

Frasers Hospitality Launches New “FI” Private Label

*Global Distribution Partnership with Sabre Hospitality Solutions
Kicks Off With Travel Agents Commission of 15%*

Singapore, 29 October 2014 – Frasers Hospitality Pte Ltd (Frasers), a world leader in premium serviced apartments and hotel residences, has entered into a Global Distribution System (GDS) partnership with Sabre Hospitality Solutions to launch its private label chain code ‘**FI**’ for worldwide distribution access across multiple channels from 1 October 2014.

With the consolidation of Frasers’ serviced apartments (Fraser Suites, Fraser Place, Fraser Residence and Modena) and hotel residences (Capri by Fraser), under one common GDS code, travel agents and travel management companies will have the convenience of locating and making bookings within Frasers’ growing portfolio of global properties. This includes instant inventory access to check rates, availability and make real-time reservations across the group’s 92 properties in Europe, North Asia, Southeast Asia, Middle East and Australia.

Ms Joanne Ang, Group Director of Global Sales & Marketing, Frasers Hospitality Pte Ltd, said: “The launch of our own private label ‘**FI**’ chain code is not only an added convenience for our partners, but also increases Frasers’ brand recognition and visibility within the travel consortia. It provides better access to targeted marketing initiatives, opportunities to cross-sell, optimising GDS advertising and is an effortless way to manage our properties in the GDS as we continue to grow our portfolio.”

To celebrate the launch of ‘**FI**’, travel agents will receive 15 percent commission on GDS promotional rates for bookings across Frasers’ properties worldwide.

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.

- END -

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, 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\$11.4 billion as at 31 March 2014. FCL has three core businesses focused on residential, commercial and hospitality properties spanning over 30 cities across Asia, Australasia, Europe, and the Middle East.

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

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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)

Awards & Accolades

2014

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

**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 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 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 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 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