
INVESTOR AND COMMUNITY RELATIONS

People Count **24**



Keppel Land staff treated the children at the Singapore Children's Society Convalescent Home to games, songs and stories.

Our investors

Despite the economic crisis, there was no let-up in the interest in Keppel Land from fund managers and analysts from different broking houses. Consistent with the Group's open-door policy, one-on-one meetings were held with them throughout the year. Frequently, there were several meetings a week.

Apart from these meetings, two major analysts' briefings took place: in November 1998 to announce the provisions and write-downs the Group made, and in February 1999 when the Group's results were announced.

The bottoming out of the property market towards the year-end also saw

the rise in the number of requests from fund managers and analysts to meet with top management. Out of the regional economic crisis arose a much greater interest beyond merely the financials. As a result, the investor community wanted to see a more holistic picture of the Company, particularly of management's strategies and plans for the future.

Keppel Land won the best annual report award in the mainboard category at the 25th Annual Report Award (ARA) Competition, which was sponsored by the Institute of Certified Public Accountants of Singapore, Singapore Institute of Management and the Stock Exchange of Singapore. Keppel Land has taken the top prizes (Grand Award, Best Annual Report Award and Runner-up) 17 times since the first award was handed out in 1974. This is a sign of the Group's commitment to investor relations as the annual report, which is the single-most important public document of the Company's activities, is an integral part of the communication process with shareholders, customers and the general public.

Our staff

Despite the gloomy economic outlook, Keppel Land staff celebrated Christmas in good measure with a thought for the less fortunate. Staff visited the Singapore Children's Society Convalescent Home, and shared Christmas carols and gifts with the children. Keppel Land also took part in a Boys Brigade project to fulfil the Christmas wishes of children and the elderly from 25 welfare agencies. The wishes of individuals were hung onto Christmas trees which were placed at Ocean Towers, Bugis Junction, Keppel Towers and GE Tower. Tenants were also invited to participate.

Staff's ingenuity and resourcefulness were tested at the Christmas decoration competition for which departments were each given a tight budget of \$50 to decorate their premises. The competition came to a close with a Christmas lunch for all staff.

The Welfare Committee sponsored tickets to several shows such as the Moscow Circus, a guitar recital and movies. Other activities organised included a skincare workshop. In line with the Company's promotion of computer proficiency, the Group sold 80 used computers to staff for a nominal sum.

For 1999, interest groups will be fostered to better meet the needs of the staff. There are also plans for lunch time activities such as karaoke sessions to encourage esprit de corps.

The community

Keppel Land believes in giving back to the communities where the Group has made investments. For instance, in Hanoi, Vietnam, when Sedona Suites Royal Park was opened, 25 children from two orphanages were invited to a Christmas party held for 280 people comprising residents, leaders from the business community, expatriates and embassy officials.

This principle is also lived out in Singapore. Located in the future civic district close to educational institutions such as the National Academy of Fine Arts, and museums like the Singapore Art Museum and Asian Civilisations Museum, Bugis Junction integrates and supports the activities of its neighbours, sponsoring art exhibitions and performances. Hotel Inter-Continental has held promotions in conjunction with exhibitions in the Singapore Art Museum and the Asian Civilisations Museum, specifically the Impressionists Exhibition in 1998, and the Eternal Egypt Exhibition in early 1999.

Bugis Junction sponsored and hosted fringe activities for Singapore Festival of Arts 98 in June. Its open area formed the stage for musical, dance and drama performances by local and foreign artistes.

Keppel Land is also growing its presence in the virtual community. The Company's corporate website receives up to 12,000 hits a month. After the revamp in September 1998, Keppel Land's website received two awards for content, design and interactivity from international real estate web rating agencies. Many buyers, potential buyers, tenants, investors, fund managers, job seekers and students have reached out to us through the website. Marketing enquiries have come through the Net from the region and beyond. Keppel Land's corporate web pages have also attracted visits from financial institutions.

For the next revamp of the Company's website, the challenge is to provide information to meet the needs of the different segments of the disparate groups of people. The future direction is to use this channel effectively to gather feedback, as well as push out relevant information, such as new launches of residential projects to potential buyers, and corporate information to the financial community.

During the year, donations were made to several deserving charities like the Breast Cancer Foundation and the Salvation Army, and educational institutions like Nanyang Technological University. Support was given to the Arts, in particular to the National Arts Council and the Singapore Festival of Arts.