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Press Release – FOR IMMEDIATE RELEASE

2018 FIFA World Cup Kicks Off in Xian at EAST, Beijing

(Beijing, 21 May 2018) - We are excited to announce that Xian at EAST, Beijing will screen the 2018 FIFA World Cup from the day it kicks off on 14 June to its final match on 15 July. Football fans can take in every second of the action on one of our three large screens, purpose built for the month long tournament.

Bringing together different nations from around the world, the FIFA World Cup marks the biggest event in any football lover's calendar. We will make sure football fans don't miss out on any World Cup action and will screen the full programme of scheduled matches which can be enjoyed live from the comfort of Xian's stylish interior or under the stars in our outdoor screening and seating area.

Xian has prepared World Cup offers featuring selections of the best of Beijing's local craft beer from The Craft Container, delicious World Cup themed pub-style dishes and an atmosphere that will make every match unmissable. Thirsty World Cup fans can enjoy the best in Xian's craft beer with our "Match Day" packages starting from RMB328* for 2 people, which includes 6 craft beers and a choice of any 2 snacks from our World Cup snack menu.

"A global celebration of sport, friendly competition and national rivalries the FIFA World Cup is a great sporting event and we are thrilled to be screening the games" says Simon McHendry, General Manager of EAST, Beijing. "We are looking forward to welcoming Beijing's football fans as they cheer on their favourite teams at Xian, Beijing's premier World Cup destination."

Located on the first floor of EAST, Beijing, Xian is a bar and live music venue with a distinctly modern vibe, inspired by the whimsical and industrial elements of the neighbouring 798 Art Zone. The stylish and inviting ambience at Xian invites guests to step in and unwind, whether they are after an evening of fun, or a moment of quiet contemplation. The Craft Container, opened in July 2017, is Xian's outdoor craft beer bar featuring draft beers from three of Beijing's best craft breweries. Made out of a re-purposed shipping container, the unique bar is inspired by Xian's modern industrial look and commitment to sustainability.

Xian is open Monday to Friday from 5:00pm, Saturday and Sunday from 1:00pm. Opening times may vary to accommodate scheduled matches. For reservations and more information please call +8610 8414 9810.

*All prices are inclusive of tax and service charge.

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Xian Bar



The Craft Container



Xian Bar



The craft beers

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About EAST, Beijing

EAST, Beijing is a lifestyle business hotel located at INDIGO – a new retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguai, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in and out experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. With 2 restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business hotel with a life'. The hotel is just 15 minutes from the airport, the CBD, and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car.

EAST, Beijing is Swire Hotels' fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST, Hong Kong.

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For further information or high resolution images please contact:

Nicole Wang
Communications Officer | EAST, Beijing
Tel: +86 10 8426 0888 | NicoleYWang@swirehotels.com

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travelers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, follow by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

About INDIGO

INDIGO, situated south of Jiangtai Road and east of Jiuxianqiao Road in Chaoyang District, Beijing, is a retail-led mixed-use project with a total site area of approximately 59,000 sqm (approximately 631,000 sq ft), and a total gross floor area of approximately 176,000 sqm (over 1,890,000 sq ft), excluding car park. It consists of a trendsetting shopping mall, a 25-storey Grade A office tower - ONE INDIGO, a lifestyle business hotel with 369 rooms and suites - EAST, Beijing, and an over 17-hectare open park. INDIGO mall and ONE INDIGO have been awarded Leadership in Energy and Environmental Design (LEED) Gold and Platinum pre-certified ratings from the U.S. Green Building Council respectively.

ONE INDIGO and INDIGO mall have started operation.

INDIGO is a joint venture between Swire Properties and Sino-Ocean Land. For more information, please visit www.indigobeijing.com.

