

Frasers Hospitality Expands *Capri by Fraser* Brand to Meet Rising Demand from Millennial Travellers

Capri by Fraser footprint to reach a total of 19 hotel residences¹ across 16 cities by 2021



Capri by Fraser, Berlin / Germany

Singapore, 12 June 2017 – In line with the plan to meet the rising demand from millennial travellers, Frasers Hospitality, a division of Frasers Centrepoint Limited, is expanding its *Capri by Fraser* brand footprint with the opening of *Capri by Fraser Berlin*.

Capri by Fraser Berlin marks Frasers Hospitality’s seventh operating *Capri*-branded property globally and the second in Germany. Frasers Hospitality is on track to expand the brand to a total of 16 cities over the next four years. These cities include Leipzig, Shenzhen, Wuhan, Jakarta, Johor Bahru, Balikpapan, Kalkara and Gurgaon.

“We are thrilled by the positive response to the *Capri by Fraser* brand across the globe. It was created to cater to the evolving lifestyle needs of millennial travellers. Millennials are choosing

¹ 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 Sydney Tianjin Tunbridge Wells Wimbledon Winchester	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017) Gurgaon (2017) 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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Capri by Fraser as the brand offers them holistic lifestyle and wellness options, reassuring safety and a prime location. As one of the largest generations in history, millennials are currently spending an average of \$200 billion on travel each year, and their travel spending is set to increase as they enter their prime working and spending years². We look forward to strengthening the *Capri by Fraser* network in the coming years to tap into the growing demand for quality accommodation options that are tailored to this target market,” Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality said.

"With 12 new properties¹ in the pipeline, we will be taking the brand into new cities including Leipzig, Shenzhen, Wuhan, Jakarta, Johor Bahru, Balikpapan, Kalkara and Gurgaon over the next four years. We will also anchor our presence in key gateway cities such as Singapore and Kuala Lumpur with the addition of new *Capri by Fraser* hotel residences in these cities. This will extend the *Capri by Fraser* portfolio to 19 properties¹ with over 4,000 keys by 2021,” he added.

Research has shown that millennial travellers demand authenticity which is underpinned by culture originality³. *Capri by Fraser Berlin*, located in the city centre, is designed to meet this demand. The 143-unit hotel residence draws inspiration from its strategic location in Scharrenstraße, Berlin’s historic centre. This is conveyed through a unique design concept that taps into a plethora of historical influences in the creation of modern, stylish and urban living spaces.

Within the unique property is an archaeological excavation site that was discovered by chance during construction, which is now carefully preserved and showcased through a glass floor. Swings are installed above the excavation site to offer guests a playful and novel way of engaging with this historical landmark. In addition, the apartment decor adopts the same approach by juxtaposing symbols of modernity, such as current city maps, with historical graphics of iconic buildings. Furthermore, the ceiling structure of *Capri by Fraser Berlin* takes cues from classic architectural styles, and is accented by rich gold and warm colours that create a relaxed, convivial ambience.

² FutureCast, "Millennial Brief on Travel & Lodging", pg.3: http://www.millennialmarketing.com/wp-content/uploads/2016/10/FutureCast_Millennial-Brief-on-Travel-and-Lodging-pdf

³ Expedia, "Millennial Traveller Report", pg. 6: <http://expediablog.co.uk/wp-content/uploads/2016/10/Expedia-Millennial-Traveller-Report.pdf>

	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)	
	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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		Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	

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Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 148 properties¹ in more than 80 cities with over 23,600 keys worldwide.

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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 S\$25 billion as at 31 March 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, Southeast Asia, and the United Kingdom.

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

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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

Best Serviced Apartment Company
by Human Resource Vendors of the Year Awards 2016
Fraser 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
Fraser Hospitality Pte Ltd

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

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

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

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

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

Best Serviced Apartment Group
by HRM Asia Readers Choice Awards
Fraser's Hospitality Pte Ltd

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

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