

## FACTSHEET

### **lyf – ASCOTT’S COLIVING BRAND DESIGNED BY MILLENNIALS FOR MILLENNIALS**

lyf is The Ascott Limited’s (Ascott) new coliving brand designed and managed by millennials for millennials and the millennial-minded. lyf (pronounced ‘life’) signifies a new way of living and collaborating as a community, connecting guests with fellow travellers and change-makers such as technopreneurs, start-ups as well as creative professionals from the music, media and fashion industries.

lyf properties enable guests to ‘Live Your Freedom’ in a dynamic environment and will provide flexible communal spaces that facilitate collaboration, community building and social activities among its guests. The social kitchen and pantry can be a networking spot while the communal lounge can double up as a space for activities. Social programmes will be held regularly to foster a new way of community living, building connections and being inspired by the exchange of ideas. The lyf properties are designed to cater to both long and short stays.

#### ***Upcoming lyf properties***

Since launching the brand in end 2016, Ascott has eight lyf properties with over 1,600 units under development in Singapore, China, Japan, Malaysia, Thailand and the Philippines. They are slated to open from 2019 to 2022.

In Singapore, Ascott’s first lyf property, lyf Funan Singapore is slated to open by October 2019, while lyf Farrer Park Singapore is scheduled to open in 2021. In September 2018, Ascott’s real estate investment trust, Ascott Residence Trust, acquired a prime greenfield site for S\$62.4 million to build the first coliving property in Singapore’s research and innovation business hub, one-north. Expected to be named lyf one-north Singapore and managed by Ascott, the property is targeted to open in 2021.

lyf Fukuoka in Japan, lyf Raja Chulan Kuala Lumpur in Malaysia and lyf Sukhumvit 8 Bangkok in Thailand are targeted to open in 2020. lyf Cebu City in the Philippines is scheduled to open in 2021, while lyf Hongqiao Shanghai in China is set to open in 2022.

Besides Singapore, China, Japan, Malaysia, Thailand and the Philippines, Ascott is actively looking at other potential markets including Australia, France, Germany, Indonesia, and the United Kingdom.

#### ***lyf’s social spaces***

Designed to facilitate interaction between guests, each lyf property will have ‘Connect’ communal spaces, which are coworking areas that can be easily transformed into zones for workshops or social gatherings. Residents can also hangout at the ‘Wash & Hang’

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laundromat and play a round of foosball while waiting for their laundry to be done. The ‘Bond’ social kitchen is where guests can prepare home-cooked meals, take cooking classes and socialise while learning more about global cuisines from other guests. Each lyf property has its own unique personality with fun and quirky design elements. lyf properties may incorporate interactive digital art pieces or even giant ball pits, hamster wheels and oversized Connect Four sets that appeal to the guest’s inner child.

lyf properties will offer a range of apartment layouts from the ‘One of a Kind’ (studio of about 14 sqm to 18 sqm) for up to two guests to ‘Two of a Kind’ unit (paired room of about 35 sqm) – two private rooms with a shared kitchen. Project groups can opt for the ‘All Together’ unit (business suites of about 70 sqm to 120 sqm) that can accommodate up to nine guests. The ‘All Together’ unit provides a shared kitchen, smart display screens to facilitate discussions as well as a large table that doubles up as a collaborative working zone and dining area. Most of the apartments come with an ensuite bathroom. Instead of standard wardrobes, guests can hang their clothes on rails that suspend from the ceiling or put up a hammock for a lazy afternoon snooze.

#### ***lyf guards***

Unlike conventional serviced apartments, the lyf properties will be managed by lyf guards – millennials who may be residents themselves, community managers, city and food guides, bar keepers and problem solvers all rolled into one. lyf guards, guests and partners can conduct workshops with local craftsmen, hackathons or innovation talks. Residents may even score exclusive invites to local music festivals and concerts.

#### ***lyf’s digital experience***

To meet the needs of the digital natives, Ascott will provide them a digital experience by going paperless and cashless. Ascott is working on a mobile app which will enable check-ins, direct bookings, and participation in social activities at its upcoming lyf properties. The lyf app will be one of the first hospitality apps to allow users to book multiple destinations/make multiple bookings in one single shopping cart transaction. It also has a search logic that serves up the most economical apartment type first, based on the number of people indicated by the user.

From opening doors, check-ins, payments to unlocking connections between like-minded travellers, everything is done on this multi-function tool with a tap or swipe on the mobile phone.

#### ***lyf’s living lab***

In 2017, Ascott partnered with Singapore Management University (SMU) to create the first-of-its-kind living lab in the serviced residence industry to field-test coliving concepts which could possibly be introduced at its upcoming lyf properties. Name lyf@SMU, the living lab simulates a lyf property and is open to more than 1,200 millennials who are SMU students daily.

