

NEWS RELEASE

ASCOTT UNVEILS BRAND REFRESH OF *THE UNLIMITED COLLECTION* AS BRAND PORTFOLIO TRIPLES RIDING ON GROWTH IN EXPERIENTIAL TRAVEL

- *The Unlimited Collection focuses on cultural charms to meet travellers' aspirations for authentic and immersive local cultural experiences*
- *From debuting in Singapore with three properties, The Unlimited Collection now comprises 11 properties across Asia, Europe and the Middle East*
- *First resort property under The Unlimited Collection begins operations in Vietnam*

Singapore, 12 August 2024 – The Ascott Limited (Ascott), the lodging business unit wholly owned by CapitaLand Investment (CLI), has more than tripled its portfolio under [The Unlimited Collection](#) to 11 properties across Asia, Europe and the Middle East over the past year. As travellers seek meaningful engagement with a destination's culture, people, food and environment, Ascott is launching a brand refresh of The Unlimited Collection to accentuate its focus on cultural charms. This will reinforce the global positioning of The Unlimited Collection as a curated selection of independent upscale hotels in vibrant neighbourhoods that feature exquisite designs and fulfil travellers' aspirations for authentic and immersive local cultural experiences.

The Unlimited Collection debuted in 2020 with three properties in Singapore¹ – [Ann Siang House by The Unlimited Collection](#), [KēSa House by The Unlimited Collection](#) and [Wanderlust by The Unlimited Collection](#) – all of which are located within conserved buildings in cultural districts but each with its own design and character. With unique experiences delivered in the most charming of locations, KēSa House and Wanderlust by The Unlimited Collection were recently ranked as the Best Boutique Hotel and Best Hotel for Couples in Singapore respectively by [Forbes](#). Tapping the popularity of experiential travel, Ascott added eight new properties to The Unlimited Collection in the past year. The Unlimited Collection now comprises more than 900 units, both operating and in the pipeline, spanning eight cities globally.

Ms Serena Lim, Chief Growth Officer, Ascott, said: “Our collection brands form a key pillar of Ascott's growth plans as they enable us to partner with independent owners who wish to preserve the unique identities of their properties while leveraging Ascott's expertise in hospitality management, supported by our global distribution system and loyalty network. In recent years, we have witnessed increasing interest in Ascott's collection brands as they offer owners flexibility, ease of conversion and quick time-to-market while preserving the distinctive nature of each property. As a result, we have made good headway with the heritage-focused [The Crest Collection](#) brand in the luxury hotel segment, amassing 13 properties in Europe and Asia with over 1,600 units to date. The Unlimited Collection, that focuses on accentuating the unique cultural charms of each property, is our next global collection brand success with eight properties added in the past year. We see potential in further scaling The Unlimited Collection through offering customised support to owners who seek to capitalise on growing guest demand for authentic local experiences.”

¹ Ascott's strategic acquisition of Oakwood Worldwide in 2H 2022 comprised properties branded under Oakwood, three properties under The Unlimited Collection, as well as unbranded properties; referred collectively as the “Oakwood portfolio”.

Ms Tan Bee Leng, Chief Commercial Officer, Ascott, said: “Travellers nowadays are willing to invest more in experiences that are true to local culture. For Ascott, it means building up a brand rooted in the power of discovery and the magic of authentic experiences. As more travellers aspire to embrace the local way of life, The Unlimited Collection rises to the occasion with curated experiential stays that appeal to this emerging breed of travellers who seeks an immersive sense of place. Designed to offer an authentic experience from each destination, every property in The Unlimited Collection is a local landmark featuring exquisite designs that leads guests to intriguing personal discoveries and engaging cultural appreciation. With its refreshed brand focus on the charm of culture, we are confident The Unlimited Collection will foster a deeper connection between our guests and the destinations they visit, making every stay memorable and unique.”

Additions to The Unlimited Collection

Asia

Following the launch of The Unlimited Collection in Singapore, the brand took root in Vietnam in December 2023 with the opening of the 100-unit [Anmira Resort & Spa Hoi An by The Unlimited Collection](#), located between the vibrant Hoi An Old Town and the pristine shores of Cua Dai and An Bang Beach. The opening marked the first resort under The Unlimited Collection.

Poised for further expansion into Malaysia and Indonesia, the brand will also see the addition of more than 200 units across three properties by end 2025. These properties are *Macalister Hotel Penang by The Unlimited Collection*, *Amatonn Hotel & Residence by The Unlimited Collection* and *Costaluna Batam by The Unlimited Collection*.

