

Frasers Hospitality Expands Capri by Fraser Brand to Meet Rising Demand from Millennial Travellers

Capri by Fraser footprint to reach a total of 19 hotel residences across 16 cities by 2021



Capri by Fraser, Berlin / Germany

Singapore, **12 June 2017** – In line with the plan to meet the rising demand from millennial travellers, Frasers Hospitality, a division of Frasers Centrepoint Limited, is expanding its *Capri by Fraser* brand footprint with the opening of Capri by Fraser Berlin.

Capri by Fraser Berlin marks Frasers Hospitality's seventh operating Capri-branded property globally and the second in Germany. Frasers Hospitality is on track to expand the brand to a total of 16 cities over the next four years. These cities include Leipzig, Shenzhen, Wuhan, Jakarta, Johor Bahru, Balikpapan, Kalkara and Gurgaon.

"We are thrilled by the positive response to the Capri by Fraser brand across the globe. It was created to cater to the evolving lifestyle needs of millennial travellers. Millennials are choosing

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



Capri by Fraser as the brand offers them holistic lifestyle and wellness options, reassuring safety and a prime location. As one of the largest generations in history, millennials are currently spending an average of \$200 billion on travel each year, and their travel spending is set to increase as they enter their prime working and spending years². We look forward to strengthening the Capri by Fraser network in the coming years to tap into the growing demand for quality accommodation options that are tailored to this target market," Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality said.

"With 12 new properties¹ in the pipeline, we will be taking the brand into new cities including Leipzig, Shenzhen, Wuhan, Jakarta, Johor Bahru, Balikpapan, Kalkara and Gurgaon over the next four years. We will also anchor our presence in key gateway cities such as Singapore and Kuala Lumpur with the addition of new *Capri by Fraser* hotel residences in these cities. This will extend the *Capri by Fraser* portfolio to 19 properties¹ with over 4,000 keys by 2021," he added.

Research has shown that millennial travellers demand authenticity which is underpinned by culture originality³. Capri by Fraser Berlin, located in the city centre, is designed to meet this demand. The 143-unit hotel residence draws inspiration from its strategic location in Scharrenstraße, Berlin's historic centre. This is conveyed through a unique design concept that taps into a plethora of historical influences in the creation of modern, stylish and urban living spaces.

Within the unique property is an archaeological excavation site that was discovered by chance during construction, which is now carefully preserved and showcased through a glass floor. Swings are installed above the excavation site to offer guests a playful and novel way of engaging with this historical landmark. In addition, the apartment decor adopts the same approach by juxtaposing symbols of modernity, such as current city maps, with historical graphics of iconic buildings. Furthermore, the ceiling structure of Capri by Fraser Berlin takes cues from classic architectural styles, and is accented by rich gold and warm colours that create a relaxed, convivial ambience.

³ Expedia, "Millennial Traveller Report", pg. 6: http://expediablog.co.uk/wp-content/uploads/2016/10/Expedia- Millennial-Traveller-Report.pdf

	Aberdeen	Cambridge	Hanoi	Manila	Rivadh	Wuhan	Dammam (2018)	Putrajaya (2020)
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	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuxi	Hamburg (2018)	Tokyo (2020)
The	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	York	Johor (2018)	Kalkara (2021)
I ne	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
Fraser	Belfast	Dundee	Jakarta	Osaka	St Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
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	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	
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² FutureCast, "Millennial Brief on Travel & Lodging", pg.3: http://www.millennialmarketing.com/wp-content/uploads/2016/10/FutureCast Millennial-Brief-on-Travel-and-Lodging-,pdf



The Capri by Fraser brand caters to the needs of the e-generation, evident by its offerings at all hotel residences. The Spin & Play concept, resisting the usual expensive hotel laundry model, provides laundrettes with the latest games consoles, kickboxing and other activities for the millennial traveller. Guests have further options to de-stress at the 24-hour gymnasium or at the all-day dining restaurant, bar and deli. Meeting and conference facilities are also equipped with the latest audio-visual capabilities including interactive touch-screen panels and integrated whiteboard-projector features. Furthermore, local activities can be customised for guests seeking an authentic and unique experience.

Core to millennials and *Capri by Fraser* DNA is technology. Apart from state-of-the-art meeting and conference facilities, *Capri by Fraser* is developing a suite of technological initiatives to offer guests an unforgettable stay, where cutting-edge technology is seamlessly integrated into the travel experience at every possible touchpoint.

"The new addition in Germany follows the positive reception to Capri by Fraser Frankfurt, which opened in 2015. Berlin is an attractive destination for both corporate and leisure travellers, and the dynamic German city recorded more than 31 million overnight stays in 2016⁴. As Germany's capital, Berlin benefits from the country's strong economic growth as the fastest growing advanced economy in 2016⁵, as well as Germany's reputation as the most attractive business location in continental Europe, with foreign direct investment (FDI) reaching USD\$31.7 billion in 2015⁶. Thus, we are confident that the selection of studio and one-bedroom fully-furnished hotel residences at Capri by Fraser Berlin is well-positioned to meet the demands for great value, constant connectivity and personalised service amongst today's travellers," Mr Choe continued.

Conveniently situated in the heart of the vibrant German capital, Capri by Fraser Berlin offers easy access to international organisations, cultural attractions and popular tourist destinations. Numerous public transportation links are also available in the vicinity, with the closest underground station being 4 minutes away, while the Ostbahnhof train station is 10 minutes away.

⁶ United Nations Conference On Trade And Development, World Investment Report 2016, Germany Country Factsheet: http://unctad.org/sections/dite_dir/docs/wir2016/wir16 fs de en.pdf

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	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	i
	Brighton	Frankfurt	Leeds	Paris	Tianjin	Lagos (2017)	Hainan (2019)	1
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	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	1
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	1
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⁴ visitBerlin, "Tourism in Berlin 2016", http://press.visitberlin.de/en/article/info-chart-berlin-tourism-2016

⁵ Reported by the Financial Times, "Germany ends 2016 as world's fastest growing advanced economy" (23 Feb 2017): https://www.ft.com/content/f3ef3ef3-8e12-3675-b995-d621f9f6114f



Frasers Hospitality's global portfolio, including those in the pipeline, stands at 148 properties in more than 80 cities with over 23,600 keys worldwide.

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The	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	Raikara (2021)
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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 S\$25 billion as at 31 March 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, Southeast Asia, and the United Kingdom.

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, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers 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, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers 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.

About Frasers Hospitality

Frasers Hospitality, the hospitality arm of Frasers 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.

Frasers 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, Frasers 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 Frasers Hospitality, please visit www.frasershospitality.com

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Awards & Accolades

2016/17

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

Outstanding Serviced Apartment Group 2016 by Cityweekend Luxury Homes of China Awards 2016 Frasers Hospitality Pte Ltd

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

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

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

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

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

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

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

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

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

> Serviced Apartment Provider of the Year by China Travel & Meetings Industry Awards Frasers Hospitality Pte Ltd

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

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

Hungary's Leading Serviced Apartment Brand 2013 – 2016 by World Travel Award Frasers Hospitality Pte Ltd

> Best Serviced Apartment Group by HRM Asia Readers Choice Awards Frasers Hospitality Pte Ltd

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

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Fraser	Belfast	Dundee						
	Birmingham	Edinburgh	Istanbul New Delhi Singapore Changsha (2017) Leiping (2018)					
	Brighton	Frankfurt						
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