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With more than 32,000 square feet spread over three storeys, lyf@SMU houses co-working lounges with modular furniture, large communal tables at the social pantry with interactive voting boards, multimedia rooms to encourage collaboration and free flow of ideas, day beds and napping pods. Ascott is testing out these recreation areas where students can rock out in the soundproof music jamming studio, pedal up a sweat on the bike to power up their mobile phones or head to the exercise zone for a game of foosball or table tennis. Feedback from the millennial users influences how Ascott continues to evolve the design of lyf's social spaces.

At lyf@SMU, Ascott has organised more than 150 events to build its placemaking and community-building capabilities, as well as engage the millennial-minded and equip them with knowledge and skills in a variety of topics. The topics range from digital marketing, coding, photography to craftsmanship. Through these community engagement activities, Ascott not only gains insights into millennials' lifestyle preferences, but also builds awareness of the lyf brand amongst the targeted group. Besides the SMU community, members of the public and professionals from the creative and media industries also participated in the events.

#### ***Special membership rates***

Guests will enjoy special member-only rates at lyf properties if they book directly via the lyf website ([www.lyfbyascott.com](http://www.lyfbyascott.com)) and sign up for the complimentary Ascott Star Rewards (ASR) loyalty programme.

Scan the QR code below for lyf website.



### **lyf properties in Singapore**

#### **lyf Funan Singapore (opening by October 2019)**

Conveniently located in the heart of Singapore's Civic & Cultural District, lyf Funan Singapore will have easy access via a fully-sheltered underground walkway to the City Hall MRT interchange that is well-connected to the rest of the city. It is set to be the largest coliving property in Asia. Spanning about 121,000 square feet in gross floor area, it will provide 279 units with the flexibility to offer up to 412 rooms. The nine-storey coliving property is also close to office buildings and a plethora of recreational and retail options at places such as Raffles City Singapore.

lyf Funan Singapore will offer 'Connect' social zones such as coworking spaces and an arena for activities such as hackathons, innovation talks, music jamming sessions, cooking sessions, or workshops with artisans. At its 'Bond' social kitchen, guests can prepare home-cooked

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meals, take cooking classes and socialise while learning more about global cuisines from other residents. Residents can also work out at the gymnasium or hang out at the ‘Wash & Hang’ laundromat and strike up new conversations while waiting for their laundry to be done.

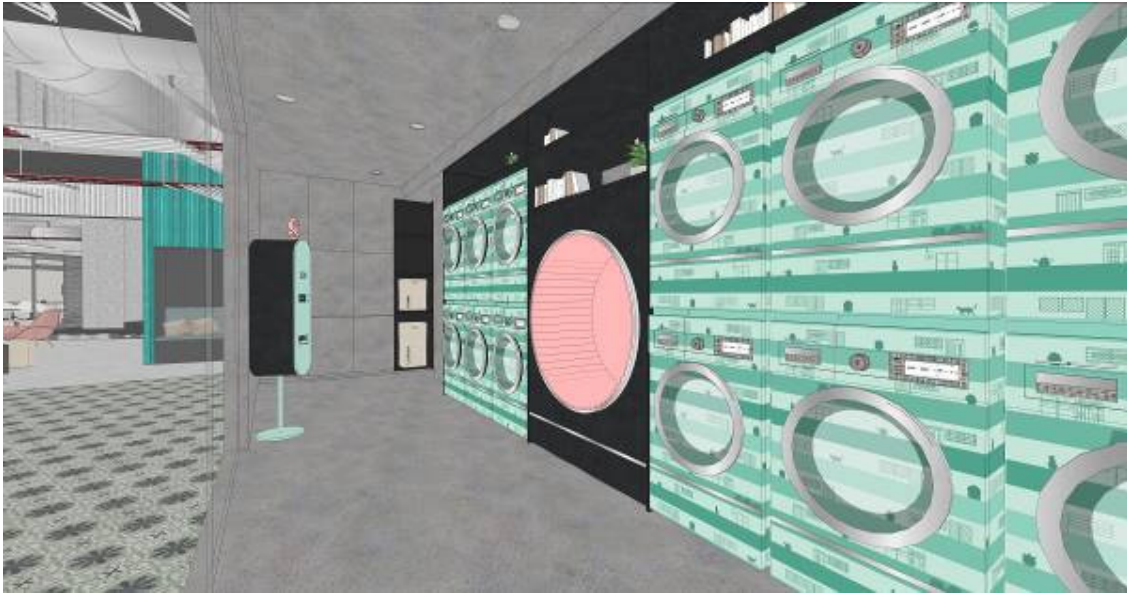


**Coworking spaces and arena for networking activities at lyf Funan Singapore**



**At its ‘Bond’ social kitchen, guests can prepare home-cooked meals, take cooking classes and socialise while learning more about global cuisines from other residents.**

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**Residents can also work out at the gymnasium or hang out at the ‘Wash & Hang’ laundromat and strike up new conversations while waiting for their laundry to be done.**

The coliving property will have ‘One of a Kind’ studio units, and the ‘All-Together’ business suites that range from three- to six-bedrooms. The business suites offer smart display screens for video conferencing and discussions while a large table doubles up as a collaborative working zone and dining area. It will be managed by millennials who are community managers, city and food guides, bar keepers and problem solvers all rolled into one.

