

Design  
STUDIO

*Inspired by Aspirations. Driven by Innovations.*



ANNUAL REPORT 2010

# Sustainability

Driven Growth



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As a thriving enterprise, Design Studio has exhibited immense strength in our march forward. Prudence and foresight continue to be our mantra, while our business acuity and resilience has encouraged tenacity and made us a force to be reckoned with.

We're already a mark of excellence, but we're eager for more.

Today, sustainability continues to be at the heart of Design Studio's corporate philosophy. Through organic business growth, robust creativity and innovation, as well as a team of remarkable individuals, Design Studio delivers customised, holistic products and solutions, giving our clients infinite possibilities, and propelling us towards sustainability-driven growth.

There's no holding us back - we're bound for something greater.

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# Adaptability





Change is the only constant in this world. In an ever-changing business landscape, Design Studio continually adapts itself to new environments, anticipating market needs and strives to create more intuitive, sophisticated and sustainable products and services.

# Impeccability







A well-controlled operational process framework of a business lay the groundwork for greater growth and enhance value creation. At Design Studio, our practices are constantly polished and perfected to heighten efficiency and sustainability, enabling us to build on present successes, and strive towards global distinction and excellence.

## Corporate Profile

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Listed on the Singapore Exchange Securities Trading Limited, Design Studio enjoys a commanding lead as the country's foremost specialist in the manufacturing, distribution and installation of furniture products. On the back of a strong positioning of renowned quality and innovation excellence, Design Studio is today an international enterprise with a growing global business reaching countries as far as Japan, Middle East and the United States.

Established since 1994, Design Studio continues to grow its strength and presence in three closely-related and complementary core businesses:

- Residential Property Projects - Manufacture, supply and installation of paneling products
- Hospitality and Commercial Projects - Interior fitting-out services
- Distribution Projects - Local distribution of imported brands

As with the reputation it has carved out for its products, Design Studio Group continues to stand out from the competition because it holds fast to its entrenched corporate values since its inception. These include a relentless belief in impeccable product quality and professional services; an emphasis on cutting edge product designs and innovative methodologies; a commitment to harnessing the latest technologies, and an unwavering quest to achieve fine workmanship at all times.



# Business Segments

## Residential Property Projects

Residential property projects have solidified itself as one of the foundations of Design Studio's business. The leadership status we have achieved in the domestic market is attributable to the extensive list of projects we amassed over the years. While we continue to gain greater ground in the Singapore market, we are equally assertive in our expansion plans abroad, where we have been engaged for a formidable list of high profile developments in Kuala Lumpur, Bangkok, Abu Dhabi and New York, amongst many others. Our product quality, innovative approaches, dedicated service and timely delivery continue to be the strengths that make us a familiar brand name and partner as we maintain steady growth in this sector.





## Overseas Projects

Images (artist's impression) on this page are courtesy of:

1. Urbano Absolute in Bangkok, Thailand - Pruksa Real Estate PLC
2. Rihan Heights in Abu Dhabi, UAE - Capitala
3. Five Stones in Kuala Lumpur, Malaysia - Selangor Dredging Berhad



## Singapore Projects

Images (artist's impression) on this page are courtesy of:

1. Meadows @ Peirce - UOL Group Ltd.
2. Hundred Trees - City Development Ltd.
3. The Estuary - MCL Land Ltd.
4. Centennia Suites - Lippo Group
5. Residences @ Killiney - Hoi Hup Realty

# Business Segments

## Hospitality and Commercial Projects

As one of the market leaders in the interior fitting-out business, Design Studio and her associate DDS Group are synonymous with professional management skills, expertise, quality products and holistic solutions including furniture and furnishings for the hospitality and commercial sectors. Our commitment to perfection is seen from the simplest to the most complex project, down to the minutest detail. Backed

by an impressive portfolio featuring some of Singapore's most renowned hotels and integrated resorts, we have also expanded our comprehensive interior suite of products and services solutions to Malaysia, Thailand and other emerging markets. With our experience and expertise, we are confident of upholding our lead as an interior fitting-out specialist overseas.



### Singapore Projects

- Images on this page are courtesy of:
1. The Ritz-Carlton, Millenia Singapore
  2. Somerset Liang Court Singapore





## Overseas Projects

Images on this page are courtesy of:

1. Novotel Platinum in Bangkok, Thailand - SPT Management Co., Ltd.
2. Grand Hyatt Hotel in Kuala Lumpur, Malaysia - Bahagia Investments Corporation



# Business Segments

## Distribution Projects

**SieMatic®**

Design Studio is proudly the natural choice for SieMatic, one of the world's leading kitchen brands. With our solid track record and well respected ambition to grow the SieMatic business, we will continue to promote the brand presence in Singapore. Such strategic partnership compress the marketing process, enabling our principal to establish a foothold in the local market and ourselves to elevate our brand name.





Images (artist's impression) are courtesy of:

1. Helios Residences - WingTai Asia
2. Verdure - Bukit Sembawang Estates Ltd.
3. Goodwood Residences - Guocoland Ltd.



# Brands

## In-house Brands

PANELZ is Design Studio's flagship in-house brand, offering clients and consultants across Asia, USA and the Middle East with a selection of premium quality customised furniture such as doors and door frames, kitchen and vanity cabinets and wardrobe systems. PANELZ has graced several award winning residential projects within and beyond Asia, and continues to celebrate the spirit of creativity by pioneering new products and revitalising current products. Highly versatile, it gives the consumer complete freedom and reassurance in product design for full-scale development projects ranging from the luxury market to the mass market, bespeaking of quality, workmanship, value, aesthetics and performance.

