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NEWS RELEASE

ASCOTT CENTRE FOR EXCELLENCE OFFERS DIRECT DEGREE PATH FOR ITS WSQ DIPLOMA STUDENTS

First WDA-appointed CET Centre for the Hotel & Accommodation Services sector to offer a degree pathway for WSQ Diploma students

Singapore, 2 April 2014 – Students pursuing a Singapore Workforce Skills Qualifications (WSQ) Diploma in Tourism (Accommodation Management) at the hospitality training centre, Ascott Centre for Excellence (ACE), can now enjoy a direct path to a recognised business degree programme from James Cook University (JCU). ACE has entered into an articulation agreement with JCU, becoming the first Continuing Education and Training (CET) Centre for the Hotel & Accommodation Services sector appointed by the Singapore Workforce Development Agency (WDA) to offer such a pathway to a degree course.

ACE is the first and only CET Centre that is run by a hospitality company, The Ascott Limited, and specialises in training for the Hotel & Accommodation Services sector. It offers the full range of WSQ hospitality training programmes, from Certificate, Advanced Certificate to Diploma levels, to the public.

JCU is ranked amongst the world's top 4% of universities based on a 2013 academic ranking of world universities. The new agreement will allow graduates of ACE's WSQ Diploma in Tourism (Accommodation Management) to receive credit exemptions when enrolling for a Bachelor of Business programme with JCU Australia or JCU Singapore. ACE's WSQ Diploma graduates can receive up to 21 credit points out of 72 credits for the programme.

"With tourists today becoming increasingly well-travelled and sophisticated, our tourism workforce needs to further raise its professionalism and skills. We are therefore pleased that the WSQ system, which has been widely adopted by the industry to build a multi-skilled workforce, is now given greater recognition by Institutes of Higher Learning through an articulation pathway. Through this articulation between Ascott Centre for Excellence and James Cook University, our WSQ Diploma graduates will have greater access to a degree programme to prepare themselves for a successful career in the tourism industry," said Ms Janice Foo, Director, Tourism Division, WDA.

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Mr Tony Soh, Ascott's Chief Corporate Officer, said: "ACE is committed to providing continuing education and grooming hospitality talents for the industry. Our trainers have many years of hospitality experience and they share actual operational situations and best practices, going beyond theory to ensure the participants understand the latest trends and developments in the industry. Since 2008, we have trained more than 5,000 students that include fresh school graduates, mid-career entrants to the hospitality industry and industry professionals looking to upgrade their skills. Many of our students have expressed a desire to further their education and our partnership with a leading university such as JCU offers them a seamless pathway to earn their degree and advance their career."

Mr Soh added: "Besides being a CET Centre, ACE is the global hospitality training centre of Ascott. Apart from training Ascott's employees across its operations worldwide, ACE has also trained many students from top international hotels in Singapore. Our WSQ programmes equip participants with in-depth skills and knowledge to excel in the hospitality industry, including areas like finance and budget planning, marketing strategies, business development, human resource and guest service management."

Dr Dale Anderson, Deputy Vice-Chancellor and Head of Campus, JCU Singapore, said: "The hospitality industry in Singapore is a significant employer and ACE is committed to improving the skills of the hospitality workforce. Forging this relationship with ACE represents an excellent opportunity to further upgrade the qualifications of those working in the hospitality industry. JCU's business degree equips our students with skills that meet the demands of the dynamic and constantly evolving world of business and hospitality. This includes developing communication and engagement skills, building networks, taking a commercial mindset, understanding project management and mastering critical thinking and problem solving."

Please refer to the annex for more information on ACE's WSQ Diploma in Tourism (Accommodation Management) and JCU's Bachelor of Business programme.

ACE's WSQ Diploma in Tourism (Accommodation Management) is currently open for enrolment. ACE and JCU Singapore will jointly hold a course briefing on 12 April 2014 at ACE's premises. For more information, please call (65) 6500 3333 or email support.ace@the-ascott.com.

About The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be the world's largest international serviced residence owner-operator. It has over 23,000 operating serviced residence units in key cities of Asia Pacific, Europe and the Gulf region, as well as over 10,000 units which are under development, making a total of more than 34,000 units in over 200 properties.

The company operates three brands – Ascott, Citadines and Somerset. Its portfolio spans 83 cities across 23 countries, 22 of which are new cities in Ascott's portfolio where its serviced residences are being developed.

Ascott, a wholly-owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. In 2006, it established the world's first Pan-Asian serviced residence real estate investment trust, Ascott Residence Trust. Today, the company boasts a 30-year industry

track record and award-winning serviced residence brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include World Travel Awards 2013 for 'World's Leading Serviced Apartment Brand' and 'Leading Serviced Apartment Brand' in Asia and Europe, Business Traveller Asia-Pacific Awards 2013 for 'Best Serviced Residence Brand' and 'Best Serviced Residence', Business Traveller China Awards 2013 for 'Best Serviced Residence Brand', Business Traveller UK Awards 2013 for 'Best Serviced Apartment Company', TTG China Travel Awards 2013 for 'Best Serviced Residence Operator in China' and DestinAsian Readers' Choice Awards 2014 for 'Best Serviced Residence Brand'.

