



PRESS RELEASE

DORSETT HOSPITALITY INTERNATIONAL IS OFFICIALLY LAUNCHED AT ITB ASIA 2012 ***New brand architecture and exciting pipeline revealed***

[15 November 2012, Shanghai] President and Executive Director Winnie Chiu revealed the group's new brand architecture and exciting pipeline for Asia Pacific and beyond in Singapore during ITB Asia 2012. Formerly known as Kosmopolito Hotels International, Dorsett Hospitality International will now comprise of three unique brands, each catering to a different type of traveller. The new brand architecture will roll out across all existing properties and future developments.

Headquartered in Hong Kong, Dorsett Hospitality International currently operates 18 hotels with 7 more underway in key Asian cities, including Singapore (scheduled to open end of 2012), Zhongshan, Zhuji, Kuala Lumpur and Hong Kong, bringing the total room count to more than 7,000. Dorsett Hospitality International also revealed plans for expansion beyond Asia with the launch of their first UK hotel, Dorsett London, in the first quarter of 2014. The group has also recently acquired a second property in London which is scheduled to open within the next 3 years.

The rebranding process has consolidated the group's hotel portfolio and divided it into three brands that cover different market segments - boutique range d.Collection, a series of upscale, charismatic hotels in prime locations carefully chosen for their proximity to the pulse of each city; Dorsett Hotels & Resorts, comprising the upscale Dorsett Grand hotels - offering tasteful and rich hospitality experience - and midscale Dorsett Hotels - contemporary urban hotels in central locations; and the value-led Silka Hotels famed for convenience, speedy service and attractive room rates. Whilst each brand caters to different market segments, all hotels promise to deliver on the Dorsett Hospitality International's commitment to be 'The gateway to Asian Inspired Hospitality' by providing guests with a memorable and unique experience that embraces the Asian grace and warmth. *[Please see Appendix A for detailed information on each brand]*

The new brand concept celebrates the intertwined stories of Asia and Britain to create something extraordinary. Touches of local Asian culture and tradition are deftly woven into the product and service offerings, alongside timeless British elegance of classic grandeur and modern edginess. The result is a unique guest experience that is both original and genuine. Dorsett Hospitality International's home base of Hong Kong was the centre of British influence in Asia for decades and as such, the group's brand promise runs parallel to the city's heritage and multicultural spirit.

Winnie Chiu, President and Executive Director says, “With the group rebranded as Dorsett Hospitality International, we will continue to focus on offering an Asian experience and culture to discerning travellers looking for quality accommodation at excellent value, complete with the essentials of a great hotel experience.

“Our approach is about being modern and innovative. We invest in our team to ensure that our people deliver our promise on a daily basis – they are the ambassadors of the Dorsett Hospitality International brand. Our expertise, coupled with our operational efficiency, allows us to provide our guests with true value for money at every level, from a luxurious family vacation, a business trip to a convenient accommodation during their travels. “

Dorsett Hospitality International’s understanding of the needs and expectations of a new generation of travellers ensures they are one of the most important, innovative and inspirational hotel groups in Asia today. The fast-growing developer is also recognised for its organic development of greenfield sites as well as its acquisition and conversion of hotels. The group owns and manages all the hotels under the group’s portfolio. They have received numerous awards for hospitality excellence, including the Outstanding High-Growth Company (Hotel) 2011 award at the Quamnet Outstanding Enterprise Awards, and many of their properties have been honoured with the TripAdvisor Certificate of Excellence.

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www.dorsett.com

Appendix A – Snapshot of the Dorsett Hospitality International brands

Appendix B – Members of Dorsett Hospitality International brands

About Dorsett Hospitality International

Dorsett Hospitality International (HKEx Stock Code 2266), formerly known as Kosmopolito Hotels International, is a spin-off from Far East Consortium Limited. The group currently owns and manages 18 hotels in Mainland China, Hong Kong and Malaysia; with 7 more opening within the next 12 to 24 months in Mainland China, Hong Kong, Singapore and United Kingdom under three brands of different tiers ranging from up-scale to mid-scale and value-led. The three brands are d.Collection featuring a series of boutique hotels; Dorsett Hotels & Resorts comprising up-scale Dorsett Grand and mid-scale Dorsett; and value-led Silka Hotels.