Guests at lyf Funan Singapore can look forward to new retail concepts at Funan, such as spaces for local designers and makers to showcase their crafts and conduct workshops, an urban farm, indoor cycling path, rock climbing, futsal court, gymnasium, a new cinema experience as well as a 380-seat theatre with an innovative thrust stage design.

### **lyf Farrer Park Singapore (opening 2021)**

Strategically located within a two-minute walk from the Farrer Park MRT station, lyf Farrer Park Singapore provides convenient access to Singapore’s major attractions and shopping enclaves. The coliving property is near Little India and shopping centres such as City Square Mall and Mustafa Centre. It is four train stops from Singapore’s premier shopping district Orchard Road, a 15-minute drive from the Central Business District and a 20-minute drive from Changi International Airport. The 240-unit coliving property, which has the flexibility to offer up to 285 keys, is part of an integrated development that will also comprise a retail podium and is directly opposite Farrer Park Hospital. lyf Farrer Park Singapore will include coliving features such as a social kitchen and lobby that can be converted into spaces for

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events, meetings, and a café-reception counter. Guests will be able to select from a range of studios and two-bedroom apartments.

### **lyf one-north Singapore (opening 2021)**

lyf one-north Singapore is located right next to the one-north MRT station and a 30-minute ride to the Central Business District. The 324-unit coliving property enjoys easy access to key districts within the city via the Ayer Rajah Expressway and public transportation network. Commercial buildings as well as dining and retail options are available in the vicinity. Guests can look forward to communal amenities such as a lap pool, social kitchen, fitness area, barbecue garden, outdoor seating area, residents' lounge, laundromat, thematic function rooms, and indoor events hall. The property will offer a mix of studio and loft units.

### **Images**

Scan the QR code for artist's impressions of lyf properties and photos of lyf@SMU.

<https://drive.google.com/open?id=11Jc3UJMH0smF1FbJCj5H0xcRkD79aKc2>



### **About The Ascott Limited**

The Ascott Limited is a Singapore company that has grown to be one of the leading international lodging owner-operators. Ascott's portfolio spans more than 170 cities across over 30 countries in Asia Pacific, Europe, the Middle East, Africa and the USA.

Ascott has more than 59,000 operating units and over 42,000 units under development, making a total of more than 101,000 units in over 680 properties.

The company's serviced residence and hotel brands include Ascott, Citadines, Citadines Connect, Somerset, Quest, The Crest Collection, lyf, Préférence, Vertu, Harris, Fox, Yello and POP!.

Ascott, a wholly owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today, the company boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include World Travel Awards 2019 for 'Leading Serviced Apartment Brand' in Europe and the Middle East; DestinAsian Readers' Choice Awards 2019 for 'Best Serviced Residence Brand'; TTG China

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Travel Awards 2019 for ‘Best Serviced Residence Operator in China’; World Travel Awards 2018 for ‘Leading Serviced Apartment Brand’ in Asia, Europe and the Middle East; Business Traveller Asia-Pacific Awards 2018 for ‘Best Serviced Residence Brand’; Business Traveller UK Awards 2018 for ‘Best Serviced Apartment Company’ and Business Traveller China Awards 2018 for ‘Best Luxury Serviced Residence Brand’. For a full list of awards, please visit <https://www.the-ascott.com/ascottlimited/awards.html>.

For more information on Ascott’s portfolio in China, please visit [www.ascottchina.com](http://www.ascottchina.com).

### **About CapitaLand Limited**

CapitaLand is one of Asia’s largest real estate companies. Headquartered and listed in Singapore, it is an owner and manager of a global portfolio worth over S\$103 billion as at 31 March 2019, comprising integrated developments, shopping malls, lodging, offices, homes, real estate investment trusts (REITs) and funds. CapitaLand’s market capitalisation is approximately S\$15 billion as at 31 March 2019. Present across more than 180 cities in over 30 countries, the Group focuses on Singapore and China as core markets, while it continues to expand in markets such as Vietnam, Europe and the USA.

CapitaLand’s competitive advantage is its significant asset base and extensive market network. Coupled with strong design, development and operational capabilities, the Group develops and manages high-quality real estate products and services. It also has one of the largest investment management businesses in Asia and a stable of five REITs listed in Singapore and Malaysia – CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust. Visit [www.capitaland.com](http://www.capitaland.com) for more information.

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