

Fraser's Hospitality Enhances User Experience On Website

New Look And Content-Rich Platform Available Across Multiple Devices For Tech-Forward Travellers



Fraser's Hospitality's new website

Singapore, 24 November 2014 – Fraser's Hospitality Pte Ltd (Fraser's Hospitality), a world leader in premium serviced apartments and hotel residences, has launched its new website (www.frasershospitality.com), marking a major milestone of innovation and efficiency in its digital strategy to engage travellers online.

Designed to optimise the browsing experience with fast, responsive and seamless access across desktops and multiple mobile devices, the revamped website reflects an entirely new look and feel that is content-rich with enhanced operational functionalities aimed at enriching the user experiences of its guests.

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|--------------------------|---|---|--|---|---|---|--|
| The Fraser Collection | Bahrain Bangkok Barcelona Beijing Budapest Chengdu Doha | Dubai Edinburgh Glasgow Guangzhou Hanoi Ho Chi Minh City Istanbul | Jakarta Kuala Lumpur London Manila Melbourne Nanjing New Delhi | Osaka Paris Perth Seoul Shanghai Shenzhen Singapore | Suzhou Sydney Tianjin Wuhan Wuxi Al Riyadh (2015) Brisbane (2015) | Frankfurt (2015) Abuja (2016) Berlin (2016) Dalian (2016) Geneva (2016) Gurgaon (2016) Kunming (2016) | Balikpapan (2017) Hefei (2017) Johor Bahru (2017) Lagos (2017) Nanchang (2017) Tokyo (2017) |
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Designed by expert web developers, TravelClick, the new website features built-in user-friendly search functions, filters and reservation options to help guests navigate their way across Frasers Hospitality’s 92 properties worldwide. It enables travellers to search and book, manage their reservations, communicate their preferences, receive news on special offers and enjoy exclusive privileges through the Fraser World members’ portal.

The new website features expanded accommodation pages that portray the uniqueness of each residence category, layout and amenities, together with videos and interactive photo galleries that offer visitors the best visual experience of each property and destination. This is further enhanced with interactive maps that showcase tourist attractions as well as a blog that serves as a travel guide with useful links to event happenings, destination highlights and historical sites of interest, as recommended by local staff.

To facilitate updates, enquiries and feedback, a social media channel integration has been built into the website, allowing guests to connect with the brand easily through live feeds and to ‘like’ or ‘share’ information and experiences on multiple social media platforms including Facebook, Twitter, Instagram, Pinterest and Google+.

“This is part of our ongoing efforts to continually enhance our offerings, always ensuring that we are well positioned to cater to the evolving needs and expectations of today’s tech-forward travellers, no matter where and how they are connected to the website,” said Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Pte Ltd. “Our aim is to always deliver the Fraser experience at every touch-point possible and this new website reflects convenience, intuitiveness, service-orientation and innovation, which is at the heart of everything we do.”

“A key requirement of our brief was for us to develop a website that is not only easy to navigate, but also responsive, visually stimulating and interactive in order to drive conversions,” said Jan Tissera, President, TravelClick International. “Employing best-in-class digital practices, we’ve set a new standard in the online experience for corporate travellers with Frasers Hospitality’s new and enhanced website.”

As an aggregation and distribution point for the group’s inventory, the website also incorporates the latest web analytics and tracking technology to better measure traffic, conversion as well as other key performance indicators to monitor return of investment and improve the effectiveness of online marketing strategies.

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| THE FRASER COLLECTION | BAHRAIN BANGKOK BEIJING BUDAPEST CHENGDU DOHA | DUBAI EDINBURGH GLASGOW GUANGZHOU HANOI HO CHI MINH CITY | ISTANBUL JAKARTA KUALA LUMPUR LONDON MANILA MELBOURNE | NANJING NEW DELHI OSAKA PARIS PERTH SEOUL | SHANGHAI SHENZHEN SINGAPORE SUZHOU SYDNEY TIANJIN | WUHAN BANGALORE (2014) CHENNAI (2014) FRANKFURT (2014) GURGAON (2014) RIYADH (2014) | WUXI (2014) BRISBANE (2015) JOHOR (2015) CHANGZHOU (2016) TOKYO (2017) |
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The website provides a clear introduction to its award-winning collection of premium serviced apartments and hotel residences, which span 49 of the world’s major cities and gateways across Asia, Australia, Middle East and Europe. These include its Gold-standard serviced residences Fraser Suites, Fraser Place and Fraser Residence; Modena by Fraser serviced residences and Capri by Fraser hotel residences, which are conveniently categorised by destination.

In line with its focus on technology and innovation, Frasers Hospitality also has in place enhanced business intelligence, Global Distribution Systems media and provides high-speed Internet access for travellers to enjoy seamless connectivity complimentary throughout their stay.

Frasers Hospitality Pte Ltd’s global portfolio, including those in the pipeline, stands at 92 properties in 49 key gateway cities, and more than 16,000 apartments worldwide.

