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**N E W S  
RELEASE**

## **Frasers Hospitality Pte Ltd Launches Hotel Residence Brand That Tunes Into iPad Generation**

*Global Roll-Out Starting with Kuala Lumpur, Singapore and Ho Chi Minh City*

**Singapore, 9 May 2012** – Drawing on its experience as a world leader in serviced residences, Frasers Hospitality Pte Ltd (Frasers) today unveiled its new brand, *Capri by Fraser*, the latest addition to its portfolio, which will include more than 73 properties in 39 cities worldwide within the next three years.

Designed to meet the lifestyle needs of the digital generation, *Capri by Fraser* cuts through the conformity of typical hotels by offering residents an extensive range of facilities and customisable services together with the comfort and convenience of a full serviced residence. This includes the option of cooking and doing laundry while being constantly connected through high-speed and free Wi-Fi throughout the hotel residence.

Urban inspired, high-tech and intuitive, *Capri by Fraser* empowers residents with a menu of intelligent services to choose the way they want to rest, relax and recharge. Its “always on” e-efficiency experience includes iPad activated check-ins, interactive e-concierge, AirPrint and Wi-Fi e-Print facilities for business, meeting rooms with interactive walls, and a Data Box to charge all digital devices. Should residents so wish, a selection of unique leisure experiences, ranging from Harley motorbike rides and sports car drives to salsa dancing and personal pilates sessions, are also available as part of *Capri by Fraser*’s customisable online menu.

The hotel residence’s spacious suites, complete with premium bathrooms, walk-in wardrobes, fully equipped kitchenettes and living areas, provide a relaxing abode for residents that allow more freedom of space than that of the average hotel room. They also come fitted with impressive home entertainment systems that include LED TVs, DVD players and iPod docking stations to add to the pleasure of “staying in”.

Public areas become expanded social living spaces that adapt to different moods and functions with a wide range of food and beverage options including a bar, an all-day café and deli where food is accessible 24x7. A laundrette offers different types of play from Wii and Xbox Kinect to boardgames so that doing laundry becomes more of a social experience. The 24x7 flexibility also extends to that of working out in the Gym.

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“*Capri by Fraser* bridges the gap between hotels and serviced residences to meet the short term accommodation needs of the 24x7 digital generation who work and play to a different beat from that of the business travellers of the past,” said Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Pte Ltd.

“Market feedback has indicated that while regional travel stays are becoming shorter, usually between one to two weeks, they are also becoming more frequent, with professionals working longer, irregular hours across different time zones. So whether it is the home comforts of a personalised space where they can have the convenience of preparing their own meals even at 4am, or the independence of doing their own laundry whenever they want, *Capri by Fraser* is focused on enhancing the work-life balance of our guests with the flexibility and freedom to rest, relax and recharge according to their individual lifestyle needs.”

All *Capri by Fraser* properties will have hotel licences and there are plans to roll out the brand aggressively across Asia, which will start with the launch of its flagship property *Capri by Fraser @ Changi City, Singapore* in the third quarter of this year. This will be followed by the opening of two more properties *Capri by Fraser @ Bangsar*, in Kuala Lumpur Malaysia and *Capri by Fraser @ District 7-HCMC*, Vietnam.

Frasers Hospitality Pte Ltd’s current portfolio, including those in the pipeline, stands at 73 properties in 39 key gateway cities, and more than 12,200 apartments worldwide.

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THE FRASER COLLECTION	BAHRAIN BANGKOK BEIJING BUDAPEST CHENGDU DOHA	DUBAI EDINBURGH GLASGOW HANOI HONG KONG ISTANBUL	JAKARTA KUALA LUMPUR LONDON MANILA MELBOURNE NANJING	NEW DELHI OSAKA PARIS SEOUL SHANGHAI SHENZHEN	SINGAPORE SUZHOU SYDNEY TIANJIN BANGALORE (2012) GUANGZHOU (2012)	PERTH (2012) AL KHOBAR (2013) AL RIYADH (2013) CHANGZHOU (2013) CHENNAI (2013) JIANGSU (2013)	SUHAR (2013) WUHAN (2013) WUXI (2013)
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## **About Fraser Hospitality Pte Ltd**

Fraser Hospitality, the hospitality arm of Fraser 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.

Fraser 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, Fraser Hospitality has three brand offerings – Fraser Suites, Fraser Place and Fraser Residence, a second brand, Modena which was established under the Fraser Hospitality umbrella in July 2009 and Capri by Fraser. For more information on Fraser Hospitality Pte Ltd, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

## **About Fraser Centrepoint Limited**

Fraser 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\$9.7 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, Fraser Centrepoint has since grown to become an integrated real estate company with a portfolio of residential, commercial and serviced residences spanning 20 countries across Asia, Australasia, Europe and the Middle-East. Its serviced residences management company, Fraser Hospitality, has award-winning gold-standard serviced residences in 39 gateway cities. Fraser Property, FCL’s international property arm, develops world-class projects in UK, Australia, New Zealand, China, Thailand and Vietnam.

FCL’s listed entities comprise Fraser Centrepoint Trust (FCT, a retail trust), Fraser Commercial Trust (FCOT, an office/business space trust) and Fraser 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)

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## **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 and total assets employed of S\$8 billion and S\$14 billion, respectively. 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)

## **Awards & Accolades**

### **The Best Serviced Apartment Brand of China**

Fraser Hospitality Pte Ltd by *7<sup>th</sup> China Hotel Starlight Award*

### **Gold Circle Award 2011**

Fraser Residence Nankai Osaka by *Agoda*

### **Best Managed Serviced Residences**

Fraser Place Manila by *26th Consumers' Choice Awards*

### **Best Serviced Residence in China**

Fraser Suites Nanjing by *Business Traveller China*

### **18<sup>th</sup> World Travel Awards**

#### ***Thailand's Leading Serviced Apartments***

Fraser Suites Sukhumvit, Bangkok by *World Travel Awards*

### **HM Awards for Hotel & Accommodation Excellence 2011**

#### ***Serviced Apartment Property of the Year***

Fraser Suites Sydney by *HM Magazine*

### **Best of Malaysia Travel & Hospitality Awards**

#### ***Best Business Hotel Excellence Award***

Fraser Place Kuala Lumpur by *Expatriate Lifestyle*

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

#### ***The Best Serviced Apartment Brand Of China***

Fraser 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***

Fraser Hospitality Pte Ltd by *ASME*

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

#### ***Corporate Housing Company of the Year - Runner Up***

Fraser 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's 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's 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's 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's 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 Hospitality by *21<sup>st</sup> Century Business Herald*

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

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