

NEWS RELEASE

ASCOTT INKS NEW PARTNERSHIPS WITH CAPITASTAR AND CREDIT CARDS TO OFFER MORE PERKS TO ASCOTT STAR REWARDS MEMBERS

New Ascott Star Rewards status match programme woos existing members from other hospitality groups with elite membership status

Singapore, 7 September 2020 – CapitaLand’s wholly owned lodging business unit, The Ascott Limited (Ascott) is offering members of its loyalty programme, Ascott Star Rewards (ASR), more perks through a points exchange initiative with CapitaStar, Singapore’s leading lifestyle and shopping rewards programme. Ascott has also launched a new ASR membership status match initiative that will enable existing ASR members and members of other hospitality loyalty programmes to accelerate their progress to higher ASR membership tiers to enjoy even more benefits.

Ms Tan Bee Leng, Managing Director, Brand & Marketing, The Ascott Limited, said: “Riding on the successful launch of the ASR points purchase feature¹ in June 2020, Ascott is harnessing the scale of two key rewards programmes within the CapitaLand Group to cross-sell and bring greater value to our customers. ASR has a global reach while CapitaStar has around 1.1 million members in Singapore, and we could potentially extend this partnership to the over 11 million CapitaStar members in China. CapitaStar members can easily exchange for ASR points via the CapitaStar app and ASR members can do so via our website.”

Ms Tan said: “ASR is a key pillar for Ascott to grow new customers and deepen our relationship with existing customers. Since its launch in April last year, ASR membership has increased exponentially, and we will continue to seek opportunities to reward ASR members with more privileges. We are also seeing increasing interest from business partners to leverage ASR’s extensive reach worldwide. By expanding our outreach to other hospitality groups, banks, airlines, professional associations and other potential partners, it will enable us to further grow our base of loyal customers. We thank ASR members for their support and welcome new ASR members to discover and enjoy the comforts of home, space and privacy at our properties worldwide.”

CapitaStar-ASR Points Exchange

ASR members, who are also CapitaStar members in Singapore, can now exchange their ASR points for CapitaStar STAR\$[®]. CapitaStar members are also able to exchange their CapitaStar STAR\$[®] to ASR points. STAR\$[®] can be used to exchange for eCapitaVouchers and exclusive shopping and dining rewards on the CapitaStar mobile app across 17 participating CapitaLand

¹ For more information on the ASR points purchase feature, please visit:

https://www.capitaland.com/international/en/about-capitaland/newsroom/news-releases/international/2020/jun/ASR_100percent_free_bonus_in_new_loyalty_points_purchase_feature.html

malls in Singapore. ASR members can also look forward to using their eCapitaVouchers as a payment mode when they shop or order food deliveries online on [eCapitaMall](#)² and [Capita3Eats](#)³ in 4Q 2020. CapitaStar members in its new by-invite only Raffles Prestige tier can also receive complimentary ASR status upgrade to Platinum status and a 25% discount voucher for use at ASR participating serviced residences and hotels.

ASR offers members full flexibility to earn and redeem points, with no blackout date restrictions, at its participating serviced residences and hotels in over 80 cities and more than 30 countries. For more information on ASR partner offers, please log in and visit www.the-ascott.com/en/member/partner.html

‘Ascott Star Rewards Elite Status Match’

Ascott’s new ‘Ascott Star Rewards Elite Status Match’ programme aims to reward ASR members and accelerate their progress to higher ASR membership tiers. Existing ASR members or new members who are able to show proof of an elite membership status in a loyalty programme with other hospitality groups and a stay with these other groups within the last 18 months will enjoy a matching elite membership status of either Silver, Gold or Platinum status with ASR.

For example, a Silver member with other hospitality groups can directly enjoy a Silver status with ASR, instead of having to start from the entry ASR membership tier of Classic and spending S\$1,000 to get to Silver status.

Relevant loyalty programmes by other airlines or online travel booking sites may also be considered for status matching. A Platinum ASR member can receive a host of perks such as 60% bonus ASR points with each qualifying stay, a 40% discount e-voucher for their birthday, complimentary room upgrades, airport transfers in the Middle East, breakfast in Europe and more. The elevated membership status and its privileges will be valid for a year. The newly minted ASR members will be required to meet the minimum spend to retain their membership status in the next year.

For more information on the ‘Ascott Star Rewards Elite Status Match’ programme, please visit: <https://www.the-ascott.com/en/statusmatch.html>.

In addition, Ascott is offering ASR status upgrades and discounts for OCBC cardmembers and Singapore Medical Association (SMA) members. Through a new promotion, ASR members will receive bonus points for domestic stays at its properties and for referring others to sign up for the complimentary ASR membership.

² eCapitaMall is a curated digital mall that offers shoppers the flexibility to browse online before purchasing in-store or browse in-store before purchasing online.

³ Capita3Eats is Singapore’s first mall-operated food ordering platform that offers consumers three ways to fulfil their food orders – delivery, takeaway or dine-in.

ASR benefits for OCBC Bank credit cardmembers and Singapore Medical Association members
Global credit cardmembers of OCBC Bank as well as SMA members can receive complimentary ASR status upgrades and discount vouchers for use at ASR participating serviced residences and hotels till 31 December 2021. As part of Ascott's ongoing campaign to thank and support healthcare heroes in their fight against COVID-19, SMA members can also enjoy up to 40% off Best Flexible Rates at ASR participating properties from now till 31 December 2020. For more information, please visit: www.the-ascott.com/en/member/partner.html.

