



FRASERS HOSPITALITY PTE LTD  
491B, RIVER VALLEY ROAD, #04-01,  
VALLEY POINT, SINGAPORE 248373  
TEL: +65 62 700 800 FAX: +65 62 757 598  
Website: www.frasershospitality.com

A Subsidiary of Frasers Centrepoint Limited.  
A Member of Fraser and Neave Group.

**NEWS  
RELEASE**

## **Fraser's Hospitality Opens First Property In Australia And Announces Two More**

*Fraser Place Sydney & Fraser Suites Perth announced as Fraser Suites Sydney opens*

**Singapore, 05 September 2007** – Fraser's Hospitality (Fraser's) opened its first gold standard serviced residences in Australia today. At the same time, it announced that two more would be added over the next three years.

Designed by world-renowned British architects Foster and Partners, Fraser Suites Sydney is an iconic 42-level glass tower located in the heart of Sydney's business, shopping and entertainment hub with a superb view of the Darling Harbour. The A\$105 million Fraser Suites Sydney is majority-owned by Fraser's Hospitality.

Even as it opens today, Fraser's announced that construction plans are being finalised for a second development in Sydney – Fraser Place Sydney – and one in the Western Australia capital of Perth. Both are Greenfield projects and mixed-use developments; and both are owned by Fraser's Property, the Australian property investment arm of Fraser's Centrepoint Ltd, of which Fraser's Hospitality is a wholly-owned subsidiary.

“We are very excited about the prospects in Australia,” says Mr CHOE Peng Sum, Chief Executive Officer of Fraser's Hospitality. “Australia has seen strong and steady economic growth over the last decade. It registered real GDP growth of about 3.5 per cent last year and growth is forecast to continue at 3.25 per cent per year to the end of the decade.”

Besides being very involved in global business – resulting in international travel for business – there is also a strong domestic business travel market in Australia. “Our residents comprise business executives on medium- to long-term projects and short-term travellers on leisure,”

more...

said Mr Choe. “These are the discerning travellers who appreciate our brand of lifestyle service in exclusive residences, with space for work and comforts of a home.”

Fraser Suites Sydney has 201 units ranging from studio, one- and two-bedroom apartments and spectacular duplex penthouses. Each comes with a fully-fitted kitchen, washing machine and dryer and customised living spaces. Every apartment is also equipped with broadband Internet, workstation as well as state-of-the-art flat screen TV and home entertainment system.

The serviced residences is part of a mixed-use development called Lumiere at Regent Place which also has a 56-storey residential tower and a shopping mall slated to open in early 2008. It is conveniently situated in the historic Town Hall precinct and offers panoramic views of Darling Harbour, Sydney’s favourite waterfront dining and entertainment quarter.

Soft-opened late last year, Fraser Suites has been warmly welcomed by the market. “After just six months, our occupancy is already past 60 per cent while the average occupancy for such a new project would be 30 to 40 per cent.”

With this strong reception of the Frasers brand, plans are going full throttle on the next two Australian developments. The second Sydney property is a 5.8 hectare plot just a 5-minute walk from the Central Railway Station. The development will have 235,000 sq m of floor space: approximately 60 per cent for residential apartments and 40 per cent commercial and retail space.

The project in East Perth – called Queens Riverside – will be built in two stages, featuring 288 luxury apartments as well as Fraser Suites Perth. It will also feature a food street, retail and commercial office space.

The Lord Mayor of Sydney, (Ms) Clover Moore was the guest-of-honour at the official opening of Fraser Suites Sydney.

ENDS

---

---

**About Frasers Hospitality** *(formerly known as Fraser Serviced Residences)*

Frasers Hospitality is a global serviced residence management company with Gold Standard residences in Bangkok, Beijing, Glasgow, Hanoi, London, Manila, Nanjing, Paris, Seoul, Shenzhen, Singapore and Sydney. New developments include Bahrain (2008), Dubai (2009), Shanghai (2008) and Tokyo (2008).

The hospitality arm of Frasers Centrepoint Limited, Frasers Hospitality commits to “meeting the unique needs of the 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 travelers in mind, Frasers Hospitality has three brand offerings – Fraser Suites, Fraser Place and Fraser Residence.

For more information, visit the website at [www.frasershospitality.com](http://www.frasershospitality.com)

**About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (FCL), a wholly-owned subsidiary of Fraser and Neave, Limited (F&N) is a leading Singapore-based property company with a strong global foothold in property development, property investment, serviced residences and investment funds. Under F&N’s stewardship, FCL’s business comprises an integrated real estate group of shopping centres, real estate asset and fund management, serviced apartments, residential homes and an international property arm developing world-class projects (residential and mixed-use) in UK, Australia, New Zealand, Thailand, Vietnam and China.

For more information, visit FCL’s website at [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).

**Media Contacts**

Mr Jeffrey Tsang  
Asher Communications Pte Ltd  
T: 65 6284 5333  
F: 65 6285 3353  
E: [Jeffrey@asher.com.sg](mailto:Jeffrey@asher.com.sg)

Ms Sandra Tan  
Frasers Hospitality Pte Ltd  
T: 65 6415 0324  
F: 65 6275 7598  
E: [sandra.tan@frasershospitality.com](mailto:sandra.tan@frasershospitality.com)

