pool of analysts covering property has shrunk with the downsizing and closure of several financial institutions.

Keppel Land already has a corporate web page which provides information about the Group. In the longer term, we will look into how we can use the Internet to enhance investor relations.

The Community

Keppel Land reached out to the Singapore community at large by sponsoring "A Nation Connects", a 90-minute show held as part of the National Day celebrations, and telecast live on 23 August 1997.

A new television commercial which made its debut on the same occasion helped to reinforce our identity with the community. The tagline "Building the Future With You" communicated Keppel Land as a caring developer, mindful of the needs of our neighbours and committed to building a future with them.

Keppel Land also sought to develop a sense of pride in our national history and heritage, by sponsoring the Uniformed Groups Heritage Trail. The event saw some 600 secondary school students treading all over Singapore in search of historical sites. Our respect for heritage has paid off as reflected in the awards we have won for conservation efforts in our developments. Our latest prize is the 1997 URA Architectural Heritage Award, which was given for the restoration of a two-storey 1920 pre-war house in Chatsworth Road.

As Keppel Land's portfolio of golf courses grows, we have also promoted the game by sponsoring seven golf tournaments in Singapore and overseas in 1997. Tenants in our buildings in Singapore have long enjoyed our annual tournaments. In 1997, we extended this tradition to our overseas developments, as part of on-going efforts to foster a closer relationship with our tenants. Tenants of Saigon Centre were the first to enjoy a golf tournament organised by Keppel Land for an overseas development in December 1997. This was followed by a tournament for tenants of our International Centre in Hanoi in March 1998. Our staff were not forgotten as a number of interested managers and executives were sponsored for golf tutelage towards the achievement of the Proficiency Certificate at Gary Player's Academy in Jurong.

Keppel Land also co-sponsored the third Vietnam Business Conference held in Singapore in July 1997. The two-day conference was organised by the Vietnam Business Embassy and supported by the Economic Development Board. Our commitment to investments in Vietnam was recognised when Keppel Land became the only property developer invited, amongst 25 representatives, to give a presentation to Vietnam's Prime Minister at a seminar organised by the country's Ministry of Planning and Investment. The seminar aimed to obtain direct feedback from foreign investors on business and operations in the country. With the feedback, the Vietnamese government hopes to set up a more favourable business climate and promote better relations with foreign investors.

In 1997, the Group continued to support a number of charities, institutions and worthy causes. These included the Community Chest, De La Salle School Building Fund, National University of Singapore, Singapore Malay Chamber of Commerce, the Bone Marrow Donor Programme and the Lupus Association.



Top:
Keppel Land sponsored the National Day event, "A Nation Connects".

Bottom:
The third Vietnam Business Conference, co-sponsored by Keppel Land, provided a good platform for fruitful discussion on business and investment issues.