

THE PENINSULA

HONG KONG

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THE PENINSULA HONG KONG UNVEILS A STUNNING NEW INTERIOR DESIGN AND TECHNOLOGY CONCEPT

*The Grande Dame of Asia unveils its newly-renovated Tower rooms and suites,
inaugurating its landmark HK\$450 million room enhancement programme*

Building on its 84 years as a global beacon of hospitality, The Peninsula Hong Kong proudly unveils the first phase of its landmark room enhancement programme, which offers guests the highest levels of comfort during their stay. The opening of the new Tower rooms and suites underscores the hotel's commitment to defining the future of experiential luxury, while preserving its magnificent heritage since opening The Peninsula Tower 17 years ago, on 1 December 1994.

Culminating in a HK\$450 million project that will see all 300 of the hotel's guestrooms transformed, the enhancement programme began on 8 January 2012. The launch of the newly renovated guestrooms in The Peninsula Tower have paved the way for the transformation of guestrooms in the Original Building, which sit below the offices in the Tower, and will be unveiled in April 2013 to usher in the hotel's 85th anniversary celebrations. "Today, we're celebrating both the re-launch of an icon, as well as cementing this hotel's place firmly in the future," said The Peninsula Hotels' Chief Operating Officer, Mr Peter Borer. "Innovation is part of The Peninsula's DNA and the guest-focused technology we are unveiling will elevate guest stays to a whole new echelon of experiential luxury."

With an accent on Classic Modernity, which adheres to the design tenets of simplicity and chic elegance, the new rooms showcase the finest materials and craftsmanship. Boasting a bespoke luxury residential feel, with an aesthetic that melds the distinctive design touches and practicality present in today's luxury yachts, motorcars and private jets, the new design takes The Peninsula guest experience to the next level of in-room comfort.

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Set in a warm, neutral palette of cream, bone, caramel, walnut, and dark chocolate, refined artisan detailing includes stitching on the leather-finish wardrobe and wall panels and vintage travel trunk-inspired drawer handles. Highly-glossed burl wood cabinetry, screen doors, chairs and sofa detailing frames the walls and doors to create an ambiance of sumptuous, refined comfort.

Echoing the distinguishing design touches present in luxury automotive and fashion design today, fine craftsmanship with subtle and seamless detailing is everywhere. Functional objects such as multiple, dual-voltage (110V/240V) electrical power sockets with universal adaptors and chargers have been concealed within flawlessly finished, dark chocolate burl wood and glass cabinetry, with touch-of-a-button access.

Conceived by the in-house design team of The Peninsula Hotels and assisted by Gettys as the executive interior design firm, the overall concept focuses on simple details that work in beautiful synchronisation. From the streamlined tea and Nespresso© coffee-making facilities, which are conveniently integrated with the entertainment centre, to the beige leather-finish and glossy patina of the walnut writing desk and vanity table with retractable, illuminated mirror, discerning guests have everything they need at their fingertips. The matte mahogany dining table, Cassina-designed sofa and Poltrona Frau dining chairs and armchairs feature extendable panels, retractable drinks coasters and a concealed magazine rack, lending to the sense of inviting, spacial elegance.

Freeform art installations feature in every guest room, inspired by Chinese ink paintings and depicting details found in flora and fauna. Three-dimensional curvilinear reflective metal blossoms, leaves and branches made of laser-cut bronze-lacquered stainless steel create whimsical compositions on the walls. Soft furnishings are also inspired by calligraphic floral design, and lend a soft, Chinoiserie-inspired touch. Artist-commissioned photographic works referencing vignettes of noteworthy properties within the Hongkong and Shanghai Hotels group property portfolio line the

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walls of the corridors, with sculptural renderings by leading Hong Kong-based artists adorning the suites, paying homage to the city's growing influence as a global arts hub.

Melding the modern with the traditional, The Peninsula's signature en suite marble bathrooms – with dual wash basins, a large and luxurious bathtub, separate shower stall and private toilet – have been seamlessly integrated into the new guestroom design, undergoing a complete technological redesign to fulfil 21st century guest requirements. Here, LED touch-screen panels, located on the wall and bath-side, enable viewing of terrestrial and Internet TV and radio. Mood-lighting with a customised ambient spa setting delivers a luxurious, integrated light and sound experience for indulgent relaxation.

Revolutionary in-room technology sets new standards of guest personalisation, with fully-customised interactive digital bedside and desk tablets pre-set in one of five languages: English, French, Traditional and Simplified Chinese and Japanese, according to guest preference. Full control of all in-room functions is a mere touch away via the bedside and desk tablets, which enable access to the in-room compendium of restaurant menus, hotel services, the new “PenCities” virtual city guide, and personalised streaming terrestrial TV, and Internet TV and radio with noise-cancelling earphones. LED touch-screen panels located on the walls also offer full mastery of the in-room facilities, including mood lighting and curtain control. Wall panels feature valet call, weather, thermostat, language and privacy options at a convenient touch.

A vibrant, enriched entertainment experience is now possible thanks to the in-room tablets, which deliver a suite of integrated platforms for terrestrial TV, as well as 90 Internet TV channels and 460 Internet radio stations, streaming independently on both the tablets and the television. A state-of-the-art audio visual centre in each guest room features a 46-inch flat-screen, Blu-ray LED television – with a 55-inch model in all suites – ideal for watching a personalised selection of the

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complimentary HD movies available – and Internet TV, as well as an iPod/iPad docking station, memory card reader and soundbar speaker system with powerful sub-woofer, to deliver the ultimate surround-sound experience. Wireless connection to personal electronic devices and to the all-in-one fax/printer/copier/scanner, enables the seamless functionality of a home office, with multiple-device chargers integrated into bedside cabinet drawers for added convenience.

To enable the streaming of high-volume digital data, fibre optic cabling in each room yields powerful complimentary high-speed wired and wireless internet access. As a result, guests are able to enjoy long distance VOIP calls in-room at no charge, as well as when travelling within the hotel's Rolls-Royce fleet, ensuring supreme convenience, luxurious comfort and above all enjoyment, throughout their Peninsula stay.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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