

FOR IMMEDIATE RELEASE



Heeton Holdings Limited

(Company Registration No. 197601387M)
(Incorporated in the Republic of Singapore)



KSH Holdings Limited

(Company Registration Number: 200603337G)
(Incorporated in the Republic of Singapore)



Ho Lee Group Pte Ltd

(Company Registration Number: 199600831K)
(Incorporated in the Republic of Singapore)

Heeton-led consortium rebrands prime London asset as DoubleTree by Hilton



SINGAPORE - 24 June 2021 - Heeton Holdings Limited, together with KSH Holdings Limited and Ho Lee Group Pte Ltd, are pleased to announce the opening of a new DoubleTree by Hilton hotel, in the exclusive London borough of Kensington and Chelsea.

Formerly known as the Crowne Plaza London Kensington, the property was acquired in 2019 by the consortium comprising Heeton Holdings Limited, KSH Holdings Limited and Ho Lee Group Pte Ltd, and later refurbished and re-branded as the *DoubleTree by Hilton London Kensington* under a franchise agreement with Hilton. The hotel is managed by Heeton's UK-based hospitality operations subsidiary, Heeton SG50.

The re-branding of the hotel is a vital repositioning strategy for the post-pandemic tourism recovery. Driven by conversions, the DoubleTree by Hilton portfolio has expanded rapidly

across Europe since its introduction in 2001, and currently has more than 150 hotels in the region both trading and in the pipeline.

Following the successful partnership between Heeton and Hilton on the development of the *Hampton by Hilton Leeds City Centre* in the UK, *DoubleTree by Hilton* was a strategic move for this prominent hotel given the combination of Hilton's powerful brand recognition and extensive customer base of 115 million Hilton Honors members globally, and the hotel's central London location.

With over 615 upscale hotels and more than 142,000 rooms across 49 countries and territories, Hilton is widely regarded as the world's leading hospitality group, and this collaboration with one of the most universally recognised hotel names is another milestone for the property and its stakeholders.

Located in the exclusive London district of the Royal Borough of Kensington & Chelsea, the *DoubleTree by Hilton London Kensington* is within walking distance of many tourist attractions, landmarks and luxury shopping districts and benefits from excellent connectivity to Central London and London Heathrow Airport.

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About Heeton Holdings Limited

Established in 1976 and listed on Singapore Stock Exchange in September 2003, Heeton Holdings Limited is a real estate company focused on property development, investment and management, and hospitality. For more information on the company, please visit <https://www.heeton.com>

About KSH Holdings Limited

KSH Holdings Limited is a well-established Construction, Property Development and Property Investment group incorporated in 1979 and listed on the Mainboard of the SGX-ST since February 8, 2007. For more information on the company, please visit <https://www.kimsengheng.com>

About Ho Lee Group Pte Ltd

Ho Lee Group Pte Ltd is a construction, property development, and material and machinery supply group established in 1996, providing quality buildings for both public and private projects. For more information on the Company, please visit <https://holeegroup.com.sg/>