

NEWS RELEASE

ASCOTT EXPANDS FOOTPRINT OF THE CREST COLLECTION BRAND TO ASIA TO TAP GROWING DEMAND FOR BESPOKE EXPERIENCES *Drawing on unique charm of heritage rich locales, eight properties have been secured globally with three signings in Asia, including The Robertson House by The Crest Collection in Singapore*

Singapore, 30 January 2023 – The Ascott Limited (Ascott), a lodging business unit wholly owned by CapitaLand Investment, is set to debut [The Crest Collection](#) -- a global portfolio of charming bespoke hotels and serviced residences that integrates heritage stories with curated hospitality experiences, in Singapore, China and Vietnam. The Crest Collection will also continue to grow its current portfolio in France with the addition of its fifth property in Saint-Germain-des-Prés, Paris. To date, Ascott has secured over 1,000 units across eight properties under The Crest Collection. Ascott has more properties under the brand in the pipeline, in key travel destinations such as Jakarta, Bangkok, Tokyo, Osaka and London.

An exclusive curation of hotels and serviced residences with “A Story Behind Every Door”, The Crest Collection provides guests with a unique storied and luxurious experience drawn from the distinct heritage of each property and its location. Ascott already has four operating properties in France under The Crest Collection – [La Clef Champs-Élysées Paris](#), [La Clef Louvre Paris](#), [La Clef Tour Eiffel Paris](#) and [Chateau Belmont Tours](#).

Ms Tan Bee Leng, Ascott’s Managing Director for Brand & Marketing, said: “No two properties or stay experiences will be the same. The Crest Collection brand meets the growing demand for one-of-a-kind experiential stays and allows our guests to immerse themselves in the history and culture of the destination. Leveraging each property’s unique heritage and story, expressed through the detailed design of the property’s elegant suites and amenities, bespoke programmes, as well as impeccable service, guests can journey back in time for a hospitality experience like no other. Our four operating properties in France under The Crest Collection currently enjoy a strong average occupancy of over 80%. We are confident that the new properties under The Crest Collection will continue to inspire and create indelible memories for our guests to relive time and time again.”

“The Crest Collection serves the growing demand from independent and boutique hotel owners seeking the flexibility of a distinctive high-end positioning with the power of a global chain. Owners can gain swift access to Ascott’s award-winning operational expertise, global sales, marketing and distribution systems; as well as the Ascott Star Rewards loyalty programme, and backend technology platforms to drive revenue growth and optimise costs. We look forward to welcoming more hotels looking to extend their access to customers, and to boost their global profile whilst retaining their own unique identity, into this exceptional collection,” added Ms Tan.

The current Riverside Hotel Robertson Quay in Singapore will be refurbished and rebranded to ***The Robertson House by The Crest Collection***. Situated along the historical Singapore River, the property will exude stately and old-world colonial charm that harks back to the days of Singapore as a bustling entrepot trade hub. It is slated for launch by end 2023.

In China, ***Yuexiu Hotel Guangzhou by The Crest Collection*** is expected to operate by 4Q 2023. By marrying the modern elements of the bustling port-city with old-world Lingnan (岭南) charm, it is designed to honour the longstanding history of Guangzhou. The hotel is intrinsically connected to its locale, offering a living cultural expression through its luxurious furnishings and artwork displays, painting an authentic storied experience for its guests.

Complementing these debuts in Asia, Citadines Saint-Germain-des-Prés Paris will be transformed into an illustrious landmark in the French capital. Under The Crest Collection, the property will draw inspiration from the district's history as a meeting point for famed painters and writers in the 19th and early 20th centuries, to offer guests a one-of-a-kind experience on the Left Bank of Paris. The refurbishment will begin in 2024 after the Olympic Games and is slated for completion in 2026.

Please see Annex for more information on The Crest Collection in Tay Ho, Hanoi and these upcoming properties under The Crest Collection.

About The Crest Collection – A Story Behind Every Door

Set in iconic destinations, each property under The Crest Collection will have a distinct character, bearing its own visual identity that includes naming and concept. From the classical finesse of an opera house to the romance of a chateau, each property has a unique story based on the building's history, cultural heritage, neighbourhood, or design.

The ***Head of the House***, who is the General Manager and master storyteller at the property, leads the team to host high quality curated programmes for a truly storied experience. ***The Residence Story*** is the thread that runs through the guests' entire stay experience. Starting with a stunning visual representation at the lobby, The Crest Collection's storied experiences come to life as soon as guests enter and explore the property. They can look forward to specially named ***suites*** that immerse them in the story. From luxurious fitouts to the finest amenities, the interiors of the suites will transport guests back in time to when the story began. Similarly, the exquisite design of the ***lounge*** will be inspired by the heritage of the property, where guests can connect with each other as they are immersed in the curated experience, perfect for meetings and small gatherings.

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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 220 cities across more than 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott has over 94,000 operating units and more than 64,000 units under development, making a total of over 159,000 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 September 2022, CLI had about S\$130 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 about 30 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 www.capitalandinvest.com for more information.

