

Press Release – FOR IMMEDIATE RELEASE

EAST, Beijing Launches Various Christmas Events to Spread Holiday Spirits

Beijing, 12 November 2018 - EAST, Beijing is delighted to announce that it will continue its tradition of creating unique Christmas trees whilst supporting local charities by lighting up the holiday season with its 'Sustainability Christmas Tree'. This is part of a larger sustainability drive, championed by Swire Hotels, to reduce the amount of waste created and inspire the community at large with ways to reduce their own environmental footprint during the holiday season. Adding to the festive spirit, Executive Chef Tim Hunt has prepared a hearty Christmas spread at the award-winning restaurant *Feast (Food by EAST)* to be enjoyed amongst friends and family.

All about Love and Sustainability

EAST, Beijing has partnered with the Western Academy of Beijing to decorate a series of original Christmas tree ornaments, hand painted by its students, and made entirely from repurposed EAST, Beijing bed sheets and towels. Christmas is a time for thinking of others and the 'Sustainability Christmas Tree' encourages everyone to consider their impact of consumption on the environment. Further to supporting this year's theme of reducing waste, EAST, Beijing invites guests to donate their idle winter clothing to the donation box placed in the hotel lobby as part of its annual charity delivery in partnership with Roundabout.

The Christmas tree will be unveiled on Saturday 1 December and displayed in the hotel lobby until the end of the month. To celebrate the unveiling of the tree and the launch of the charity clothing drive, there will be a special performance from the Western Academy of Beijing Elementary School Choir from 3:00pm to 4:00pm, accompanied by Christmas refreshments.

"Stop by our lobby at EAST, Beijing, check out our unique Christmas tree and donate your clothes," says Simon McHendry, General Manager of EAST, Beijing. "We are happy to collaborate with The Western

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Academy of Beijing and Roundabout this holiday season and we do hope that our tree and love convey our support for the environment and those in need during this special time.”

Ring in the Festive Season with Delicious Events at *Feast (Food by EAST)*

EAST, Beijing is pleased to present a festive array of dining options, festive drinks and fabulous parties. One of the best parts of the holidays is always the indulgent meals shared with loved ones.

At *Feast (Food by EAST)*, guests can enjoy Christmas Eve dinner with traditional roasted turkey, roasted lamb leg, baked salmon, oysters, lobster, as well as an extensive selection of other festive delights and Christmas themed sweet treats. Relax and enjoy the holiday full-buffet complimented by unlimited soft drinks, coffee, tea, beer, red, white wine and sparkling wine. All kids are invited to visit ‘Santa’s Grotto’, meet Santa himself and receive a special gift.

Christmas Eve Dinner

Available on Monday, 24 December, 5:30pm – 10:00pm

Priced at RMB 488* per person, half price for children aged 7-12 and free for children aged 6 and under.

Christmas Day All-day Buffet

Available on Tuesday, 25 December, 11:30pm – 9:30pm

Priced at RMB 398* per person, half price for children aged 7-12 and free for children aged 6 and under.

For reservations, please call +86 10 8414 9820.

** All prices quoted are inclusive of 10% service charge and 6% VAT.*

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EAST, Beijing



Christmas Turkey



The Western Academy of Beijing (WAB)



Roundabout

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Swire Properties Hotel Management Limited

About The Western Academy of Beijing (WAB)

The Western Academy of Beijing (WAB) is a leading non-profit, independent IB World School. Founded in 1994, WAB prides itself on innovative and highly qualified teachers, world-class facilities, diverse community, warm and supportive environment and service-oriented culture. Students from over 50 countries are the focus of WAB's learner-centered atmosphere, and are encouraged to take their place as responsible citizens of the world.

About Roundabout

Roundabout is a social enterprise headed by volunteers. We provide a free service connecting those who wish to give, be that monetary or otherwise, to those in need. Started in 2008, we were the first charity store in mainland China. We now give support to 48 charitable organizations in the Beijing area and many more throughout China, Inner Mongolia and Mongolia.

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.

For more information, please visit: <https://www.east-beijing.com/en/>

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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, followed 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.

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