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Media Release

StayWell Holdings and Prince Hotels Inc. expand The Prince Akatoki brand to China

- StayWell Holdings and Prince Hotels Inc. has announced that The Prince Akatoki will open its second property in 2019, in Guangzhou.
- StayWell Holdings and Prince Hotels Inc. announced the creation of The Prince Akatoki brand in June this year.
- The Prince Akatoki brand complements the wider portfolio of brands managed by StayWell Holdings, as the first luxury 5-star hotel brand in the group's already impressive stable.
- This follows the recent announcement of The Arch London acquisition, which will undergo an extensive refurbishment and reopen as The Prince Akatoki in London in 2019.
- The brand-new hotel will feature 275 rooms and four dining destinations for guests to the property.



THE PRINCE AKATOKI

StayWell Holdings, a subsidiary of Prince Hotels Inc. which is one of Japan's leading hotel and leisure companies, has solidified its expansion plans for the recently revealed The Prince Akatoki brand, announcing the Group's second international property set to open in Guangzhou, China, in 2019.

Located within the government development precinct of Bio-Island and within the Pearl River Delta area, The Prince Akatoki in Guangzhou is set amongst the hustle and bustle of China's biggest economic hub. Just two subway stops to Guangzhou International Convention and Exhibition Centre and less than 10kms from University City, which accommodates 23,000 students, the hotel provides significant opportunity to attract local and international business travellers.

Featuring 275 luxurious rooms, the property will align with The Prince Akatoki's 5-star luxury offering – from the guest facilities on offer, through to the refined finishes, exclusive location and spectacular views.

Mr. Masahiko Koyama, President of Prince Hotels Inc. said he could not be more excited to bring the best of Japan to one of China's most thriving cities, Guangzhou, with the new The Prince Akatoki property opening.

"Together with StayWell Holdings, we look forward to transforming Prince Hotels Inc. from a Japanese-exclusive brand to a global brand, starting with London, and now Guangzhou, offering guests a luxury 5-star Japanese hospitality experience regardless of where they are travelling," Mr Koyama said.

STAYWELL HOLDINGS PTY LIMITED

Level 10, 80 Clarence Street Sydney, NSW 2000 Australia
ACN 620 184 661

 + 61 2 8198 9299  www.staywellgroup.com

"With the opening of the direct bullet train from Hong Kong, Guangzhou is now linked to a key financial city, which will aid in its leading economic development and industrial innovation through IT and bio-pharmaceuticals.

"As a first for the brand in China, The Prince Akatoki Guangzhou will allow those travelling to Guangzhou the opportunity to experience a new brand which reflects both visual elements synonymous with Japan and signature experiences that are unique to Japanese hospitality," he said

Mr. Simon Wan, President and Director of StayWell Holdings Pty Ltd said The Prince Akatoki in Guangzhou will allow travellers to the city the opportunity to experience luxury services and amenities that reflect key elements of the unique, refined Japanese hospitality and culture.

"Our vision is to bring an authentic, luxurious Japanese experience to people when they are travelling to international destinations outside of Japan," Mr. Wan said.

"Key to this is the importance placed on mindfulness, service, tranquillity and a peerless aesthetic. This is precisely what The Prince Akatoki brand will deliver, starting with this first property in London.

"The new hotel will boast 180-degree unobstructed views across the Guangzhou area and the largest guest rooms in the Guangzhou market, which range from 49-514 square metres, the hotel truly reflects the positioning of a luxury brand," he said.

The Prince Akatoki, Guangzhou's onsite facilities will include;

- Extensive banquet and event rooms
- Four top-tier dining destinations, including Japanese and Chinese restaurants
- Lobby lounge and pool bars
- Medical facilities
- A Japanese inspired spa and a rooftop pool
- Refined finishes and pristine manicured landscaping.

This milestone announcement adds weight to the already impressive portfolio of brands operating under StayWell Holdings and Prince Hotels Inc. with the group accelerating its inbound strategy and global development that StayWell has been practicing.

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About StayWell Holdings:

One of the largest hotel management groups in Asia Pacific, StayWell Holdings, and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 75 open and operating hotels worldwide.

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Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Australia, New Zealand, Southeast Asia, Asia, Japan, Taiwan, Oceania, the Middle East, Europe and the United States.

Prince Hotels operate a combined network of 50 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 25 open and operating hotels and a further 15 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group in China (19 hotels) and Cristal Group in the Middle East (11 hotels).

Media contacts:

Fiona Godfrey | StayWell Holdings | + 61 2 8198 9299 | fgodfrey@staywellgroup.com

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