

## Fraser's Hospitality to Launch Modena by Fraser in Changsha

*Midscale Serviced Residence Brand to Cater to Socially-Conscious Corporate Road Warriors in Line with Commitment to Environmental Sustainability*



*Artist's impression of Modena by Fraser Changsha within a mixed-use development*

**Singapore, 21 April 2016** – Fraser's Hospitality, a division of Fraser's Centrepont Limited, will be launching its refreshed *Modena by Fraser* serviced residence brand in the capital of the Hunan Province with the opening of *Modena by Fraser Changsha* this December. Marking Fraser's Hospitality's entry into Changsha, this will follow the upcoming launch of *Modena by Fraser Bangkok* in August 2016, which will also feature *Modena by Fraser's* new functional and green-living concept.

The Fraser Collection	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast Birmingham Brisbane 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) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016) Berlin (2017) Dalian (2017)	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Xi'an (2018) Yangon (2018) Tokyo (2020)
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*Modena by Fraser's* simple, stylish and fresh take on serviced residence living caters to the socially-conscious lifestyles of corporate road warriors seeking affordable home comforts with an authentic localised experience that is kind to the environment. Designed to meet the urban lifestyle needs of independent travellers, it offers modern conveniences, seamless connectivity, and functional spaces that integrate work and play. It features soft furnishings, amenities and artwork that are provincially sourced, healthy meals using fresh produce from local farmers' markets, and activities supporting local cottage industries.

Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality, said: "This new greener *Modena by Fraser* concept is in line with Frasers Hospitality's commitment to driving greater environmental awareness, which is also demonstrated through our recent partnership with WWF and Earth Hour on the 'Just One' hotels programme. With this fresh take on *Modena by Fraser*, we are pleased to be offering travellers to Changsha a more conscientious and sustainable approach to stylish urban living. They will have everything necessary to meet their demanding lifestyle needs and the opportunity to be a part of our green practices. This fits in very well with travellers' increasing preference for sustainable accommodation that takes care of them and the environment concurrently."

"Our entry into Changsha, the economic, political and cultural centre of Hunan, is of great significance to our growth strategy for China and puts us on track to achieve our goal of 30 properties<sup>1</sup> in China by 2019," he added.

One of the largest cities in central China and the gateway to inland cities in China, Changsha, with its strategic location, well-established infrastructure and access to the fast-growing China market, is home to many multinational corporations. Foreign direct investment (FDI) in Changsha amounted to US\$3.9 billion in 2014<sup>2</sup>, a 30% increase from US\$3.0 billion in 2013<sup>3</sup>. Located at the crossroads of three major national high-speed railways, it is one of China's 17 major regional logistics hubs offering convenient access to China's coastal areas.

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

<sup>2</sup> Changsha Statistical Information Network Changsha National Economic and Social Development Statistics Bulletin 2015

<sup>3</sup> KPMG Changsha Investment Environment Report 2013

<b>The</b>	Aberdeen Bahrain Bangkok Barcelona Beijing	Cambridge Cheltenham Chengdu Doha Dubai Dundee Edinburgh Frankfurt	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul	Manila Melbourne Nanjing Newcastle New Delhi	Riyadh Seoul Shanghai Shenzhen Singapore	Winchester Wuhan Xi'an York	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017)
<b>Fraser</b>	Belfast Birmingham Brighton Brisbane Geneva Glasgow Brisol Budapest	Edinburgh Frankfurt Geneva Glasgow Guangzhou	Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Osaka Oxford Paris Perth Poole Reading	St Andrews Suzhou Sydney Tianjin Tunbridge Wells Wimbledon	Abuja (2016) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016)	Balkpapan (2018) Hafe (2018) Xiamen (2018) Yangon (2018) Tokyo (2020)
<b>Collection</b>						Berlin (2017) Dalian (2017)	

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The 345-unit *Modena by Fraser Changsha* is situated in a prime central business district of the burgeoning metropolis. It forms part of a mixed-use development which comprises **Grade-A** offices and a retail mall, offering the convenience of a variety of dining, shopping and entertainment options within the vicinity.

Business travellers will be able to choose from a range of fully furnished studio apartments, one-bedroom and two-bedroom apartments, each of which comes complete with a spacious living area, a well-equipped kitchenette, modern workspace and a comprehensive home entertainment system. This will be complemented by fast and free wireless internet connection, a 24-hour gymnasium, a swimming pool, meeting and conference facilities, and open communal spaces to work, chill out or meet.

Fraser's Hospitality's global portfolio, including those in the pipeline, stands at 140 properties<sup>4</sup> in 77 cities and more than 22,500 keys worldwide.

