

## **Frasers Property Australia appoints Robert Pearce as International Sales Director**

**SYDNEY, 6 FEBRUARY 2020**

Frasers Property Australia has appointed **Robert Pearce** to the role of **International Sales Director**. Based in the company's Hong Kong office, Mr Pearce will be responsible for developing new sales channels and relationships with buyers for the company's Australian projects.

"It is a privilege to be part of the team to deliver the international growth strategy for one of Australia's leading diversified property groups. Frasers Property has a strong reputation and a proven track record, and my focus will be on working with discerning international buyers to help them find the ideal property to meet their needs," Mr Pearce says.

**Kesree Jones**, General Manager – National Sales Programs, Frasers Property Australia says Mr Pearce is a proven leader with considerable international networks and sales and marketing experience.

"Robert has a strong background in international sales and marketing, most recently as Head of International Residential – Middle East and North Africa with Savills based in Dubai. He has been instrumental in the creation and transformation of property sales and marketing teams with transactional experience spanning 23 countries," Ms Jones says.

"We're pleased to welcome him to the team."

Mr Pearce takes over from **Edmond Lai**, who has managed Frasers Property's Hong Kong office for the past two decades.

"I was posted to run the Asian showroom office in Hong Kong back in 2000. The original plan was to establish the office, get it up and running, then in two years I would return to Sydney. I never thought I would end up working in Hong Kong for almost 20 years, but I consider myself lucky to have been part of something I really enjoyed with a company with such a great culture," says Mr Lai.

Moving back to Sydney, Mr Lai will retire to spend time with his wife, two children and grandson.

**END**

### **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 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 multi-national company 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 Frasers Property Australia, visit [frasersproperty.com.au](https://frasersproperty.com.au).

**About Fraser's Property Limited**

Fraser's Property Limited ("Fraser's Property" and together with its subsidiaries, the "Group"), is a multi-national company that develops, owns 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 Group has total assets of approximately S\$37.6 billion as at 30 September 2019.

Fraser's Property's assets range from residential, retail, commercial & business parks, to industrial & logistics in Southeast Asia, Australia, Europe and China. Its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa. The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Fraser's Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Fraser's Centrepoint Trust, Fraser's Commercial Trust, and Fraser's Logistics & Industrial Trust are focused on retail, commercial & business parks, and industrial & logistics properties respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two real estate investment trusts listed on the Stock Exchange of Thailand. Fraser's Property Thailand is the sponsor of Fraser's Property Thailand Industrial Freehold & Leasehold REIT, which is focused on logistics and industrial properties in Thailand and Golden Land Property Development Public Company Limited is the sponsor of Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

For more information on Fraser's Property, please visit [frasersproperty.com](http://frasersproperty.com).

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