

## Fraser's Hospitality expands European portfolio in Germany with the unveiling of Fraser Suites Hamburg

*Heritage building to open as Fraser Suites Hamburg in 2018*

*Third property after Berlin and Frankfurt*



Iconic heritage building to be converted into Fraser Suites Hamburg

**Singapore, 20 March 2015** – Fraser's Hospitality, the hospitality arm of Fraser's Centrepont Group, has unveiled its latest property in Germany's second largest city, Hamburg, an iconic heritage building which will be transformed into a five star luxury all suites hotel aimed at business travellers on short and extended stays. Scheduled to open in 2018, the total cost of investment of the property, including acquisition and refurbishment cost is approximately SGD89.6 million (EUR56 million). Fraser Suites Hamburg marks Fraser's Hospitality's entry into its 50<sup>th</sup> city and its third property in Germany after the addition of Capri by Fraser Frankfurt and Capri by Fraser Berlin, which are due to open in 2015 and 2016 respectively.

*The admission and listing of Fraser's Centrepont Limited on the Singapore Exchange Securities Trading Limited (the "Listing") was sponsored by DBS Bank Ltd. as the Sole Issue Manager. DBS Bank Ltd., United Overseas Bank Limited and Morgan Stanley Asia (Singapore) Pte. were the Joint Financial Advisers for the Listing. DBS Bank Ltd., United Overseas Bank Limited and Morgan Stanley Asia (Singapore) Pte. assume no responsibility for the contents of this announcement.*

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) Bangalore (2015)	Brisbane (2015) Frankfurt (2015) Abuja (2016) Berlin (2016) Gurgaon (2016) Kunming (2016) Yangon (2016)	Balikpapan (2017) Dalian (2017) Hamburg (2017) Hefei (2017) Johor Bahru (2017) Lagos (2017) Nanchang (2017) Tokyo (2017)
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Prominently located in the city centre, Fraser Suites Hamburg is situated next to Rödingsmarkt station, facing the Alsterfleet Canal. Just steps away from Neuer Wall, one of Hamburg’s most exclusive shopping precincts, it is within easy access to Hamburg’s new central business district, HafenCity, and the new Elbphilharmonie Hamburg concert hall. A truly eminent landmark, the building was completed in 1910 to the design of architect Albert Erbe and, until 2011, housed the Hamburg tax authorities.

Fraser Suites Hamburg will feature 147 lavishly furnished suites with defined living, dining, bedroom areas, fully fitted kitchens, the latest home entertainment systems and modern conveniences. Travellers will be able to take advantage of its impressive range of business and leisure facilities, which include a conference hall, meeting facilities, a restaurant, bar and a wine bar, a 24-hour gymnasium, wellness centre and complimentary high-speed Wi-Fi Internet access, a standard offering across all Frasers Hospitality’s properties.

Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality said: “One of Europe’s most affluent cities, Hamburg is a thriving port city, with flourishing industries – port and logistics, life sciences, aviation, media and IT, renewable energy and maritime technologies<sup>1</sup> – a choice destination for foreign investment and, a notable tourist destination.”

A major transportation hub, Hamburg ranks as one of Europe’s Top 10 most attractive destinations for foreign investment<sup>2</sup>. According to the World Tourism Organisation, it welcomed more than 5.9 million arrivals in 2013<sup>3</sup>.

Frasers Hospitality’s entry into Hamburg brings its inventory in European cities to more than 1,600 serviced units, across Hamburg, Frankfurt, Berlin, Barcelona, Budapest, Paris, London, Edinburgh, Glasgow and Istanbul.

Mr Choe said: “Establishing a presence in the key cities of Germany, which has remained among the most innovative countries in the world with high investment in R&D, has strategic significance to our global growth and particularly in Europe where our serviced residences have been experiencing strong demand since we first launched Fraser Suites Kensington, London in 2002. We are now anchored in the three dominant European countries – the UK, France and Germany – that continue to lead as the top destinations for investment in the region, accounting for 50% of the FDI inflows in Europe<sup>2</sup>.”

<sup>1</sup> HWF Hamburg Business Development Corporation, Home to 170,000 Enterprises.

<sup>2</sup> Ernst & Young’s Attractiveness Survey, Europe 2014. Back In The Game.

<sup>3</sup> Hamburg Tourism Monitoring, Facts, Figures & Trends 2013, November 2014

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Germany is regarded as the second biggest exporter in the world, particularly in the fields of motor vehicles, pharmaceuticals, chemicals, electronics and IT equipment. It has always been a major force in an increasingly globalised economy since the advent of industrialisation and industrial capitalism.

Frasers Hospitality’s growth plans for Europe are bolstered by the strong demand it has been experiencing with its properties consistently charting high occupancy rates of more than 80 percent. It has also received numerous industry awards recognising it as the *World’s Leading Serviced Apartment Brand* by World Travel Awards as well as the leading brand in Europe, with the most recent *Europe’s Leading Serviced Apartment Brand* award.

Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 94 properties in 50 key gateway cities, and more than 17,000 apartments worldwide. It is on track to double its inventory to 30,000 residence units over the next five years.

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## **About Fraser Suites**

One of Frasers Hospitality's Gold-Standard serviced residence brands, Fraser Suites is characterised by touches of indulgence, with rich textures and distinctive décor reflecting the essence of every host city. Every property enjoys a highly desirable location in key business and entertainment districts. Exclusive to Fraser Suites, The Retreat is a distinctive meeting venue that is also a relaxation haven complete with massage chairs. There is also a Library Lounge in which to unwind with a beverage, and a Business Lounge with a full suite of secretarial services as well as meeting rooms. For the well-travelled executive and his or her family, one of life's most welcoming pleasures awaits at Fraser Suites.

## **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](http://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\$21 billion as at 31 December 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](http://www.fraserscentrepoint.com).

THE FRASER COLLECTION	Bahrain	Dubai	Jakarta	Osaka	Suzhou	Brisbane (2015)	Balikpapan (2017)
	Bangkok	Edinburgh	Kuala Lumpur	Paris	Sydney	Frankfurt (2015)	Dalian (2017)
	Barcelona	Glasgow	London	Perth	Tianjin	Abuja (2016)	Hamburg (2017)
	Beijing	Guangzhou	Manila	Seoul	Wuhan	Berlin (2016)	Hefei (2017)
	Budapest	Hanoi	Melbourne	Shanghai	Wuxi	Gurgaon (2016)	Johor Bahru (2017)
	Chengdu	Ho Chi Minh City	Nanjing	Shenzhen	Al Riyadh (2015)	Kunming (2016)	Lagos (2017)
	Doha	Istanbul	New Delhi	Singapore	Bangalore (2015)	Yangon (2016)	Nanchang (2017)
							Tokyo (2017)

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**Awards & Accolades**

**2015**

Travellers' Choice 2015  
by Trip Advisor  
Fraser Suites Hanoi  
Fraser Suites Chengdu  
Fraser Residence Budapest

For a full and comprehensive list of our awards and accolades, please refer to [www.fraserhospitality.com](http://www.fraserhospitality.com)