

Frasers Hospitality Meets Travellers' Needs with Revamped Loyalty Programme

Fraser World Loyalty programme focuses on providing range of lifestyle benefits to members including e-shopping vouchers and free stays



Capri by Fraser, Berlin / Germany

Singapore, 14 September 2017 - In line with its commitment to constantly deliver exceptional services to its guests, Frasers Hospitality, a division of Frasers Centrepoint Limited, has relaunched its *Fraser World* loyalty programme to meet the evolving needs of today's traveller. The new lifestyle-focused loyalty programme includes the redemption of eshopping vouchers.

The newly relaunched programme marks the transformation of *Fraser World* from a recognition programme to a rewards and redemption programme, and one that is continually adapting to its customers' preferences. Designed specifically to complement travellers' lifestyles, *Fraser World* members will now be able to instantly redeem points for complimentary stays or lifestyle rewards like e-shopping vouchers. Additionally, *Fraser World* members will also find it easier to accumulate points and qualify for the different membership tiers.

The Fraser Collection	Aberdeen Bahrain Bangkok Barcelona Beijing Beifist Birmingham Brighton Brisbane Bristol Budanest	Cambridge Cheltenham Chengdu Doha Dubai Dundee Edinburgh Frankfurt Geneva Glasgow Guanezhou	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Manila Melbourne Nanjing Newcastle New Delhi Osaka Oxford Paris Perth Poole Readine	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Sydney Tanjin Tunbridge Wells Wimbledon Winchester	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017) Gurgaon (2017) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalain (2018)	Dammam (2018) Hamburg (2018) Johor (2018) Khobar (2018) Leipzig (2018) Stratford-Upon-Avon (2018) Hairan (2019) Jeddah (2019) Penang (2019) Balkinsona (2070)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)	
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)		
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Fraser World members enjoy a wide array of personalised services and special privileges ranging from complimentary apartment upgrades to exclusive discounts on room rates and food and beverage items. Early check-ins, from as early as 8am, and late check-outs as late as 6pm are also offered to members, amongst other benefits.

"Customer feedback has shown that our members want a greater level of flexibility in using their points. Travellers are also seeking instant gratification in a loyalty programme, which will allow them to redeem their rewards right away. These new perks are designed to meet the ever-evolving needs of our customers and to reward our valued members who have grown together with the brand," said Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality.

Membership is complimentary and the programme is divided across three tiers – Crystal, Sapphire, Diamond – with each progressive level offering improved benefits. The programme has been enhanced to ensure that all members, including Crystal members, receive a discount on both long term and short term stays at participating Frasers Hospitality properties. Those with Crystal membership enjoy 10% off best flexible rates, while Sapphire and Diamond members are entitled to discounts of up to 15% and 20% respectively. *Fraser World* members can enjoy the benefits at participating properties across North Asia, Southeast Asia, Australia, Europe, and the Middle-East.

To become a *Fraser World* member and discover the entire range of *Fraser World* benefits, please visit: https://fraserworld.frasershospitality.com/. Terms and conditions apply.

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About Frasers Centrepoint Limited

Frasers Centrepoint Limited ("FCL") is a full-fledged international real estate company and one of Singapore's top property companies with total assets of around S\$25 billion as at 30 June 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Europe, and Southeast Asia.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST"). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit <u>www.fraserscentrepoint.com</u>.

About Frasers Hospitality

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across North Asia, Southeast Asia, Australia, Europe, and the Middle-East.

Frasers Hospitality commits to "anticipate and exceed the evolving needs of executive travellers through continuous innovation", and providing its customers with the space, family and community away from home. Conceived with the lifestyle preferences of today's discerning business and leisure travellers in mind, Frasers Hospitality has three Gold-Standard serviced residences offerings — Fraser Suites, Fraser Place and Fraser Residence, a modern and eco-lifestyle brand, Modena by Fraser, and a design-led hotel residence brand, Capri by Fraser. In addition, the group operates two brands of upscale boutique lifestyle hotels in the key cities of UK. Malmaison and Hotel du Vin.

For more information on Frasers Hospitality, please visit www.frasershospitality.com

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	Barcelona	Doha Dubai	Ho Chi Minh City Istanbul	Newcastle New Delhi	Shenzhen	Abuja (2017)	Khobar (2018)	
_	Beijing Belfast	Dubai	lakarta	Osaka	Singapore St Andrews	Changsha (2017) Berlin (2017)	Leipzig (2018) Stratford-Upon-Avon (2018)	
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	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
Collection	Brighton	Frankfurt	Leeds	Paris	Tianjin	Lagos (2017)	Hainan (2019)	
Collection	Brisbane	Geneva	Liverpool	Perth	Tunbridge Wells	Nanchang (2017)	Jeddah (2019)	
	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
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Awards & Accolades

2016/17

Indonesia's Leading Serviced Apartment Brand 2016 by Indonesia Travel Tourism Industry Frasers Hospitality Pte Ltd

Outstanding Serviced Apartment Group 2016 by Cityweekend Luxury Homes of China Awards 2016 Frasers Hospitality Pte Ltd

World's Leading Serviced Apartment Brand 2014 - 2016 by World Travel Awards Frasers Hospitality Pte Ltd

Australasia's Leading Serviced Apartments Brand 2016 by World Travel Award Frasers Hospitality Pte Ltd

China's Leading Serviced Apartment Brand 2013 - 2016 by World Travel Award Frasers Hospitality Pte Ltd

Japan's Leading Serviced Apartment Brand 2015 & 2016 by World Travel Award Frasers Hospitality Pte Ltd

Philippines' Leading Serviced Apartment Brand 2016 by World Travel Award Frasers Hospitality Pte Ltd

South Korea's Leading Serviced Apartment Brand 2014 & 2016 by World Travel Award Frasers Hospitality Pte Ltd

Singapore's Leading Serviced Apartment Brand 2016 by World Travel Award Frasers Hospitality Pte Ltd

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The	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	Raikara (2021)
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
Fraser	Belfast	Dundee	Jakarta	Osaka	St Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
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Best Serviced Apartment Company by Human Resource Vendors of the Year Awards 2016 Frasers Hospitality Pte Ltd

> Best Smaller Hotel Chain by Business Traveller Awards 2016 Hotel du Vin

Best Luxury Serviced Residence Brand by Business Traveller Asia-Pacific Awards 2016 Frasers Hospitality Pte Ltd

Corporate Housing Provider of the Year 2016 – Runner up by Expatriate Management and Mobility Awards Frasers Hospitality Pte Ltd

> Serviced Apartment Provider of the Year by China Travel & Meetings Industry Awards Frasers Hospitality Pte Ltd

Best Serviced Apartment Operator 2013 - 2016 by Travel Trade Gazette (TTG) Frasers Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 – 2016 by World Travel Award Frasers Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2013 – 2016 by World Travel Award Frasers Hospitality Pte Ltd

> Best Serviced Apartment Group by HRM Asia Readers Choice Awards Frasers Hospitality Pte Ltd

For a full and comprehensive list of our awards and accolades, please refer to www.frasershospitality.com

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