

CEO's New Year Message

IT SEEMED LIKE JUST YESTERDAY that 2010 was beginning. Riding on our growth in 2008 and 2009, 2010 has proven to be another successful year for CBM.

Having re-aligned our goals during the Corporate Planning Exercise at the beginning of 2010, we set out to achieve our medium and long term goals. Strategically, CBM Solutions was incorporated as part of our expansion plan to provide end-to-end solutions to clients. Together with the various other services that CBM is already offering, CBM Solutions aims to provide clients with relevant niche solutions as a value-added service.

On the home front, CBM has done well in securing credible projects that will cement CBM's position as the leading IFM service provider in Singapore. We were successful in securing the government's Aloha Resorts as an IFM project, thereby strengthening CBM's portfolio in the hospitality sector. We are also proud to have been part of the Singapore Youth Olympic Games 2010 as the official housekeeping partner. Various contract renewals with clients such as SIA and Ascendas demonstrate the faith and trust that clients have in us. We definitely look forward to continuing to provide the best services to our esteemed clients in order to help them yield the best returns on their investment in facilities.

I am also pleased to update that our overseas operations under CBM International – CBM-Afrina and CBM-GISCO – are performing well and we will continue to strive to bring our expertise from Singapore to our international clients. CBM's involvement in top projects such as Sabban Towers in Doha and the Dome@Rawhadt in Abu Dhabi is the testament of the great demand by high end international developers for the IFM services that CBM is capable of providing.

In such a competitive industry, CBM has indeed responded well to the challenges presented to us. This is due largely to the dedication and resilience of all our staff during challenging times. There is a strong spirit of camaraderie amongst CBM staff and we believe that this has been, and will continue to be, a core pillar of our success and achievements.

Looking ahead, 2011 will be another year of exciting opportunities and growth stories. With our employees' unwavering dedication and hard work as well as our clients' continued support, we are confident that CBM's success will scale greater heights in the year ahead.



CBM CEO/President, Mr Roy Chiang, has high hopes for CBM in 2011.

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Roy Chiang
CEO/President (CBM)

Kicking off 2011, I would like to express my appreciation to all CBM staff for their contribution to the company in the past year - each and every one of you has done an excellent job in ensuring the continued success of CBM. Last but not least, I am grateful for the continued support from our clients and look forward to greater collaborations as we grow together.

Roy Chiang, CEO/President (CBM)

Leaving an Imprint in Singapore Sports History



CBM Housekeeping staff were excited at the opportunity of being part of the inaugural Singapore Youth Olympic Games.

CBM WAS PROUD to be appointed the official housekeeping partner for the Youth Olympic Village during the inaugural Singapore Youth Olympic Games (SYOG) held from 14 to 26 August 2010. This prestigious contract required CBM to provide cleaning and housekeeping services for the 6,000 beds used by the YOG participants in the Village daily.

Though the Games were held in mid-August, CBM's Housekeeping Planning Team was mobilised in March to work closely with the Singapore Youth Olympic Games Organising Committee (SYOGOC) to plan for the deployment and execution of quality housekeeping services required by the Games. One of the major challenges

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Mr Martin Chan
Head for Village Accommodation

that the Committee faced was the ability to mobilise sufficient competent housekeepers, given the short notice. In this, CBM did not disappoint. Not only did we mobilise an adequate number of housekeepers for the job, they were all well trained to deliver the high standard of services that were expected of the Games. This drew praises from the Head for Village Accommodation, Mr Martin Chan, who wrote, “SYOGOC was well convinced that we have

appointed a strongly reliable and professional partner for the intended works. The (CBM) Project Management team, together with their team of key personnel and staff, delivered service standards that went beyond expectations.”

The team’s effort and dedication are a true reflection of CBM’s corporate value of placing the clients’ needs as our top priority. CBM’s CEO/President, Mr Roy Chiang, expressed his delight at the success of this project. He said, “We are proud to have contributed to the success of this inaugural international event in Singapore. With the guidance of the Organising Committee, CBM was able to deliver services that were of international standards and present Singapore as a world class city.”

