

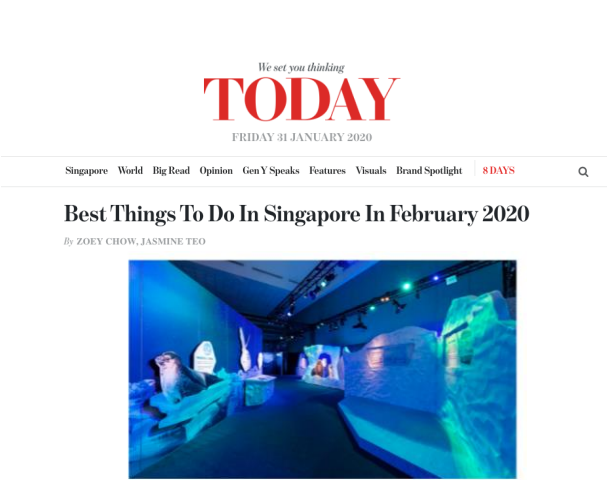


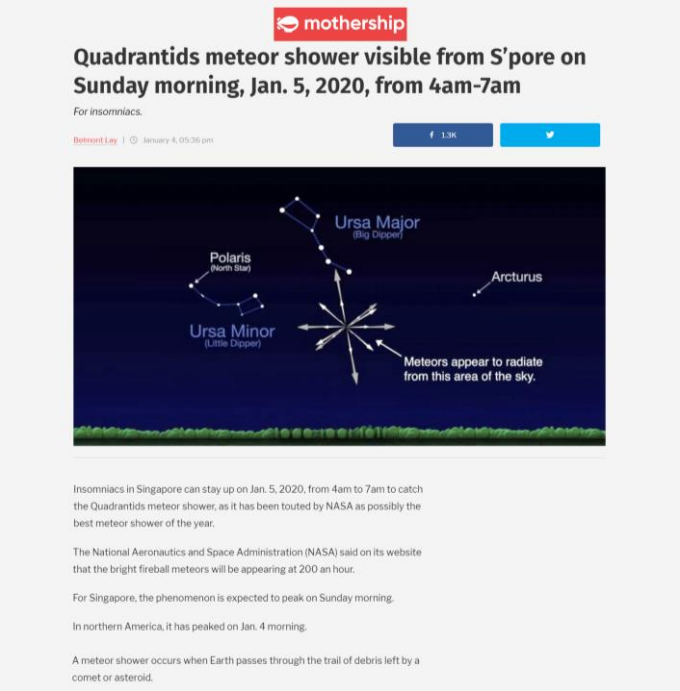
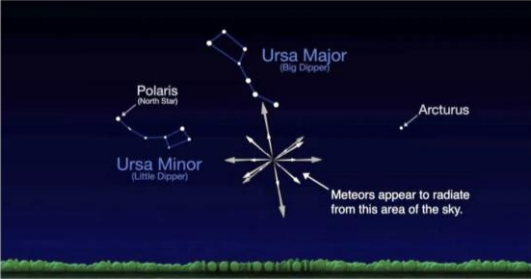