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| THE FRASER COLLECTION | BAHRAIN BANGKOK BEIJING BUDAPEST CHENGDU DOHA | DUBAI EDINBURGH GLASGOW GUANGZHOU HANOI HO CHI MINH CITY | ISTANBUL JAKARTA KUALA LUMPUR LONDON MANILA MELBOURNE | NANJING NEW DELHI OSAKA PARIS PERTH SEOUL | SHANGHAI SHENZHEN SINGAPORE SUZHOU SYDNEY TIANJIN | WUHAN BANGALORE (2014) CHENNAI (2014) FRANKFURT (2014) GURGAON (2014) RIYADH (2014) | WUXI (2014) BRISBANE (2015) JOHOR (2015) CHANGZHOU (2016) TOKYO (2017) |
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About Frasers Hospitality

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global serviced residence operator with Gold-Standard residences across Europe, North Asia, Southeast Asia, Middle East and Australia.

Frasers 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, Frasers Hospitality has three branded serviced residences offerings – Fraser Suites, Fraser Place and Fraser Residence, a second brand, Modena by Fraser, and Capri by Fraser. For more information on Frasers Hospitality, please visit www.frasershospitality.com

About Frasers Centrepoint Limited

Frasers Centrepoint Limited (“FCL”) is a full-fledged international real estate company and one of Singapore’s top property companies with total assets of approximately S\$17 billion as at 30 September 2014. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning over 35 cities across Asia, Australasia, Europe, and the Middle-East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Company is also the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Hospitality Trust, which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit www.fraserscentrepoint.com.

The Fraser
Collection

Bahrain
Bangkok
Barcelona
Beijing
Budapest
Chengdu
Doha

Dubai
Edinburgh
Glasgow
Guangzhou
Hanoi
Ho Chi Minh City
Istanbul

Jakarta
Kuala Lumpur
London
Manila
Melbourne
Nanjing
New Delhi

Osaka
Paris
Perth
Seoul
Shanghai
Shenzhen
Singapore

Suzhou
Sydney
Tianjin
Wuhan
Wuxi
Al Riyadh (2015)
Brisbane (2015)

Frankfurt (2015)
Abuja (2016)
Berlin (2016)
Dalian (2016)
Geneva (2016)
Gurgaon (2016)
Kunming (2016)

Balikpapan (2017)
Hefei (2017)
Johor Bahru (2017)
Lagos (2017)
Nanchang (2017)
Tokyo (2017)

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Awards & Accolades

2014

**Best Serviced Residence 2013 – 2014
by Expatriate Lifestyle**
Fraser Place Kuala Lumpur

**Best Serviced Apartments and Hotel Residences Award
by Industry Eminence Awards 2014**
Fraser Suites New Delhi

**Australasia's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Sydney

**Asia's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**Asia's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Singapore

**Asia's Leading Hotel Residences 2013 - 2014
by World Travel Award**
Capri by Fraser, Changi City / Singapore

**China's Leading Serviced Apartments 2013 - 2014
by World Travel Award**
Fraser Suites Chengdu

**China's Leading Serviced Apartment Brand 2013 - 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**India's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites New Delhi

**South Korea's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**South Korea's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Place Namdaemun, Seoul

**Best Serviced Apartment Operator 2013 & 2014
by Travel Trade Gazette (TTG)**
Fraser Hospitality Pte Ltd

**Serviced Apartment Property of the Year 2009, 2011-2014
by HM Awards for Hotel & Accommodation Excellence, HM Magazine**
Fraser Suites Sydney

**Europe's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**Europe's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Le Claridge Champs-Elysées

**England's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser Hospitality Pte Ltd

**England's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Kensington

**France's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Le Claridge Champs-Elysées

**Hungary's Leading Serviced Apartment Brand 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

**Hungary's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Residence Budapest

**Scotland's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Suites Edinburgh

**Turkey's Leading Serviced Apartments 2014
by World Travel Award**
Fraser Place Anthill Istanbul

**Middle East's Leading Serviced Apartment Brand 2013 & 2014
by World Travel Award**
Fraser's Hospitality Pte Ltd

**Bahrain's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Bahrain

**Qatar's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Doha

**Dubai's Leading Serviced Apartments 2013 & 2014
by World Travel Award**
Fraser Suites Dubai

**Serviced Apartments Special Commendation Award
by Scottish Hotel Awards**
Fraser Suites Edinburgh

**Serviced Apartments Hospitality Award 2014
by Scottish Hotel Awards**
Fraser Suites Glasgow

**Serviced Apartments of the year 2014
by Scottish Hotel Awards**
Fraser Suites Glasgow

**CHIC International Hospitality Excellence Award
by China Hotel Investment Conference**
Fraser's Hospitality Pte Ltd

**The Best Serviced Apartment of 2013
by Booking.com**
Fraser Suites Suzhou

**Best Serviced Apartments Brand of China
by 9th China Hotel Starlight Awards**
Fraser's Hospitality Pte Ltd

**Best Luxurious Serviced Apartment of China
by 9th China Hotel Starlight Awards**
Fraser Suites Chengdu

**Best Newly Open Serviced Apartment of China
by 9th China Hotel Starlight Awards**
Fraser Suites Guangzhou

**Best Serviced Apartment of China
by 9th China Hotel Starlight Awards**
Fraser Suites Top Glory Shanghai

**Best Designed Boutique Hotel Residence of China
by 9th China Hotel Starlight Awards**
Modena Putuo Shanghai

**Top Performing Partner
by booking.com**
Fraser Residence Shanghai

For a full and comprehensive list of our awards and accolades, please refer to www.fraserhospitality.com