

FOR IMMEDIATE RELEASE

**Artyzen Hospitality Group Launches Inaugural Group-Wide
"Artyzen Sweet Wishes" Charity Initiative Across Key Destinations**

[Shanghai, December 1, 2025] — Artyzen Hospitality Group (AHG) launched its inaugural "Artyzen Sweet Wishes" charity program in collaboration with the Shanghai Make-A-Wish Charity Foundation last week. This unified initiative aims to fulfill the wishes of children facing critical illnesses and invites communities to share sweetness and hope during this holiday season. Timed to launch on Thanksgiving—a day of gratitude and togetherness—it marks the beginning of the festive season of giving across AHG properties in the Asia-Pacific region, including Beijing, Macau, Shanghai, Singapore, Suzhou, and Zhuhai, creating a regional wave of festive spirit and charitable giving.

Embodying Artyzen's unique Asian-rooted philosophy of 'Emotional Wisdom,' expressed through the 'Artyzen 3C' framework—Connect, Care, and Celebrate—"Artyzen Sweet Wishes" initiative serves as a tangible manifestation of these principles, particularly highlighting our commitment to caring for the wider community.

"In gathering the communities across our properties in key destinations, we celebrate more than just the festive season—we celebrate the power of togetherness and shared purpose," said Mr. Rogier Verhoeven, Executive Director and President of the Group Hospitality Division at Shun Tak Holdings Limited. The "Artyzen Sweet Wishes" initiative reflects our deep commitment to caring for the wider community and supporting the incredible work of Make-A-Wish. Together, we believe we can make a meaningful difference—one sweet treat at a time."

The inaugural group-wide "Artyzen Sweet Wishes" program, running from November 27 to December 31, 2025, invites hotel guests and the community to share sweetness and hope with children facing critical illnesses. A portion of the proceeds from each purchase of the specially crafted seasonal dessert will be donated to the Shanghai Make-A-Wish Charity Foundation, helping to make wishes come true for children in need.

To show appreciation for our guests' generosity, purchasing the dessert grants entry into an instant win raffle, available both online and offline through a dedicated WeChat mini-program. This initiative aims to create multiple touchpoints for guest participation while also supporting a meaningful cause.

Note: Participation terms and availability for the instant win raffle may vary by hotel. Please check with the individual Artyzen property for specific details and terms & conditions.

Photo Download:

Please download high-resolution images from this link <https://we.tl/t-pdqIWzUru1>.

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About Artyzen Hospitality Group

Artyzen Hospitality Group (AHG) is an international lifestyle hospitality company rooted in Asian heritage and a wholly owned subsidiary of Shun Tak Holdings Limited (HKEX: 242). Headquartered in Hong Kong with regional offices in Shanghai, Macau, and Singapore, AHG operates in seven key destinations across the Asia-Pacific region.

AHG's portfolio includes two flagship homegrown brands—Artyzen Hotels and Resorts and Artyzen Habitat—alongside a collection of distinctive lifestyle hotels, including The Shàng by Artyzen, YaTi by Artyzen, and Grand Coloane Resort. Beyond hotels, AHG also manages and operates service residences, restaurants, and bars.

Since its establishment in 2013, AHG has been guided by its Asian-rooted philosophy of 'Emotional Wisdom', developing distinctive lifestyle brands that offer travellers bespoke experiences. AHG emphasises personalised service, honours local traditions, and fosters community engagement through its 'Artyzen 3C' framework: Connect, Care, and Celebrate.

In alignment with its parent company, Shun Tak Holdings Limited's pioneering "Tourism+" strategy, AHG is dedicated to fostering a culturally and environmentally sustainable future. This commitment not only supports regional economies but also aligns with the national development blueprint, creating lasting value beyond the hospitality sector.

For more details, please visit www.Artyzen.com.

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