



LANDMARKS

50 YEARS OF REAL ESTATE DEVELOPMENT

FAR EAST ORGANIZATION



LEGACY

BUILDING AN ENDURING ENTERPRISE

FAR EAST ORGANIZATION

Building an Enduring Enterprise

STARTING SMALL, THINKING BIG

Far East Organization is built on the firm foundation of one man's entrepreneurial vision.

In the 1950s as Singapore approached self governance, Ng Teng Fong identified a nascent desire for new homes among Singaporeans. Acting on his business instincts, he moved to establish a business that would simultaneously fulfil and fuel housing demand. That decision by Mr Ng, the Founder and Chairman of Far East Organization, was to alter the course of his life and that of his family.

Like many first-generation Singaporeans before him, Ng Teng Fong came to Singapore from China. He arrived in the 1930s when he was six years old. A hardy child, he had survived an outbreak of smallpox in his ancestral village of Putian, in Fujian province. At that time, Putian, like the rest of Southern China, was rife with civil unrest, poverty and lawlessness.

In Singapore, the Ngs established a soya sauce factory and a grocery shop, specialising in dried goods as well as specialty foods much loved by their clansmen, the Heng Huas from their native village. As the first-born of eleven children, Ng Teng Fong was expected to carry on the family business. And despite his avid interest in Chinese history, his formal education was curtailed once he started working in the family store. But the young Ng Teng Fong had dreams that could not be contained by the family store. Against his father's wishes, he pursued his dream of developing property when he was still in his twenties, starting

with terraces and semi-detached houses in Lowland Road, Figaro Street and Highland Road, among others.

By 1962, Mr Ng had completed one of his first major projects – 72 units of terrace houses in Jalan Pacheli. The development sat on low-lying, water-logged valley land, and he was chided by his father for purchasing an undesirable site. But Mr Ng pressed on, gaining valuable experience and turning a profit from the rough and tumble of the real estate market. The success of Jalan Pacheli encouraged Mr Ng to formalise his property development venture. Inspired by two companies that were prominent in the Sixties, Cathay Organization and Shaw Organisation, he conceived the name Far East Organization for his stable of property companies.

The 1960s was a hectic decade for the fledgling Far East Organization. New projects were launched in quick succession all over the island from Lorong Chuan in Serangoon to Jalan Tua Kong in Siglap, Thomson Hills Drive in Thomson to Derbyshire Road in Newton. Two projects from this period, Katong Seaview Palace and Watten Estate demonstrated Mr Ng's foresight and paved the way for Far East Organization's next phase of growth. Both sites were vast expanses of green hills which were transformed into some of the largest new housing estates of that time. Katong Seaview Palace sat on a 2 million sq ft site while Watten Estate involved the purchase of 2.3 million sq ft of land.

In the 1970s, Far East Organization went beyond developing terrace houses and semi-detached homes to building apartment blocks. In a



How the Far East Organization logo evolved over the last 50 years.

move that anticipated today's luxury penthouses, Mr Ng pioneered the building of large apartments or what was then known as 'bungalows in the sky'. These projects such as Beverly Hill, Lucky Tower and Honolulu Tower with apartments of up to 5,000 sq ft were concentrated in the prime Bukit Timah, Cairnhill, Grange Road and River Valley areas.

More than two decades before the emergence of the Internet generation, Far East Organization's hard-driving pioneer team also fashioned an early version of today's 24/7 workplace. From 1965 to 1973, Far East Organization was based in Asia Commercial Finance Building on South Bridge Road. The operations were lean and space was tight necessitating two shifts. Administration, sales and general staff worked the morning shift from 9 am to 6 pm while site staff took on the second shift from 6 pm to 11 pm, or 1 am, for the foremen. Both sets of staff shared the same desks, rather like 'hot desking' in today's parlance.

By 1974, the company's offices had moved to Far East Shopping Centre in Orchard Road where it occupied 8,000 sq ft of space. It was from this office that Mr Ng's propensity for hard work became well-known. Staff and friends reported seeing the lights from the Chairman's 15th floor office burning bright into the early hours of the morning.

Mr Ng's industriousness has endured as an essential ingredient in the ethos of the organisation he founded. Today, the virtue of diligence is encapsulated in Far East Organization's core values of BUILD or Business Excellence, Unity, Integrity, Loyalty, and Diligence.

