

NEWS RELEASE

ASCOTT'S COLIVING BRAND LYF UNVEILS SUITE OF CURATED LOCAL EXPERIENCES FOR GUESTS AS PART OF FIRST EVER MULTI-CITY BRAND CAMPAIGN ACROSS KEY GROWTH MARKETS

With the resumption of travel, lyf properties will offer experiential stays centred around the brand's core pillars of art, wellness, fashion, food and technology.

Singapore, 1 November 2022 – The Ascott Limited (Ascott), a lodging business unit wholly owned by CapitaLand Investment, today unveiled a brand new series of curated themed packages for its coliving brand, lyf, as the group continues to ride on the momentum of global travel recovery. The first-of-its-kind, #lyfgoeslocal Worldwide Experiences is a multi-city campaign that will be launched across key cities in Australia, Thailand, Japan, Malaysia and Singapore. From kombucha-making wellness workshop in Bangkok, ultimate kimono-styling session in Fukuoka, to an epicurean journey through the cultural spots in Kuala Lumpur, #lyfgoeslocal will build on lyf's unique brand proposition of authenticity and connected experiences. Guests will be plugged into the community, with the opportunity to immerse themselves in the local culture via specially organised experiential programmes and events.

A unique lodging provider in a class of its own, lyf aims to redefine the coliving experience, enabling guests to live their freedom curiously and creatively in a dynamic environment. As part of the #lyfgoeslocal campaign, guests can look forward to exciting social programmes and events that will spark the exchange of ideas and foster new connections. Over a period of six months, participating properties will introduce authentically local stay experiences for guests, by incorporating design, culture, attractions and partnerships from their local neighbourhoods right into lyf.

Ms Tan Bee Leng, Ascott's Managing Director for Brand & Marketing, said: "In a post-pandemic world where the intersection between work and play has burgeoned, remote working and the digital nomad lifestyle have seen a surge in popularity. With a growing demand for coliving spaces where guests value the people they meet and the connections they build, we see an enormous opportunity to ride on trends in the travel and lodging space. lyf is designed for precisely that, bringing a unique, hybrid lodging solution that combines the best of hotels, coliving spaces and serviced apartments, to next-generation travellers, technopreneurs, creatives and self-starters."

"Since its inception in 2019, lyf has expanded to 21 properties around the world, with 13 currently under development. We continue to see strong momentum and potential for the lyf brand in a post Covid era. On the back of recent successful openings in key gateway cities such as Bangkok, we are working towards expanding into a 150-property portfolio by 2030," added Ms Tan.

The five participating lyf properties – [lyf Collingwood Melbourne](#), Australia, [lyf Sukhumvit 8 Bangkok](#), Thailand, [lyf Tenjin Fukuoka](#), Japan, [lyf one-north Singapore](#) and the soon-to-open [lyf Raja Chulan Kuala Lumpur](#), Malaysia – will each focus on a signature core brand pillar: art, wellness, fashion, food, and technology.

lyf Collingwood Melbourne, Australia – Art

Tapping on the growing appeal of the coliving concept to the next-generation travellers, the lyf brand was introduced in the Victorian capital of Melbourne in May this year. Explore the thriving local arts scene in Melbourne, a city that prides itself on being home to the very best of art and design. From 1 November to 31 December 2022, lyf Collingwood Melbourne will celebrate the local Collingwood community and the creative world that drives it. Guests of the property can enjoy creative workshops including pottery sessions and private art gallery tours with behind-the-scenes access.

lyf Sukhumvit 8 Bangkok, Thailand – Wellness

Seeking to recreate the experience and comfort of home for guests wherever they go, lyf Sukhumvit 8 Bangkok will drive the wellness pillar, centred on an indulgence in self-care. From 1 December 2022 to 31 January 2023, guests can embark on their wellness getaway with activities such as morning yoga at the property’s rooftop and afternoon walks at the Benjakitti Forest Park, kombucha-making workshop as well as farm-to-table breakfast experiences in collaboration with local partners. The wellness journey begins at check-in, with a complimentary welcome drink (cucumber mint lemonade), snack and sustainable gift (bamboo cutlery).

