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**N E W S  
R E L E A S E**

## **Fraser's to add 25 properties over the next two years**

*Fraser Residence Orchard – the fourth Fraser's property in Singapore – kicks off expansion programme worldwide with 80% occupancy after two months*



**Singapore, 24 March, 2011:-** Fraser's Hospitality Pte Ltd (Fraser's) will add 25 new properties and will manage a total of 64 properties across 37 cities by the end of 2012. The aggressive global expansion kicked off today with the opening of Fraser Residence Orchard.

“We are embarking on our most ambitious expansion phase,” says Mr Choe Peng Sum, Chief Executive Officer of Fraser's. “Over the next 24 months we will add 4,300 serviced residences to our inventory.”

2011 will see Fraser's open a dozen new properties worldwide including Jakarta, Indonesia; Suzhou and Chengdu in China; New Delhi, India; Doha, Qatar; Istanbul, Turkey and Budapest in Hungary. The momentum will pick up in 2012 when Fraser's opens a further 13 properties.

*...more*

More important than the physical expansion of properties and facilities, “our eyes are on maintaining and growing our services and service standards around the world. Emulating other great brands, notably Singapore Airlines, our goal is to grow aggressively but in a measured manner so that we can uphold the Gold-Standard services that Frasers is known for. Our guests, mainly executives from Fortune 500 companies, demand greater efficiency and convenience, and more relaxation choices after office hours,” he says. Frasers offers super-broadband Internet wherever available, Voice over Internet Protocol or VoIP communications, and even gourmet coffee machines in every serviced residence. Guests can also ask for customised services such as personal trainers, personal shoppers or chefs. Greater emphasis is also placed on staff training to ensure higher and consistent service levels worldwide.

The strong Frasers brand has resulted in 90 per cent occupancy across Frasers properties in Singapore. Even though Fraser Residence Orchard, its fourth property in Singapore, started operations only two months ago, it is enjoying 80 per cent occupancy. “Occupancy across all our properties worldwide is over 80 per cent, signalling a strong upswing for the extended stay market,” says Mr Choe.

“Asia, particularly China and India, has been the global economic engine over the past two years and will continue to drive growth as the world climbs out of the recession.” The International Monetary Fund, in its latest World Economic Outlook update of January 2011, has projected that while “advanced” economies would grow by 2.5 per cent in 2011 and 2012, India is forecast to grow by a robust 8.4 per cent in 2011 and 8.0 per cent in 2012; and China by an even more impressive 9.6 per cent in 2011 and 9.5 per cent in 2012.

“With our continued investments through the lean times of global economic slowdown, Frasers is well positioned to ride this wave, especially with our Modena and Frasers brands catering to upcoming road warriors up through the ranks to top-level executives.”

### **Fraser Residence Orchard**

At the opening of Fraser Residence Orchard this evening, Mr Lee Hsien Yang, Chairman of Fraser and Neave, Limited, said: “It is a remarkable achievement that, in the space of 10 years, the Fraser brand has grown from 2 properties to 39 properties in 21 cities.”

At Mt Elizabeth Link, Fraser Residence Orchard sits at a prime locale, at the Orchard Road shopping belt and the prestigious Cairnhill residential area; adjacent to Paragon Shopping Centre and Mount Elizabeth Hospital. With 72 exclusive serviced residences ranging from one-bedroom to five-bedroom penthouses, Fraser Residence Orchard is designed as a sanctuary from the business bustle. It offers a quieter environment that is ideal for extended corporate stays. It was upgraded and refurbished at a cost of S\$6.5 million to attain Frasers' standards of comfort.

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#### **About Frasers Hospitality Pte Ltd**

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, a wholly-owned subsidiary of Fraser and Neave, Limited, is a global serviced residence owner and management company 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 brand offerings – Fraser Suites, Fraser Place and Fraser Residence. A second brand, Modena, which targets the professional who spends the majority of his or her time travelling, was established under the Frasers Hospitality umbrella in July 2009. For more information on Frasers Hospitality, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

#### **About Modena**

Modena was developed under the Frasers Hospitality umbrella as its second brand to address the needs of the emerging ‘road warrior’, the professional who spends the majority of her or his time travelling, whose business and leisure hours have merged, creating the need for a style of serviced residences that specifically focuses on their lifestyle needs.

#### **About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (FCL), the wholly-owned property arm of Singapore-listed consumer group Fraser and Neave, Limited, is one of Singapore’s top property companies, with total assets close to S\$9 billion. To date, the company has a combined global land bank in excess of 30 million sq ft.

From owning just a single shopping mall in 1983, Frasers Centrepoint has since grown to become an integrated real estate company with a portfolio of residential, commercial and serviced residences spanning 14 countries across Asia, Australasia, Europe and the Middle-East. Its serviced residences management company, Frasers Hospitality, has award-winning gold-standard serviced residences in 21 gateway cities. Frasers Property, FCL’s international property arm, develops world-class projects in UK, Australia, New Zealand, China, Thailand and Vietnam.

FCL's listed entities comprise Frasers Centrepoint Trust (FCT, a retail trust), Frasers Commercial Trust (FCOT, an office/business space trust) and Frasers Property China Limited (FPCL).

As a testament to its excellent service standards, best practices and support of the environment, the company is the proud recipient of numerous awards and accolades both locally and abroad.