Chief Executive Officer Philip Ng shares his insights on one of the Organization's fundamental values, "In Hokkien, the word for hard work or diligence is 'kut lak' (骨力), literally translated as 'energy from the bone'. My father, who is one of the most hardworking people I know, firmly believes that 'kut lak' goes hand in hand with 'good luck'. He believes that with hard work, you will also find your lucky break. So at Far East Organization, we believe that there is no substitute for hard work."

Throughout the Organization's history, Mr Ng Teng Fong has been rigorous in studying potential development sites, inspecting each site not once but many times over. He would visit a site in the morning, afternoon and late at night with a trusty torchlight in hand, on a weekday and again at the weekend. He appreciated that the real estate business was primarily about location and the potential of a particular site to command the necessary buyer and rental demand, high traffic volumes and rising asset values. It was this entrepreneurial mindset that was to fire Mr Ng's vision for Orchard Road, and launch another chapter in Singapore's remarkable growth story.

CHANGING THE FACE OF ORCHARD ROAD

Far East Organization is the largest private property developer in Singapore today with a significant profile on Orchard Road, Singapore's premier shopping and entertainment belt. To date, Far East Organization has developed nine sites on Orchard Road into major shopping malls, the most recent being the newly-opened Orchard Central. The

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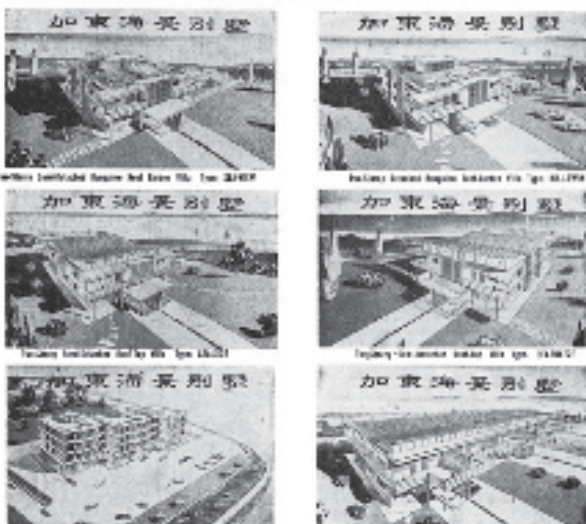
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加東海景別墅

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The original 1967 advertisement for Katong Seaview Palace that ran in all the major newspapers.

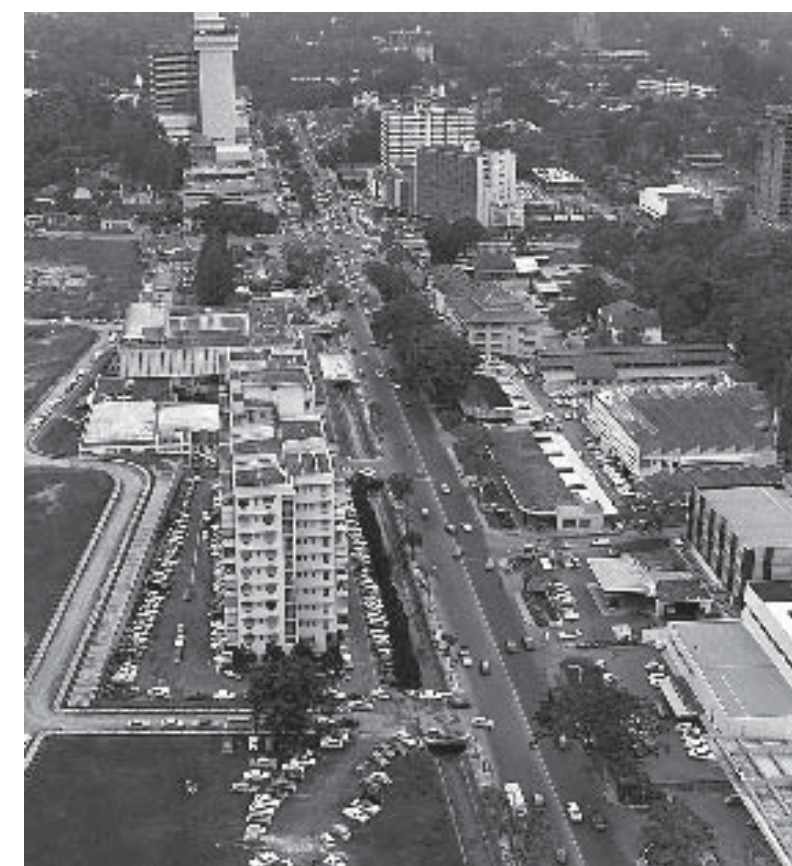
Organization also acquired Pacific Plaza in 2005. In addition, the group has a strong hospitality presence in the area with three hotels, Orchard Parade Hotel, The Elizabeth Hotel and Quincy, as well as residences like Far East Plaza Deluxe Apartments, Orchard Scotts, Orchard Parksuites, and Regency House, among others. The Organization's presence on Orchard Road, where land values are one of the highest in the world, did not happen overnight.

