

Press Release
For immediate release

PARCO ENTERS INTO A LEASE AGREEMENT WITH AMARA'S 100 AM TO OPEN JAPANESE CONCEPT ZONE "ITADAKIMASU BY PARCO".

PARCO to open authentic Japanese cuisine zone in Tanjong Pagar area, which will give new options for gourmand in Singapore



SINGAPORE, 25 April 2016 - PARCO (SINGAPORE) PTE LTD, a subsidiary company of PARCO Co., Ltd. in Japan, has signed a Lease Agreement with the Amara Group, securing 14,000 square feet of F&B space at level 3 of 100 AM, 100 Tras Street.

Planning to open in the last quarter of 2016, Parco will create a new restaurant zone housing a variety of authentic Japanese cuisines, which will be named "itadakimasu by PARCO".

Shigeyoshi Sato, CEO of PARCO (SINGAPORE) PTE LTD, said, "100 AM is a strategic choice for our new "itadakimasu by PARCO" concept in Singapore as it is located within the Central Business District, surrounded by new exciting developments such as the Tanjong Pagar Centre and the future Tanjong Pagar port area development. The area also has a mixture of residential developments and hotels within walking distance. Our restaurant mix will be a boost to the large working population and residents in the vicinity."

100 AM is the only full-fledged shopping mall in the west-end of the Central Business District. 100 AM aims to create a brand new shopping experience featuring a wide variety of retail, lifestyle and dining concepts tailored to meet the changing lifestyle in the new vibrant and dynamic hub of Tanjong Pagar.

Albert Teo, CEO of Amara Holdings Limited, said, "We welcome PARCO, an iconic and reputable name, to our strong mix of tenant base, comprising of F&B establishment and retail brands offering a wide lifestyle choice, from fine dining to casual eateries, gourmet coffee to trendy retailers. This new F&B concept "itadakimasu by PARCO" is a strategic fit and ties in well with 100 AM, which appeals to modern, inner city urban dwellers with high purchasing power. We are confident that this unique dining concept by PARCO will be a strong draw for shoppers and residents alike."

About Parco Co., Ltd. (<http://parco.jp>)

Parco Co., Ltd, a listed company in Japan, opened the first store in Ikebukuro, Tokyo in 1969 and has successfully established itself as an iconic fashion building with the strong fashion image built through a strategic tenant mix and unique advertising activities. The company currently operates 19 domestic stores located throughout Japan, including Shibuya, Sapporo, Nagoya, and Fukuoka by employing “Total Producing Ability”, which incorporates its wide range of expertise in the field of marketing, planning, designing, and managing /operating shopping complexes.

The Company is now one of the largest shopping complex developers with the image of fashion-oriented innovator in Japan and is ceaselessly exploring the opportunities to expand its business domestically and internationally.

In 2016, new annex store will open in Sendai. In addition the company is planning to open new store in Ueno, Tokyo in 2017.

About Parco (Singapore) Pte Ltd (<http://www.parco.com.sg>)

Parco (Singapore) Pte Ltd, a subsidiary company of Parco Co., Ltd., was established in 1991 as part of its growth strategy to explore and expand its business in Southeast Asia region. With expertise in mall management, Parco (Singapore) Pte Ltd has rendered its services to manage Bugis Junction in 1991, followed by The Central in 2005. It has also opened a shopping complex as Parco Marina Bay in Millenia Walk from 2010 to 2014. Parco (Singapore) Pte Ltd also provides consultancy and real estate services. Parco (Singapore) Pte Ltd has successfully introduced new-to-Singapore Japanese retailers and F&B operators and created the Japanese restaurant zone “Itadakimasu” in Parco Marina Bay. This was made possible by tapping into Parco Co., Ltd.’s vast network of 3,000 tenants, and building up the local Singapore network since Parco (Singapore) Pte Ltd had its presence in 1991.

About 100 AM



100 AM (AM pronounced as ‘em’), owned and managed by Amara Hotel Properties Pte Ltd (“AHPPL”, a subsidiary of Amara Holdings Limited) is the only full-fledged shopping mall in the west-end of Singapore’s Central Business District. 100 AM aims to create a brand new shopping experience featuring a wide variety of retail, lifestyle and dining concepts tailored to meet the changing lifestyle in the new vibrant and dynamic hub of Tanjong Pagar.

About Amara Holdings Limited

Mainboard-listed Amara Holdings Limited (“Amara”), a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

Apart from a portfolio of upscale hotels in Singapore, Bangkok and Shanghai, Amara’s Property Investment and Development operations span across the retail, commercial and residential sectors. Some of Amara’s recent residential projects include a 12-storey freehold boutique development, M5, and six-storey freehold boutique development, Killiney 118 – both strategically located near Orchard Road, amongst others. For more information, please visit www.amaraholdings.com.

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