



Artyzen Hospitality Group Advances in China

Appoints veteran Michael Wu as Head of China to spearhead growth

SHANGHAI (9 January 2018) – Artyzen Hospitality Group (AHG), an Asian based international hotel management company, will launch three new brands in mainland China this year – Artyzen Hotels & Resorts, Artyzen Habitat and citizenM with the official opening of three hotels, further enlarging its China portfolio. It has also appointed Michael Wu as the Head of China to advance its growth in China.

Since its inception in 2014, AHG has remained steadfast in its expansion, successfully opening two hotels in Beijing and Taipei last year. This year, AHG is set to open a total of four hotels across Asia Pacific, of which three will be in China – Artyzen Habitat Hongqiao Shanghai, citizenM Hongqiao Shanghai and Artyzen Sifang Nanjing and the fourth will be citizenM City Centre Kuala Lumpur in Malaysia. AHG will potentially add six more hotels in Shanghai over the next three years, entrenching its foothold in this key city. AHG’s future growth strategy will continue to focus on establishing brand presence in strategic gateway cities in Asia Pacific including Beijing, Singapore and Jakarta.

Based in China, Michael will oversee AHG’s business in China and lead the team in driving its strategic growth in this market. AHG will expand its current presence in Beijing and Shanghai and grow its brand footprint in key cities across China. It has plans to introduce its full portfolio of distinctive experience-led brands – Zitan, Artyzen Hotels & Resorts, Artyzen Habitat and citizenM in this growth market.

“We are delighted to have Micheal Wu join Artyzen Hospitality Group, which further strengthens the senior leadership team. With his vast experience in hospitality, Michael will be an asset to the business, raising the bar on operational excellence to deliver value to guests and hotel owners,” said Mr. Robbert van der Maas, President, Artyzen Hospitality Group.

Prior to joining AHG, Michael was Vice President, Operations for IHG North China where he oversaw the operations of close to 60 hotels. He was honored with a Lifetime Achievement Award for his efforts in successfully achieving a strong financial performance across his portfolio. He has numerous years of experience in the hotel business, having previously worked with Westin in the United States and Shangri-La in Asia.

"I am excited to be part of the Artyzen Hospitality team in China as it starts to escalate its growth strategy in this dynamic market. Artyzen's entry is timely as the market further opens up great opportunities for hospitality products that go beyond the traditional concepts. AHG's brands are well-positioned to capture new market segments and will set some new trends in China," said Michael Wu, Head of China, Artyzen Hospitality Group.

About Artyzen Hospitality Group

Artyzen Hospitality Group is an innovative hotel management company, embraces "Art, Culture and Emotional Wisdom" as an operating philosophy. Each hotel brand brings this philosophy to life in unique and contemporary ways. All share Artyzen Hospitality Group promise to provide a Culturally Rewarding guest experience. Its brands include Zitan, Artyzen Hotels & Resorts, Artyzen Habitat and citizenM.

Artyzen Hospitality Group is a subsidiary of Shun Tak Holdings Ltd, a listed company in HKSE. It is expanding its portfolio of hotels across Asia Pacific. With regional headquarter in Hong Kong, it is supported by marketing & sales, operations and development offices in Singapore, Shanghai and Macau. www.artyzten.com