



Roxy-Pacific
Holdings Limited



PARK HOTEL GROUP

Park Hotel Group Grows Presence in Australia with Signing of New Hotel in Melbourne

*Partnership with Roxy-Pacific Holdings Limited will see Park Hotel Melbourne
in city centre of the coastal capital of Victoria*

SINGAPORE and MELBOURNE, Australia – March 27, 2019 – Park Hotel Group, one of Asia Pacific's leading hospitality companies, today announced the signing of a management deal with Roxy-Pacific Holdings Limited ("**Roxy-Pacific**", 乐斯太平洋控股有限公司, or "**the Group**") to open Park Hotel Melbourne in 2022. The latest agreement increases Park Hotel Group's portfolio to nearly 20 hotels in operation or under development.

"We are thrilled to introduce Park Hotel to Melbourne and bring the upscale brand's culturally rooted, globally inspired hospitality to travellers and locals in this city," said Allen Law, Chief Executive Officer of Park Hotel Group. "Backed by strong fundamentals and increased demands in the domestic and international visitor markets, I am optimistic and excited for Park Hotel to be a part of the vibrant hotel landscape of Melbourne, which has seen over 80 per cent hotel occupancy in 2018¹."

The 23-storey Park Hotel Melbourne will feature 319 guest rooms and suites, a lobby lounge, a concept restaurant and bar with alfresco terrace seating on the eighth floor as well as a fitness centre. The new-build hotel will offer five versatile function rooms that can be combined into a ballroom to accommodate meetings and events ranging from 20 to 200 persons.

Teo Hong Lim (张丰霖), Executive Chairman & Chief Executive Officer of Roxy-Pacific commented, "Conveniently located in the heart of Melbourne, the new Park Hotel Melbourne is a continuation of the Group's strategic efforts to strengthen our hospitality and is in line with our plans to grow our stable of recurring income streams. As a popular tourist destination, tourism in Melbourne grew significantly in 2018. Going forward, Australia's tourism and hotel sector is expected to record strong growth in the coming years, likely to exceed the country's broader economic growth, and should augur well for the new hotel."

¹ CBRE Research, Asia Pacific Real Estate Market Outlook 2019 | Australia

Park Hotel Melbourne, designed by Bates Smart, one of Australia's notable architectural and interior design firms founded in Melbourne, will pay homage to the unique attributes of Little Bourke Street and its neighbourhood. The hotel façade will reflect the old red brick warehouses and architecture in the surrounding precinct.

Taking inspiration from Kirk's Bazaar, a lively horse and livery trading centre in the mid-1800s within the vicinity, the hotel interiors will have semblances of the city's yesteryears. The décor features tumbled tile flooring, timber cladding and saddlery accents with contemporary, sleek furnishings to evoke curiosity and a sense of discovery. Designed to engage locals and visitors of the city, the bustling bar in the lobby will welcome guests on arrival with a flavour of the distinctive laneway culture of Melbourne.

Located on the main thoroughfare of Little Bourke Street, guests staying at Park Hotel Melbourne can enjoy a myriad of lifestyle, arts and entertainment options in the central business district. Popular local restaurants, bars and cafés are in abundance within the vicinity. Guests will also have easy access to shopping havens such as Emporium Melbourne and Bourke Street Mall that are a few minutes' walk from the hotel. Being in the heart of Melbourne city, Park Hotel Melbourne will be a natural choice for guests wanting convenient access to explore the capital.

Melbourne, capital city of the state of Victoria, Australia, welcomed 31.5 million visitors for the year ending September 2018², marking a significant 11.6 per cent growth year-on-year. Among many things, the city destination, one of the world's most liveable cities, appeals to travellers around the world for its brilliant street art, lively music scene and its offbeat creativity.

About Park Hotel

Park Hotel is Park Hotel Group's upscale hotel brand that symbolises utmost convenience, personalised services and high standards of amenities, carefully curated for today's modern travellers. The brand currently has eight properties operating or under development in key destinations including Singapore, Bali, Hong Kong, Seoul, Melaka and Melbourne.

About Park Hotel Group

Established since 1961, Park Hotel Group is one of Asia Pacific's leading hospitality companies. Based in Singapore, Park Hotel Group today comprises of nearly 20 hotels and resorts operating or under development in 11 key destinations across Asia Pacific. With a focus on growing its footprint across the region and meeting the changing needs of travellers today, Park Hotel Group's brand portfolio consists of its luxury Grand Park, upscale Park Hotel and midscale Destination. Connect with Park Hotel Group on social - Facebook, LinkedIn and Instagram.

² Business Victoria, Victorian Tourism Performance Overview year ending September 2018 | Australia https://www.business.vic.gov.au/_data/assets/pdf_file/0006/1758786/Victorian-Tourism-Performance-Overview_year-ending-September-2018.pdf

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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 12 March 2008. The Group is principally engaged in the development and sale of residential and commercial properties ("**Property Development**"). The Group's recurring income streams are strengthened through its flagship hotel Grand Mercure Singapore Roxy hotel, self-managed upscale boutique hotels, *Noku Kyoto* and *Noku Osaka*, Japan, and first self-managed upscale resort *Noku Maldives*, and other investment properties in Asia-Pacific ("**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 2018, the Group developed and launched 48 small-to-medium sized developments comprising a total of more than 4,400 residential and commercial units in Singapore, Malaysia and Australia.

Grand Mercure Singapore Roxy hotel, a major asset of the Group, is self-managed under franchise agreement with international hotel operator, Accor Group. Beyond Singapore, the Group has opened its upscale boutique hotels under the *Noku hotels* brand name in Kyoto and Osaka, Japan, and upscale resort in Maldives. The Group has intentions to develop a second upscale resort in Phuket, Thailand.

For Property Investment, the Group owns 52 retail shops at The Roxy Square Shopping Centre in Singapore. In Australia, Roxy-Pacific owns a 45% interest in a freehold six-storey commercial building at 312 St Kilda Road in Melbourne's CBD. The Group also owns a 40% interest in a centrally-located, 10-storey commercial building at 33 Argyle Street, Parramatta, New South Wales. In Auckland, the Group owns NZI Centre and has a 50% interest in the office building at 205 Queen Street, marking Roxy-Pacific's maiden foray into New Zealand.

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

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