

Fraser's 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, Fraser's Hospitality, a division of Fraser's Centrepont 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 e-shopping 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 Belfast Birmingham Brighton Brisbane Bristol Budapest	Cambridge Cheltenham Chengdu Doha Dubai Dundee Edinburgh Frankfurt Geneva Glasgow Guangzhou	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 Reading	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Sydney Tianjin Turbridge Wells Wimbledon Winchester	Wuhan Yuxi York Abuja (2017) Changsha (2017) Singapore Berlin (2017) Gurgaon (2017) Yangon (2018) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalian (2018)	Dammam (2018) Hamburg (2018) Johor (2018) Kohbar (2018) Leipzig (2018) Stratford-Upon-Avon (2018) Yangon (2018) Hainan (2019) Jeddah (2019) Penang (2019) Balikpapan (2020)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)
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PRESS RELEASE

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 www.fraserscentrepoint.com.

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

	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Wuhan	Dammam (2018)	Putrajaya (2020)
The	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuxi	Hamburg (2018)	Tokyo (2020)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	York	Johor (2018)	Kalkara (2021)
	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	
Fraser	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
	Belfast	Dundee	Jakarta	Osaka	St. Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
Collection	Brighton	Frankfurt	Leeds	Paris	Tanjin	Lagos (2017)	Hanan (2019)	
	Brisbane	Geneva	Liverpool	Perth	Tunbridge Wells	Nanchang (2017)	Jeddah (2019)	
	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	

Awards & Accolades

2016/17

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

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

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

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

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

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

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

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

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

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PRESS RELEASE

**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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