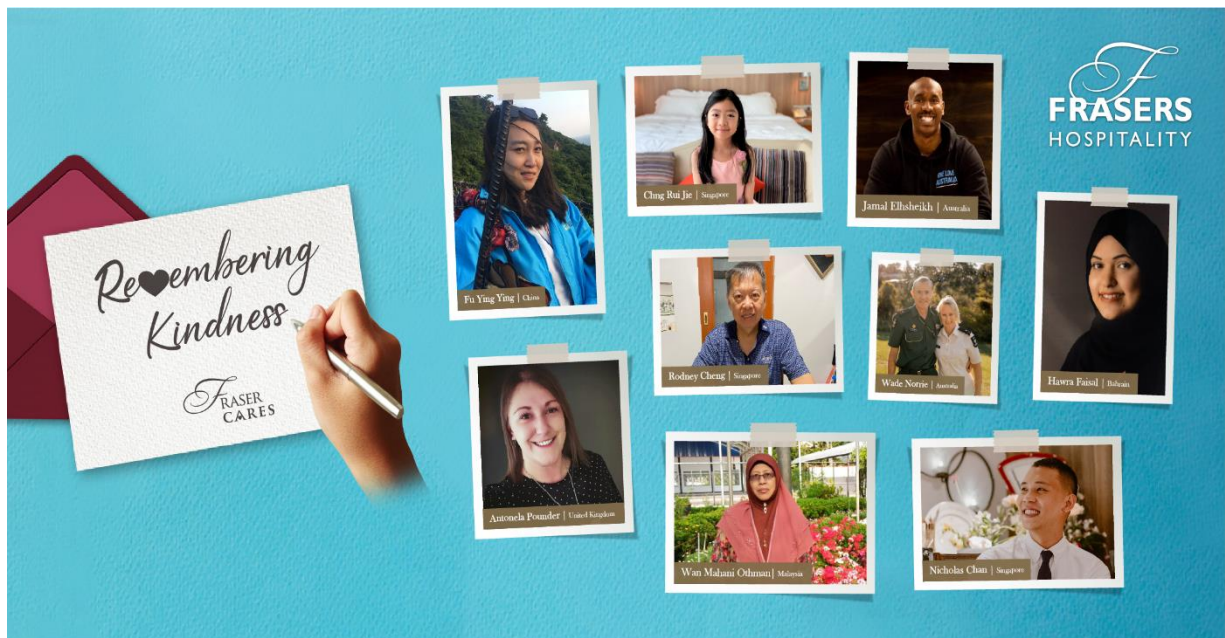




**PRESS RELEASE**

**Fraser's Hospitality gives back to over 200 'Kindness Heroes' worldwide**

*Nearly 700 room nights across 16 countries will be granted to inspiring individuals, including Fraser's Hospitality's own employees, who have displayed selfless acts of kindness as part of the global 'Remembering Kindness' campaign*



**Singapore, 31 March 2021** – Fraser's Hospitality, a member of Fraser's Property Group, has concluded its 'Remembering Kindness' campaign, announcing today that over 200 individuals or 'Fraser Kindness Heroes' – including its own outstanding employees or 'Everyday Heroes' – will each be granted with a complimentary stay at one of the global hospitality operator's award-winning collection of serviced and hotel residences, and boutique hotels across the world.

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**PRESS RELEASE**

Launched in December 2020 as part of Frasers Hospitality’s #FraserCares initiatives, ‘Remembering Kindness’ is a global campaign that seeks to celebrate kindness by recognising and rewarding those who have gone beyond the call of duty to help others in need.

As part of the campaign, members of the public have come forward to share stories of individuals in their communities who have performed acts of kindness for the benefit of others. The campaign has received entries spanning across 16 countries globally, ranging from Singapore, Australia, Japan, South Korea and China to the United Arab Emirates, Bahrain, Saudi Arabia, Nigeria, Germany, Switzerland and the United Kingdom (UK).

Submissions have highlighted individuals from all walks of life – from those volunteering to help others in need, healthcare professionals and essential services workers, to those going out of their way to provide daily essentials for the underprivileged and creating inspirational platforms to help those undergoing difficult circumstances.

Highlights include Jamal Elsheikh from Australia and Donald Diffang from Switzerland. The former launched “One Love Australia” to help educate children and youth about inclusivity and diversity after being a target of a racially-motivated attack; while the latter launched an online kindness campaign as well as a mobile app, called “Do Me a Favour, Buddy” to connect people and reward those who provide help to others in need after getting the help of kind strangers following his struggles in finding a home and a job as a young immigrant.

In Singapore, Nicholas Chan co-founded the Covid-19 Migrant Support Coalition in April 2020, which brought together the resources of existing ground-up initiatives to help meet the

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**PRESS RELEASE**

essential needs of migrant workers; through the efforts of volunteers, the coalition has assisted in the donation and delivery of hot meals, the provision of personal protective equipment (PPEs), as well as dry goods care packages, mobile phone top-ups and other daily essentials for Singapore’s migrant workers.

The campaign also illustrated through the nominated individuals that age is not a barrier to making a positive difference in the community. Chng Rui Jie in Singapore is a committed and accomplished fundraiser for charities at only nine years of age, while 70-year-old Rodney Cheng actively volunteers at a welfare organisation to help other senior citizens. In Australia, 75-year-old Stella Hitchins is well-loved in her local community for how she looks after the provision of much-needed daily essentials for the underprivileged.

“Reading all the inspiring entries that have come through as part of our ‘Remembering Kindness’ campaign was extremely heartening and inspiring. In today’s tough climate, these stories serve as strong reminders that an act of kindness, whether big or small, can go a long way and have a positive impact on the people around us.

“We look forward to giving back to our ‘Kindness Heroes’ and providing them with a special experience with us. This is our way of thanking them for supporting others during these challenging times,” said Mr Koh Teck Chuan, CEO of Fraser's Hospitality.

In line with the celebration of kindness, Fraser's Hospitality will also mark its 23<sup>rd</sup> anniversary on Fraser Day this 31 March 2021 by honouring its outstanding employees across the world. These employees – or ‘Everyday Heroes’ – have not only contributed positively to their

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**PRESS RELEASE**

respective roles but have also displayed great acts of kindness and the willingness to go the extra mile to help fellow colleagues, guests, and the wider community.

Mr Koh shared, “In the past year, we have seen our teams help and encourage each other, working hard together to ensure guests and colleagues stay safe. Everyone is a hero too. However, there are those who have gone way beyond what was required of them and so, they deserve to have their efforts recognised and celebrated.”

Since the onset of COVID-19, Fraser's Hospitality has built upon existing values of care and empathy to launch its #FraserCares commitment to ensure that the wellbeing of guests and employees are taken care of amidst the ongoing crisis.

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**Note to Editor**

For more information on the Fraser Kindness Heroes and Everyday Heroes, please visit <https://www.frasershospitality.com/rememberingkindness.html>

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**About Frasers 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\$38.7 billion as at 30 September 2020.

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 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 unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

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

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**PRESS RELEASE**

Growing from two properties in Singapore to more than 140 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](http://frasershospitality.com).

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