Europe

Expanding into Europe, The Unlimited Collection will welcome its first two properties in the United Kingdom, namely *Mount Royal Hotel Edinburgh by The Unlimited Collection* before the end of 2024 and *The Grand Hotel Leicester by The Unlimited Collection* by 2Q 2025. These two conversion properties are signed in partnership with [S Hotels and Resorts PCL](#) (SET: SHR), the hospitality arm of leading international development company [Singha Estate PCL](#) (SET: S). In addition, [Temple Bar Hotel Dublin](#), a 136-room hotel in Ireland owned by [CapitaLand Ascott Trust](#), will be rebranded under The Unlimited Collection by end 2024. These three properties in Europe comprise more than 400 units.

Middle East

Over in the Middle East, the 90-unit *The Unlimited Collection Hotel Marrakech* paves the way for Ascott’s entry into the enthralling city of Marrakech in Morocco come 2026.

Please refer to **Annex** for more information on these eight properties that have been added to The Unlimited Collection since 2023.

The Unlimited Collection Brand Refresh

The Unlimited Collection brand refresh is a continuation of Ascott's Brand360 strategy, a groupwide initiative to strengthen its brand portfolio through sharpened brand stories and the introduction of signature experiences and programmes unique to each brand. According to the [2023 Global Travel Trends Report by American Express](#), 85% of respondents expressed an interest in discovering hidden gems and are keen to visit a place where they can truly experience the local culture. The refreshed brand's focus on cultural charms distinguishes The Unlimited Collection as a portfolio of storied hotels featuring exquisite designs in exciting locations.

Focused on delivering unscripted, unchartered, unconventional and unforgettable experiences, The Unlimited Collection accentuates the bohemian charm of cultural enclaves, bringing guests on an adventure in lively neighbourhoods filled with colourful sights, sounds, tastes and personalities. Guests will be treated to a kaleidoscope of festivals, art, music, craft, food and language steeped in local culture that fascinates even the most discerning of wanderlusts.

Embodying the brand essence, [Ann Siang House by The Unlimited Collection](#) in Singapore is a restored heritage building nestled on the outskirts of the historic Telok Ayer sub-district of Chinatown, where a multitude of world-class bars and trendy eateries sit at its doorstep. Whether it is the bustle of the city or the stories of the old streets in the culturally rich precinct, guests of Ann Siang House can indulge in a genuine experience that encompasses the exquisite cultural essence of Singapore.

In another example, [Temple Bar Hotel Dublin by The Unlimited Collection](#) will enhance its reputation as a cultural icon celebrating the best of local Irish music after completing its rebranding exercise. Located along Fleet Street, a vibrant neighbourhood steeped in music, art, culture and history, the hotel is home to Buskers Bar, a lively contemporary bar and renowned landmark, and Buskers on the Ball, an award-winning sports bar. Hotel guests can stroll along the cobbled streets of the Temple Bar district to explore various markets, galleries and boutiques during the day, and immerse in the buzzy atmosphere filled with live music gigs from popular Irish pubs when night falls.

Presenting The Unlimited Collection's Brand Signatures

With a strong design intent inspired by each neighbourhood's culture, The Unlimited Collection elevates the authentic to the extraordinary with its approach on **Unique Design**. Melding tradition with modernity, [KēSa House by The Unlimited Collection](#) for example is a standout flexible stay property located across 10 contiguous shophouses along Keong Saik Road in Singapore's Chinatown. In the hipster enclave of Jalan Besar located close by, [Wanderlust by The Unlimited Collection](#) is housed in a heritage 1920s Art Deco style building, with interiors that merge old world charm with modern day comforts. Over in Vietnam, [Anmira Resort & Spa Hoi An by The Unlimited Collection](#) melds Hoi An's historic tradition into alluring designs, with each room featuring a distinctive Indochina architectural style.

Slated to open by the end of 2024, *Mount Royal Hotel Edinburgh* by *The Unlimited Collection* reimagines the heritage of the hotel for wanderlusts and connoisseurs, featuring a ‘Library Lobby’ decked out in books and framed artefacts waxing lyrical about the best small batch scotch whisky and iconic works from generations of Scottish writers. *The Grand Hotel Leicester* by *The Unlimited Collection* welcomes guests to experience the opulence of the Grade II listed Victorian building that has played host to several historic events.

