

## Frasers Hospitality Unveils Refreshed *Modena by Fraser* Brand

Rejuvenated *Modena by Fraser* brand places simplicity, sustainability and holistic wellness at the heart of modern living



*Modena by Fraser* Bangkok

**Singapore, 30 August 2017** – Frasers Hospitality, a division of Frasers Centrepoint Limited, is enhancing and refreshing its *Modena by Fraser* serviced residence brand as part of its commitment to meeting the evolving needs of travellers through continuous innovation.

In conjunction with the first anniversary celebrations of *Modena by Fraser* Bangkok, Frasers Hospitality is rejuvenating the *Modena by Fraser* brand with an emphasis on simplicity, sustainability and holistic wellness in the creation of modern living spaces. Combining functional home comforts with the convenience of state-of-the-art meeting facilities, *Modena by Fraser* appeals to guests seeking comprehensive amenities in a relaxed and simple environment.

The	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast Birmingham Brighton Brisbane Bristol Budapest	Cambridge Cheltenham Chengdu Doha Dubai Dundee Edinburgh Frankfurt Geneva Glasgow Guangzhou	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Manila Melbourne Nanjing Newcastle New Delhi Osaka Oxford Paris Perth Poole Reading	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Sydney Tianjin Turbridge Wells Wimbledon Winchester	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017) Gurgaon (2017) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalian (2018)	Dammam (2018) Hamburg (2018) Johor (2018) Kohbar (2018) Leipzig (2018) Stratford-Upon-Avon (2018) Yangon (2018) Hainan (2019) Jeddah (2019) Penang (2019) Balikpapan (2020)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)
-----	--	---	---	---	---	---	---	--

...more

## PRESS RELEASE

Launched in 2010, the *Modena by Fraser* brand was created to offer affordable and stylish fully-serviced residences in fast-growing cities and it made its debut with the opening of *Modena by Fraser Putuo Shanghai*. The successful launch of *Modena by Fraser Putuo Shanghai* was followed by four additional openings under the *Modena by Fraser* portfolio, including *Modena by Fraser New District Wuxi* and *Modena by Fraser Zhuankou Wuhan* in 2014, *Modena by Fraser Bangkok* in 2016, and *Modena by Fraser Changsha* in 2017.

At the heart of the revamped *Modena by Fraser* Brand is holistic wellness. The service offerings are designed to help guests feel at home from the moment they arrive, allowing them to transition as smoothly as possible into their new 'home' so that they can focus on the task at hand. One of the new features of the revamped *Modena by Fraser* brand is the provision of a carefully curated sleeping pack consisting of camomile tea, eye masks and a pillow menu, which has been specially developed to help guests feel relaxed and recharged for the day ahead. Travellers can also unwind after a busy schedule through a diverse range of recreational amenities such as 24-hour gym, steam and sauna facilities and all-day dining options.

"As a growing global hospitality brand, we are committed to staying responsive to our guests' travel needs by evolving with the changing consumer landscape. We recognise the pressures that travellers often experience in this fast-paced world, which is why *Modena by Fraser* has been designed to create a private sanctuary for our guests. To improve travellers' quality of sleep, we have introduced a new sleep kit that includes a pillow menu, so that guests can feel prepared and recharged the next day. By focusing on simple, minimalist and intuitive design, the *Modena by Fraser* brand offers a solution that takes care of guests, the environment and the local community concurrently. We aim to raise awareness among today's travellers about the positive experiences that indulging in simplicity creates for them," Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality said.

### **Green Outlook**

As part of its commitment to environmental sustainability, *Modena by Fraser* leverages on energy-efficient technologies such as LED lighting which reduces non-renewable fuel requirements by up to 75%. In addition, groceries used at *Modena by Fraser* properties are locally-sourced to minimise carbon footprint while supporting local farmers.

As seamless connectivity is a key priority for business and leisure travellers, complimentary high-speed Internet access is available throughout the *Modena by Fraser* properties to ensure that guests remain constantly connected throughout their stay. A host of e-efficiencies including electronic Check-In and e-Concierge services are also offered to minimise usage of paper materials while offering a seamless online-to-offline experience for our guests.

