



Media Release

2 October 2009

Fortune REIT Wins Awards for Achieving Excellence in Annual Report

2 Oct 2009. ARA Asset Management (Singapore) Limited (“Manager” or “ARASL”), as manager of Fortune Real Estate Investment Trust (“Fortune REIT”), is pleased to announce that Fortune REIT’s 2008 annual report has been recognized by the prestigious International Annual Report Competition (“ARC”) Awards 2009.

Fortune REIT’s 2008 annual report was awarded the Bronze Award in the category of ‘Printing and Production: REIT – Retail / Shopping Center’ and Honours Award in the category of ‘Overall Annual Report REIT – Retail / Shopping Center’.

Ms. Justina Chiu, Chief Operating Officer of ARASL gave a remark on winning two consecutive awards in the annual report. “The Manager considers the annual report as a very important communication channel to provide investors, unitholders and the market about Fortune REIT’s business performance, including our vision and strategy. We are proud to be awarded and it is a testimony to the Manager’s high level of transparency and dedication.”

The cover design of Fortune REIT’s 2008 annual report is prominent, turning the conventional cover of an annual report into a “shopping bag” outlook. The cover and the colourful content feature the focus on the core business of Fortune REIT as a portfolio of eleven suburban shopping malls and allow the reader to share the shopping experience within these malls.

The ARC Awards is the world’s largest annual report competition and is the ‘Academy Awards of Annual Reports’ according to the financial media. The judging criteria are mainly based on the cover and interior design, clarity of written text as well as presentation of corporate information and financial data. Annual reports scoring in the top 25% will be awarded certificates of outstanding achievement.

END

Snapshots of the awarding winning Fortune REIT 2008 Annual Report

FORTUNE REIT
Annual Report 2008

PROPERTY WALDORF GARDEN PROPERTY WALDORF GARDEN
AN PLAZA MA ON SHAN PLAZA MA ON SHAN
MALL THE METROPOLIS MALL THE METROPOLIS
SMARTLAND SMARTLAND SMARTLAND SMARTLAND
ENTER THE HOUSEHOLD CENTER THE HOUSEHOLD CENTER
PROPERTY CITY ONE SHATIN PROPERTY CITY ONE SHATIN
PROPERTY RHINE GARDEN PROPERTY RHINE GARDEN
PROPERTY LIDO GARDEN PROPERTY LIDO GARDEN
PROPERTY CENTRE DE LAGUNA PROPERTY CENTRE DE LAGUNA
PROPERTY TSING YI SQUARE PROPERTY TSING YI SQUARE
THE JUBILEE COURT SHOPPING CENTRE THE JUBILEE COURT SHOPPING CENTRE

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Fortune REIT

Resilient & Diversified Tenant Mix

Banking **Wet Market** **Education**
Restaurant & Food Court **Daily** **Community Services**
Health Care **Supermarket** **Convenience Store**
Spa & Leisure **Fashion** **Fast Food**

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Marketing and Promotions

2008
January: New Year celebration
February: New Year celebration
March: New Year celebration
April: New Year celebration
May: New Year celebration
June: New Year celebration
July: New Year celebration
August: New Year celebration
September: New Year celebration
October: New Year celebration
November: New Year celebration
December: New Year celebration

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Marketing and Promotions (continued)

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About Fortune REIT

Fortune REIT is a real estate investment trust constituted by a Trust Deed entered into on 4 July 2003 (as amended) made between ARA Asset Management (Singapore) Limited (“ARASL”), as the Manager of Fortune REIT, and HSBC Institutional Trust Services (Singapore) Limited, as the Trustee of Fortune REIT. Fortune REIT was listed on the Singapore Exchange Securities Trading Limited (“SGX-ST”) on 12 August 2003.

Fortune REIT holds a portfolio of eleven retail malls in Hong Kong, spread across Kowloon and the New Territories through the ownership of property companies (“the Property Companies”), worth approximately HK\$8.9 billion. The retail malls are City One Shatin Property, Ma On Shan Plaza, The Metropolis Mall, Waldorf Garden Property, Smartland, Tsing Yi Square Property, Jubilee Court Shopping Centre, The Household Center, Centre de Laguna Property, Lido Garden Property and Rhine Garden Property. Together they house a total of 839 tenants as at 30 June 2009 from diverse trade sectors such as supermarkets, food and beverage outlets, banks, real estate agencies, and education providers. Notable tenants include Park’N Shop, 7-Eleven, Aji Ichiban, Maxim’s Chinese Restaurant, Watsons, Mannings, Modern Beauty Salon, Fortress, McDonald’s, Kentucky Fried Chicken, Watami Japanese Restaurant, Centaline Property Agency, Midland Realty, DBS Bank, Bank of China (Hong Kong), HSBC, Japan Home Centre, Jumpin Gym U.S.A., International Christian School and the Hong Kong Jockey Club. More information about Fortune REIT can be found at www.fortunereit.com.

About ARASL, the Manager

Fortune REIT is managed by ARASL, a wholly owned subsidiary company of ARA Asset Management Limited, which is listed on the Mainboard of the SGX-ST. More information about ARASL can be found at www.ara-asia.com.

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