PRESS AND SOCIAL MEDIA HIGHLIGHTS – January 2020


New Science Centre (AVE: \$20,009)	Living Worlds: An Animal Planet Experience (AVE: \$28,092)	Dr Lee Song Choon's interview on DNA test kits (AVE: \$12,000)
<ul style="list-style-type: none">The coverage of the redevelopment of the Jurong Lake area, mentioning the new Science Centre in 2026 was featured in The Straits Times, The New Paper and Yahoo Singapore	<ul style="list-style-type: none">Living Worlds: An Animal Planet Experience was featured widely across digital media as part of January activities including TODAY, 8 Days, Shout.sg and Young Parents	<ul style="list-style-type: none">Broadcast coverage on Channel 8 featuring Song Choon's interview on the effectiveness of DNA test kits for various purposes. Ad hoc piece on the Quadrantids meteor shower by Mothership
<div><p>Bukit Batok West Shopping Centre now has a community pavilion with rooftop greenery and a community garden with more than 20 types of herbs. PHOTO: HDB</p><h2>Jurong Lake area's 9-year makeover complete</h2><p>Estate progressively fitted with new amenities such as linked gardens and communal spaces</p><p>Michelle Ng</p><p>Over the last nine years as the Jurong Lake area was being rejuvenated, small business owners started noticing an uptick in sales. This was because more residents were choosing to spend their time in the area on weekends instead of travelling to other estates, said Jurong Town Centre Merchant Association chairman Tan Kah Ann.</p><p>The addition of a children's playground and a green roof pavilion at J Link, a new pedestrian mall, are particularly well utilised by families and for hosting community events, he noted.</p><p>"There are many tuition centres in this area, so after their classes, children often come down to play and run around with their friends while their parents shop nearby. It creates a very lively environment," said Mr Tan in Mandarin. He owns</p><p>J Link pedestrian mall, with its playground and green roof pavilion. The Jurong Lake area was picked in 2011 for rejuvenation, under HDB's Remaking Our Heartland programme. PHOTO: URA</p></div>	<div><p><i>We set you thinking</i> TODAY FRIDAY 31 JANUARY 2020</p><p>Singapore World Big Read Opinion Gen Y Speaks Features Visuals Brand Spotlight 8 DAYS</p><h3>Best Things To Do In Singapore In February 2020</h3><p>By ZOEY CHOW, JASMINE TEO</p><p><i>36.4K</i> Ongoing: Living Worlds: An Animal Planet Experience</p><p>Deep dive into the animals and their relationships with the environment in a high-tech, immersive way at the world's first travelling wildlife and exploration exhibition. Explore the natural world from the comfort of the Science Centre. Choose from three different environments — Tropical Rain Forest, Coral Reef, and Sea Ice — and pick up bite-sized tidbits through the use of interactive multi-media elements and never-before-seen footage from Animal Planet set up in the different sections.</p><p><i>Nov 16 to March 22 2020. The Annex, Science Centre Singapore, 15 Science Centre Road, S609081. Tickets excluding booking fee priced at \$18 for Children (Age 3-12), \$23 for Adults and \$66 for Family package. More info at https://www.science.edu.sg/whats-on/exhibitions/living-worlds</i></p></div>	<div><p>李松俊博士 科学馆生命科学主任</p></div> <div><p>Quadrantids meteor shower visible from S'pore on Sunday morning, Jan. 5, 2020, from 4am-7am</p><p>For insomniacs.</p><p><i>Belmont Lay</i> 1 January 4, 05:38 pm</p><p><i>1.3K</i></p><p>Insomniacs in Singapore can stay up on Jan. 5, 2020, from 4am to 7am to catch the Quadrantids meteor shower, as it has been touted by NASA as possibly the best meteor shower of the year.</p><p>The National Aeronautics and Space Administration (NASA) said on its website that the bright fireball meteors will be appearing at 200 an hour.</p><p>For Singapore, the phenomenon is expected to peak on Sunday morning.</p><p>In northern America, it has peaked on Jan. 4 morning.</p><p>A meteor shower occurs when Earth passes through the trail of debris left by a comet or asteroid.</p></div>

Facebook			Instagram	
Total page likes: 154,964	Total reach: 1,264,206	Average post engagement rate: 1.09%	Total no. of followers: 8,826	Average post engagement rate: 1.29%


Top 3 Most Engaging Facebook Posts



Reach: 35,266
 Engagement: 4,090
 Engagement rate: 2.58%




Reach: 22,502
 Engagement: 2,626
 Engagement rate: 1.68%




Reach: 23,859
 Engagement: 1,971
 Engagement rate: 1.25%

Posts on evergreen exhibitions such as Phobia2 performed well as it appeals to younger audience and it’s visually enticing. The announcement on the revamp of the centre’s façade was also well received. Recommend to host 1 to 2 giveaways a month, and jump on topical occurrences days and trends to further engage our fans.

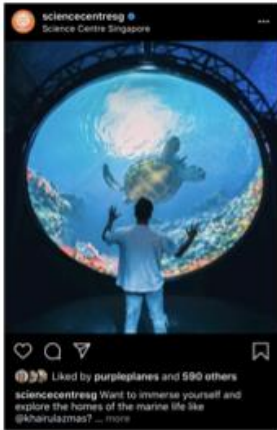
Top 3 Most Engaging Instagram Posts



Reach: 12,522
 Engagement: 756
 Engagement rate: 8.56%



Reach: 27,729
 Engagement: 729
 Engagement rate: 8.25%



Reach: 56,819
 Engagement: 598
 Engagement rate: 6.77%

Aesthetic images and content tapping on the latest trends or current news such as the Australian bush fires garnered a high engagement and interest from the audience. Giveaway posts perform very well as always, boosting followers count as well, hence, recommend to continue doing so.

Key Exhibitions/Events AVEs

- ### Press Highlights

PRESS CLIPPING	
Publication:	TODAY
Headline:	Best Things To Do In Singapore In February 2020
URL:	https://www.todayonline.com/8days/seeanddo/thingstodo/best-things-do-singapore-february-2020
Date:	31 Jan 2020
Reach:	1,351,110
AVE Value:	\$2,462
PR Value:	\$7,386



By ZOEY CHOW, JASMINE TEO



16 of 20 Ongoing: Living Worlds: An Animal Planet Experience

Nov 16 to March 22 2020. The Annexe, Science Centre Singapore, 15 Science Centre Road, S609081. Tickets excluding booking fee priced at \$18 for Children (Age 3-12), \$23 for Adults and \$66 for Family package. More info at <https://www.science.edu.sg/whats-on/exhibitions/living-worlds>

PRESS CLIPPING	
Publication:	The Straits Times
Headline:	Jurong Lake area's 9-year makeover complete
URL:	-
Date:	20 Jan
Reach:	393,300
AVE Value:	\$6,717
PR Value:	Nil



Bukit Batok West Shopping Centre now has a community pavilion with rooftop greenery and a community garden with more than 20 types of herbs. PHOTO: HDB

Jurong Lake area’s 9-year makeover complete

Estate progressively fitted with new amenities such as linked gardens and communal spaces

Michelle Ng

Over the last nine years as the Jurong Lake area was being rejuvenated, small business owners started noticing an uptick in sales. This was because more residents were choosing to spend their time in the area on weekends instead of travelling to other estates, said Jurong Town Centre Merchant Association chairman Tan Kah Ann.

