

Fraser Hospitality Strengthens Foothold In China’s Second Tier Cities

10 New Properties Across Tianjin, Nanchang, Hefei, Dalian, Kunming, Wuxi and Chengdu by 2017



The new Modena by Fraser Zhuankou Wuhan, which opened in April 2014

Singapore, 8 January 2015 – Fraser Hospitality, a world leader in premium serviced apartments and hotel residences, is eyeing a bigger share of the China market with the addition of 10 more serviced residences in China’s second-tier cities of Tianjin, Nanchang, Hefei, Dalian, Kunming, Wuxi and Chengdu, and two more in the key cities of Shanghai and Shenzhen.

THE FRASER COLLECTION	Bahrain	Dubai	Jakarta	Osaka	Suzhou	Brisbane (2015)	Balikpapan (2017)
	Bangkok	Edinburgh	Kuala Lumpur	Paris	Sydney	Frankfurt (2015)	Dalian (2017)
	Barcelona	Glasgow	London	Perth	Tianjin	Abuja (2016)	Hefei (2017)
	Beijing	Guangzhou	Manila	Seoul	Wuhan	Berlin (2016)	Johor Bahru (2017)
	Budapest	Hanoi	Melbourne	Shanghai	Wuxi	Geneva (2016)	Lagos (2017)
	Chengdu	Ho Chi Minh City	Nanjing	Shenzhen	Al Riyadh (2015)	Kunming (2016)	Nanchang (2017)
	Doha	Istanbul	New Delhi	Singapore	Bangalore (2015)	Yangon (2016)	Tokyo (2017)
							Gurgaon (2016)

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The securing of these new serviced residences follow the recent openings of Modena Zhuankou Wuhan and Modena New District Wuxi last year. They involve the addition of more than 2,400 new apartment units, which will almost double Frasers Hospitality’s China portfolio, bringing it to 26 properties with more than 5,900 serviced apartment units in 14 key cities and second-tier cities. This makes China one of the fastest-growing markets for Frasers Hospitality, which together with South Korea and Japan currently make up one-third of its total revenue.

Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality said: “China’s high-growth second and third-tier cities are key growth areas for us and we will continue to extend our footprint in burgeoning cities where foreign direct investment and tourism are expected to increase exponentially in the coming years. This is in tandem with our plans to continue enhancing our offerings in cities where we have an established presence such as Beijing, Shanghai, Guangzhou and Shenzhen, Suzhou and Nanjing. Demand for our serviced residences has remained strong, with consistent occupancy of at least 80 percent since we first set foot in 2005 with Fraser Place Shekou Shenzhen and economic conditions are ripe for the ambitious doubling of Frasers Hospitality’s footprint over the next five years.”

FDI inflows into China in 2013 rose to a record US\$117.6 billion, demonstrating investors’ confidence that China will keep growing at a solid pace. According to the China Commerce Ministry, China’s FDI in 2014 is expected to hit an all-time high of US\$120 billion.

The increasing demand for serviced apartments in China have also been due to a higher uptake by business travellers who choose to continue staying in serviced residences even while on leisure trips as well as leisure travellers who have become more aware of the advantages serviced apartments offer.

Frasers Hospitality’s new additions in China will be across all of its three brands: Gold Standard serviced residences (Fraser Suites, Fraser Place, Fraser Residence), which are catered to extended stay residents on long-term assignments or are in the process of relocating; Modena by Fraser serviced residences, which was first launched in China in 2010 specifically to meet the needs of the growing market segment of business executives who spend most of their time on the road; and Capri by Fraser hotel residences, a design-led brand that was created to cater to the short to mid-term accommodation needs of Millennial travellers. With all three brand offerings available in China, Frasers Hospitality will be well placed to cater to the needs of a wider market segment of travellers.

THE FRASER COLLECTION	Bahrain Bangkok Barcelona Beijing Budapest Chengdu Doha	Dubai Edinburgh Glasgow Guangzhou Hanoi Ho Chi Minh City Istanbul	Jakarta Kuala Lumpur London Manila Melbourne Nanjing New Delhi	Osaka Paris Perth Seoul Shanghai Shenzhen Singapore	Suzhou Sydney Tianjin Wuhan Wuxi Al Riyadh (2015) Bangalore (2015)	Brisbane (2015) Frankfurt (2015) Abuja (2016) Berlin (2016) Geneva (2016) Kunming (2016) Yangon (2016)	Balikpapan (2017) Dalian (2017) Hefei (2017) Johor Bahru (2017) Lagos (2017) Nanchang (2017) Tokyo (2017) Gurgaon (2016)
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Frasers Hospitality’s China expansion strategy is in line with its vision to be the leading global hospitality group known for its continuous innovation and intuitive service to anticipate and exceed the evolving expectations of international travellers.