Another brand signature is *The U Shop*, a retail concept unique to The Unlimited Collection properties, offering an array of property merchandise created in collaboration with local artists and crafters. Showcasing one-of-a-kind local trinkets and charms, The U Shop ensures that guests can take home a cherished local memento that authentically embodies each destination’s cultural tapestry.

The Unlimited Collection is a realm for adventure-seekers looking to freely embrace their true self. Fusing rich character, extraordinary designs and new perspectives of experiencing each destination, guests can dot their travel journeys with unique stories. A melting pot of intriguing spirits and stories, *The U Bar* at The Unlimited Collection properties invite guests to experience a fusion of classic and creativity, while sharing passions with fellow wanderlusts.

Associates of The Unlimited Collection, known affectionately as *Gen-U*, live the bohemian charm of the locale and help guests create their own distinctive experiences that are anything but ordinary. Embodying the core of creativity and authenticity, Gen-Us are trendsetters who are always in the know of the latest happenings in town. They are unconventional and always there to delight guests with thoughtfully unique surprises, and are culturists who are passionate about bringing remarkable and undiscovered experiences to everyone.

A brand film titled ‘[Be a Gen-U: A Generation for Unlimited Experiences](#)’, will roll out on various digital and social channels as part of the brand refresh of The Unlimited Collection. The film illustrates how a Gen-U embarks on an unscripted adventure, exploring charming destinations and immersing herself in cultural experiences to discover what propels her to travel. It highlights The Unlimited Collection’s refreshed brand story and signatures through a kaleidoscope of festivals, art, music, craft, food and languages steeped in local culture. A global marketing campaign will kick off on 12 August 2024.

Browse the full portfolio of [The Unlimited Collection](#) online at [discoverasr.com](#).

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About The Ascott Limited

Since pioneering Asia Pacific’s first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with over 950 properties globally. Headquartered in Singapore, Ascott’s presence extends across more than 230 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott’s diversified accommodation offerings span serviced residences, coliving properties, hotels and

independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include [Ascott](#), [Citadines](#), [lyf](#), [Oakwood](#), [Somerset](#), [The Crest Collection](#), [The Unlimited Collection](#), [Fox](#), [Harris](#), [POP!](#), [Preference](#), [Quest](#), [Vertu](#) and [Yello](#). Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

A wholly owned business unit of CapitaLand Investment Limited, Ascott is a leading vertically-integrated lodging operator. Harnessing its extensive network of third-party owners and in-market expertise, Ascott grows fee-related earnings through its hospitality management and investment management capabilities.

Ascott also expands its funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

This year, Ascott marks 40 years in hospitality service with the launch of Ascott Unlimited, a full year campaign that will offer Unlimited Opportunities, Unlimited Choices, Unlimited Freedom, and Unlimited Good. Navigating a future of unlimited possibilities against a backdrop of global change and evolving perspectives of travel, Ascott Unlimited marks Ascott's ambitions to break new ground, and springboard to its next chapter of growth as a global hospitality company. Find out more about Ascott Unlimited at www.discoverasr.com/ascottunlimited.

For more information on Ascott and its sustainability programme, please visit www.discoverasr.com/the-ascott-limited. Alternatively, connect with us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

About CapitaLand Investment Limited (www.capitalandinvest.com)

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real asset manager with a strong Asia foothold. As at 31 March 2024, CLI had S\$134 billion of assets under management as well as S\$100 billion of funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics, self-storage and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and commercial management, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for Scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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Important Notice

This announcement and the information contained herein does not constitute and is not intended to constitute an offering of any investment product to, or solicitation of, investors in any jurisdiction where such offering or solicitation would not be permitted.



ANNEX – NEW ADDITIONS TO THE UNLIMITED COLLECTION

Anmira Resort & Spa Hoi An by The Unlimited Collection

Located in close proximity to the historic town of Hoi An, Anmira Resort & Spa Hoi An by The Unlimited Collection is well placed to provide guests with easy access to town sights as well as the pristine shores of Cua Dai Beach and An Bang Beach. Combining resort amenities with the exquisite imprint of local culture, the property sets the stage for a storied stay, where guests may partake in a vibrant tapestry of festivals, art, crafts, cuisine, and music that define this enchanting locale – delivering on the essence of tradition and modernity.

With 100 uniquely designed rooms, each featuring a distinct Indochina architectural style, the property also offers dining options across its restaurant and bar, alongside recreational facilities such as a spa, fitness centre and swimming pool. A conference venue also allows for business meetings. The resort's U Shop offers unique Vietnamese gifts and products, featuring traditional manual printing techniques from t-shirts to linen clothes and accessories. At the U Bar, both locals and travellers alike can come together to connect while enjoying innovative cocktails crafted using local ingredients.

