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From Beijing to Shanghai, Artyzen Habitat Presents A New Integrated Space for Modern Travellers

2019 September, Shanghai China – Artyzen Habitat is a new lifestyle sanctuary that sits at the intersection of culture and community. The innovative brand has now one property located in Beijing and one in Shanghai. This September, Artyzen Hospitality Group will officially launch the brand in an event at Artyzen Habitat Hongqiao Shanghai, introducing the latest creative concept: a place of gathering where people and culture come together – “Ji”.

Artyzen Habitat brand belongs to the Artyzen Hospitality Group, which is a subsidiary of Shun Tak Holdings Ltd., a listed company in Hong Kong Stock Exchange. It embraces the group’s philosophy of “Art, Culture and Emotional Wisdom”, and caters to today’s modern traveller’s evolving lifestyle, offering them original, creative and social spaces that allow guests to seamlessly integrate their work and play; authentically immersing with the local culture; and putting individual experiences at the centre of the customer experience, with facilities that allow guests to ‘make it their own’.

Influenced by modern travellers’ search for inspiration when they travel for business or pleasure, Artyzen Habitat features ideal and innovative spaces within all its properties. The majority of Artyzen Habitat hotel rooms are suites, which are ergonomically designed to resemble an inviting home with separate living room and kitchenette. On the ground floor, guests will find the Townsquare, a welcoming social space and a hub of activity where guests can dine, work, social or just relax. It combines living spaces, a bistro and a café, decorated with a collection of stylish furnishings, arousing the inspiration that enriches not only the traveller’s journey but also enriches them individually. In addition, Artyzen Habitat properties offer a versatile space that lends itself to pop-up events, co-working, as well as social interaction, such as the Amphitheatre and Creation Space in Shanghai and the “SAN” in Beijing, creating a haven for guests to feel connected, creative, and of course, comfortable.

Artyzen Habitat encourages guests to ‘live like a local’, whether in or out of its hotel, guests could always have a deeper cultural experience of the destination, feeling the social and cultural vibes of the local community. Within Artyzen Habitat hotels, guests are surrounded by the artworks and installations inspired by local culture and social connectivity, which are created by local artists and art students. Meanwhile, they could enjoy a local event such as their art and culture sharing programs, genuinely building connections with local people through interaction. To explore the city, the experienced Host of Artyzen Habitat hotel will give guidance like old friends, discovering the local hottest spots and coolest hangouts.

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Understanding that every guest has different needs, Artyzen Habitat offers not only the spaces and facilities but also the individualized experiences that allow guests to make it their own and bring to life their desired lifestyle. With diverse F&B offerings such as East-meets-West inspired food, Asian favourites and international classics with a twist, as well as a series of 'Grab & Go' options, guests' requirements are able to be matched in here. Also, it offers a spacious state-of-art gym and Utility Hub next to it with washers and dryers both with 24/7 access, making it easy for guests to exercise while getting the laundry done. Moreover, Artyzen Habitat contains vibrant schedule of art exhibitions, lectures and local events that guests could feel free to participate. Simple comforts are effortlessly available in Artyzen Habitat.

The brand's first property, Artyzen Habitat Dongzhimen Beijing, is located in a vibrant local neighbourhood within Beijing's old fortress walls in Dongzhimen, it boasts 138 bright and spacious rooms ranging from 40 to 90 square metres. With just a 25 minutes' drive from the Beijing Capital International Airport, it is also close to Dongzhimen Train Station and the Airport Express, making it was for guests to get access to key local attractions like Sanlitun and Guijie (Ghost Street) – Beijing's famous food street where guests could be spoilt for choice with the best provincial cuisines in the city.

As an integral part of the multi-faceted Shanghai MixC complex, Artyzen Habitat Hongqiao Shanghai offers 188 spacious rooms and suites, strategically located next to the Metro Station Line 10 and only a 20-minute drive from both Shanghai Hongqiao International Airport and Shanghai Hongqiao Railway Station. Meanwhile, the local entertainment hot spots are aplenty, including Xintiandi, Yu Garden, Nanjing Road and the Shanghai Zoo which all can be directly accessed by the Metro Station Line from the hotel. At the brand launch at Artyzen Habitat Hongqiao Shanghai, the brand will partner with pioneering Chinese fashion photographer Leslie Zhang Jiacheng to create a collection of innovative visuals, unveil the 'Ji' concept to the public, entering the next chapter of its expansion in China.

Robbert van der Maas, President of Artyzen Hospitality Group, said: "I am thrilled to see both our first two Artyzen Habitat hotels in Beijing and Shanghai performing well. We aim to deliver a 'New Luxury' idea to guests who visit our properties, bringing them fulfilling experiences and enriching memories. We've realized the huge potential of our locations. We are excited about our association with valuable partners like China Resources and Da Chin Art Centre, and we are confident that our unique hotel brand culture will bring a new novelty to any destination."

Thus far, Artyzen Habitat has a total of two operating hotels and six hotels in the pipeline, strategically distributed in cities such as Beijing, Shanghai, Chongqing, and Zhuhai at this time with

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projects under discussion in Australia, Hong Kong and Vietnam.

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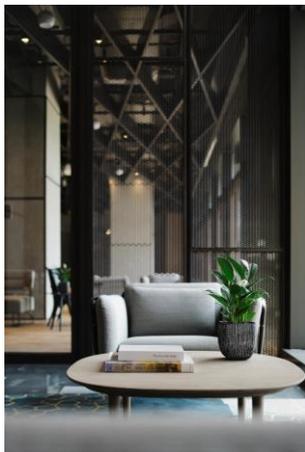
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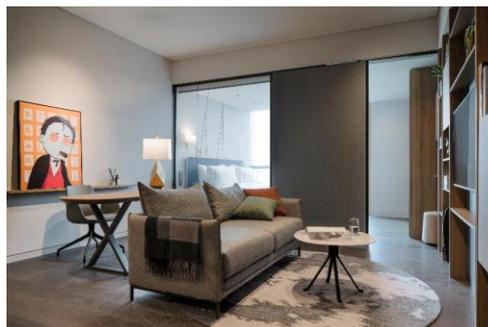
Arrival experience at
Artyzen Habitat Dongzhimen Beijing



SAN at Artyzen Habitat Dongzhimen Beijing



Townsquare of
Artyzen Habitat Hongqiao Shanghai



Habitat Suite of
Artyzen Habitat Hongqiao Shanghai

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About Artyzen Habitat

Integrating live, work and play, Artyzen Habitat offers unique social spaces catered to the modern traveller. An experience for guests to 'live like a local', the brand embodies the social and cultural vibes of the local community while leaving room for personal habits and preferences.

Guests will appreciate the vibrant public spaces that can be dynamically redefined to accommodate co-working, social interaction, cafés and pop-up retail, to suit the different needs of the city. The rooms are designed to resemble an inviting home, with an open living space at the forefront of the room, and the sleeping area beyond the living space providing more privacy.

No matter which city guests may be exploring, the Artyzen Habitat experience inspires and provokes wonder, excitement and joy. We are all about deepening travellers' connection with the city we adore – its people, its heritage, its art and its spirit. www.artyzenhabitat.com

About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. Launched in 2013, the hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners. The Group's portfolio comprises Zitan, Artyzen Hotels and Resorts and Artyzen Habitat. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to provide culturally rewarding guest experiences. Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties. www.artyzen.com