

Ascott Is First Serviced Residence Company to Be Conferred Business Superbrands Status

Written by Australian Business

(PRLEAP.COM) CapitaLand's wholly-owned serviced residence business unit, [The Ascott Limited](#), has been conferred the coveted Business Superbrands status in Singapore. Business Superbrands is an internationally recognised accolade which pays tribute to the best and most valued business-to-business brands around the world. Ascott is the first serviced residence company to receive this recognition.

The accolade is presented to brands that have met the stringent standards set by the Superbrands organisation in the areas of achievement, innovation, market share, reputation and corporate social responsibility. Brands were evaluated by Superbrands' independent panel of marketing and branding experts as well as senior business leaders. Some of the notable brands that were accorded Business Superbrands status last year were SAP, IBM, Microsoft, Canon, SingTel and Singapore Airlines.

Mr Lee Chee Koon, Ascott's Chief Executive Officer, said: "Being the first serviced residence company to be recognised as a Business Superbrand has further cemented Ascott's position as the industry leader. Ascott pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore along Scotts Road in 1984. We have since grown to be the world's largest international serviced residence owner-operator. Our target is to increase our brand footprint to 40,000 apartment units globally by 2015."

Mr Lee added: "As we expand, we ensure that we give back to the local communities in markets where we operate and we also launch various innovative initiatives to enhance the Ascott experience for our customers. This Business Superbrands accolade goes to our staff for their dedication and hard work, and we will continue to strive to do better."

Mr Mark Pointer, Chief Executive Officer of Superbrands Singapore, said: "To achieve Business Superbrands status, companies must have established the finest reputation in their fields, gain significant market share and attain a high level of brand recognition to be able to qualify. Achieving Business Superbrands status means that Ascott is seen as more trustworthy, of higher quality and has a better reputation."

"Ascott is a renowned global serviced residence provider that offers high quality serviced residences across many of the world's most vibrant cities. We are delighted to recognise Ascott as one of Singapore's leading business brands and we pay tribute to the management and all of the people who work behind the scenes to build the business and the brand," added Mr Pointer.

In Singapore, Ascott currently operates more than 700 apartment units in seven properties. Ascott opened Ascott Raffles Place, its premier serviced residence in Singapore, in 2008 after a S\$60 million restoration effort. Ascott had carefully preserved unique features of the former Asia Insurance Building which was Southeast Asia's tallest building in the 1950s while transforming it into Ascott Raffles Place. In 2009, Ascott brought its Citadines brand to Singapore with the opening of Citadines Mount Sophia. Citadines is an established chain of apart'hotels in Europe which Ascott acquired in 2002. Besides Ascott Raffles Place and Citadines Mount Sophia, Ascott also operates Somerset Bencoolen, Somerset Liang Court, Somerset Orchard, The Heritage and Riverdale Residence in Singapore. The company will be opening another prime serviced residence in the premier shopping and lifestyle district of Orchard Road in 2017.

Ascott continues to enhance its customer experience through various initiatives. These include launching mobile-friendly websites and online chat facility to enhance guests' search and reservation experience, and introducing an 'Around our Residences' Facebook application which allows guests to share tips with fellow travellers on what to see and do around Ascott's serviced residences. Ascott also enhanced its Best Rate Guarantee programme to give customers a stronger reason to book stays on Ascott's websites. In addition, since the launch of Ascott's global sustainability drive, Go Green @ Ascott, in 2012, its properties have rolled out green products and services which have received positive feedback from guests.

Through Ascott's corporate social responsibility programmes, the company aims to make a meaningful difference to the lives of underprivileged children by supporting their educational, healthcare and shelter needs. The programmes include donation drives to collect books and furniture for children from low-income families, building a classroom for disadvantaged children to create a conducive environment for learning, and creating a garden for a children's home so that the children can learn to grow plants.

About The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be the world's largest international serviced residence owner-operator. It has more than 22,000 operating serviced residence units in key cities of Asia Pacific, Europe and the Gulf region, as well as over 9,000 units which are under development, making a total of more than 32,000 units in over 200 properties.

The company operates three brands – [Ascott](#) , [Citadines](#) and [Somerset](#) . Its portfolio spans

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over 70 cities across more than 20 countries, 18 of which are new cities in Ascott's portfolio where its serviced residences are being developed.

Ascott, a wholly-owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. In 2006, it established the world's first Pan-Asian serviced residence real estate investment trust, Ascott Residence Trust. Today, the company boasts a 29-year industry track record and award-winning serviced residence brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include DestinAsian Readers' Choice Awards 2013 for 'Best Serviced Apartment/Residence Operator', TTG China Travel Awards 2013 for 'Best Serviced Residence Operator in China', TTG Travel Awards 2012 for 'Best Serviced Residence Operator', Business Traveller Asia-Pacific Awards 2012 for 'Best Serviced Residence Brand' and 'Best Serviced Residence in Asia-Pacific', and Business Traveller UK Awards 2012 for 'Best Serviced Apartment Company'.

Visit www.the-ascott.com for more information and connect with us on social media at www.the-ascott.com/connect

About CapitaLand Limited

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, the company's businesses in real estate and real estate fund management are focused on its core markets of Singapore and China.

The company's diversified real estate portfolio primarily includes homes, offices, shopping malls, serviced residences and mixed developments. The company also has one of the largest real estate fund management businesses with assets located in Asia. CapitaLand leverages its significant asset base, real estate domain knowledge, product design and development capabilities, active capital management strategies and extensive market network to develop real estate products and services in its markets.

The listed entities of the CapitaLand Group include Australand, CapitaMalls Asia, Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust, CapitaRetail China Trust and Quill Capita Trust.

About Superbrands

Established in 1994, Superbrands is the world's leading international brand marketing and promotional programme that celebrates the best and most valued brands in more than 80 countries around the world. Business Superbrands is an exclusive accolade for established B2B brands.

Participation in Superbrands and Business Superbrands programmes is strictly by invitation only and only qualified brands are eligible to participate. The accolade provides a Mark of Excellence and recognition that the brand has established the finest reputation in its field. It is also recognition that the brand offers its customers significant emotional and/or tangible advantages over its competitors, which customers want, recognise, and are confident about investing in.

For more information on Superbrands Singapore, please visit www.superbrands.com/sg .