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ANNEX

Singapore

The Robertson House by The Crest Collection – colonial charm along the Singapore River (Opening end 2023)

Owned by Ascott's sponsored lodging trust, CapitaLand Ascott Trust, The Robertson House by The Crest Collection takes its name from its prime location in Robertson Quay, named after Dr J Murray Robertson, a prominent Municipal Councillor during Singapore's colonial history. Situated along the historical Singapore River, the refurbished property will exude stately and old-world colonial charm that harks back to the days of Singapore as a bustling entrepot trade hub.

Conceptualised by Ascott's in-house design team, The Robertson House by The Crest Collection will serve as one of the brand's flagships in Asia. The property's Head of the House will draw from Dr Robertson's natural flair and deep knowledge of Singapore's colonial past, to share the property's history and fables through the development of bespoke programmes, allowing guests to better appreciate the historical significance of the Singapore River and its pivotal role as the birthplace of Singapore's trade story.

The Robertson House's lounge, The 1823 Reading Room, will be decked in black and white, reminiscent of colonial bungalows. The lounge is inviting, exuding grandeur with an open and airy design. The lounge's name references the pursuit of education and knowledge since 1823 – when the history of libraries in Singapore began – and how people from all walks of life were encouraged to pass through the libraries' doors. The property's other social areas such as the signature restaurant and destination bar will also be designed to reflect Singapore's colonial heritage, bringing together concepts and motifs that tell a meaningful and heartfelt local story that connects generations.

Offering scenic city or river views, The Robertson House will provide 336 refurbished guest rooms and suites, incorporating motifs, fabrics and artistry that remind guests of Singapore's unique riverside story, where cultures and communities converged. Six themed suites will also be named after some of the most traded spices that came through Singapore's port.

China

Yuexiu Hotel Guangzhou by The Crest Collection (广州越秀宾馆·雅诗阁臻选) – an ode to Lingnan ancient charm (Opening 4Q 2023)

Built in 1960 then rebuilt in 2008, Yuexiu Hotel Guangzhou by The Crest Collection is designed to honour the longstanding history of Guangzhou, China, in which it is located. Currently undergoing refurbishment, the new property will marry the modern elements of the bustling port-city with its old-world Lingnan (岭南) charm, incorporating cultural elements into its furnishings and design elements, such as the Guangzhou city flower, Lingnan windows, as well as jade and wood carvings. Over 100 paintings, created in the Lingnan style of art that is reminiscent of the city's unique heritage, will be a running theme across the property's public areas such as the lounge and restaurant, as well as the guest rooms, painting an authentic storied experience for its guests.

Located in the heart of Yuexiu district, Yuexiu Hotel Guangzhou by The Crest Collection is surrounded by offices and shopping malls. The property is a short walk to Xiaobei Road Metro Station Line 5 and is a short drive to Guangzhou Railway Station, Huanshi East Road central business district and Beijing Road, a popular shopping street. Yuexiu Hotel Guangzhou by The Crest Collection will offer 196 studio, one- and two-bedroom apartments as well as facilities including a children's playroom, an outdoor garden, a resident's lounge, a restaurant, a sauna and steam room, a swimming pool, a video room and a yoga studio.

Vietnam

The Crest Collection in Tay Ho, Hanoi – French Indochine glamour by the legendary West Lake (Opening 2024)

The Crest Collection in Tay Ho, Hanoi is located in Vietnam's northern capital city, and will be part of the largest serviced residence integrated development in Vietnam – a new and iconic landmark that will transform the city's skyline and rejuvenate its exclusive waterfront Tay Ho district. When completed, its architecture will exude the French Indochine glamour that celebrates the colourful and deep legends of the West Lake which it overlooks.

The property will offer 28 exclusive suites, comprising three- and four-bedroom apartments as well as four-bedroom duplex apartments. The suites will be designed and decorated with motifs, fabrics and artistry that will bring guests back in time to appreciate the cherished history and charming operatic arts of yesteryear Hanoi.

France

Fifth property under The Crest Collection (Opening 2026)

The upcoming refurbishment of Citadines Saint-Germain-des-Prés Paris in France will be led by Studio Jean-Philippe Nuel, a renowned international name in luxury interior architecture in the hospitality industry. Previously, Ascott worked with Studio Jean-Philippe Nuel for the iconic La Clef Champs-Élysées Paris, renovating the historical property built by the Hennessy family in 1907 into an elegant and prestigious luxury hotel.

Set in the city's literary heart and surrounded by luxury boutiques, well-known cafes and restaurants with direct views of the iconic River Seine, the refurbished Citadines Saint-Germain-des-Prés Paris will retain its quintessential Haussmannian-style facade, while drawing from the district's history as a meeting point for famed painters and writers in the 19th and early 20th centuries, to offer guests a one-of-a-kind experience on the Left Bank of Paris.

