



Appendix

About the City Energy Logo



The City Energy brand marque stands at the heart of everything we do and represents the difference we make for our customers, partners and people. Our symbol is centred on a dynamic and progressive 'C' visible in the clear space, representing our city, the spaces we live in, and the community that we are part of as Singapore's leading energy provider. The energy we deliver is represented by the 'e' that emanates in blue from the heart of the city and powers the energy needs of our economy and community, merging into a vibrant green expressing the good energy that we bring for all.

The logotype adopts a friendly and approachable typeface with 'City' in blue, linking to the good energy we provide, and 'Energy' in green representing our commitment to providing the green energy to power our future needs.

The tagline captures our purpose to energise a sustainable future for our city and our communities.



About the Chief Executive Officer of City Energy

Mr Perry Ong

Chief Executive Officer

Mr Perry Ong has been appointed Chief Executive Officer (CEO) of City Energy Pte. Ltd. (as Trustee of City Energy Trust), with effect from 1 October 2020.

Mr Ong brings with him more than 29 years of experience in entrepreneurship, marketing and general management to City Energy. Before joining City Energy, he has been CEO at NTUC Foodfare Co-operative Ltd since 2008, where he grew NTUC Foodfare to be one of the largest F&B operators in Singapore today. During his tenure at NTUC Foodfare, he led several key growth initiatives, including the acquisition of the Kopitiam Group of companies and Wang Café.

Before that, Mr Ong held various leadership positions in other leading food services companies in Singapore. Mr Ong has served on the Singapore National Co-operative Federation as its Deputy Chairman and Chairman of the Audit Committee. He was also Chairman of the Self Reliance Committee of the Central Singapore Community Development Council (CDC) which oversaw the disbursement of financial aid to the poor and needy.

Mr Perry Ong holds an MBA (Distinction) from the University of Birmingham in the UK and has completed the Advanced Management Programme from INSEAD.