

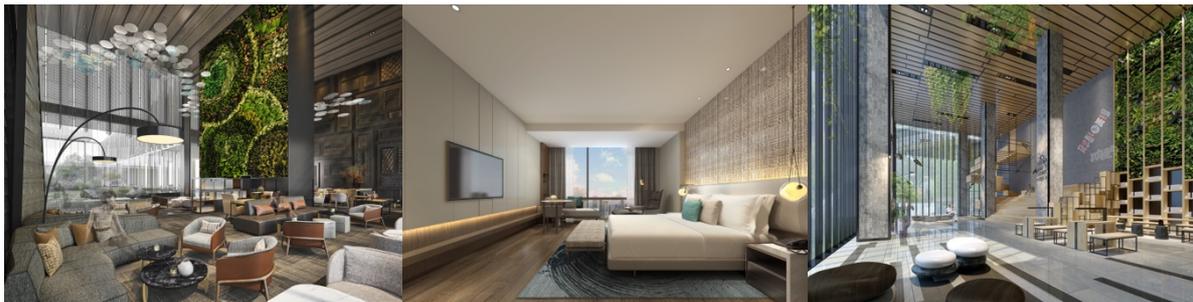
ARTYZEN HOSPITALITY GROUP HAS GROWTH ACROSS ASIA IN ITS SIGHTS

- *Seven pipeline projects across mainland China and Singapore to be operated by 2023 Artyzen indicates its longer term intentions to grow its global footprint*

21 October 2019, Hong Kong – Artyzen Hospitality Group, a Hong Kong-based international hotel management company, has indicated its ambitious expansion plans with the announcement of seven pipeline projects to be completed across mainland China and Singapore in the next three years with further sights set on global expansion.

Since its inception in 2013, Artyzen Hospitality Group has been steadily gaining momentum as a hotel owner and operator with a strong portfolio of brands offering unique lifestyle hospitality concepts that embrace local communities that suit a cross section of travelers. This portfolio includes Zitan, a luxury brand capturing Chinese modernity, Artyzen Hotels and Resorts that brings local heritage and craftsmanship to life, and Artyzen Habitat which connects local communities and vibrant public spaces. It currently operates six hotels and will be launching seven properties for its Artyzen Hotel and Artyzen Habitat brands in Singapore and across mainland China including in Qiantan Shanghai, Lingang Shanghai, Taopu Smart City Shanghai and Hengqin Island in Zhuhai.

Robbert van der Maas, President of Artyzen Hospitality Group, said: “Our growth strategy is centred on developing hotels in gateway and capital cities that have potential in the areas of tourism and business. The locations we are developing hotels in are also strategically important because of their proximity to commercial centres and hubs, cultural landmarks and entertainment destinations. Our hotels will complement travelers’ experiences with hospitality options that embody art reflecting the culture of the destination, thoughtfully designed spaces and culinary delights. The birth of our first two Artyzen Habitat hotels in Beijing and Shanghai have resulted in rapid growth of the brand and we will now bring our first Artyzen branded hotels to market.”



Artyzen Lingang Shanghai (Left: Lobby Lounge; Middle: Guest Room) and Artyzen Habitat Lingang Shanghai (Right: Townsquare) complement travelers’ experiences with hospitality options and designs that embody art reflecting the culture of the destination

Artyzen Hospitality Group is developing Artyzen Habitat hotels in Taopu, and Hengqin. Notably, it has two significant properties under development in Lingang and Qiantan. Both of these developments are located in ‘cultural clusters’ within Shanghai and aim at delivering immersive cultural experiences that help guests build connections with the local community.

Artyzen has partnered up with Lujiazui Group to bring two very exciting integrated developments, which will include residential properties, convention centres, cultural centres and hotels, to market. This partnership enables the group to streamline business processes and achieve cost efficiencies.

Lingang and Qiantan are up and coming locations in Shanghai and will offer travelers access to multiple cultural facilities and amenities. The Lingang cluster features an Artyzen hotel, an Artyzen Habitat as well as a state of the art Convention Centre located in the Lingang New City Development, a city that is pinned to redefine the future of cities in mainland China. The coastal area is poised to be one of the best integrated developments in Shanghai with several theme parks and with close proximity to Disneyland and the new China (Shanghai) Pilot Free Trade Zone Lin-gang Special Area.

“We are also developing two hotels across two plots in Qiantan, **Artyzen NEW BUND 31** and **Artyzen Habitat**. The NEW BUND 31 is notable because it will be a multi-purpose destination that encompasses the best lifestyle choices and cultural dynamics at the heart of the New Bund International Business District – a burgeoning international financial centre circled by residences, schools, leisure facilities and commercial complex with a cutting-edge cultural centre. Our goal is to establish a thriving arts scene in alignment with the ‘Green, Grand and Global’ vision set for the district,” said Mr van der Maas.



Artyzen Habitat Qiantan Shanghai (Photo: Guest Room) features the cultural vibe of the New Bund International Business District



Artyzen Cuscaden Singapore (Photo: Guest Room) designed by Ong&Ong Pty. Ltd. and Nicholas Graham & Associates

Artyzen Hospitality Group is also undertaking its first hotel in Singapore with the development of **Artyzen Cuscaden Singapore**. Located in the prestigious Orchard neighbourhood, the hotel will bring Singapore’s Peranakan culture into its design in partnership with renowned architect Ong&Ong Pty. Ltd. and interior designer firm Nicholas Graham & Associates.

“It is important for us to partner with designers and architects that can ensure that we deliver on our vision of creating culturally rewarding and nuanced experiences to our guests. We chose to work with

Ong&Ong and Nic Graham because they share our passion to reflect Singapore’s unique environment and culture, and to reinvent key elements from the rich Peranakan culture and history into the building, interior design, and our service philosophy,” said Mr van der Maas.

Mr van der Maas went on to say that the Group has longer term plans to grow its global footprint: “We believe there is a strong opportunity to lead the hospitality industry in developing hotels that are rooted in local cultures to meet the forever evolving demands and preferences for both business and leisure travelers. As such, we are actively assessing opportunities in Australia, Japan, the Maldives, South East Asia and Portugal to grow our footprint beyond Asia. We are confident that our brands and boutique operations truly appreciate and embrace what these culturally rich destinations have to offer.”

Artyzen Hospitality Group will be operating 13 hotels, with close to 3,000 rooms in Beijing, Shanghai, Singapore, Macau, and Hawaii, including those under construction.

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Note to Editor

Artyzen Hospitality Group's pipeline of developments and indicative launch dates. Please see additional attachments for fact sheets on each development.

	Opening date	Location
Artyzen Habitat Qiantan Shanghai	2021	Qiantan
Artyzen Habitat Lingang Shanghai	2021	Lingang
Artyzen Lingang Shanghai	2021	Lingang
Artyzen Habitat Hengqin Zhuhai	2021	Hengqin
Artyzen Habitat Taopu Shanghai	2022	Taopu
Artyzen Cuscaden Singapore	2022	Singapore
Artyzen NEW BUND 31 Shanghai	2023	Qiantan

About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. Launched in 2013, the hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners. The Group's portfolio comprises Zitan, Artyzen Hotels and Resorts and Artyzen Habitat. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to provide culturally rewarding guest experiences. Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties. www.artyzen.com