The addition of a children's playground and a green roof pavilion at J Link, a new pedestrian mall, are particularly well utilised by families and for hosting community events, he noted.

"There are many tuition centres in this area, so after their classes, children often come down to play and run around with their friends while their parents shop nearby," said Mr Tan in Mandarin. He owns



J Link pedestrian mall, with its playground and green roof pavilion. The Jurong Lake area was picked in 2011 for rejuvenation, under HDB's Remaking Our Heartland programme. PHOTO: URA

three shop spaces in Jurong that he rents out.

The Housing Board yesterday announced the completion of renewal plans for the Jurong Lake area under its Remaking Our Heartland (ROH) programme. It was selected in 2011 for rejuvenation, along with East Coast and Hougang.

Over the years, the housing estate has been progressively fitted with new amenities such as interconnected gardens and communal spaces.

One of the key ideas under the programme was the rejuvenation of the Jurong East Town Centre, comprising Blocks 130 to 135 Jurong Gateway Road. Now renamed J Connect, its building facade and communal spaces were overhauled and given a modern look with lush landscaping.

It connects with the nearby JCube shopping mall via the J Link.

Under the ROH programme, 10 neighbourhood centres within the housing estate have also been transformed.

For instance, Bukit Batok West Shopping Centre now has a community pavilion with rooftop greenery and a community garden with more than 20 types of herbs. It is home to 65 shops, numerous eateries, a wet market and a supermarket.

The area around Jurong East MRT station, which is now known as Jurong Gateway, is also a bustling town, with an integrated health-care hub consisting of Ng Teng Fong General Hospital and Jurong Community Hospital, and mixed-use developments such as Westgate and Jem.

A new 18km Jurong Lake District cycling network will be connected to the upcoming cycling paths in Taman Jurong estate, which are expected to be completed this year.



Jurong East Town Centre, which comprises Blocks 130 to 135 Jurong Gateway Road, has been renamed J Connect, and given a modern look with lush landscaping. PHOTO: INTERCONSULTANTS

From next year, the remaining sections of Jurong Lake Gardens, including the Chinese and Japanese gardens, will be completed. The western section was opened to the public in April last year.

By 2026, the Jurong Lake area will become a leisure and recreational cluster, complete with a new 7ha integrated tourism development and the new Science Centre, developed around Jurong Lake.

These will be part of the up-and-coming Jurong Lake District that will span 360ha, making it the largest mixed-use business district outside the city centre.

The district has been earmarked

as a car-lite district.

New MRT lines will also be completed, such as the Jurong Region Line in 2027 and Cross Island Line in the 2030s.

Mr Tan is confident that the renewal plans will attract even more visitors to the area, which has been dubbed the "Orchard Road of the West".

"When all the malls, neighbourhoods and parks are connected, people won't have to travel elsewhere to shop or play.

"We can do everything here in Jurong," he said.

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Dr Lee Song Choon's interview on DNA test kits

PRESS CLIPPING	
Publication:	Channel 8 《狮城有约》 Hello Singapore
Headline:	Dr Lee Song Choon interview on DNA test kits
URL:	https://www.8world.com/vodcasts/episode/full/hello-singapore-20200101-1013901
Date:	1 Jan
Reach:	3,679,000
AVE Value:	\$12,000
PR Value:	\$36,000



Date	Time	Duration	Language	Interviewees
1 January 2019	6:30pm	1min 56s	Chinese	<ul style="list-style-type: none">Dr Lee Song Choon, Deputy Director (Life Sciences Group), DNA Learning Laboratory

Summary:
Dr Lee Song Choon interview on DNA test kits

- Local practitioners who used DNA genetic testing to formulate more effective fitness programs or find a suitable life partner claim that the method helps to achieve twice the result with half the effort.
- However, experts believe that from a scientific perspective, this field of thought requires further research.
- Allen Zhao, founder of GENemate, a gene dating app, said that previous research found that the greater the genetic difference between two people, the higher the intimacy, the higher the degree of scent attraction of the two, and the higher the satisfaction of their sexual life.
- Steffan Fung, founder of gene fitness app ELXR, said that genetic testing allows for greater customizability of training programs to make it more efficient.
- Dr Lee Song Choon, Deputy Director at the Science Centre Singapore’s DNA Learning Laboratory, shared that in the second instance where genetic testing helps with fitness programs is more likely to be scientifically accurate, as a person’s genetic makeup could affect which organs perform better physically. However, more research will need to be done to find out if genetic testing is effective for dating.