lyf Tenjin Fukuoka, Japan – Fashion

Throughout history, fashion has been one of the greatest forms of self-expression, enabling individuals to feel empowered in the clothes they feel the most comfortable in. As a young, disruptive brand, lyf celebrates the thrill of self-expression alongside the latest fashion trends and happenings. Explore Fukuoka’s fashion in style at lyf Tenjin Fukuoka, with the ultimate kimono experience. Together with kimono partner My-you no yakata, officially sponsored by Fukuoka Convention & Visitors Bureau, lyf Tenjin Fukuoka will offer guests kimono rental, professional hair styling and a visit to the city for up to three hours as part of their stay experience from 1 January to 28 February 2023.

lyf Raja Chulan Kuala Lumpur, Malaysia – Food

Food has a unique way of bringing people together, enabling individuals to connect, learn about new cultures, and celebrate with one another as they partake in this shared lyf experience. As a food paradise and one of the world’s premier culinary hotspots, lyf Raja Chulan Kuala Lumpur (slated to open in December 2022) will spotlight the rich heritage and culture of Malaysian food. From 1 February to 31 March 2023, lyf will partner with local comedy production company

WEARELOL.ASIA, as the comedy kings and queens of Malaysia bring guests on a dedicated epicurean journey through the cultural spots in Kuala Lumpur.

lyf one-north Singapore – Technology

Technology is a key element across the lyf brand, as we leverage next-generation innovations to elevate living experiences for our guests and outdo what a home provides. As part of the lyf innovation lab, lyf one-north Singapore will debut Augmented Reality (AR) experiences throughout the property to gamify the stay experience for guests who stay over the period 1 March to 30 April 2023. Guests will also stand a chance to win game points, which can be converted into Ascott Star Rewards (ASR) points.

True to its core focus on building a community that shares, lyf will also run a social media campaign in addition to the local activations across the selected properties. Guests will be encouraged to share pictures, videos and insights of their favourite haunts around lyf neighbourhoods, with the hashtag #lyfgoeslocal to grow a greater pool of local insights, accessible by all guests. [Ascott Star Rewards \(ASR\)](#) members will stand a chance to win up to two million ASR points, with two winners selected each month.

For more information, please visit www.discoverasr.com/offers/lyf-worldwide-experiences.

-END-

About lyf

lyf (pronounced "life") is a hospitality concept that provides coliving spaces for digital nomads, technopreneurs, creatives and self-starters to “live your freedom” in a dynamic environment. The apartments, social spaces and experiential programmes at lyf properties are designed for guests to forge connections and to nurture a strong sense of community.

With design as a core to lyf’s brand philosophy, lyf one-north Singapore was most recently awarded the winning title in the Sustainable Design category at the Hotel Investment Conference Asia Pacific (HICAP) Sustainable Hotel Awards held on 21 October 2022. The property’s use of vibrant, smart designs and incorporation of lush greenery across its signature social spaces enabled it to stand out among other contenders. lyf one-north Singapore was also conferred the [Pacific Asia Travel Association \(PATA\) Gold Award \(Climate Change\)](#) this year, for its environmentally sustainable design and energy-efficient green features.

About The Ascott Limited

The Ascott Limited (Ascott) is a Singapore company that has grown to be one of the leading international lodging owner-operators. Ascott's portfolio spans over 200 cities across more than 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott has about 92,000 operating units and more than 63,000 units under development, making a total of about 155,000 units in over 900 properties.

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

Ascott's loyalty programme, Ascott Star Rewards, offers exclusive benefits to its members when they book directly with Ascott for their stays at its participating properties.

Ascott, a wholly owned subsidiary of CapitaLand Investment Limited, pioneered Asia Pacific's first international-class serviced apartment 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.

For more information, please visit www.discoverasr.com.

About CapitaLand Investment Limited

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 June 2022, CLI had about S\$125 billion of real estate assets under management, and about S\$86 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 20 private vehicles across Asia-Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve net zero emissions by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

Visit <http://www.capitalandinvest.com> for more information.



The Ascott Limited
(Regn No: 197900881N)
168 Robinson Road
#30-01 Capital Tower
Singapore 068912
t (65) 6713 2888
www.discoverasr.com

We Define Global Living

For more information, please contact:

Sandpiper on behalf of The Ascott Limited:
Ascott@sandpipercomms.com