For more information, please visit: <https://www.discoverasr.com/en/the-unlimited-collection/vietnam/anmira-resort-spa-hoi-an-by-the-unlimited-collection>

Temple Bar Hotel Dublin by The Unlimited Collection

Located along Fleet Street, a vibrant neighbourhood steeped in music, art, culture and history, Temple Bar Hotel Dublin by The Unlimited Collection celebrates the best of local Irish music, both old and new. Guests can stroll along the cobbled streets of the Temple Bar district to explore various markets, galleries and boutiques during the day, and immerse in the buzzy atmosphere filled with live music gigs from popular Irish pubs when night falls. The hotel is a five- to ten-minute walk to Dublin's shopping streets and renowned landmarks such as Grafton Street, Henry Street, Dublin Castle and National Gallery of Ireland.

The U Bar at Toast Restaurant is also a perfect spot to grab a tippie or two after a long day of exploring the city's vibrant offerings. The hotel's U Bar experience continues at the iconic Buskers Bar, a lively contemporary bar and a renowned landmark in Dublin's vibrant Temple Bar area. Guests can enjoy live contemporary music every day, or try their hand at cocktail making classes at the dedicated cocktail bar. Sports enthusiasts will also enjoy Buskers on the Ball, an award-winning sports bar offering plenty of entertainment and an unforgettable sports viewing experience. Those looking to bring a piece of Dublin home will enjoy the curated offerings from the U Shop at Temple Bar Hotel Dublin by The Unlimited Collection.

For more information, please visit: <https://www.discoverasr.com/en/others/ireland/temple-bar-hotel-dublin>

Mount Royal Hotel Edinburgh by The Unlimited Collection

Situated in the fascinating city of Edinburgh, this property will boast 169 keys and will be part of Ascott's The Unlimited Collection, known for its distinctive character and cultural charm. From prolific writers to a taste of their favourite scotch whisky, Mount Royal Hotel Edinburgh by The Unlimited Collection is the perfect blend of tradition and adventure, for wanderlusts and connoisseurs.

A 'Library Lobby' with a stair column decked out in books and framed artefacts waxing lyrical about the best small batch scotch whisky and iconic works from generations of Scottish writers welcomes guests, immediately immersing them into the roles of 'Whisky Writers' themselves. As they enter the restaurant 'The Writers' Distillery' the storytelling continues with a U Bar that serves up bespoke whisky concoctions, to a menu that features special whisky-infused offerings – the perfect space for a 'Whisky Writer' to ponder

over their next adventure in the city over panoramic views of Edinburgh castle, Old Town and Princes Street Gardens.

The Grand Hotel Leicester by The Unlimited Collection

Slated to welcome guests in 2Q 2025, the 104-unit The Grand Hotel Leicester by The Unlimited Collection is a stunning Grade II listed building that blends Victorian splendour with stylish art-deco interior. Having played host to several historic events, the property will continue to extend hospitality to guests seeking a storied stay in Leicester, renowned for its vibrant arts and culture scene. The hotel is located just a stone's throw away from Leicester train station and is close to the city's Highcross shopping centre, King Richard III Visitor Centre and Leicester Cathedral.

Macalister Hotel Penang by The Unlimited Collection

Ideal as a base to explore the charming Georgetown UNESCO Historic Site, Macalister Hotel Penang by The Unlimited Collection is housed in a row of beautifully restored shophouses and comprises 26 units, with facilities and amenities for a comfortable stay in Penang.

Costaluna Batam by The Unlimited Collection

Located along the coast of Nongsa, Batam, the property is anchored at an exclusive bayside location near the Nongsa Digital Economy Hub, and is set to offer both respite and connectivity for both leisure and corporate travellers alike. With 63 units spanning both suites and villas, guests can expect an elevated suite of facilities including a rooftop infinity pool, restaurant and children's facilities once rebranded.

Amatonn Hotel & Residence by The Unlimited Collection

Taking inspiration from the beauty of Indonesia, the property will sport 125 keys and is located in the city centre of Batam, boasting convenient access to commercial areas, shopping centres and the city's ferry terminal.

The Unlimited Collection Hotel Marrakech

Located along Moulay Ali Road, the 90-key property boasts a strategic location in the city of Marrakech, and is well-connected to cultural attractions such as the Jardins de La Mamounia, Badi Palace, and Jemaa el-Fnaa.