Riding on the success of this project, CBM will seek to extend its housekeeping services to the hospitality sector, further cementing CBM’s reputation as a truly integrated FM service provider.

CBM Wins Major IFM Contract for Aloha Resorts



Aloha Resorts represents CBM’s first foray into the hospitality industry.

ADDING TO ITS IMPRESSIVE INTEGRATED FM track record, CBM was recently appointed by the Public Service Division (PSD) of the Prime Minister’s Office to manage the Aloha Resorts for four years. The Aloha Resorts has more than 70 bungalows and terraced houses located in Changi and Loyang. CBM will now play a vital role in ensuring that the resort becomes the preferred venue for civil servants and the public for holiday making in Singapore.

As part of this contract, CBM provides not only facilities maintenance but also property management. Beyond the traditional integrated FM services in Engineering, Security and Environmental areas, CBM aims to enhance users’ experiences through a user-friendly online booking system as well as a group of dedicated customer service officers who are trained in Go The Extra Mile For Service (GEMS) certified courses to welcome holiday makers at the Resorts. This being CBM’s first foray into resort

management, extensive research was conducted to enhance our understanding of end users’ expectations and this was subsequently dovetailed into the performance indicators listed by PSD.

“With the guidance of PSD, we aim to provide the best user experience to holiday makers. We want both the client (PSD) and the users to just sit back and relax and leave the rest to CBM,” said Mr Roy Chiang, CBM’s CEO/President. “As always, it is the peace of mind that we hope to provide for our clients so that they can focus on their core businesses.”

CBM currently has an extensive record for FM projects in the government or government-linked sector with esteemed clients such as A*Star@ Fusionopolis and SPRING Singapore. This partnership with PSD in managing the Aloha Resorts further endorses CBM’s ability to provide high quality services within the FM industry.

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Roy Chiang
CEO/President (CBM)

SIA Endorses the Service Quality of CBM

CBM'S CONTRACT TO PROVIDE environmental services for the premier lounges of SIA in Changi Airport Terminal 3 was renewed for another three years. The renewal of contract by the leading international airline well known for its high service standards is an endorsement of the service standards that CBM is providing.

Since January 2008, CBM has been responsible for the cleanliness of these lounges in Terminal 3, ensuring that they live up to the world-class brand of SIA. From the private First Class Check-In Reception to the SIA SilverKris Lounge and KrisFlyer Gold Lounge, CBM Environmental staff make sure that passengers have a pleasant pre-flight experience and have received many compliments for their customer-centric approach.

Apart from SIA, CBM also provides cleaning services to iconic projects and clients such as the Parliament House and Republic Plaza.



CBM assumes a key role in providing environmental and support services for SIA.

A Winning Partnership at The Dome@Rawdhat, Abu Dhabi

CBM-GISCO, A JOINT VENTURE BETWEEN CBM International Pte Ltd and Gulf Industrial Services Co. (GISCO), has been appointed as the Managing Agent for the Dome@Rawdhat. The

Dome@Rawdhat is an innovative project of Reem Investments, an investment company based in Abu Dhabi with strategic interests in the United Arab Emirates, the Gulf region and internationally.

The Dome@Rawdhat is the first purpose-built football facility in Abu Dhabi that features four indoor/outdoor FIFA Grade 1 artificial grass pitches for uninterrupted play all year round. Perfectly located at Abu Dhabi Airport Road, the facility stretches over 24,000 square feet and provides male and female changing facilities, a prayer room, a cafe, booking office and 100 guest parking spaces. It is also home to the UAE's Manchester United Soccer School (MUSS) programmes for children aged between 8 to 16 years from all over the UAE.

As its Managing Agent, CBM-GISCO is fully responsible for the daily operations of the facility. Apart from managing the booking of the facility, the on-site team also ensures that maintenance of the fields and equipment are diligently carried out. Another important task of CBM-GISCO is to be the interface between the owner and the users to resolve any issues that may arise. The outsourcing of the management of the Dome@Rawdhat to CBM-GISCO allows the client to focus fully on its core business in developing other properties.



