

## Frasers Hospitality to Launch Modena by Fraser in Bangkok

*Hospitality group's second serviced residence in Thailand adds to its growing global portfolio of 132 properties<sup>1</sup> and more than 21,000 units*



*Artist's impression of Modena by Fraser Bangkok within the FYI Center development*

**Singapore, 26 October 2015** – Frasers Hospitality, a member of Frasers Centrepoint Limited, will be introducing its serviced residence brand *Modena by Fraser* to Thailand with the opening of *Modena by Fraser Bangkok* in 2016. The 239-unit *Modena by Fraser Bangkok* adds to Frasers Hospitality's portfolio in Thailand where it currently operates the 163-unit Gold-Standard *Fraser Suites Sukhumvit* serviced residence in central Bangkok.

*The admission and listing of Frasers Centrepoint Limited on the Singapore Exchange Securities Trading Limited (the "Listing") was sponsored by DBS Bank Ltd. as the Sole Issue Manager. DBS Bank Ltd., United Overseas Bank Limited and Morgan Stanley Asia (Singapore) Pte. were the Joint Financial Advisers for the Listing. DBS Bank Ltd., United Overseas Bank Limited and Morgan Stanley Asia (Singapore) Pte. assume no responsibility for the contents of this announcement.*

<sup>1</sup> Including properties under management contracts

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 Suzhou Sydney Tianjin Tunbridge Wells Wimbledon	Winchester Wuhan Wuxi York Abuja (2016) Antasya (2016) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016) Kohbar (2017) Berlin (2017)	Dalian (2017) Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balkpapan (2018) Hefei (2018) Tokyo (2018) Xiamen (2018) Yangon (2018)
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*Modena by Fraser's* modern, stylish and eco-friendly approach to serviced residence living is designed for “road warrior” business travellers seeking affordable home comforts, with the added attraction of a localised residential experience. Featuring soft furnishings and amenities that are provincially sourced, it appeals to socially conscious travellers by offering the best of its locale including prominent displays of local artwork, fresh local produce at its all-day-dining restaurants, and arranged visits to local attractions.

The *Modena by Fraser* brand first made its debut in China in 2010 with the opening of *Modena by Fraser Heping Tianjin*. The years that followed saw the launch of four more *Modena by Fraser* properties – *Modena by Fraser Putuo Shanghai*, *Modena by Fraser Jinjhu Suzhou*, *Modena by Fraser Wuxi* and *Modena by Fraser Zhuankou Wuhan* – which reflect the positive reception of *Modena by Fraser's* fresh approach to modern serviced residence living in each market.

Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality, said: “Thailand is an ideal market for the introduction of our *Modena by Fraser* brand, which has been refreshed to appeal to socially conscious Millennials who seek form and function. *Modena by Fraser* has previously proven to be successful as an affordable, stylish and aspirational serviced residence offering in China and as we develop this brand further with an emphasis on eco-friendliness and sustainability, travellers to Bangkok will benefit from the rejuvenation of this brand, which advocates a green approach to modern serviced residence living.”

One of the projected top five recipients of rising foreign direct investment in Southeast Asia<sup>2</sup>, Thailand recorded FDI inflows of US\$13 billion in 2014<sup>3</sup> and with its integration in the Asian Economic Community (AEC) is expected to attract increased FDI inflows. As at YTD May 2015, Thailand showed a 25% growth in arrivals over the same period in the previous year, signaling a continued recovery in 2015<sup>4</sup>.

He added, “The growth of *Modena by Fraser* is in line with our overall strategy to achieve 30,000 residence units over the next four years and together with our other brand offerings – *Frasers* serviced residences, *Capri by Fraser* hotel residences and *Malmaison* and *Hotel du Vin*

<sup>2</sup> International Institute for Trade and Development, cited in *Thailand named among five top foreign direct investment recipients*, 27 June 2014.

<sup>3</sup> UNCTAD World Investment Report 2014

<sup>4</sup> Tourism Authority of Thailand, cited in *Asia Pacific Property Digest Q2 2015*.

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lifestyle boutique hotels – it allows us to cater to a wider spectrum of travellers in each market.”

**Modena by Fraser Bangkok**

*Modena by Fraser Bangkok* is a stylish, vibrant downtown serviced residence that is part of an eco-friendly mixed-use development, FYI Center. Created as an inspiring work-play-dwell environment, FYI Center offers flexible office spaces, retail and shopping as well as bike-friendly facilities. It is located at the corner of the bustling Rama IV Road directly opposite the Stock Exchange of Thailand, with links to the Queen Sirikit MRT and the National Convention Centre.