In the late 1960s and early 1970s, Singaporeans tended to head for the areas surrounding North Bridge Road and High Street for the latest and the best in shopping and dining. Many well-known retail stalwarts of that era such as Metro, Takral and Majeed Textiles were located along High Street. At that time, Orchard Road, a leafy street lined with double-storey shop houses, did not have quite the same cachet. Yet, Mr Ng Teng Fong's business instincts told him that along with a taste for better housing, Singaporeans were developing new desires for other aspects of a better life, including new shopping and dining choices. He envisaged the need for a vibrant main shopping street in Singapore, and moved to unlock the potential of Orchard Road starting with Far East Shopping Centre, next to Hilton Hotel, in 1974. In the years that followed, Far East Organization was to change the face of Orchard Road with Lucky Plaza, completed in 1978, Far East Plaza in 1983 and Claymore Plaza in 1984, among others. Interestingly, Orchard Plaza, completed in 1981, was built on the first Government land sales site on Orchard Road.

In 1987, Far East Organization acquired a majority stake in publicly-listed Ming Court Hotel. The property was subsequently renamed Orchard Parade Hotel in 1991. At different points in its 50-year history, Far East Organization has held stakes in other prominent buildings on Orchard Road including Hilton Hotel and Hotel Singapura Intercontinental, the site on which Forum Galleria now stands.

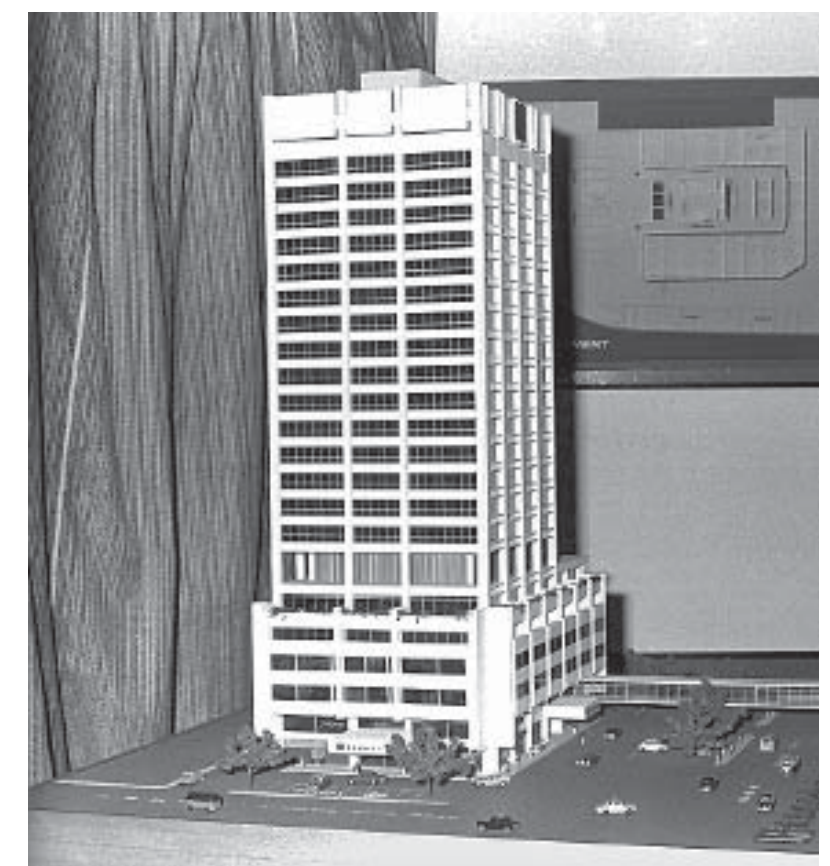


The development site for Orchard Shopping Centre as viewed from the junction of Grange Road and Orchard Road.



A bird's eye view of Orchard Road with Hilton Hotel at the top left corner.

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A scale model of Far East Shopping Centre.

At a time when the notion of multi-storey offices and retail blocks seemed fanciful, Mr Ng painstakingly pieced together the site on which Far East Plaza now stands from two separate land parcels; the first of which was purchased from a Taiwanese company and the second from Goodwood Park.