Visit www.the-ascott.com for more information and connect with us on social media at www.the-ascott.com/connect.

About Ascott's 30th Anniversary

2014 marks Ascott's 30th Anniversary. To celebrate 30 years of hospitality excellence, Ascott has introduced a series of promotions to thank customers for their support. Customers can look forward to free stays and Ascott online members will enjoy at least 30% off Best Flexible Rates at participating properties in over 30 cities worldwide. Corporate clients who are members of Ascott's rewards programme, The Link Club, can get 30% off redemption points where they will enjoy privileges such as dining, shopping and travel. For details on the promotions, terms and conditions, and reservations, visit www.the-ascott.com/30year.

About CapitaLand Limited

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, the company's businesses in real estate and real estate fund management are focused on its core markets of Singapore and China.

The company's diversified real estate portfolio primarily includes homes, offices, shopping malls, serviced residences and mixed-use developments. The company also has one of the largest real estate fund management businesses with assets located in Asia. CapitaLand leverages its significant asset base, real estate domain knowledge, product design and development capabilities, active capital management strategies and extensive market network to develop real estate products and services in its markets.

The listed entities of the CapitaLand Group include CapitaMalls Asia, Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust and CapitaRetail China Trust.

About James Cook University

James Cook University is Australia's leading tropical research university. The University was proclaimed in Townsville on 20 April 1970, and has grown into a tri-city university with its major campuses located in the vibrant tropical northern Queensland cities of Townsville and Cairns and in Singapore through its wholly-owned subsidiary, JCU Singapore. The university is ranked in the top 4%* of universities in the world. It established JCU Singapore in 2003 as part of its expressed intent of internationalising its activities and offers a suite of university level programmes at the Singapore campus

including Business, IT, Psychology and Education. Additionally, JCU Singapore offers courses at the pre-university level, specifically designed to provide pathways for students who are unable to immediately meet university entrance standards. JCU Singapore is fully owned by James Cook University Australia.

JCU Singapore campuses are located at Upper Thomson and at Ang Mo Kio. Both provide students with access to a full range of facilities and services to support their learning. These include lecture and seminar rooms, library and associated study facilities, computer laboratories, and access to a variety of sporting facilities. In order to ensure that students have ready access to LearnJCU, its technology-based learning management system, all students are provided with an iPad** when they commence their course.

JCU Inter-campus Mobility Programme
JCU Singapore provides the opportunity for students to study in Singapore and in Australia and yet still remain as Singapore-based students paying their fees in Singapore currency. This is a unique programme in Asia and is only able to operate because the university operates across both countries. The programme is designed to ensure the students get the best possible outcomes from their years of study with the university.

* The Academic Ranking of World Universities, Shanghai Jiao Tong University, 2013
** Provisions apply

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Annex

ASCOTT CENTRE FOR EXCELLENCE'S
WSQ DIPLOMA IN TOURISM (ACCOMMODATION MANAGEMENT)

Fourteen subjects in the areas of:
- Room Division / Guest Services Operations
- Human Resource Management and Development
- Sales and Marketing
- Business Strategy and Finance

Admission criteria:
- GCE 'O' levels with a credit in English and Mathematics or equivalent; or Workplace Literacy and Numeracy (WPLN) proficiency level 5. Alternatively, participants with supervisory experience in the hospitality industry will be considered on a case-by-case basis if sponsored by a hotel.
- Customer service oriented and possess an outgoing personality

Duration:
- ACE's Diploma is a part-time course conducted 12 hours per week over 14 months.
- Tuesdays – 6pm to 10pm and Saturdays – 9am to 6pm

Next intake:
- 29 April 2014

WDA course fee funding:
- Enjoy up to 70% WDA course fee funding for all Singapore citizens and permanent residents.

JCU'S BACHELOR OF BUSINESS

Core subjects:

- Accounting for Decision Making
- Economics for Sustainable Business
- Business Data Analysis and Interpretation
- Business, Environment and Society in the Tropics
- Contemporary Business Communications
- Managing Consumer Markets
- Business Law
- Professional Internship / Multi-Disciplinary Project / Independent Project

Majors:

- Hospitality & Tourism Management
- International Business
- Management
- Marketing
- Sports & Events Management
- Accounting

Minors (Four subjects from one of the following areas):

- Accounting
- Management
- Marketing
- Tourism Management

Admission criteria:

- The entrance requirements differ from country to country but in general applicants must have satisfactorily completed 12 years of schooling or equivalent.
- Successful completion of the JCU Singapore Foundation Programme will also satisfy the entrance requirements.
- English Requirement:
  - IELTS 6.0 (no component lower than 5.5) / TOEFL iBT 79 (with minimum writing score of 19) and above; or
  - Satisfactory completion of JCU Singapore English Language Preparatory Programme (ELPP).
  - Students who have successfully completed two years of full-time study in English medium may satisfy the English Language Requirement.

Duration:

- Two years full time (Singapore campus)

Course structure:

- Three trimesters per year (normally four subjects per trimester)

Intakes:

- February, June and October

For further information, please email enquiries-singapore@jcu.edu.au or call (65) 8222 6833.