



AMARA HOLDINGS LIMITED

AMARA
SIGNATURE
SHANGHAI

Amara Launches New Luxury Brand in China

Amara Signature Shanghai Is Now Open

- *First 5-star international hotel on Changshou Road, Puxi, Shanghai*
- *Amara's first luxury hotel under new Amara Signature brand*
- *343-room Amara Signature Shanghai offers an integrated lifestyle experience with adjoining 100 AM Shanghai mall and office tower*



Singapore, February 5, 2018 – Singapore's leading upscale lifestyle and hospitality group, Amara Holdings Limited (“**Amara**”, 安国控股, or together with its subsidiaries, the “**Amara Group**”), is pleased to announce the soft-opening of Amara Signature Shanghai (上海安曼纳卓悦酒店) located in Shanghai's historical commercial zone in the vibrant Puxi vicinity.

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中国上海长寿路 600 号 600 Changshou Road, Shanghai, China.

shanghai.amarahotels.com



Following the success of Amara Singapore, Amara Sanctuary Resort Sentosa and Amara Bangkok, the global city of Shanghai will host Amara's maiden hotel under its new luxury brand, Amara Signature.

Commenting on the opening of Amara Signature Shanghai, Mr. Albert Teo (张福泉), CEO of Amara, said, "After years of conceptualising and execution, we are excited to unveil our first luxury hotel brand, Amara Signature Shanghai, in the global city and top global financial centre – Shanghai. This is an important milestone for Amara Holdings as we continue to look for opportunities to expand outside of Singapore."

The 343-room Amara Signature Shanghai features an elegant yet stylish all-glass façade. The 30-storey international 5-star hotel stands in the bustling intersection of Changshou Road and inner Jiaozhou Road, within the inner core City Centre of Puxi, Shanghai, marks a new chapter in the city's transformation to a modern yet culturally rich commercial metropolis.

Amara Signature Shanghai is adjacent to 100 AM Shanghai (新百安), a 10,500 square-metre complex comprising an office tower and a retail mall that offers a curated selection of dining outlets and a cinema. 100 AM Shanghai is expected to soft open in the second half of 2018.

"Since our inception in 1986, the Amara brand has become synonymous with a quality integrated lifestyle experience, top-notch service, innovation and productivity – embracing a genuine approach to hospitality and service excellence. Building upon our tried-and-tested formula of our existing hotels in Singapore and Bangkok, we are leveraging our strengths to elevate the Amara experience, offering a differentiated and exquisite integrated lifestyle experience and trendy social hotspot amidst Shanghai's booming tourism and corporate arrivals."

The Group expects to commence recognition of Amara Signature Shanghai's contributions in the financial year ending December 31, 2018.



Changshou's First 5-star International Hotel

Located on Changshou Road, one of the arteries in the west downtown area dotted with an alluring array of under-the-radar boutiques and eateries, the hotel is only a few minutes' walk from metro lines 13 and 7, a quick 10-minute drive away from the prestigious and fashionable business and shopping district of Jing'an, a 30-minute drive from Shanghai Hongqiao International Airport and 50 minutes from Shanghai Pudong International Airport.

Changshou Road captures a unique and strong sense of place with the historical buildings, colourful culture and city vibe. Amara Signature Shanghai is poised to be a new landmark of the city, meeting the needs of local customers for exquisite lifestyle and social venues, and offering a perfect stay for domestic and international travellers who want to explore a different side of Shanghai.

Set to become a prime social and business hub in its lively neighbourhood, the Amara Signature Shanghai brand aims to cater to a new generation of travellers and city explorers, offering an inclusive, refreshing experience reflected in stylish design, world-class service, state-of-the-art facilities and lifestyle amenities. It is well-positioned to attract a new generation of contemporary influencers, business professionals, innovators and creative executives.

On the choice of Shanghai to launch the new Amara Signature brand, Mr Teo said, "Shanghai is an exciting and dynamic global city full of opportunities. The government has outlined a roadmap to accelerate the city's growth and establish its foothold as a world-leading science and technology innovation centre as the country moves towards enhancing the business environment to encourage the growth of the private sector in becoming a key economic pillar. These developments bode well for the hospitality, office and retail sectors. This is the "must have" place to be for the Amara Group."

Shanghai is a major tourist destination, recording a 3% year-on-year growth in international visitor arrivals to 4.2 million between January and July 2017¹. This follows the 6.8% year-on-year growth seen in 2016 to 8.5 million international arrivals, as Shanghai solidifies its position as a core trading and financial hub.