Not content to merely develop new buildings, the Far East Organization team set about enriching the shopping experience at each of its malls. It may seem like a quaint detail now but Far East Shopping Centre was the first shopping centre in Singapore to feature an atrium and a pair of external escalators.

Lucky Plaza, which comprises 736 strata units, was written off as a white elephant by its detractors before it opened in 1978. Opening day however proved that the naysayers were way off the mark.

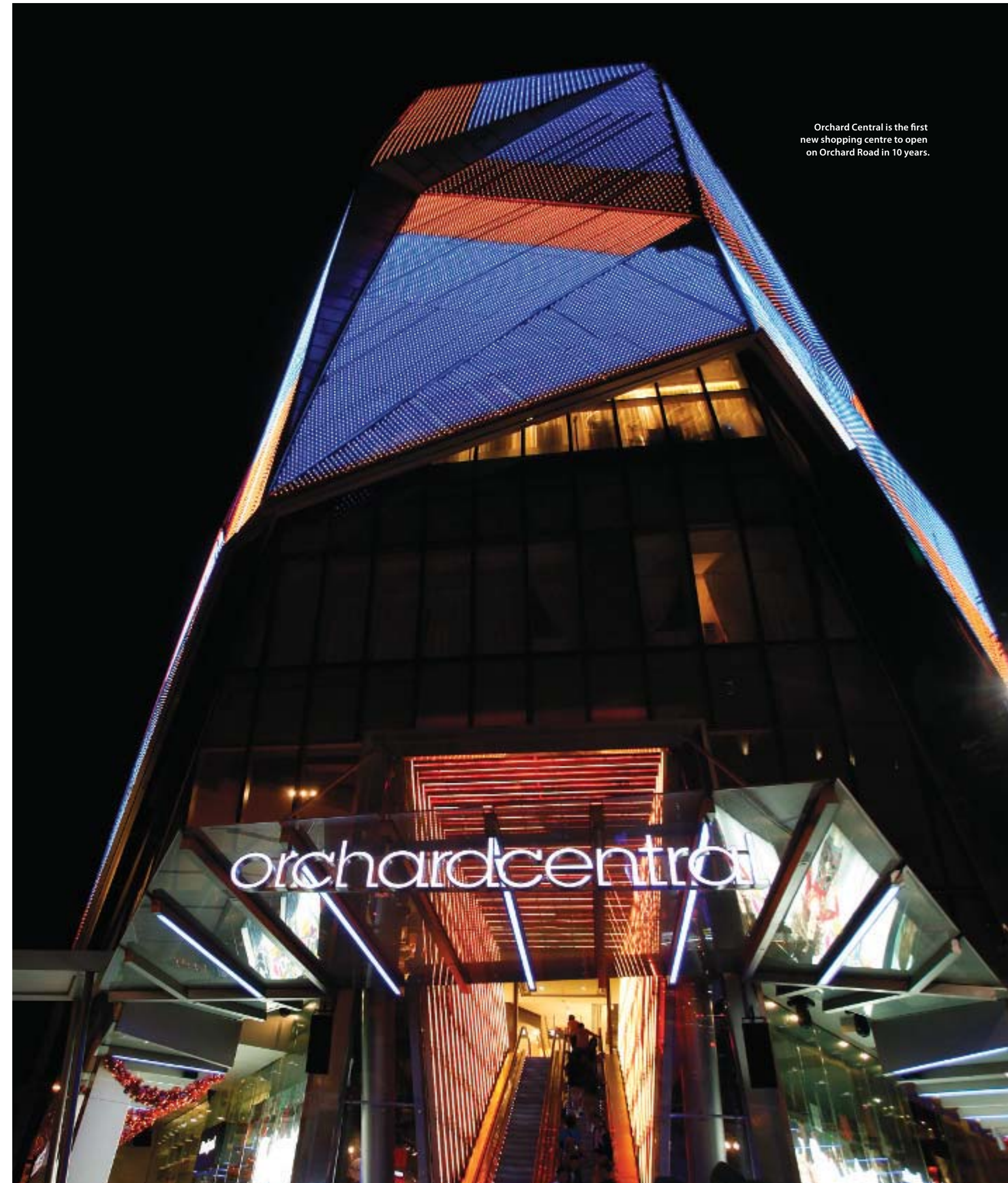
Waves of eager shoppers, many from Malaysia and Indonesia, simply could not get enough of Lucky Plaza's shiny, new, air-conditioned attractions. It was probably the first time in Southeast Asia that people could spend a whole day in one shopping centre in air-conditioned comfort and enjoy breakfast, lunch and dinner there if they were so inclined. The seeds of shopping and dining as Singapore's favourite past time had been planted. Lucky Plaza also propelled Singapore and Far East Organization onto the international retail map as the first multi-storey, fully air-conditioned shopping centre in the world at the time. This feat earned Lucky Plaza a mention in National Geographic magazine. One of Lucky Plaza's most talked-about features was its golden bubble lift, a first for Singapore and Southeast Asia. Delighted shoppers vied to ride the lifts or take photos of each other riding the lifts!

