

**FOR IMMEDIATE RELEASE**

## **KOP GROUP LAUNCHES NEW NAUTICAL OFFERING WITH THE EXCLUSIVE DISTRIBUTORSHIP OF PRINCESS YACHTS THROUGHOUT SINGAPORE AND CHINA\***

Yacht sales, private cruising services and nautical suites extend integrated lifestyle business capabilities of KOP Group

**Singapore, 28<sup>th</sup> September 2009** – KOP Group today announced the launch of the company's new nautical offering with a fleet of four Princess yachts for sale and/or lease, making KOP Group the exclusive distribution channel for Princess yachts in Singapore and China.\* Through the launch of their nautical venture, KOP Group will have an integral role in elevating Singapore as a global leisure boat and luxury lifestyle hub.

The company's new nautical offering, which will also include nautical suites and yacht charter capabilities, offers an exclusive and integrated approach to the luxury yachting lifestyle and boat ownership through the launch of Aqua Voyage Pte Ltd, (Aqua Voyage), a yacht chartering service which offers a comprehensive selection of private cruise itineraries to some of the most desired destinations in Asia. Aqua Voyage also manages and maintains privately owned yachts.

Ong Chih Ching, Chief Executive Officer of KOP Group said; "As Singapore's status as a luxury lifestyle destination grows, alongside the launch of our integrated waterside resorts, we believe there is an opportunity for KOP Group to leverage on our key strength in building the ultimate lifestyle experience. This venture will offer boating enthusiasts a one-stop yachting experience with exclusive access to yachts, nautical suites and luxury resorts across the most desirable destinations in Asia." "The new nautical offering naturally complements the existing KOP Group portfolio. For our discerning clients, who have come to appreciate our attention to detail, service and innovation, the venture will be another exciting way to broaden their life experience," she added.

With the launch of the initial fleet of four yachts ranging from 42ft to 85ft, KOP Group and its partner, Reignwood International, will work together to establish and strengthen the Princess brand in and around Asia.

\*Except HK SAR and ZheJiang Province

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## **About KOP Group Pte Ltd**

KOP GROUP Pte Ltd (“KOP”) is a diversified and fully integrated real asset investment, development and management company headquartered in Singapore. Our businesses are founded on integrated lifestyle and real estate products and services. KOP works closely with strategic brand partners and develops our own house labels.

KOP’s dynamic portfolio includes Hayden Properties, the developer of high-end luxury properties such as The Hamilton Scotts and The Ritz-Carlton Residences; Aqua Voyage, a yacht management company that specialises in bespoke luxury cruises; as well as Franklyn Hotels & Resorts, an international hospitality management and services arm. KOP Group also owns the exclusive distributorship for Princess yachts throughout Singapore and China\*.

KOP has received wide recognition across Asia for its bold vision and exciting business and project concepts, partnerships with internationally acclaimed brands, innovative products and service offerings, and track record in value creation and enhancement in each of their projects

KOP Group is helmed by a creative professional team with international experience in real estate, leisure and hospitality development, sales and marketing, creative deal structuring, financing, project and asset management. KOP Group also has the financial backing of, and access to, the extensive networks of its major stakeholders to develop its ever growing business portfolio.

For more information, visit [www.kopgroup.com](http://www.kopgroup.com)

\*Except HK SAR and ZheJiang province