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<sup>4</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 31 December 2015. FCL has four core businesses focused on residential, commercial and industrial properties in the key markets of Singapore, Australia and China, and in the hospitality business spanning more than 70 cities across 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 a sponsor and manager of two REITs listed on the SGX-ST, Frasers Centrepoint Trust (“FCT”) and Frasers Commercial Trust (“FCOT”) that are focused on retail properties, and office and business space properties respectively, and one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust (“FH-REIT”) 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](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 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](http://www.frasershospitality.com)

<b>The</b>	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 Turbridge Wells Wimbledon	Winchester Wuhan Xi'an York Singapore Abuja (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) Hafei (2018) Xiamen (2018) Yangon (2018) Tokyo (2020)
<b>Frasers</b>							
<b>Collection</b>							

**PRESS RELEASE**
**Awards & Accolades  
2015**

Australasia's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Sydney

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

Asia's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites Singapore

China's Leading Serviced Apartments 2013 – 2015  
by World Travel Award  
Fraser Suites Chengdu

China's Leading Serviced Apartment Brand 2013 - 2015  
by World Travel Award  
Frasers Hospitality Pte Ltd

India's Leading Serviced Apartments 2014 & 2015  
by World Travel Award  
Fraser Suites New Delhi

Japan's Leading Serviced Apartment Brand 2015  
by World Travel Award  
Frasers Hospitality Pte Ltd

Japan's Leading Serviced Apartments 2015  
by World Travel Award  
Fraser Residence Nankai, Osaka

Malaysia's Leading Serviced Apartments 2015  
by World Travel Award  
Fraser Residence Kuala Lumpur

Indonesia's Leading Serviced Apartment and Suite 2014 & 2015  
by Indonesia Travel Tourism Industry  
Fraser Residence Menteng, Jakarta

Best Serviced Apartment Operator 2013 - 2015  
by Travel Trade Gazette (TTG)  
Frasers Hospitality Pte Ltd

Best Serviced Residence 2013 - 2015  
by Expatriate Lifestyle  
Fraser Place Kuala Lumpur

Best Serviced Residence 2015 – Excellence Award  
by Expatriate Lifestyle  
Capri by Fraser, Kuala Lumpur / Malaysia

Best Superior Accommodation  
by Queensland Hotels Association Awards for Excellence  
Capri by Fraser, Brisbane / Australia

Best Apartment / Suite Hotel  
by Australian Hotels Association 2015 National Awards for Excellence  
Fraser Suites Sydney

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  
Turbridge Wells  
Wimbledon

Winchester  
Wuhan  
Xi'an  
York  
Abuja (2016)  
Changsha (2016)  
Gurgaon (2016)  
Stratford-upon-Avon (2016)  
Khobar (2017)  
Berlin (2017)  
Dalian (2017)

Hamburg (2017)  
Johor (2017)  
Kunming (2017)  
Lagos (2017)  
Nanchang (2017)  
Balkpapan (2018)  
Hafee (2018)  
Xiamen (2018)  
Yangon (2018)  
Tokyo (2020)

**PRESS RELEASE**

Best Serviced Apartments 2015  
by HM Awards for Hotel & Accommodation Excellence, HM Magazine  
Fraser Suites Sydney

Best Serviced Apartment Group 2015  
by HRM Asia Readers Choice Awards  
Frasers Hospitality Pte Ltd

Best Business Hotel 2015  
by HRM Asia Readers Choice Awards  
Capri by Fraser, Changi City/Singapore

Luxury Apartments of the year  
by Luxury Travel Guide Awards  
Fraser Residence Nankai, Osaka

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

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

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

Hungary's Leading Serviced Apartment Brand 2014 & 2015  
by World Travel Award  
Frasers 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  
Frasers 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

The Fraser Collection	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Winchester	Hamburg (2017)
	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuhan	Johor (2017)
Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	Wuxi	Kunming (2017)	Kunming (2017)
Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	York	Lagos (2017)	Lagos (2017)
Beijing	Duba	Istanbul	New Delhi	Singapore	Abuja (2016)	Nanchang (2017)	Nanchang (2017)
Belfast	Dundee	Jakarta	Osaka	St Andrews	Changsha (2016)	Balkpapan (2018)	Balkpapan (2018)
Birmingham	Edinburgh	Kuala Lumpur	Oxford	Gurgaon (2016)	Gurgaon (2016)	Hafei (2018)	Hafei (2018)
Brisbane	Frankfurt	Leeds	Paris	Suzhou	Stratford-upon-Avon (2016)	Xiamen (2018)	Xiamen (2018)
Bristol	Geneva	Liverpool	Perth	Sydney	Khobar (2017)	Yangon (2018)	Yangon (2018)
Budapest	Glasgow	London	Poole	Tianjin	Berlin (2017)	Tokyo (2020)	Tokyo (2020)
	Guangzhou	Manchester	Reading	Tunbridge Wells	Dalian (2017)		
				Wimbledon			

**PRESS RELEASE**

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

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.fraserhospitality.com](http://www.fraserhospitality.com)

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