**PRESS RELEASE****Localised Travel Experience**

To create memorable and authentic travel experiences for our guests, the *Modena by Fraser* properties offer customised trips and recreational activities for guests to immerse themselves in the local culture. The interior décor and design of *Modena by Fraser* residences also showcase the unique works of local artisans to reflect the distinctive style and cultural milieu of each city, and it caters to socially-conscious guests who want to connect with the city's environment and culture at every possible touchpoint.

**Modena by Fraser Bangkok**

Launched in August 2016, *Modena by Fraser Bangkok* is a stylish, vibrant downtown serviced residence that is part of an eco-friendly mixed-use development, FYI Centre. The 239-unit property is strategically located at the corner of Rama IV Road directly opposite the Stock Exchange of Thailand, with links to the Queen Sirikit MRT and the National Convention Centre. At *Modena by Fraser Bangkok*, guests can choose from a range of fully-furnished superior, deluxe rooms and studios that come complete with a spacious living area, a well-equipped kitchenette, modern workspace and comprehensive home entertainment system.

Fraser's Hospitality's global portfolio, including those in the pipeline, stands at 148 properties<sup>1</sup> in more than 80 cities with over 23,600 keys worldwide.

– END –

**Media Contact**

Ms Jastina Balen

Fraser's Hospitality Pte Ltd

T: 65 6415 0323

F: 65 6415 0480

E: [jastina.balen@frasershospitality.com](mailto:jastina.balen@frasershospitality.com)

---

<sup>1</sup> Including properties under management contracts

## PRESS RELEASE

### **About Frasers Centrepoint Limited**

Fraser's Centrepoint Limited ("FCL") is a full-fledged international real estate company and one of Singapore's top property companies with total assets of around S\$25 billion as at 30 June 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Europe, and Southeast Asia.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST"). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Fraser's Centrepoint Trust, Fraser's Commercial Trust, and Fraser's Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) that is focused on hospitality properties.

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).

### **About Frasers Hospitality**

Fraser's Hospitality, the hospitality arm of Fraser's Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across North Asia, Southeast Asia, Australia, Europe, and the Middle-East.

Fraser's Hospitality commits to "anticipate and exceed the evolving 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 business and leisure travellers in mind, Fraser's Hospitality 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, the group operates two brands of upscale boutique lifestyle hotels in the key cities of UK, *Malmaison* and *Hotel du Vin*.

For more information on Fraser's Hospitality, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

**PRESS RELEASE**

**Awards & Accolades**

2016/17

Indonesia's Leading Serviced Apartment Brand 2016  
by Indonesia Travel Tourism Industry  
Fraser's Hospitality Pte Ltd

Outstanding Serviced Apartment Group 2016  
by Cityweekend Luxury Homes of China Awards 2016  
Fraser's Hospitality Pte Ltd

World's Leading Serviced Apartment Brand 2014 - 2016  
by World Travel Awards  
Fraser's Hospitality Pte Ltd

Australasia's Leading Serviced Apartments Brand 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

China's Leading Serviced Apartment Brand 2013 - 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Japan's Leading Serviced Apartment Brand 2015 & 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Philippines' Leading Serviced Apartment Brand 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

South Korea's Leading Serviced Apartment Brand 2014 & 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Singapore's Leading Serviced Apartment Brand 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Best Serviced Apartment Company  
by Human Resource Vendors of the Year Awards 2016  
Fraser's Hospitality Pte Ltd

Best Smaller Hotel Chain  
by Business Traveller Awards 2016  
Hotel du Vin

Best Luxury Serviced Residence Brand  
by Business Traveller Asia-Pacific Awards 2016  
Fraser's Hospitality Pte Ltd

Corporate Housing Provider of the Year 2016 – Runner up  
by Expatriate Management and Mobility Awards  
Fraser's Hospitality Pte Ltd

Serviced Apartment Provider of the Year  
by China Travel & Meetings Industry Awards  
Fraser's Hospitality Pte Ltd

Best Serviced Apartment Operator 2013 - 2016  
by Travel Trade Gazette (TTG)  
Fraser's Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 – 2016  
by World Travel Award  
Fraser's Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2013 – 2016

**PRESS RELEASE**

by World Travel Award  
Fraser's Hospitality Pte Ltd

Best Serviced Apartment Group  
by HRM Asia Readers Choice Awards  
Fraser's Hospitality Pte Ltd

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