Receive 2,000 ASR bonus points for local stays and 1,000 more for referrals

To encourage ASR members to rediscover their own countries given the current restrictions on international travel amid COVID-19, ASR members will receive 2,000 bonus points on every night's stay during their staycations or domestic travels when they stay with an ASR participating property. ASR members can also receive 1,000 more points with every two successful referrals and an additional 1,000 points when their two referrals recommend two other persons each. The promotion is valid for bookings from now till 31 October 2020 and for stays till 30 November 2020. For more information, please visit: www.the-ascott.com/2000points.

In Singapore, ASR participating properties such as Ascott Raffles Place Singapore, Ascott Orchard Singapore and lyf Funan Singapore have been approved by the Singapore Tourism Board to accept staycation bookings. Guests can take advantage of the many staycation promotions to rediscover Singapore or enjoy quality family time with Ascott.

For more information on Ascott's staycation promotions in Singapore, please see the Annex.

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 180 cities across over 30 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa and the USA.

Ascott has about 69,000 operating units and about 48,000 units under development, making a total of about 117,000 units in over 700 properties.

The company's serviced residence and hotel brands include Ascott The Residence, The Crest Collection, Somerset, Quest, Citadines, lyf, Préférence, Vertu, Harris, Citadines Connect, 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 DestinAsian Readers' Choice Awards 2020 for 'Best Serviced Residence Brand'; World Travel Awards 2019 for 'Leading Serviced Apartment Brand' in Asia, Europe and the Middle East; Business Traveller

Asia-Pacific Awards 2019 for ‘Best Serviced Residence Brand’; Business Traveller China Awards 2019 for ‘Best Luxury Serviced Residence Brand’; and TTG China Travel Awards 2019 for ‘Best Serviced Residence Operator in China’.

For a full list of awards, please visit <https://www.the-ascott.com/ascottlimited/awards.html>.

About CapitaLand Limited

CapitaLand Limited (CapitaLand) is one of Asia’s largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth about S\$134.7 billion as at 30 June 2020. CapitaLand’s portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 220 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages seven listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. Since it pioneered REITs in Singapore with the listing of CapitaLand Mall Trust in 2002, CapitaLand’s REITs and business trusts have expanded to include Ascendas Real Estate Investment Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust, Ascendas India Trust and CapitaLand Malaysia Mall Trust.

Visit www.capitaland.com for more information.

Issued by: The Ascott Limited Website: www.the-ascott.com
168 Robinson Road, #30-01 Capital Tower, Singapore 068912

For more information, please contact:

Joan Tan, Vice President, Group Communications
Tel: (65) 6713 2864 Mobile: (65) 9743 9503 Email: joan.tanzm@capitaland.com

Ngeow Shang Lin, Manager, Group Communications
Tel: (65) 6713 2860 Mobile: (65) 9877 6305 Email: ngeow.shanglin@capitaland.com

Kim Quek, Manager, Group Communications
Tel: (65) 6713 3097 Mobile: (65) 9339 4231 Email: kim.quek@capitaland.com

ANNEX - Staycation Promotions in Singapore

Stay 3 Pay 2 Deal

At Ascott Orchard Singapore, Ascott Raffles Place Singapore and lyf Funan Singapore, guests who are members of Ascott Star Rewards (ASR) loyalty programme can stay three nights for the price of two. The offer at Ascott Orchard Singapore starts from S\$201++ per night for a studio executive which comes with breakfast for two persons and a complimentary one-entry parking coupon. For Ascott Raffles Place Singapore, rates start from S\$221++ per night and include complimentary breakfast for two persons. A three-night stay at lyf Funan Singapore's 'One of a Kind' studio is only S\$380 nett and guests will also receive a S\$30 CapitaVoucher and a complimentary one-entry parking coupon. For more information, please visit <https://www.the-ascott.com/en/offers/stay-3-pay-2.html>.

A Family 'Singapoliday' Package

Families can book a 'Singapoliday' at Ascott Orchard Singapore or Ascott Raffles Place Singapore from S\$225++ per night, which is 25% off Best Flexible Rates, and receive tickets to the Jurong Bird Park or Singapore Zoo respectively. The package also includes complimentary breakfast for two persons. For more information, please visit <https://www.the-ascott.com/en/offers/a-family-singapoliday-package.html>.

Ultimate Local Vacation Package at lyf Funan Singapore

The Ultimate Local Vacation Package offers ASR members a special rate from S\$108++ per night for its 'One of a Kind' studio, with complimentary perks such as late check-out. lyf Funan Singapore has also partnered with various merchants at Funan to offer exclusive discounts and activities for guests, which include up to 25% dining discounts, 20% off indoor rock climbing and complimentary one-month membership of electric car-sharing services. For more information, please visit <https://www.lyfbyascott.com/en/offers/the-ultimate-local-vacation.html>.

Perfect Instacation at lyf Funan Singapore

Designed for the gram, the Perfect Instacation Package offers ASR members a special deal at just S\$190++ per night in its 'One of a Kind' studio. The package comes with a fun-filled guided tour (for two persons) conducted by Tribe Tours. Guests can look forward to visits and funky photo opportunities around the Bugis area. Children under the age of six can join the tour for free. For more information, please visit: <https://www.lyfbyascott.com/en/offers/the-perfect-instacation-at-lyf-funan-singapore.html>.

The above promotions are valid for stays from now till 31 December 2020.