

For Immediate Release

8 CONLAY'S KEMPINSKI HOTEL RECOGNISED AS ENTRY POINT PROJECT BY PEMANDU

New Five-Star Luxury Kempinski Hotel Will Attract More High Yield Tourists

Kuala Lumpur, March 9, 2016 – KSK Land Sdn Bhd (KSK Land), the property arm of KSK Group Berhad, opens 2016 on a high note with Kempinski Hotel Kuala Lumpur, a part of 8 Conlay development, gaining recognition by Ministry of Tourism & Culture as one of the Entry Point Projects (EPP) under the Tourism National Key Economic Areas (NKEA) in Malaysia's Economic Transformation Programme (ETP).

KSK Land is teaming up with Kempinski Hotels, Europe's oldest luxury hotel group with a history of more than 110 years offering personalized services with impeccable European flair. Kempinski Hotel Kuala Lumpur is expected to provide 260 five-star hotel rooms and 300 serviced suites in a 68 story tower that will woo international tourists and investors seeking an intimate, quality tourism experience.

Commenting on the recognition, KSK Group Berhad Chief Executive Officer and KSK Land Managing Director, Joanne Kua, said, "KSK Land is pleased to receive this recognition from the Malaysian Government. We believe the hotel component of 8 Conlay will help to support the nation's goal of targeting more discerning travellers to spur growth for the nation's tourism sector."

The Tourism NKEA aims to attract high-yield tourists through the development of an optimal mix and quality of hotels, with a high level of service delivery. It was forecasted that by 2020, Malaysia requires 37,000 new 4-star and 5-star hotel rooms.

In addition, Kua believes the hotel component of 8 Conlay will drive more investments and employment growth for the nation. "In addition to considerable employment opportunities, the Kempinski Hotel Kuala Lumpur also spur further development of talent in the local service industry, thus stimulating the local economy.

Kempinski Hotel Kuala Lumpur, which is expected to open its doors on New Year's Day 2020, will provide more than 700 new job opportunities while committed investment value, excluding land cost, is expected to be about RM360 million. The project will also contribute positively to the nation's Gross National Income (GNI).

According to Tan Sri Dr. Ong Hong Peng, Secretary General of Ministry of Tourism and Culture Malaysia (MOTAC), “Landmark developments such as Kempinski Hotel Kuala Lumpur at 8 Conlay will contribute to Malaysia’s competitiveness and further strengthen the nation’s standing as a preferred destination for both business and leisure travellers. The Ministry will continue to facilitate and encourage development of hotels in line with projected needs in Malaysia.”

The development of this NKEA, led by the Ministry of Tourism and Culture Malaysia, is supported by cooperation with other ministries, agencies and the private sector. Targeting leisure and business tourism, the NKEA will focus on growing tourist arrivals and receipts to stimulate the industry’s contribution to the nation’s economy.

Commenting on Kempinski’s first property in Malaysia, Kempinski Hotels’ Chief Executive Officer, Alejandro Bernabé said, “Kempinski is proud to partner with KSK Land and expand the group’s presence in Malaysia. At Kempinski, we consider each new potential project on an individual basis, and we aim to grow our portfolio very selectively. For example, we need to ensure we share the owner’s vision for a new hotel, or if the destination will appeal to our existing, loyal client base, and we want to ensure that Kempinski is positioned as the market leader, or make it so unique that it cannot be compared to other hotels in the destination.”

“In this respect, we are looking into a bright future in Southeast Asia in general, and in Malaysia and Kuala Lumpur in particular. Kuala Lumpur is part of our development strategy and Malaysia holds one of the best economic records in Asia with a GDP growing at an average of 5 per cent per annum for almost 50 years,” Bernabé explained.

Standing strategically in the heart of Kuala Lumpur’s bustling golden triangle, 8 Conlay is a mixed-use development with a Gross Development Value (GDV) of RM 5.4 Billion. The development comprises a 68-storey tower with a five-star Kempinski hotel and Kempinski Residences. It also feature a lifestyle retail component complemented by two YOO-interior designed branded residence towers (known as YOO8 serviced by Kempinski) of 56- and 61-storey blocks which will be connected via two sky bridges at level 26 and 44.

To know more about 8 Conlay and Kempinski Hotel, buyers and investors can visit the show gallery at No. 8, Jalan Conlay, 50450 Kuala Lumpur, or visit www.8conlay.com.

About KSK Group

KSK Group Berhad (“KSK”) is incorporated in Malaysia and its principal activity is that of investment holding. KSK has presence in the general insurance business in Indonesia and Thailand, via PT. KSK Insurance Indonesia and KSK Insurance (Thailand) Public Co. Ltd. respectively.

KSK Group expanded into the property development market in Malaysia through KSK Land Sdn Bhd its property development subsidiary. KSK Land’s maiden project, the 8 Conlay is an integrated

development, comprising branded residences, a 5-star hotel and a retail component located at Jalan Conlay.

For more information, please visit our website at www.kskgroup.com or www.kskland.my

About Kempinski Hotels

Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties.

Kempinski now comprises a portfolio of 73 five-star hotels in 31 countries and continues to add new properties in Europe, the Middle East, Africa and Asia. Each one reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio includes historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts, and prestigious residences. Each one imbues the quality guests have come to expect from Kempinski while embracing the cultural traditions of its location. Kempinski is a founding member of the Global Hotel Alliance (GHA): the world's largest alliance of independent hotels.

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