Far East Plaza was to blaze new trails in its own right when it opened in 1983, the year Singapore inaugurated the Orchard Road Christmas Light Up. It brought in the first computerised musical fountain on

Singapore mainland; the only other one being on Sentosa Island. Far East Plaza's multiple sets of escalators were also a novelty for the crowds; many shoppers rode up and down the escalators simply to soak in the ambience of the new mall. Significantly for Singapore's social history, Far East Plaza was to become one of the first shopping centres in Singapore to gain a strong following among youths. In the 1980s, the 'McDonald's Kids' who hung out at the fast food outlet there emerged as cool, teen trendsetters in their own right. Since then, generations of teenagers have grown up hanging out in shopping malls with their friends, and this warm relationship between Singaporeans and their favourite shopping mall persists into adulthood.

For his efforts in transforming Orchard Road, Mr Ng Teng Fong was hailed as the 'king of Orchard Road'.

Today, Far East Organization lives up to this reputation of being a first mover in the retail and lifestyle sector. Orchard Central, the first new shopping centre to open on Orchard Road in 10 years, is a showcase of cutting-edge architectural and urban design forms and diverse retail concepts, dining options, and entertainment experiences. Led by its goal of stewarding success stories in the wider community, Far East Organization is using its shopping malls as platforms to nurture the growth of local retailers, brands and concepts. The Organization pioneered the LevelOne concept at Far East Plaza, where prime retail units were offered to budding entrepreneurs. These outlets served as a catalyst for them to channel their passion and creativity into trendy and hip retail concepts and products for the youth market. Likewise, Orchard Central has set aside space not only for established home grown brands but also for start-up ventures. Numerous local businesses, including the successful home grown coffee chain Ya Kun International, had their beginnings in the Organization's commercial properties and have since grown their brands from strength to strength.



Orchard Central is the first new shopping centre to open on Orchard Road in 10 years.



One Fullerton, part of The Fullerton Heritage waterfront precinct, overlooks Merlion Park and offers unobstructed views of Marina Bay.



The historic Fullerton Hotel anchors The Fullerton Heritage precinct.

MOVING INTO HONG KONG

If in the 1950s, Ng Teng Fong's dreams extended beyond the family's grocery store, in the 1970s, his real estate ambitions saw him spreading his entrepreneurial wings well beyond Singapore.

In 1970, Mr Ng moved into the Hong Kong market to establish Sino Group there. He continued to put his money and his faith in the Hong Kong market well into the 1980s even as fears loomed over the colony's future post-Handover.

In 1980, Sino Group completed Tsim Sha Tsui Centre, the first building in the area known as Tsim Sha Tsui East, once a land fill carved out of the former Hung Hom Bay. Over the course of the next few years, Sino Group was to be the first property developer to transform Tsim Sha Tsui East from a desolate waterfront into a vibrant retail and commercial centre. Mr Ng's unwavering faith in Hong Kong and his confidence in a smooth Handover did not go unnoticed. In 1984, he was the only Singapore businessman invited to witness the signing of the historic Sino-British Joint Declaration by British Prime Minister, Margaret Thatcher and Chinese Premier, Zhao Ziyang.

Today, Sino Group ranks among the top three property developers in Hong Kong and Mr Ng Teng Fong and his family are acknowledged to be the largest overseas Chinese investor in the Hong Kong property market. Sino Group is active in all aspects of property development in Hong Kong and has sizeable retail and office property holdings there. The Group is one of Hong Kong's largest landlords. Sino Group also has a significant presence in Singapore. The Fullerton Heritage developed by the Group is an outstanding large-scale waterfront precinct in the dynamic Marina Bay area. It comprises six distinctive heritage and contemporary buildings that come together as a single, cohesive destination offering world-class hospitality, entertainment and dining in Singapore's Central Business District.