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APPENDIX A – SNAPSHOT OF DORSETT HOSPITALITY INTERNATIONAL BRANDS

d.Collection

The d.Collection comprises a selection of boutique hotels that represent the best of Dorsett Hospitality International. A series of upscale, charismatic hotels in prime locations, carefully chosen for their proximity to the pulse of each city, d.Collection properties offer exciting dining, shopping and entertainment all within reach. The d.Collection targets the traveller in search of inspiration, excitement and something a little more extraordinary.

Dorsett Hotels & Resorts

Dorsett Grand is a portfolio of 400 to 600 room hotels for the contemporary, urban and aspirational business and leisure travellers looking for a tailored offering in their hotel choice. Dorsett Grand properties enjoy city centre and resort locations and often have two to three restaurants to choose from. The properties also have full-range MICE facilities with state-of-the-art amenities as well as a swimming pool. At Dorsett Grand, Asian warmth will meet British elegance to provide guests with a tasteful and rich hospitality experience that is inviting and refined.

Dorsett is a collection of contemporary urban properties with 150 to 300 hotel rooms that are centrally located equipped with one restaurant. The hotels offer a blend of Asian hospitality with modern British edginess and feature playful décor, eclectic influences, a sense of surprise and flamboyance. Each Dorsett hotel promises guests a hospitality experience to remember and caters to both business and leisure guests.

Silka Hotels

A collection of five Asian no-frills hotels located in Hong Kong and Malaysia. Everything about Silka Hotels is about convenience - from the location to the attractive room rates, to the well-stocked mini-bars at supermarket prices - guests are provided with value at every turn. The 'Stay, Shop and Save Programme' allows guests to enjoy dining and shopping privileges by presenting their room keycard at participating merchants. The Silka Hotels experience is all about comfort and relaxation with simple choices that helps guest maximise more time on enjoying their stay than worrying about lengthy check-in and out procedures.

APPENDIX B – MEMBERS OF DORSETT HOSPITALITY INTERNATIONAL BRANDS

d.Collection

- Lan Kwai Fong @ Kau U Fong (Hong Kong)
- The Mercer (Hong Kong)
- Cosmo Hotel Hong Kong (Hong Kong)

Dorsett Hotels & Resorts

Dorsett Grand

- Dorsett Grand Labuan (Malaysia)
- Dorsett Grand Subang (Malaysia)
- Dorsett Grand Chengdu (China, 2012)
- **Dorsett Grand Zhuji (China, 2013)**

Dorsett Hotels

- Cosmopolitan Hotel (Hong Kong)
- Cosmo Hotel Mongkok (Hong Kong) Rebranding April 2013
- Dorsett Regency Hong Kong (Hong Kong)
- Dorsett Kwun Tong (Hong Kong)
- Dorsett Regency Wuhan (China)
- Yue Shanghai Hotel (China) Rebranding November 2012
- Dorsett Regency Kuala Lumpur (Malaysia)
- **Dorsett Singapore (Singapore, 2012)**
- **Dorsett Tsuen Wan (Hong Kong, 2013)**
- **Dorsett Zhongshan (China, 2014)**
- **Dorsett London (United Kingdom, 2014)**

Silka Hotels

- Silka Seaview (Hong Kong)
- Silka Far East (Hong Kong)
- Silka West Kowloon (Hong Kong)
- Silka Maytower Hotel & Service Residences (Malaysia)
- Silka Johor Bahru (Malaysia)
- **Silka Tsuen Wan (Hong Kong, 2014)**

Total number of properties: 25

- 18 operating
- 7 in the pipeline