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**N E W S  
R E L E A S E**

## **Frasers Hospitality Scores Another Prestigious KL City-Centre Development**

*World-Class Serviced Apartments to set International Benchmark*



**SINGAPORE, 6 March 2009** - Frasers Hospitality Pte Ltd today underscored its intention to become a major player in the Malaysia serviced residence scene with the announcement of its second world-class serviced residence in the immediate vicinity of the iconic Petronas Towers in Kuala Lumpur's city centre.

The 446-unit serviced residence development which will be named "Fraser Residence Kuala Lumpur" is the second venture to be announced by Frasers Hospitality, the hospitality arm of property group Frasers Centrepoint Limited. It will be located within the "golden triangle" of the Malaysian capital, where most international banks, oil and gas companies and

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multinationals are based. In July last year, Frasers Hospitality Pte Ltd had announced its foray into Malaysia with Kar Sin Bhd for a 217-unit serviced apartment facility at Jalan Perak called “Fraser Place Kuala Lumpur”. This is part of a mixed development within walking distance of the Petronas Towers and is also owned by YNH Property Bhd.

The new YNH development, which will be constructed on vacant land facing both Jalan Ampang and Jalan Sultan Ismail is close to two light rail stations and surrounded by entertainment malls, tourist attractions and offices. Fraser Residence Kuala Lumpur will comprise two towers with one and two-bedroom serviced apartments. It will feature a sky gymnasium, infinity lap pool, whirl pool and sauna and is scheduled for completion in 2012.

Executive Chairman of YNH, Dato’ Dr Yu Kuan Chon said “This is YNH’s second collaboration with Frasers Hospitality after Fraser Place Kuala Lumpur in Jalan Perak. With Frasers Hospitality’s global network and expertise, we are confident that the serviced residences for this new building will be professionally managed”.

“We are very happy that Frasers Hospitality has agreed to work together with YNH again as they will further enhance our property’s value, image and reputation, in addition to the prime location of our properties. Frasers Hospitality has built a reputation as one of the best international branded serviced residence management companies in the world.” added Dato’ Dr Yu.

Fraser Place Kuala Lumpur which is scheduled for completion in the third quarter of 2009 will set a new standard for Malaysia’s extended stay segment. It will offer Gold-Standard serviced residences comprising studios, one and two-bedroom units and luxurious penthouses.

Every apartment has a separate bedroom, a fully-equipped kitchen complete with dishwasher, cooking implements, cutlery, washer and dryer. Residents can also make use of its all-day dining outlet, meeting and function rooms, state-of-the-art fitness centre as well as an inviting playroom for children.

“Our ties with YNH are greatly strengthened with our second major Kuala Lumpur project and reflects our vision of becoming a leading name in serviced apartments in Malaysia,” said Frasers Hospitality’s Chief Executive Officer, Mr Choe Peng Sum.

“It also underscores the commitment to Malaysia and our confidence in the long-term potential in this market,” he added. “As with our first project with YNH, we are confident that there is room for a premier international serviced residence brand in Malaysia, like ours.”

“More than 80 percent of our guests are from Fortune 500 and Forbes’ list of companies and this will continue to form the majority of Frasers Hospitality’s guests.”

Commenting on the development, Mr Choe said: “Frasers Hospitality’s serviced apartments are a boon for guests who enjoy the convenience of city living, yet at the same time desire some peaceful respite.”

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#### **About Frasers Hospitality**

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, a wholly-owned subsidiary of Fraser and Neave, Limited, is a global serviced residence owner and management company with Gold-Standard residences in Bangkok, Beijing, Glasgow, Hanoi, Hong Kong, London, Manila, Nanjing, Paris, Seoul, Shanghai, Shenzhen, Singapore, Sydney and Tokyo. New developments include Bahrain (2009), Bangalore (2009), Budapest (2009), Chengdu (2010), Doha (2009), Dubai (2009), Edinburgh (2009), Guangzhou (2010), Ho Chi Minh (2010), Hyderabad (2010), Jakarta (2010), Kuala Lumpur (2009), New Delhi (2010), Osaka (2010), Pattaya (2009), Perth (2010), Suzhou (2011) and Tianjin (2010).

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 travellers in mind, Frasers Hospitality has three brand offerings – Fraser Suites, Fraser Place and Fraser Residence. For more information on Frasers Hospitality, please visit [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&NL) is a leading Singapore-based property company with a strong global foothold in residential, commercial and hospitality projects. Under the stewardship of F&NL, FCL’s business has evolved from being the owner and operator of a single shopping centre to property development, property management, and asset and fund management of commercial properties (Frasers Centrepoint Commercial), residential homes (Frasers Centrepoint Homes), serviced apartments (Frasers Hospitality) and property trusts (Frasers Centrepoint Asset Management). Frasers Property, the international property arm of FCL, develops world-class projects in UK,

Australia, New Zealand, Thailand, China and Vietnam. For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).

### **About Fraser and Neave, Limited**

Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with expertise and dominant standing in the Food and Beverage, Property, and Publishing & Printing industries. Leveraging on its strength in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries. Listed on the SGX-ST, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of over S\$5 billion and total assets employed over S\$13 billion. F&NL is present in over 20 countries spanning Asia Pacific, Europe and USA and employs over 18,000 people worldwide. For more information on F&NL, please visit [www.fraserandneave.com](http://www.fraserandneave.com)

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### **Awards & Accolades**

#### **Diamond Award - Best Serviced Apartment Category 2009**

Fraser Hospitality by *Buying Business Travel*

#### **Best Serviced Apartment Vendor of the Year 2008**

Fraser Hospitality by *Human Resources Magazine*

#### **Golden Dragon Award Best Serviced Apartment 2008**

Fraser Suites Hanoi by *Vietnam Economic Times*

#### **Best Serviced Apartment Group 2008**

Fraser Hospitality by *HotelClub Awards*

#### **Best Serviced Residence (Group) – International 2008**

Fraser Hospitality by *TravelWeekly China Industry Award*

#### **Excellent Service Award 2007 & 2008**

Fraser Suites River Valley & Fraser Place Robertson Walk, Singapore by *Spring Singapore*

#### **Associate of the Arts Award 2008**

Fraser Hospitality by *National Arts Council*

#### **Outstanding Website for “Hotel and Lodging” 2008**

Fraser Hospitality by *Web Marketing Association USA*

#### **Korea Herald Readers Best Brand Awards – Serviced Residences: International Luxury Premier 2008**

Fraser Suites Insadong, Seoul by *The Korea Herald*

**Best Serviced Residence (Property) 2007 & 2008**

Fraser Place Robertson Walk, Singapore by *TravelWeekly Asia*

**Best New Development 2008 & Best 5 Star Apartments 2008**

Fraser Suites Sydney by *HMAA Accommodation Industry Awards for Excellence*

**China's Most Competitive Serviced Residences Brand 2008**

Fraser Hospitality by *Golden-Pillow Award of China Hotels*

**Best Serviced Apartment Company Gold Award 2008**

Fraser Hospitality by *Buying Business Travel, UK*

**Best Serviced Apartment/Operator in Asia Pacific 2008**

Fraser Hospitality by *DestinAsian Travel & Lifestyle Magazine*

For more information on our Awards and Accolades, please visit [www.frasershospitality.com](http://www.frasershospitality.com).