Featuring touches of local flavour such as Thai graffiti, local fabric “patchwork” and vernacular architecture in its interior design, *Modena by Fraser Bangkok* offers business travellers essential home conveniences along with bespoke add-ons.

Business executives can choose from a range of fully furnished studios to three-bedroom apartments that come complete with a spacious living area, a well-equipped kitchenette, modern workspace and comprehensive home entertainment system.

Complimentary high-speed Internet access is available to keep travellers constantly connected and there is a 24-hour gym, steam and sauna facilities, self-service launderette, meeting and conference facilities, an all-day-dining restaurant offering ‘grab-and-go’ meals that feature fresh local market produce and organic ingredients, and visits to local cottage industries and social enterprises, ideal for socially-conscious travellers.

Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 132 properties<sup>5</sup> in 77 cities and more than 21,000 keys worldwide.

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<sup>5</sup> Including properties under management contracts

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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 above S\$23 billion as at 30 June 2015. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning 77 cities across Africa, North Asia, Southeast Asia, Australia, Europe, and the Middle-East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Company is also the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Hospitality Trust (a stapled group comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust), which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

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](http://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 Europe, Middle East, Africa, North Asia, Southeast Asia and Australia.

Frasers Hospitality commits to “anticipates and exceeds 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 extended stay executive travellers in mind, Frasers Hospitality has three branded Gold-Standard serviced residences offerings – *Fraser Suites*, *Fraser Place* and *Fraser Residence*, a second-tier 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, *Malmaison* and *Hotel du Vin*.

For more information on Frasers Hospitality, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

The Fraser Collection	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Winchester	Dalian (2017)
	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuhan	Hamburg (2017)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	Wuxi	Jshor (2017)
	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	York	Kunming (2017)
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Abuja (2016)	Lagos (2017)
	Belfast	Dundee	Jakarta	Osaka	St Andrews	Antasya (2016)	Nanchang (2017)
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Suzhou	Changsha (2016)	Balkpapan (2018)
	Brighton	Frankfurt	Leeds	Paris	Sydney	Gurgaon (2016)	Hefei (2018)
	Brisbane	Geneva	Liverpool	Perth	Tianjin	Stratford-upon-Avon (2016)	Tokyo (2018)
	Bristol	Glasgow	London	Poole	Tunbridge Wells	Khobar (2017)	Xiamen (2018)
	Budapest	Guangzhou	Manchester	Reading	Wimbledon	Berlin (2017)	Yangon (2018)

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**Awards & Accolades**
**2015**

Europe's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

France's Leading Serviced Apartment Brand 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Europe's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Le Claridge Champs-Élysées, Paris

England's Leading Serviced Apartments 2014  
by World Travel Award  
Fraser Suites Queensgate, London

Hungary's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Residence Budapest

Scotland's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Edinburgh

Turkey's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Place Anthill Istanbul

Middle East's Leading Serviced Apartment Brand 2013 – 2015  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Bahrain's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Bahrain

Qatar's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Doha

Dubai's Leading Serviced Apartments 2013 - 2015  
by World Travel Award  
Fraser Suites Dubai

Best Serviced Apartment in China 2015  
by Golden Horse Awards  
Fraser Suites Top Glory Shanghai

Best Serviced Apartments Brand of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser's Hospitality Pte Ltd

**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  
Suzhou  
Sydney  
Tianjin  
Tunbridge Wells  
Wimbledon

Winchester  
Wuhan  
Wuxi  
York  
Abuja (2016)  
Antasya (2016)  
Changsha (2016)  
Gurgaon (2016)  
Stratford-upon-Avon (2016)  
Khobar (2017)  
Berlin (2017)

Dalian (2017)  
Hamburg (2017)  
Jishou (2017)  
Kunming (2017)  
Lagos (2017)  
Nanchang (2017)  
Baikpapan (2018)  
Hefei (2018)  
Tokyo (2018)  
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**PRESS RELEASE**

Best Serviced Apartment of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Residence Shanghai

Most Preferred Serviced Apartment for Business Travelers of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Suites Suzhou

Best High-end Serviced Apartment in China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Fraser Suites Top Glory Shanghai

Best Newly Open Serviced Apartments of China 2015  
by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum  
Modena by Fraser Zhuankou Wuhan

Travellers' Choice 2015  
by Trip Advisor  
Fraser Suites Hanoi  
Fraser Suites Chengdu  
Fraser Residence Budapest

For a full and comprehensive list of our awards and accolades, please refer to [www.frasershospitality.com](http://www.frasershospitality.com)

**The Fraser  
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Bahrain  
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Barcelona  
Beijing  
Belfast  
Birmingham  
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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  
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