

# PROJECTS



## THE PENINSULA SHANGHAI (CHINA)

The Peninsula Shanghai came to fruition in the first eight months of the year with all construction and fit out of the hotel tower completed on schedule. The pre-opening team moved into the hotel in May 2009 to prepare for operations to begin. The hotel soft opened on 18 October 2009 with the rooms and public areas opening in phases. By early December, all rooms and facilities in the hotel were fully operational. Initial trading has been in line with expectations and the hotel has already had excellent public and industry recognition via a number of awards. The official Grand Opening on 18 March 2010 will launch the hotel to the local community as a destination society venue.

The Peninsula Shanghai retail arcade features leading luxury brands, including Chanel, Chaumet, Giorgio Armani, Emporio Armani, Graff, Ralph Lauren, Piaget, Berluti and Prada. A number of the brands represented have opened their China flagship stores in the Arcade or opened their first mainland presence. Consequently we believe the Arcade is quickly establishing itself as Shanghai's most luxurious shopping venue. Chanel's store opening on 3 December coincided with the launch of their Spring fashion collection, named the Paris-Shanghai collection, by way of a fashion show on a temporary barge moored on the Huangpu River just outside the hotel, generating excellent publicity for both the hotel and the arcade. The majority of stores are now open with the remainder opening in the coming months.

Construction of The Peninsula Shanghai hotel apartments is in its final phase, with the show apartment and all public areas, including a resident's gym and pool, close to completion. Fit out of the apartments will continue during 2010, while plans are underway to finalise a marketing strategy for the planned sale of the hotel apartments. As these will represent the first 'Peninsula' branded hotel apartments and are located within The Peninsula Shanghai complex on the Bund, there has already been significant interest shown in the 39 apartments in the complex.

### ARCADE TENANTS

Ascot Chang	Piaget
Berluti	Prada
Brioni	Ralph Lauren
Canali	Salon denis
Chanel	Shanghai Tang
Chaumet	Silvano Lattanzi
Chopard	Sonia Rykiel
Emporio Armani	St. John
Georg Jensen	Stefano Ricci
Giorgio Armani	Tang Yun
Graff	The Peninsula Boutique
My Wedding Atelier	Valentino

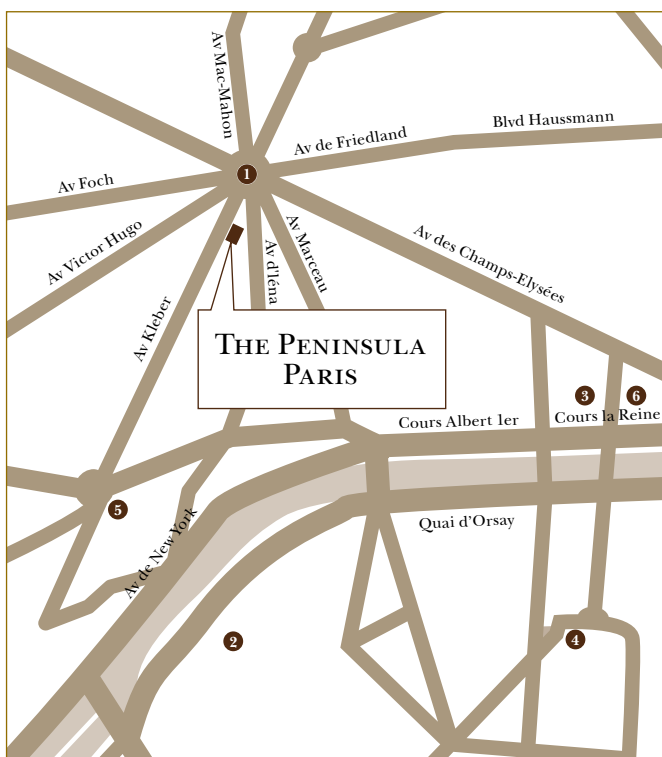
### THE PENINSULA PARIS (FRANCE)

HSH's next hotel project, The Peninsula Paris, is scheduled to open in 2012. The site is a century old Beaux Art building located on Avenue Kleber, near the Arc de Triomphe, which was opened in 1908 as the Majestic Hotel and was most recently an International Conference Centre under the auspices of the French Ministry of Foreign Affairs.

In 2009, following the signing of formal agreements in January with our partner, Qatari Diar Real Estate Investment Company and the formation of a joint venture company, Al Maha Majestic S.à r.l., the building was vacated at the end of March 2009 and handed over to the joint venture for stripping out and subsequent construction. Appointments of key personnel have been made, including the Project Director, the executive architect (Richard Martinet) and the interior designer (Thierry Despont).

The building permit was granted by the authorities in June and confirmed in September, following a three-month public consultation period. Concept designs are drawn up for the hotel's guestrooms and public areas, which will feature contemporary flair with reference to the building's original belle époque style.

By October, soft demolition work began on the site. The remaining consultants were appointed and detailed design work continued to progress. The first major phase of work is scheduled to commence in the Spring of 2010, with completion targeted for 2012.



1. Arc de Triomphe
2. Eiffel Tower
3. Grand Palais
4. Musée de l'Armée – Tombeau de Napoléon Ier
5. Musée national de la Marine
6. Petit Palais