Website : [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com)

### **About Fraser and Neave, Limited**

Established in 1883, Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of over S\$6 billion and total assets employed of over S\$13 billion. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA, and employs over 17,000 people worldwide.

For more information on F&NL, please visit [www.fraserandneave.com](http://www.fraserandneave.com).

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## **Awards & Accolades**

### **6<sup>th</sup> China Hotel Starlight Award 2011**

*The Best Serviced Apartment Brand Of China*

Frasers Hospitality Pte Ltd by *China Hotel Forum*

### **Impiana Group of Magazines 2011**

*Best Interior Design & Services - Leisure Apartment, Malaysia*

Fraser Place Kuala Lumpur by *Impiana Group of Magazines*

### **Singapore Prestige Brand Award**

*Overall winner for the Regional Brands Category & Best Regional Brand Award*

Frasers Hospitality Pte Ltd by *ASME*

### **The Expatriate Management and Mobility Awards**

*Corporate Housing Company of the Year – Runner Up*

Frasers Hospitality Pte Ltd by *The Forum for Expatriate Magazine*

### **12th Annual Global Excellence 2010 Asian Star Awards**

**"Service Excellence Award"**

Fraser Place Manila by *12th Annual Global Excellence*

**Best Serviced Residence Excellence Award 2010 / 2011**  
*By The Best of Malaysia Awards 2010 Travel Awards*  
Fraser Place Kuala Lumpur by *The Best of Malaysia Awards*

**Expedia Insiders' Select 2010**  
*List of the Best Hotels in the World*  
Fraser Suites Sydney by *Expedia*

**HotelClub Awards 2010**  
*Outstanding Hotel*  
Fraser Place Central, Seoul by HotelClub

**7<sup>th</sup> Golden-Pillow Award of China Hotels**  
*China's Most Popular Serviced Residences Group of 2010*  
Fraser Hospitality by *21<sup>st</sup> Century Business Herald*

**Golden Dragon Award 2009**  
*The Most Favourite Serviced Apartment*  
Fraser Suites Hanoi by *Vietnam Economic Times*

**HR Vendors of the Year 2008 & 2009**  
*Preferred Serviced Apartments*  
Fraser Hospitality by *Human Resources Magazine*

**Service Excellence Award 2009**  
Fraser Suites & Fraser Place Singapore by *Spring Singapore*

**Golden Bridge Award 2009**  
*Best Brand Serviced Apartment*  
Fraser Residence CBD East, Beijing by *China Tourism and Hotel Management Association*

**HMAA Accommodation Industry Awards for Excellence 2009**  
*Self Contained Accommodation - Five-Star Level (Winner)*  
Fraser Suites Sydney by *Hotel, Motel & Accommodation Association*

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

**Guide Awards 2008-2009**  
*Excellent Performance in Hospitality*  
Fraser Suites Hanoi by *The Guide Magazine*

**6<sup>th</sup> Golden-Pillow Award of China Hotels**  
*China's Most Influential Serviced Residence Brand of 2009*  
Fraser Hospitality by *21<sup>st</sup> Century Business Herald*

**17<sup>th</sup> Annual Asia Pacific Excellence Awards**  
*Most Outstanding Serviced Residences*  
Fraser Place Manila by *the Asia-Pacific Awards Council*

**Diamond Awards 2009**  
*Best Serviced Apartment Company*  
Fraser Hospitality by *Buying Business Travel*

**Golden Dragon Award 2008**  
*The Most Favourite Serviced Apartment*  
Fraser Suites Hanoi by *Vietnam Economic Times*

**HotelClub Awards 2008**

**Best Serviced Apartment Group**  
Fraser's Hospitality by *HotelClub*

**TravelWeekly China Industry Awards 2008**  
**Best Serviced Residence (Group) – International**  
Fraser's Hospitality by *TravelWeekly China*

**Korea Herald Readers' Best Brand Awards 2008**  
**Serviced Residences: International Luxury Premier**  
Fraser Suites Insadong, Seoul by *The Korea Herald*

**TravelWeekly Asia Industry Awards 2008**  
**Best Serviced Residence (Property)**  
Fraser Place Robertson Walk, Singapore by *TravelWeekly Asia*

**HMAA Accommodation Industry Awards for Excellence 2008**  
**Best New Development 2008 | Best 5-Star Apartments**  
Fraser Suites Sydney by *Hotel, Motel & Accommodation Association*

**5<sup>th</sup> Golden-Pillow Award of China Hotels**  
**China's Most Competitive Serviced Residences Brand of 2008**  
Fraser's Hospitality by *21<sup>st</sup> Century Business Herald*

**Diamond Awards 2008**  
**Best Serviced Apartment Company**  
Fraser's Hospitality by *Buying Business Travel*

For more information on our Awards and Accolades, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

THE FRASER COLLECTION	BAHRAIN BANGALORE BANGKOK BEIJING BUDAPEST CHENGDU	DOHA DUBAI EDINBURGH GLASGOW GUANGZHOU HANOI	HONG KONG ISTANBUL JAKARTA KUALA LUMPUR LONDON	MANILA NANJING NEW DELHI OSAKA PARIS SEOUL	SHANGHAI SHENZHEN SINGAPORE SUZHOU SYDNEY TIANJIN	CHENNAI (2012) PERTH (2013) WUXI (2012) WUHAN (2012)
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