Sino Group's portfolio of companies include three public-listed companies, namely Tsim Sha Tsui Properties Limited, Sino Land Company Limited and Sino Hotels (Holdings) Limited, as well as privately-held companies. Sino Land is one of the constituent stocks of the Hang Seng Index. The company's commitment to excellence and its ability to deliver value earned the recognition of the international financial community who voted Sino Land Best Residential Developer in Hong Kong in the Euromoney's Real Estate Poll 2009.

GROWING OUR ASSET BASE

The opening of Far East Plaza in 1983 marked the Organization's maiden foray into the residence with services market with 141 apartments built above the shopping podium. These were the luxury apartments of their time and came with comprehensive amenities and services including fully furnished interiors, laundry services, 24-hour security and recreational facilities.

In 1989, Mr Ng bought the then Anthony Garden, which comprised 196 former HUDC apartments. Following a major makeover, Anthony Garden was leased out as apartments with services for almost 15 years. In recent years, it was totally rebuilt again as Orchard Scotts, one of the Organization's most luxurious high-rise residential developments with a corporate residence component offering apartments for both short- and long-term lease with option for services.

In 1995, the Organization opened Orchard Parksuites, a 26-storey serviced residence complex on a site directly behind Orchard MRT station. Orchard Parksuites marked an important shift in the Organization's business strategy and ushered in a new era in its history. From the 1990s onwards, the Organization went beyond trading properties to holding its interest in certain identified developments, thus growing its profile as an asset owner.



Orchard Parksuites marked Far East Organization's shift in business strategy from trading properties to holding key assets.



Guests at Orchard Parksuites enjoy hotel-standard services and amenities.



The property's interiors illustrated the emphasis on construction quality and architectural detail.

Today, Far East Organization is the largest owner-operator of serviced residences and corporate housing in Singapore.

Today, Far East Organization is the largest owner-operator of serviced residences and corporate housing in Singapore with 2,400 apartments in its inventory. Many of these residences are in prime locations in the city centre. In the Central Orchard Road area, the Organization's corporate leasing and serviced residence portfolio includes Leonie Condotel and Regency House in addition to Orchard Parksuites and Orchard Scotts. Along the Singapore River, Riverside Village Residences and Central Square Village Residences are the Organization's residences with services. Together with its sister company, Sino Group, Far East Organization owns and operates a portfolio of 12 hotels ranging from leisure to business to luxury properties in Singapore and Hong Kong. The flagship hotel within the stable is The Fullerton Hotel Singapore. The Fullerton Bay Hotel, a contemporary luxury boutique hotel, will be completed in 2010. Part of The Fullerton Heritage collection, The Fullerton Bay Hotel will feature 100 rooms with unobstructed views of Marina Bay.

Far East Organization together with Sino Group is now one of Asia's largest real estate groups. The group has a combined annual turnover of US\$5.5 billion, total assets valued at over US\$40 billion and more than 13,000 employees in the region and beyond. The group's real estate assets total some 80 million sq ft comprising quality investment properties as well as a land bank for future development.

Beyond the real estate industry, Far East Organization owns an enduring asset in publicly-listed Yeo Hiap Seng Limited, the diversified food and beverage heritage brand which it acquired in 1995. The Organization continues to actively invest in the growth of this iconic, home-grown brand dating back to 1900. Apart from its established all-natural, Asian heritage drinks and foods, the company is launching a new generation of beverages that tap into the needs of active, health-conscious consumers. Today, Yeo Hiap Seng has a global presence with operations in Singapore, Malaysia, China, Hong Kong, USA and

Indochina and Yeo's products are exported to more than 150 cities around the world.

REDEFINING LIVING SPACES

Throughout its 50-year history, there has been no let up in the continuous stream of new development projects for Far East Organization. From the late 1980s onwards, however, Far East Organization arrived at a juncture in its evolution where it focused its energies on elevating construction quality and delivering enhanced value to its customers.

In 1991, an in-house design review committee was established to oversee the critical design process at the inception of a development project. This was followed by a slew of initiatives including the setting up of the Estate Management, Customer Service and Quality Assurance/Quality Control units and the introduction of site visits by top management as well as the establishment of a technical review committee and cross functional work groups. These efforts were geared towards achieving an integrated organisational approach and consistent quality processes from design conceptualisation to project and construction management to the delivery of the finished products to customers. These efforts were independently affirmed when Far East Organization became the first developer in Singapore to attain the ISO 9002 Certification for Project Management in 1994, followed by the same certification for Estate Management and Customer Service in 1998 and 2000 respectively.