The new range of PANELZ products are made with avant-garde sustainable technologies which include the Laser Technology, an environmentally-friendly bonding methodology that eliminates the use of adhesives to edgings and combined with Direct Post Forming technique, it will create products with sharper radius corners with seamless joint lines and Print Technology, to ink rich visuals and vivid colours with water-based ink digitally printed directly onto the surface, articulating both form and functionality.





# Brands

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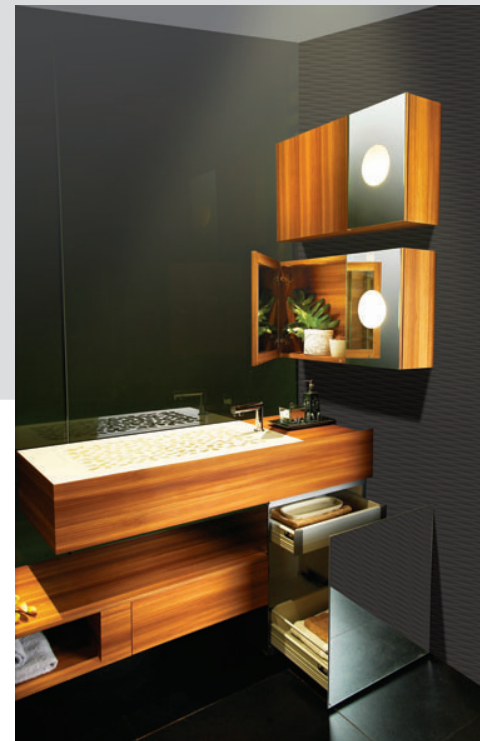
# Brands

## In-house Brands

Another in-house brand, i.FORMZ brings with it a whole new perspective to the art of interior architecture, offering opportunities to turn inspiration into reality. Made with the revolutionary Corian® solid surface materials from Dupont USA, i.FORMZ's unique nature allows it to be thermoformed and moulded into any shape, size or texture. i.FORMZ therefore has the most unique ability to bring even the most inspirational design to life, opening up a new world of possibilities through extraordinary curves and dynamic shapes never

before possible. Complemented with a new range of textures and shades in endless hues, unmatched end-products emerge. With its affordable pricing structure, it now has an impressive following, and is the choice interior selection for commercial, hospitality and residential developments.

**i·FORMZ**  
by Design Studio





A close-up photograph of several bamboo stalks, showing their characteristic segmented structure with white nodes. The stalks are a vibrant green color. The word "Capability" is overlaid on the top left of the image. The background is a soft-focus field of more bamboo stalks.

Capability





Our people are our assets. Here at Design Studio, consistent investment in our people sharpens the strategic foresight of every individual and strengthens the capabilities of the team, thereby creating opportunities for us to reach new heights and foster greater sustainability for the future.

## Awards & Accolades



### Forbes Asia's "Best Under A Billion"

Design Studio was honoured as one of Forbes Asia's top 200 companies in Asia. Into its sixth year, Forbes Asia's "Best Under A Billion" list picks the top-performing 200 firms from over 12,000 publicly-listed companies with sales of less than US\$1 billion, through criteria including profitability, growth, indebtedness and future prospects. Our maiden appearance on this list is a strong testament to Design Studio's well-respected brand and flourishing business, as well as our strong sustainability set out for the future.





DDS Asia Holdings Pte Ltd is a joint venture company that emerged from the strategic partnership of Design Studio and our ultimate holding company, Depa Group. Depa possesses immense strengths and capabilities in the interior fitting-out industry, as well as an extensive track record in the Middle East and North Africa. Coupled with Design Studio's renowned expertise in manufacturing customisability, DDS Group is able to capitalise on all strengths to secure interior contracts in the hospitality and commercial segments within Singapore, Malaysia, Thailand, Vietnam and Indonesia.

Following the successes of being awarded work for the two Integrated Resorts in Singapore, DDS Group has gone on to build our presence in Malaysia and Thailand which has led to us being conferred renowned hotel projects like the Grand Hyatt in Kuala Lumpur, Malaysia, and the Novotel Platinum in Bangkok, Thailand.

# Overseas Presence

## Making Headway

Armed with a portfolio of renowned residential and hospitality projects across the island, Design Studio is arguably one of the industry leaders in the Singapore market. Going forward, we will continue to seek opportunities in other key emerging markets overseas funded by a prudent and mindful approach. Currently, we are principally active in South East Asia, having gained an impressive portfolio of residential and hospitality projects. They include the Grand Hyatt Hotel, Five Stones, Plaza Damas in Malaysia, Urbano Absolute and Novotel Platinum in Thailand.

While global market conditions are still a challenge for now, we enjoy a confidence that is built on long term approaches to widen our lead against competitions; develop and create new value-added products and services offering efficient pricing structures and finally pressing on to widen market shares from local and global levels.





**Showrooms/Offices**

- China
- United Arab Emirates
- Malaysia
- Thailand
- Singapore

# Design STUDIO

*Inspired by Aspirations. Driven by Innovations.*

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