A testament to CBM's expertise in providing the best services on a global scale.

CBM Security Secures Science Park

EVEN IN A LOW-RISK ENVIRONMENT such as Singapore, the paramount importance of a building's security cannot be over-emphasized. Security services of the highest standards will ensure that any security concerns are swiftly addressed and rectified, giving tenants the peace of mind to do their work. As such, the renewal of contract with Ascendas for CBM's Security services in both Science Park 1 and 2 is a validation of CBM's credibility in the security industry. Developed and managed by Ascendas, the Singapore Science Park is Asia's most prestigious research & development (R&D) and technology hub.

With Grade "A" certification from the Security Industry Regulatory Department (SIRD) for three consecutive years since the inception of the grading system, CBM's reputation for providing quality security services to commercial buildings, private estates and schools is well established. CBM's strengths lie in its sound security planning, strong training of its security personnel and a customer-centric approach. It is for these reasons that CBM has been providing security for the Science Park for almost a decade now.

Mr Looi Eng Chai, Vice-President for CBM Security Division, said, "In an environment like the Science Park, it is important to secure the

vicinity subtly, yet with no compromise in the level of security, so as to create a secure and comfortable environment for the tenants and visitors."

Other iconic buildings that CBM Security is involved in providing security services for include the MICA (Ministry for Information, Communications and the Arts) Building and Republic Plaza.



Almost a decade on, CBM Security is still the preferred choice of the Singapore Science Park.

A Green Collaboration

CBM HAS ALWAYS BEEN a firm advocate of corporate social responsibility, especially in environmental sustainability. For half a decade, CBM supported NEA's Corporate and School Partnership (CASP) Programme under the Clean and Green Singapore (CGS) campaign. This programme aims to create awareness amongst students on the significance of caring for the environment.

As a long time partner of Balestier Hill Primary School, this year, in addition to financial sponsorship, CBM also provided a hands-on opportunity for the students to learn about recycling and reusing of materials. Together with the environmentally-conscious residents of the Equatorial condominium, CBM organised an old newspaper collection project entitled "Green Community Programme" in the estate on 12 November 2010. 40 primary 6 students participated in this hour-long activity and achieved a collection of about 63kg of old newspapers.

Mr Keith Koh, Senior Vice-President for Corporate Affairs, said, "Instilling in these young minds the importance of environmental conservation is key to our efforts in environmental sustainability. We are happy to provide these students such hands-on experience with the kind approval of the Council of the Equatorial."



Excited students of Balestier Hill Primary School.

Despite the event being held on a Saturday, our staff and the students showed great enthusiasm and energy in doing their part for the Green movement. In many ways, it was an event that successfully heightened awareness for an environmentally-friendly lifestyle.

CBM Making a Difference at Assisi Hospice Charity Fun Day



Guest of Honour, Dr Tony Tan, officially launched the Assisi Hospice Charity Fun Day with a bang.

AT CBM, ONE OF OUR CORE VALUES IS "Making a Difference" which applies not only to the way we do business but also what we hope to do for the community. Based on this belief, CBM has once again taken an active part in the Assisi Hospice Charity Fun Day at St Joseph's Institution International on 29 May 2010.

Adopting a practical approach, the various divisions from CBM provided their relevant expertise to ensure that the event ran smoothly. CBM staff helped in the setting up of the venue,

maintaining a smooth traffic flow during the event and also cleaning up the area at the end of the day.

Mr Roy Chiang, CEO/President of CBM, who was at the event said, "Seeing our staff go about their duties with enthusiasm at the Fun Fair made me proud that our people are indeed living up to the values of CBM. This event gave us the opportunity to give back to the society."

The event was a resounding success raising over \$800,000 for the deserving needy, while guests, patients and their families enjoy a delectable array of food, drinks and games stalls.

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Printer: Dominie Press Pte Ltd

Environmentally-friendly paper is used in the production of this newsletter.

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