MILESTONE PROJECTS

The attention paid to architectural and construction detail was evident in Orchard Parksuites, a 225-unit serviced residence development which opened in the heart of Orchard Road in 1995. Combining the services

*Today, as in its early years,
Far East Organization constantly strives
to break new ground in the real estate industry.*

and amenities of a top hotel with the privacy and intimacy of a home, Orchard Parksuites soon became one of the most sought-after serviced residences in Singapore.

The beginnings of a brand promise centred on the concepts of 'quality real estate' and 'the highest standards of service' was articulated in the Organization's first corporate mission in 1994: "To enhance the lifestyle and living environment of our customers through providing quality real estate and the highest standards of service." Far East Organization set out to position itself as more than just a developer of physical dwelling units. It strived to be a business that understood the ever-changing living and working styles of its customers and worked to meet these aspirations.

This emphasis on quality real estate and the highest service standards was put to the test with The Bayshore in Upper East Coast Road, completed in 1996. The Bayshore was a seminal development for the Organization on several fronts. With 1,038 units, The Bayshore was the largest condominium in Singapore at the time. Apart from its sheer size, The Bayshore stood out for its landscaping which was inspired by a Babylonian-garden theme.

The Bayshore was also the first major private residential development in Singapore to be constructed using the pre-cast system rather than the conventional cast-in method. This move led to many positive outcomes including higher construction standards, a tidier work site, reduced manpower costs and wastage in building materials, lower noise levels and a shorter construction cycle. The Bayshore demonstrated that Far East Organization was well able to deliver a premier product that led the real estate industry in design and construction innovation, quality excellence and market acceptance. The Bayshore also demonstrated the Organization's commitment to live by the corporate mission that it had set itself in 1994.

From an industry perspective, The Bayshore was instrumental in redefining prevailing perceptions of high-rise living in the late 1990s. The development was the first site to be granted a higher plot ratio, and was thus subject to new building control guidelines from the Authorities. Its ultimate success proved that high-rise, high-density living is a feasible and pleasant alternative to overcome Singapore's land scarcity issues. Between 1997 and 1999, The Bayshore secured several industry awards including the prestigious FIABCI Prix d'Excellence awarded by the Paris-based International Real Estate Federation, and the Building and Construction Authority's Construction Excellence and Best Buildable Design Awards.

Following the success of The Bayshore, Far East Organization went on to launch other developments that excited the market, pushing the boundaries of what is achievable despite Singapore's land constraints. Gardenville, in Walshe Road, for example, overcame the limitations of its narrow, elongated site to take its place as a FIABCI Prix d'Excellence award-winner. The development that has been dubbed 'garden condominium' blends in seamlessly with its tree-lined surroundings and the landscaped gardens of the adjacent Shangri-la Hotel.

REINVENTING LIFESTYLES

Five decades on, the pioneering spirit of Far East Organization Chairman and Founder Ng Teng Fong is deeply ingrained in the DNA of the Organization. Today, as in its early years, Far East Organization constantly strives to break new ground in the real estate industry. The Organization continually invests in reinventing lifestyles, creating new desires and aspirations and refreshing the cityscape with new development concepts. In recent years, the Organization has introduced to the Singapore market innovative yet enduring real estate products that redefine living spaces, encourage greater urban interaction and reinforce Singapore's standing as the place to be in Asia.



When it was completed, The Bayshore was the largest condominium in Singapore.



The landscaping at The Bayshore was inspired by a Babylonian-garden theme.



The development has won several awards including the FIABCI Prix d'Excellence 1999.



Orchard Scotts is the largest landscaped city-centre residential development in Asia.

Icon, in Tanjong Pagar, is Singapore's first inner city-living project. Central, on the banks of the Singapore River, brings together living and business spaces, lifestyle and dining options as well as transportation connectivity within one complex. Novena Medical Center marks the Organization's first foray into healthcare services in Singapore's first public-private sector collaboration in the industry. It also successfully integrates medical facilities with a retail environment connected to Novena MRT station at basement level.

In the Orchard Road area, the Organization's newest additions to its portfolio include the hip, design-forward boutique hotel, Quincy and Orchard Central, Singapore's first truly urban shopping centre. Orchard Central is truly a 'Center of New' on many different levels, from its retail mix to its artworks, green architectural features to space for start-up ventures. Orchard Scotts is the largest landscaped city-centre residential development in Asia with top-of-the-line amenities not previously offered in Singapore's real estate market. In 2009, Orchard Scotts earned the Organization's fifth FIABCI Prix d'Excellence award, making Far East Organization the world's first and only developer to win this prestigious international award five times over.

