



PRESS RELEASE

Fraser's Hospitality on the hunt for 'real' individuals to be the next #StarsOfFraser

The brand's talent hunt campaign seeks to celebrate the authentic connections that Fraser's Hospitality strives to build with its customers



SINGAPORE, 29 June 2021 – Fraser's Hospitality, a member of Fraser's Property Group, is calling out to the public for a chance to be ambassadors of the brand. Through its latest #StarsOfFraser: Fraser Talent Hunt campaign, people from all walks of life will have the opportunity to become faces of Fraser's Hospitality, scoring appearance on photos, videos and other collaterals uploaded on its offline and online platforms.

Selected participants in the talent hunt stand to win 40,000 Fraser World points worth US\$1,000, which will be valid for 24 months and can be used to redeem free stays at Fraser's Hospitality's properties worldwide.

The talent hunt is open for participation from now till 11 July 2021 to those residing in Singapore, Kuala Lumpur, or Hanoi and are between the ages of 21 and above. A children category is also available for those between four to 10 years old.

A spokesperson at Fraser's Hospitality said, "For this campaign, we are looking out for real, everyday people to be the face of Fraser's Hospitality brand to create relatability. As we move



PRESS RELEASE

further into the digital realm, there is an increasing expectation for brands to resonate with its consumers when telling a brand story. Using real people allows us to engage closer with our audience, drive authentic engagement and build real connections with them – and that is ultimately the aim of this campaign.”

To participate, those interested will be required to submit a 30-second video introducing themselves and sharing their past experiences (if any) staying at Fraser's Hospitality's properties worldwide. For more information on what to include in the submission video, other requirements as well as guidelines on the talent hunt, interested parties can visit: <https://www.frasershospitality.com/frasertalenthunt>.

The selected participants of #StarsOfFraser: Fraser Talent Hunt will take part in scheduled photoshoots and be able to record behind-the-scenes (BTS) videos of their winning stays, encapsulating their unique #FraserMoments.

– END –

Media Contact

Ms Jastina Balen

Fraser's Hospitality Pte Ltd

T: 65 6415 0323

F: 65 6415 0480

E: jastina.balen@frasershospitality.com

About Fraser's Property Limited

Fraser's Property Limited (“Fraser's Property” and together with its subsidiaries, the “Fraser's Property Group” or the “Group”), is a multi-national developer-owner-operator of real estate products and services across the property value chain. 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\$39.2 billion as at 31 March 2021.

Fraser's Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in



PRESS RELEASE

Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Fraser's Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Fraser's Centrepoint Trust and Fraser's Logistics & Commercial Trust are focused on retail, and industrial & commercial 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 REITs listed on the Stock Exchange of Thailand. Fraser's Property (Thailand) Public Company Limited is the sponsor of Fraser's Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on people, Fraser's Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It has committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Fraser's Property believes in the diversity of its people and is invested in promoting a progressive, collaborative and respectful culture.

For more information on Fraser's Property, please visit frasersproperty.com or follow us on LinkedIn.

About Fraser's Hospitality

Fraser's Hospitality, a member of Fraser's Property Group, celebrates 23 years of offering memorable experiences to guests through its Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Asia, Australia, Europe, the Middle East and Africa.

Growing from two properties in Singapore to more than 120 properties in over 70 cities, Fraser's Hospitality is now one of the world's largest and fastest-growing providers of serviced and hotel residences. Conceived with the lifestyle preferences of today's discerning business and leisure travellers in mind, the global hospitality operator has three Gold-Standard serviced residences offerings – Fraser Suites, Fraser Place and Fraser Residence, a modern and eco-lifestyle brand, Modena by Fraser, and a design-led hotel residence brand, Capri by Fraser. In addition, it operates two brands of upscale boutique lifestyle hotels in the key cities of UK, Malmaison and Hotel du Vin.

With a remarkable list of accolades and awards as recognition of its success, Fraser's Hospitality remains committed to anticipating and exceeding the evolving needs of executive travellers with continuous innovation and intuitive service, creating a second home for guests where staff feel like family and residents feel like community.

For more information on Fraser's Hospitality, please visit frasershospitality.com