

**NEWS RELEASE**

**ROXY-PACIFIC OFFICIALLY OPENS FIRST NOKU ROXY HOTEL IN KYOTO, JAPAN; EYES EXPANSION OF NEW “NOKU ROXY” BRANDING FOR UPSCALE BOUTIQUE HOTELS IN ASIA**

- *Grand opening of Noku Roxy – first of new upscale boutique hotel brand, “Noku Roxy” – with Phuket to follow in 2018*
- *Located in the heart of Kyoto, Noku Roxy will offer guests an intimate and authentic experience through personalised services and attention to details*



***Exterior of the newly refurbished 81-room Noku Roxy hotel  
located in the heart of Kyoto, Japan***

**Singapore, November 11, 2015** – Specialty property and hospitality group, Roxy-Pacific Holdings Limited (“Roxy-Pacific”, “乐斯太平洋控股有限公司” or the “Group”), announced today the grand opening of its first upscale boutique hotel in Kyoto, Japan (“Noku Roxy”), under its new *Noku Roxy* hotel brand.



***Interior of the 280 sq ft Premium Luxury Room that boasts scenic views of the Kyoto Imperial Gardens and is tastefully adorned with local handcrafted furniture and curated art pieces***

The newly refurbished 81-room boutique hotel adjacent to the Kyoto Imperial Palace promises guests an authentic experience, retaining the strong artisanal culture native to Kyoto through its personalised services and attention to details. It is also nearby key tourist hotspots including the Shimogamo Shrine, Kyoto Botanical Garden, Nishijin Textile District, and Teramachi Street.

Mr Chris Teo, Managing Director of Roxy-Pacific, said: “We are excited to present the first hotel under our new “*Noku Roxy*” brand, which has been over one year in the making. Kyoto was a clear choice due to its prominence – it was ranked No. 1 as the world’s top city for two consecutive years<sup>1</sup> – and rich culture, being home to many UNESCO World Heritage sites. Since the hotel’s soft opening on November 1, we’ve received an encouraging flow of reservation requests, signaling healthy demand.

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<sup>1</sup> <http://www.travelandleisure.com/slideshows/worlds-best-cities/10>

“The management has gone to great lengths to offer our guests an intimate and authentic experience with us, coupled with its strategic location and the city’s rich cultural, lifestyle and historical offerings, we are confident that Noku Roxy will be well-received by visitors.”

Noku Roxy’s rooms spread across six floors ranging from 215 square feet (“sq ft”) to 550 sq ft, with exclusive upper floors boasting scenic views of the Kyoto Imperial Garden. Paying tribute to the city’s rich 1,200-year history<sup>2</sup>, each room is tastefully adorned with furniture demonstrating the finest Kyoto craftsmanship and specially curated artwork.

As part of Noku Roxy’s personalised services, hotel guests can access an e-concierge system via a mobile application for greater convenience and useful travel tips and recommendations. A range of local snacks and beverages are also available at the complimentary minibar.

Noku Roxy’s launch comes at a time when Japan is experiencing a tourism boom driven by the favourable exchange rates and various government initiatives ranging from greater ease of obtaining visas and lower sales taxes<sup>3</sup>. Latest flash estimates by the Japan National Tourism Organisation showed that Japan has received 49.1% more tourists this January to August compared to the comparative period last year<sup>4</sup>.

“Food enthusiasts can also look forward to quality dining within the vicinity – including Michelin-starred Kanei, which is touted to serve the best handmade soba in Kyoto, and the quirky Sarasa Nishijin café that was formerly a public bathhouse – amongst other recommendations that our staff will be able provide.

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<sup>2</sup> <https://www.city.kyoto.jp/koho/eng/historical/1200.html>

<sup>3</sup> <http://skift.com/2015/06/18/japan-is-more-popular-than-ever-with-tourists-but-it-may-not-be-ready/>

<sup>4</sup> <https://www.jnto.go.jp/eng/ttp/sta/PDF/E2015.pdf>

“We are also working with the popular Maeda café to provide premium filter coffee in each room and at a café within the hotel so that our guests can experience Kyoto’s strong coffee heritage. Guests can also savour Kyoto’s freshest produce at the hotel’s steakhouse – Restaurant Kyou – using locally sourced ingredients,” Mr Teo added.

Commenting on the upscale “*Noku Roxy*” branding for rest of Asia, Mr Teo added, “The “*Noku Roxy*” brand of upscale boutique hotels identifies opportunities in choice destinations, strategically located right in the heart of each city. We are targeting a growing generation of travelers yearning for unique experiences and the ability to explore the city like a local. We also look forward to launching our second “*Noku Roxy*” hotel in Phuket, which is targeted to open in 2018.”

Room prices for Noku Roxy start from JPY 20,000 (~S\$237). For more information and room reservations, please visit the hotel’s website at [www.nokuroxy.com](http://www.nokuroxy.com).

### **About Roxy-Pacific Holdings Limited**

Established in May 1967, Roxy-Pacific Holdings Limited, an established property and hospitality group with an Asia-Pacific focus, was listed on the SGX Mainboard on March 12, 2008. The Group is principally engaged in the development and sale of residential and commercial properties (“Property Development”) and the ownership of Grand Mercure Roxy Hotel and other investment properties (“Hotel Ownership and Property Investment”).

The Group’s residential development projects typically comprise small-to-medium sized residential developments such as apartments and condominiums targeted at middle-to-upper income segments. Between 2004 and 2014, the Group developed and launched 38 small-to-medium sized developments comprising a total of more than 3,000 residential and commercial units in Singapore.

Grand Mercure Roxy Hotel, a major asset of the Group, is managed by international hotel operator, Accor Group. Strategically located in the East Coast area of Singapore, the hotel enjoys high average occupancy rate. Beyond Singapore, the Group has acquired a hotel in Kyoto, Japan and land parcels intended for development into hotels in Phuket, Thailand and Perth, Australia.

For Property Investment, the Group owns 52 retail shops at The Roxy Square Shopping Centre in Singapore. In Sydney, Roxy-Pacific owns a 28-storey freehold commercial building at 59 Goulburn Street, which is strategically located in the CBD area.

For more information, please visit: <http://roxypacific.com.sg>

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