It is also buoyed by strong demand for its serviced residences as reflected in high occupancy rates of at least 80 percent across the board and numerous industry awards recognising commitment and consistency in delivering exceptional service. These include the *CHIC International Hospitality Excellence Award, Best Serviced Apartments Brand of China* by China Hotel Starlight Awards, *Best Luxurious Serviced Apartment of China* by China Hotel Starlight Awards for Fraser Suites Chengdu and *Best Serviced Apartment of China* by China Hotel Starlight Awards for Fraser Suites Top Glory Shanghai.

Frasers Hospitality Pte Ltd’s global portfolio, including those in the pipeline, stands at 92 properties in 49 key gateway cities, and more than 16,000 apartments worldwide.

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About Frasers Hospitality

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global serviced residence operator with Gold-Standard residences across Europe, North Asia, Southeast Asia, Middle East and Australia.

Frasers Hospitality commits to “meeting the unique 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 extended stay executive travellers in mind, Frasers Hospitality has three branded serviced residences offerings – Fraser Suites, Fraser Place and Fraser Residence, a second brand, Modena, and Capri by Fraser. For more information on Frasers Hospitality, please visit www.frasershospitality.com

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 approximately S\$17 billion as at 30 September 2014. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning over 35 cities across Asia, Australasia, 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 the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Hospitality Trust, which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

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.

Awards & Accolades

2014

**World's Leading Serviced Apartment Brand
by World Travel Award**
Fraser's Hospitality Pte Ltd

**Best Serviced Residence 2013 – 2014
by Expatriate Lifestyle**
Fraser Place Kuala Lumpur

**Best Serviced Apartments and Hotel Residences Award
by Industry Eminence Awards 2014**
Fraser Suites New Delhi

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

**Asia's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

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

**Asia's Leading Hotel Residences 2013 - 2014
by World Travel Award**
Capri by Fraser, Changi City / Singapore

**China's Leading Serviced Apartments 2013 - 2014
by World Travel Award**
Fraser Suites Chengdu

**China's Leading Serviced Apartment Brand 2013 - 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

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

**South Korea's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

**South Korea's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Place Namdaemun, Seoul

**Best Serviced Apartment Operator 2013 & 2014
by Travel Trade Gazette (TTG)**
Fraser's Hospitality Pte Ltd

**Serviced Apartment Property of the Year 2009, 2011-2014
by HM Awards for Hotel & Accommodation Excellence, HM Magazine**
Fraser Suites Sydney

**Europe's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

**Europe's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Le Claridge Champs-Elysées

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

**England's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Kensington

**France's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Le Claridge Champs-Elysées

**Hungary's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**Hungary's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Residence Budapest

**Scotland's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Edinburgh

**Turkey's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Place Anthill Istanbul

**Middle East's Leading Serviced Apartment Brand 2013 & 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**Bahrain's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Bahrain

**Qatar's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Doha

**Dubai's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Dubai

**Serviced Apartments Special Commendation Award
by Scottish Hotel Awards**
Fraser Suites Edinburgh

**Serviced Apartments Hospitality Award 2014
by Scottish Hotel Awards**
Fraser Suites Glasgow

**Serviced Apartments of the year 2014
by Scottish Hotel Awards**
Fraser Suites Glasgow

**CHIC International Hospitality Excellence Award
by China Hotel Investment Conference**
Fraser Hospitality Pte Ltd

**The Best Serviced Apartment of 2013
by Booking.com**
Fraser Suites Suzhou

**Best Serviced Apartments Brand of China
by 9th China Hotel Starlight Awards**
Fraser Hospitality Pte Ltd

**Best Luxurious Serviced Apartment of China
by 9th China Hotel Starlight Awards**
Fraser Suites Chengdu

**Best Newly Open Serviced Apartment of China
by 9th China Hotel Starlight Awards**
Fraser Suites Guangzhou

Best Serviced Apartment of China

by 9th China Hotel Starlight Awards
Fraser Suites Top Glory Shanghai

Best Designed Boutique Hotel Residence of China
by 9th China Hotel Starlight Awards
Modena Putuo Shanghai

Top Performing Partner
by booking.com
Fraser Residence Shanghai

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