The Organization's other FIABCI award winners are The Bayshore (residential, 1999), Far East Square (specialised category, 2001), Gardenville (residential, 2002), and Fullerton Square (leisure category, 2003). The recognition accorded by the FIABCI Prix d'Excellence in various development categories underscores Far East Organization's growing capabilities in the full spectrum of real estate operations.

In its hospitality business, the Organization reinvented its hotel and serviced residence operations. It established a robust operating model and streamlined service infrastructure to raise efficiency and profitability levels while ensuring consistent value and quality of customer experience. The relentless drive towards operational

excellence and service delivery has yielded results, seeding the impetus for growth.

In October 2009, Far East Organization unveiled its new hospitality brand, Village Hotels & Residences, setting the stage for the expansion of the hospitality business locally and overseas. As its name implies, the Village brand recreates the convivial, community-minded flavour of a village, while simultaneously retaining a contemporary outlook. Three hotels and four residences from the Organization's stable of 17 hospitality properties were brought under the Village brand. These properties draw their inspiration from the surrounding precincts to provide guests with a truly experiential stay.

THE NEXT 50 YEARS

The Far East Organization story is inextricably linked to the Singapore story. The last 50 years witnessed the building of our nation, from modest beginnings to the success it is today. Likewise, over the same five decades Far East Organization has played a significant role in shaping Singapore's urban landscape and the way Singaporeans live, work and play. Just as Singapore overcame overwhelming odds to make its amazing transformation into a vital and vibrant global city, Far East Organization has weathered the peaks and troughs of real estate cycles, emerging stronger from each experience.

Over the last 50 years, Far East Organization completed over 700 development projects. This track record attests to a robust organisational infrastructure that can support a full range of real estate operations.

Today, Far East Organization takes its place as a real estate emporium with interests in every aspect of the real estate spectrum and in every asset class. The Organization is at once a property developer, asset owner, commercial property manager as well as serviced residence and hotel owner-operator. Its portfolio covers condominiums, townhouses, landed



Cyan near the Botanic Gardens features a swimming pool that resembles a stunning private lake.



The luxury homes in Boulevard Vue are fully customised to the preferences of homeowners.



Centro Residences feature stylish homes next to Ang Mo Kio Hub.

The Organization is evolving into a truly entrepreneurial, diverse organisation that embraces creativity and operational autonomy.

developments, serviced residences and hotels, shopping malls, offices and medical suites, as well as factories and warehouses.

Far East Organization seeks to live out its mission to be the Developer of Choice. It strives to chart new frontiers in development concepts and deliver high quality, innovative and functional spaces that improve the lives of its customers. Its new developments are designed to meet the diverse and ever changing needs of the residential property market. Prime examples include luxury bespoke residences Boulevard Vue and Alba, upscale condominiums Silversea, Cyan, The Shore Residences and Vista Residences as well as the distinctively themed Mi Casa. The Organization's brand attributes are Trustworthy, Customer-centric, and Innovative. These attributes are embodied in all its actions whether it is building strong business and customer relationships or taking organisational development to the next level.

To Far East Organization, organisational development encompasses the development of people, the development of processes to help run its businesses, and the development of products. The years since the start of the new Millennium have marked a critical point of inflection for the Organization. A rigorous programme of organisational change has made its operations more effective and efficient. Tough decisions were taken to restructure and reshape the Organization and rethink existing processes to better focus on what mattered most to the business.

This period of self-renewal led to the articulation of a fundamental ethos within the Organization that emphasised a value-driven and process-oriented culture. This revitalised corporate culture recognises that leadership is about doing the right things if the Organization is to achieve its desired goals. Towards this end, the Organization introduced new operating models, raised the quality of its products and put in place sound business systems.

Far East Organization takes an action-oriented approach to people development. It is committed to equipping its people with the skills set and expertise to thrive in the wider international marketplace. The Far East Organization Alphabet School, launched in 2008, is a new learning and developmental programme that offers travel grants to staff so that they may experience the world's leading cities through the lens of the Arts, Buildings, Culture and Dining.

As the Organization enters a new era, Founder and Chairman Ng Teng Fong's vision of an enduring enterprise is more relevant than ever. Today, the Organization is evolving into a truly entrepreneurial, diverse organisation that embraces creativity and operational autonomy. Far East Organization's goal is to nurture enterprising leaders at all levels who harness their collective vision to take the business to a new realm and inspire better lives for all.



Far East Organization
INSPIRING BETTER LIVES

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