## Awards & Accolades

**2007**

**China's Best Business Hotels (Top 25 Serviced Apartments in China)**

Fraser Place Shekou, Shenzhen  
*Forbes China*

**Best Service Residence (Property) Award**

Fraser Place Robertson Walk, Singapore  
*TravelWeekly Asia*

**Best International Brand & Best Luxury Serviced Apartments Award**

Fraser Suites Urbana Sathorn, Bangkok  
*Apartment Living Magazine, Bangkok*

**2006**

**Innovative Residences Service Award**

Frasers Hospitality  
*Korea Tourism and Hospitality Evaluation Research*

**CitiBusiness-SPBA Regional Brand Award**

Frasers Hospitality  
*Association of Small and Medium Enterprises & Lianhe Zaobao*

**Singapore Promising Brand Award – Gold Award**

Frasers Hospitality  
*Association of Small and Medium Enterprises & Lianhe Zaobao*

**Excellent Service Award**

Fraser Suites River Valley & Fraser Place Robertson Walk, Singapore  
*SPRING Singapore (Standards, Productivity and Innovation Board)*

**People Excellence Award 2006**

Frasers Hospitality  
*SPRING Singapore*

**Friend of the Arts Award**

Frasers Hospitality  
*National Arts Council*

**Best Brand Awards – Luxury Premier Serviced Residences**

Fraser Suites Insadong, Seoul  
*The Korea Times*

**Best in Service Award**

Fraser Place Langsuan, Bangkok  
*Apartment Lifestyle Magazine, Bangkok*

**Best Management Team Award**

Fraser Place Langsuan, Bangkok  
*Apartment Lifestyle Magazine, Bangkok*

**Certified On-the-Job Training Centre**

Fraser Serviced Residences  
*Institute of Technical Education, Singapore*

**Global Management Prize**  
Fraser Suites Insadong, Seoul  
*The Herald Business, Korea*

**Korea Herald Readers' Best Brand Awards – Serviced Residences: International Luxury Premier**  
Fraser Suites Insadong Seoul  
*The Korea Herald*

**Superbrands – Singapore**  
Fraser Serviced Residences  
*Superbrands - Singapore*

**The American Association of Webmasters Gold Award**  
www.fraserhospitality.com  
*American Association of Webmasters*

## **2005**

**Best Brand Awards - Serviced Residence (Worldwide)**  
Fraser Suites Insadong, Seoul  
*The Korea Herald*

**Best Brand Hotels - Luxury Service Residence**  
Fraser Suites Insadong, Seoul  
*The Korea Times*

**Best Brand & CEO**  
Fraser Suites Insadong Seoul  
*Korea Economic Daily*

**Best Premier International Serviced Residence**  
Fraser Place Forbes Tower, Manila  
*National Consumers Quality Awards and People's Choice Awards*

**CEO Management Prize**  
Fraser Suites Insadong, Seoul  
*The Herald Business, Korea*

**Excellent Service Award**  
Fraser Suites, Fraser Place Singapore & Fraser Serviced Residences  
*SPRING Singapore (Standards, Productivity and Innovation Board)*

**Friend of the Arts Award**  
Fraser Serviced Residences  
*National Arts Council*

**Global Management Prize**  
Fraser Suites Insadong, Seoul  
*The Herald Business Korea*

**Korea Quality Management Award**  
Fraser Suites Insadong, Seoul  
*Seoul Economic Daily*

**LEED – NC (Leadership in Energy and Environment Design for  
New Constructions and Major Renovations) v2 Silver**  
Fraser Place Shekou, Shenzhen  
*U.S Green Building Council*

**Most Outstanding Serviced Residences – Business Excellence (National Awards)**

Fraser Place Forbes Tower, Manila

*Philippines Quality Awards for Business Excellence, Smart Business Magazine  
& Philippines Business World-Quality Class*

**Most Outstanding Serviced Residences – Marketing Excellence (National Awards)**

Fraser Place Forbes Tower, Manila

*Philippine Marketing Excellence Award Institute*

**Standard of Excellence WebAward**

[www.fraserhospitality.com](http://www.fraserhospitality.com)

*Web Marketing Association (WMA), USA*

**Singapore Promising Brand Award – Distinctive Brand Award**

Fraser Serviced Residences

*Association of Small and Medium Enterprises & Lianhe Zaobao*

**Singapore Service Class**

Fraser Serviced Residences

*SPRING Singapore (Standards, Productivity and Innovation Board)*

**2004**

**Arts Supporter Award**

Fraser Serviced Residences

*National Arts Council*

**Best Brand Awards**

Fraser Suites Insadong, Seoul

*The Korea Herald*

**Best Brand Awards**

Fraser Suites Insadong, Seoul

*The Korea Times*

**Excellent Service Award**

Fraser Serviced Residences

*SPRING Singapore (Standards, Productivity and Innovation Board)*

**Global Management Prize**

Fraser Suites Insadong, Seoul

*Herald Business Korea*

**Outstanding Website WebAward**

[www.fraserhospitality.com](http://www.fraserhospitality.com)

*Web Marketing Association (WMA), USA*

**People Developer Standard**

Fraser Serviced Residences

*SPRING Singapore (Standards, Productivity and Innovation Board)*

**Singapore Promising Brand Award – Most Distinctive Brand**

Fraser Serviced Residences

*Association of Small and Medium Enterprises and Lianhe Zaobao*

**Top 50 Boutique Resorts in Thailand**

Fisherman's Village Resort

*Tourism Authority of Thailand*

## **The Fraser Collection**

### **Fraser Suites:**

Bangkok • Glasgow • Hanoi • London • Nanjing • Paris • Seoul • Singapore • Sydney • Le Claridge, Champs-Élysées Paris • Bahrain (2008) • Beijing (2008) • Dubai (2009) • Shanghai (2008)

### **Fraser Place:**

Bangkok • London • Manila • Seoul • Shenzhen • Singapore • Tokyo (2008)

### **Corporate Residences:**

London • Shenzhen • Beijing