

***PARK HOTEL GROUP SECURES FIRST HOTEL IN AUSTRALIA -  
ITS FIRST OUTSIDE ASIA***

***Singapore, 17 August 2015*** – Park Hotel Group, one of Asia Pacific’s best hospitality groups is fast expanding its portfolio, this time outside Asia with a new hotel in Australia. In a hotel management contract with Pirie Investments (AUS) Pty Ltd, the Group will manage Park Hotel Adelaide, its first hotel in Australia. The hotel is scheduled to open in the last quarter of 2018.

The signing ceremony, graced by the Hon Martin Hamilton-Smith, Minister for Investment and Trade, Minister for Defence Industries and Minister for Veterans’ Affairs, South Australia was held today in Singapore. It signifies the debut of the Park Hotel brand in the Oceania region as the Group continues its aggressive expansion into key destinations across Asia Pacific.

“Park Hotel Adelaide marks a significant milestone for Park Hotel Group. We have been looking to expand into Australia for a while and this collaboration presents an exciting opportunity for us to do just that. Adelaide has seen a massive expansion of convention facilities, the medical precinct and the Riverbank and Adelaide Oval development and represents tremendous growth opportunity. Increased flight connectivity, strong event calendar and continued growth of the Chinese and Asian markets would also drive record visitorship. We are extremely optimistic about Adelaide’s tourism prospects.” said Mr. Allen Law, Chief Executive Officer of Park Hotel Group.

Pirie Investments (AUS) Pty Ltd is a fully owned subsidiary of LGB Corporation Pte Ltd (“LGB”); an established real estate developer with a portfolio of development projects in Australia, Vietnam and Singapore. Headquartered in Singapore, LGB’s regional Australian office is based in Adelaide. Mr. Raymond Chia, PBM, Chief Executive Officer and Chairman of the Group, is well known in the development industry and is looking to invest further into Australia, including South Australia.

“The Park Hotel brand has always resonated strongly in the Asia Pacific region. We are excited about this partnership, and confident that with Park Hotel Group’s track record and expertise, the new hotel is well-poised to elevate the standards of quality upscale accommodation in Adelaide whilst contributing to the growth of tourism in this dynamic destination.” said Mr Chia. Come September, he will also be leading a delegation of international entrepreneurs to visit South Australia to view the group’s projects there.

Commanding a prized location in the heart of Adelaide’s Central Business District, the 250-key new build Park Hotel Adelaide is a short 20 minutes’ drive from Adelaide International Airport. The hotel is also easily accessible via other major transportation with the Adelaide Railway Station and Central Bus Station a stone’s throw away.

The hotel will be part of a mixed-use development that also features 280 private residences. Designed by award-winning GHD Woodhead, the project will integrate modern spaces into one of the city’s most iconic heritage landmarks. The building will be a stunning juxtaposition and reflective of what Adelaide represents; a vibrant capital city built upon a tapestry of rich history and colourful culture.

In addition to 250 modern guest rooms and suites with views of a magnificent urban skyline, Park Hotel Adelaide offers a concept café and bar as well as recreational facilities including a gymnasium and swimming pool perfect for road warriors. Interspersing the many high-rise offices is an endless choice of dining, shopping, sightseeing and entertainment options in the precinct; the wide array of contemporary restaurants and bars most notably found along Gouger Street, the collection of museums and art galleries at North Terrace, abundance of parks and fresh produce at the historical Adelaide Central Market, one of the world’s largest fresh produce market amongst others.

Other noteworthy attractions such as Rundle Mall, Adelaide's recently-refreshed premier shopping enclave home to more than 700 stores, the Adelaide Zoo, Adelaide Convention Centre, Adelaide Oval and the Adelaide Casino are but less than 10 minutes away.

"This is a coup for South Australia – another upscale city hotel will boost our \$5 billion tourism industry and support the more than 33,000 people it employs," The Hon Martin Hamilton-Smith said. "A \$175 million development will be a positive addition to our vibrant city and highlights the potential benefits of engaging with international investors."

Construction on the 30-storey development is expected to start early 2017, with the creation of over 200 construction jobs and the hiring of over 40 consultants as a result of the project. A further 100 jobs will be created on completion.

"As we seek to extend our brand footprint in strategic destinations across Australia, we shall continue building upon our service philosophy of genuine care and loving hospitality; and extend it to our guests in this part of the world." Mr Law added.

Park Hotel Group is three-time winner of *Best Regional Hotel Chain* at the TTG Travel Awards which honours the best of the best in the Asia Pacific travel trade. 2015 marks an exciting year for the Group with the opening of Park Hotel Alexandra in Singapore and the launch of its first resort in Bali later this year. The addition of Park Hotel Adelaide will see the Group own and manage 12 properties across five countries and eight cities.

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### *About Park Hotel Group*

Park Hotel Group is one of Asia Pacific's best hospitality groups. The Group manages, owns and develops Park branded hotels around the Asia Pacific. Established since 1961, Park Hotel Group grew rapidly from its first hotel in Hong Kong to the current portfolio of 12 properties across 5 countries and 8 cities in the region, with access to over 3,600 rooms.

Committed to delivering exceptional service with love and passion, the acclaimed Park Hotel Group has established a track record of operating successful hotels. As it strives to be a world-renowned brand in hospitality, Park Hotel Group continues to focus on its footprint expansion through acquisitions and hotel management services.

Park branded hotels include the luxury **Grand Park** and the upscale **Park Hotel**.

**Grand Park** is a luxury hotel and resort brand synonymous with premium accommodation, facilities, service and comfort designed for discerning business and leisure travellers. Grand Park hotels can be found in Singapore, China and Japan.

**Park Hotel** is an upscale hotel and resort brand symbolising utmost convenience, personalised services and high standards of amenities carefully crafted to please business and leisure travellers. Park Hotels can be found in Singapore, Hong Kong, Indonesia and Australia.

Park Hotel Group's portfolio of properties comprises

#### Singapore

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay
- Park Hotel Alexandra
- Park Hotel Farrer Park (2016)

#### Indonesia

- Park Hotel Nusa Dua Bali (2015)

#### Hong Kong

- Park Hotel Hong Kong

#### China

- Grand Park Xian
- Grand Park Wuxi
- Grand Park Kunming

#### Japan

- Grand Park Otaru

#### Australia

- Park Hotel Adelaide (2018)

For more information on Park Hotel Group, please log on to [parkhotelgroup.com](http://parkhotelgroup.com)

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