

## MEDIA RELEASE

# Straits Trading unveils the Silver Movement Pilot Programme for Senior Living

**SINGAPORE – 23 December 2025** – The Straits Trading Company Limited (“**Straits Trading**”) has unveiled plans for an integrated independent-living value chain in the senior living business, marking a significant step in the Group’s broader strategy to expand its presence in this growth sector. The Silver Movement, a key initiative under this new venture, is designed to support the three pillars of property, operation and services.

This announcement, made following a talk organised for the Straits Trading Shareholders’ Club on 22 December 2025, underscores Straits Trading’s commitment to providing seniors with customised platform that meets their lifestyle needs, fosters engagement, and enables seamless access to services through trusted providers and digital solutions.



*Mr. Eric Teng giving a talk on The Silver Movement at the Straits Trading Shareholders’ Club event held at The POD @ National Library Board on 22 December 2025*

The Silver Movement is an operating company, overseeing asset and property, facility and operational management, as well as a web-based application with AI assistance, designed to empower independent living, stay connected, and enhance their overall quality of life.

The pilot programme is planned for Singapore and Malaysia as the initial markets, involving up to 500 participants to test and refine core features, service workflows, and platform usability. Participant feedback will be actively sought to guide further development and optimisation.

The platform's services are envisaged to focus on four main areas:

- Accommodation and lifestyle services
- Learning and personal enrichment
- Travel and unique experiences
- Investing (subject to prevailing regulations)

The services have been selected to address the fundamental and lifestyle needs of seniors, with a strong emphasis on customisation and ease of use.

Mr. Eric Teng, Group Chief Operating Officer of Straits Trading and Chief Executive Officer of Straits Developments, said during the sharing event: "The Silver Movement advocates a new dimension before the stage of retirement and assisted living. People today are living longer and remaining active well into their later lives. We believe this phase in life should continue to be fulfilling and fun. The pilot programme would help to refine the integration of property, operation and services in the independent-living value chain."

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#### **About The Straits Trading Company Limited**

Incorporated in 1887, The Straits Trading Company Limited is a conglomerate-investment company with operations and financial interests in resources, property, and hospitality. These include strategic stakes in one of the world's leading tin producer, Malaysia Smelting Corporation Berhad, which is dual listed on Bursa Malaysia and the Singapore Exchange Securities Trading Limited and Far East Hospitality Holdings as well as a diversified property portfolio that is wholly owned by the Group.

**For more information, please contact:**

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