

## **NEWS RELEASE**

### **WING TAI ASIA TO PREVIEW THE M IN PRIME OPHIR-ROCHOR CORRIDOR**

- *Project features Wing Tai Asia's Home/Work concept, catering to millennials and gig professionals*
- *Development is near DUO, Bugis Junction and three MRT stations, with easy access to Raffles Place and Marina Bay*
- *Majority of The M's apartments are studios, one- and two-bedroom units*

**SINGAPORE, 13 FEBRUARY 2020:** Wing Tai Asia will open The M condominium for public preview this Saturday. The 522-unit residential-commercial property is an exciting new project in the prime Ophir-Rochor Corridor which is rapidly transforming into a vibrant, mixed-use district.

Located at Middle Road, The M is close to the arts and cultural precinct spanning Bras Basah, Bugis and the Civic District. It is also within walking distance to the Bugis, City Hall and Esplanade MRT stations, giving residents easy access to the Raffles Place and Marina Bay financial districts a few steps away.

With The M, Wing Tai Asia has developed a novel Home/Work concept which seamlessly and effortlessly transforms an apartment residence into an office space. This development will appeal to savvy investors and homebuyers, including an expanding segment of professionals working in creative industries and the gig economy, who telecommute.

Under the Home/Work concept which is being trademarked, Wing Tai Asia has thoughtfully designed and configured the studio and one-bedroom units in the M to facilitate the smooth and easy transition of an elegant living space to a productive workplace. Unique design elements include a multi-function kitchen table for dining and entertainment that can be converted into a work desk, and a sliding wardrobe that doubles up as workspace storage solution.

Ms Stacey Ow Yeong, Head of Marketing, Wing Tai Property Management, says, "The M is a fresh urban living concept that creatively and stylishly caters to the modern needs of today's upwardly mobile professionals, catering to varied and demanding work-live-play lifestyles."

She adds, "The M's location in the Ophir-Rochor Corridor has a wide range of dining and entertainment options to offer its residents, as well as ease of access to three MRT stations and proximity to all the attractions in the arts and cultural precinct."

The M's apartments are spread across three 20-storey towers and a six-storey block. In addition to studio and one- and two-bedroom units, the development features three bedroom dual-key apartments with unit sizes ranging from 409 square feet to 904 square feet. Studios, one-bedroom and two-bedroom units comprise about 96 percent of the total number of units.

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Homeowners and residents at The M will be spoilt for choice in terms of facilities, which are spread over five zones. The clubhouse called Club M will house a boardroom in which residents can hold business meetings, a bar, party lounge, fitness studio and a bakerzone for those interested in baking.

Residents looking to relax and recharge can soak in the 50-metre starlight pool or rooftop jacuzzi where they can take in panoramic views of the city skyline.

There will also be shops and restaurants on the first storey for the added convenience of residents. The M is expected to be completed in the first quarter of 2024.

The M is located in a precinct which is rapidly changing. The Singapore Urban Redevelopment Authority (URA) has announced plans to transform the area into a car-lite district with cycling paths and more pedestrian walkways.

Residents can also walk to major office, retail and healthcare hubs such as South Beach, DUO, Bugis Junction and Raffles Hospital or to established learning institutions in the vicinity including Singapore Management University, School of the Arts Singapore, LASALLE College of the Arts and Nanyang Academy of Fine Arts.

The M will also be the beneficiary of a unique collaboration between Wing Tai Asia and an arts college. This is a three-year partnership with LASALLE to integrate art into The M at an early stage and throughout the development process. The collaboration, which will showcase unique pieces of urban living art produced by LASALLE alumni, is the first of its kind for Wing Tai and possibly in Singapore's real estate industry.

Over the years, Wing Tai Asia has collaborated with renowned architects and artists to incorporate art into its properties.

Mr Edmund Cheng, Deputy Chairman of Wing Tai Holdings, says, "With The M, art is not an afterthought but an integral part of the creative and development process. Art lifts the spirit and helps foster community connections, especially in our urban environments. By our innovative architecture and design, The M will have a wonderful spatial quality that is enhanced by art, to enrich the living experiences of its residents."

To ensure the well-being of visitors to The M's sales gallery in the wake of COVID-19 situation, Wing Tai Asia has introduced several health and safety measures like temperature screening and collection of contact details.

Professional cleaning of the sales gallery has been stepped up with hourly cleaning, especially of high footfall areas like washrooms, surface areas, entrances and door knobs.

Additional measures are introduced to avoid large gatherings within the sales gallery during the public preview; these include setting up two separate holding areas for agents and visitors to congregate, scheduling visitors to enter the sales gallery at different times, and limiting the number of people inside it.

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Ms Ow Yeong emphasizes, "Health and safety of our customers and staff is of utmost importance to us. We are monitoring the situation closely, and have stepped up efforts to take precautionary measures to provide assurance of care towards their wellbeing and safety in our sales gallery. We hope that their property investment experience will be a safe and pleasant one with us."

The sales gallery is located at the junction of Middle Road and Selegie Road.

- THE END -

### **FOR MEDIA ENQUIRIES**

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### **ABOUT WING TAI ASIA**

Wing Tai Holdings Limited is Singapore's leading property developer and lifestyle company reputed for quality and design. The principal activity of the company is that of an investment holding company, focused on key markets in Asia. The Wing Tai Asia network of companies including Wing Tai Holdings Limited (Singapore), Wing Tai Malaysia Sdn. Bhd. (Malaysia), Wing Tai Properties Limited (Hong Kong), Wing Tai China Pte Ltd (China) and their subsidiaries, have core businesses in property investment and development, lifestyle retail and hospitality management.

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