

Now the family can share in the benefits of Prosperity

Frasers Property's loyalty program benefits extended to families

- ◆ Launch of **Prosperity Share** campaign extends benefits to members' families
- ◆ The Prosperity program contributed **20% of the company's total residential sales** over the last six months¹, generating 119 sales with a value of more than \$80 million
- ◆ In the six months to 30 March, **over \$1 million² in rewards benefits** have been enjoyed by Prosperity members

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The rewards and benefits of Prosperity, Frasers Property Australia's industry-leading loyalty program, are well understood by its more than 7,000 members nationally. But now, for a limited time only, the families of those members can share in the benefits too.

Frasers Property has just launched the **Prosperity Share** campaign, which extends the benefits of membership to the families of Prosperity members until June 30, 2018.

Since Prosperity was re-launched with its own dedicated app in October 2017, Frasers Property has generated over \$80 million in sales to Prosperity members, highlighting the importance of a targeted loyalty program that resonates with customers.

How does it work?

- ◆ If you have purchased a property with Frasers Property or Australand, you're eligible to become a Prosperity member – it's as simple as that.
- ◆ As part of the new campaign, when a family member is referred by a Prosperity member and proceeds to purchase a property with Frasers Property, they will receive a 2% or 3% purchase reward discount, depending on the existing member's benefit level, as well as priority notification for new properties coming to market, to view them before they become publicly available.
- ◆ And the Prosperity member who referred them will receive \$2,000 (if the family member is not already on the Frasers Property database) as well as a 3% discount off the price for any future property purchases they make with Frasers Property.

Kesree Jones, General Manager - National Sales Programs, Frasers Property Australia, says Prosperity is the most generous national loyalty rewards program in the property industry in Australia.

"Prosperity is about offering our customers real rewards for their loyalty and inviting them to take a long-term journey with us. It is an effective way for new investors who want to build their property portfolio to factor in guaranteed price structures and other benefits in their property strategy," Ms Jones says.

"Extending the benefits of Prosperity to the families of our members is another way of cementing these long-term relationships."

Six months since Prosperity was re-launched in October 2017, the program has passed the \$1 million milestone in rewards benefits passed on to members. Prosperity members benefit in six distinct ways:

1. Dedicated **Prosperity Care** customer support team: with you for the whole purchasing experience and beyond.

¹ For the period 1 October 2017 to 30 March 2018

² This includes the value of Purchase reward rebates, plus the sum of Referral rewards paid to members

2. **Purchase rewards:** members receive a 2% discount on the purchase of their second property and a 3% discount on their third and all subsequent purchases from Frasers Property, rebated at settlement.
3. **Referral rewards:** Prosperity members receive \$2,000 for every purchaser they refer.
4. **Priority notification:** Prosperity members are guaranteed the first opportunity to buy new releases from Frasers Property across Australia.
5. One-year complimentary 'Sapphire' membership to the **Fraser World loyalty program:** members are entitled to 15% off the best available rate at hotels and serviced residences around the world.
6. **Partner benefits:** members receive gold class treatment from brands Frasers Property has partnered with, including furniture packages, relocation services, insurance and home loan providers, and more.

Prosperity membership opens up international benefits given the company's ties to the multi-national Frasers Property group and its Frasers Hospitality arm.

Frasers Hospitality operates serviced hotel residences and boutique lifestyle hotels across Europe, the Middle East, Africa, North Asia, South East Asia and Australia. Since 1998 it has grown from an initial two properties in Singapore to more than 140 properties across 80 cities and more than 24,000 keys worldwide.

These international opportunities represent a new benchmark for industry loyalty programs in Australia.

"Prosperity is a reflection of our larger and more diverse residential base and our brand promise to deliver value for our customers. Our view is that investing in our customers is a very effective way of securing our own business long term, and this program is about increasing our commitment to our customers while engaging with the next generation of purchasers," Ms Jones says.

For further information about the world of opportunities awaiting Prosperity members, visit www.frasersproperty.com.au/prosperity.

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About Frasers Property Australia

Frasers Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Frasers Property Limited. The company has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of our operations. The company creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive and real*.

For more information about FPA, visit www.frasersproperty.com.au

About Frasers Property Limited

Frasers Property Limited ("Frasers Property" or the "Company"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Company is organised around five asset classes with assets totalling S\$28 billion as at 31 December 2017.

Frasers Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Singapore, Australia, Europe, China and Southeast Asia. Its well-established hospitality business owns and / or operates

serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Company is unified by its commitment to deliver enriching and memorable experiences for customers and stakeholders, leveraging knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail properties, office and business space properties and business parks, logistics and industrial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Frasers Property, please visit www.frasersproperty.com

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