¹ JLL, October 2017 – [Hotel Destinations – Asia Pacific](#)



Corporate demand is a key driver for Shanghai's hotel market while the Shanghai Disney Resort and soon-to-be-opened Shanghai Polar Ocean Park are expected to boost leisure demand in Shanghai.

The number of annual overseas tourists travelling to the city is expected to reach 14 million as Shanghai Pudong International Airport and Shanghai Hongqiao International Airport aim to double passenger traffic by 2040.

The Elevated Amara Signature Experience

Amara Signature Shanghai offers well-appointed accommodation, authentic cuisines and dining experiences, advanced technology and business convenience, expansive meeting and event spaces, wellness facilities, and thoughtful personalised service to make every moment count for guests. Amara Signature Shanghai also plans to host a vibrant series of events to facilitate interaction and collaboration among the hotel guests and city's business and local communities.

The hotel comprises 343 spacious rooms and suites between the 7th and 30th floors, with each room featuring floor-to-ceiling windows overlooking the vibrant city. Ranging from 32 to 149 square-metres, all rooms capture a welcoming ambiance with modern classic interiors, comfortable plush beddings, spacious bathroom, complimentary high-speed Wi-Fi and a 43"-55" flat-screen TV with satellite channels.

Food and beverage establishments include all-day dining restaurant *BLU*, that offer a la carte and buffet selections featuring Singaporean, Japanese, Western and local Chinese cuisines. Stylish lobby bar *FLO* is an ideal location for guests to socialise over fine wines, refreshments and music. The *Grab n Go* boutique in the lobby offers beverages, sandwiches and light snacks.

Occupying an expansive area of 1,100 square-metres, the Grand Ballroom and ten multi-purpose function rooms offer state-of-the art facilities and flexible configurations, along with 191 parking spaces in the basement, to cater to events and conferences of all scales.



The pool is a perfect oasis in the bustling city. The spacious round-the-clock fitness centre offers the latest Life Fitness equipment and customised workout programmes led by expert trainers.

Scheduled to open in the second quarter of 2018, the Amara Club Floors with 110 tastefully-designed rooms and suites provide guests exclusive services including:

- Access to the exclusive Amara Club Lounge with panoramic views of the city, serving daily breakfast, afternoon tea and evening cocktails;
- Personalised butler service;
- Complimentary pressing – two items per stay;
- Complimentary two-hour use of Amara Club meeting room per stay;
- Express check-in and check-out;
- Free local calls;
- Packing and unpacking service;
- Pillow menu;
- PressReader access;
- Shoe shine service.

- End -

To make reservations and for more information about Amara Hotels and Resorts, visit www.amarahotels.com. Follow Amara on Twitter at www.twitter.com/amarahotels, Facebook at www.facebook.com/Amara.Hotels.Resorts, and Instagram at www.instagram.com/amarahotels.resorts.



About Amara Holdings Limited

Mainboard-listed Amara Holdings Limited, a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

Hotel Investment and Management

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel (“**Amara Singapore**”) in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort Sentosa, a boutique resort consisting of 140 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group’s debut entry into the resort hotels business.

The Group has also made its maiden entry into Bangkok with the opening of Amara Bangkok in 2015. Strategically located in central Bangkok, this 250-room business and leisure hotel is positioned to be an oasis in the vibrant city. Amara Signature Shanghai, a 343-room hotel, retail centre and office building that soft-opened in February 2018, is expected to benefit from its excellent location in the Puxi vicinity.

Amara’s solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia’s hospitality industry.

Property Investment and Development

Amara’s Property Investment and Development operations span across retail, commercial and residential sectors. 100 AM, an integrated lifestyle mall adjacent to Amara Singapore in the west end of CBD, is strategically located to benefit from the rejuvenation of the Tanjong Pagar district. 100 AM features a 126,000 sq ft Retail Podium as well as the Office Tower, which has another 43,000 sq ft of NLA.



For each of its development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group's property developments reflects its in-depth understanding of current market trends and needs. Its prized residential developments, M5, Killiney 118, CityLife@Tampines, The Linear, amongst others, underscore the Group's astute property investment and development capabilities.

Specialty Restaurants and Food Services

The Group's entry into Specialty Restaurants and Food Services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurants have won numerous awards and are choice restaurants in the local dining scene.

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