



Sasseur Group and Sasseur REIT Won 16 Awards at China's 11th Outlets Leader Summit

- ***Sasseur Outlets won 2023-24 Leading Commercial Brand Award
(2023-24 年度领军商业品牌奖)***
- ***Sasseur Group won 2023-24 VIP Members Digitisation Award
(2023-24 年度会员数字化服务奖)***
- ***Sasseur REIT's Chongqing Liangjiang Outlet named as one of Top 20
outlets, Hefei and Kunming Outlets named as Top 50 outlets***

Singapore, 29 May 2024 – Sasseur Asset Management Pte. Ltd. (“SAMPL” or “REIT Manager”), the manager of Sasseur Real Estate Investment Trust (“Sasseur REIT”), is pleased to announce that Sasseur REIT’s Sponsor, Sasseur Group 【砂之船集团】 , and three of Sasseur REIT’s outlets have collectively bagged 16 awards at the 11th Outlets Leader Summit 【第11届奥莱领袖峰会】 held in Nanjing, China from 22 to 24 May 2024.

The Outlets Leader Summit 【奥莱领袖峰会】 is an annual celebration of China’s outlet industry, bringing together experts, operators and brand merchants to discuss about China’s changing outlet landscape. This prestigious award ceremony gives prominence to excellence in various aspects of outlet operations, and honours outstanding outlets, brands and industry leaders.

The “Leading Commercial Brand” Award is a testament to Sasseur Group’s outstanding achievements as a highly recognisable brand by consumers. It endorses the Group’s leadership as a premium outlet operator in China with its unique Super Outlet business model combining the elements of art and commerce.

The “VIP Members Digitisation” Award recognises the Group’s innovative capabilities in breaking new grounds in the marketing to and outreach to its VIP members. As at end-March 2024, Sasseur Group has a total of approximately 13 million VIP customers.

Twelve of the 17 Sasseur outlets operated and managed by Sasseur Group won awards in different categories. Sasseur REIT’s Chongqing Liangjiang Outlet and the Group’s Xi’an Outlet were named in the “China Outlet Index Top 20”, while Sasseur REIT’s Hefei and Kunming Outlets were named in the “China Outlet Index Top 50”. These awards affirm the leading market position of Sasseur outlets in the industry.

Sasseur Group has always put a strong emphasis on its customer-centric approach to outlet operations and has been relentless in driving innovation as well. The Group's drive to excel, commitment and teamwork have enabled the setting of such industry-leading standards.



List of 16 Awards Won by Sasseur Group and Sasseur REIT's Outlets

2023-24 Leading Commercial Brand Award (2023-24 年度领军商业品牌奖)

- Sasseur Outlets

2023-24 VIP Members Digitisation Award (2023-24 年度会员数字化服务奖)

- Sasseur Group

2023-24 China Outlet Index Top 20 (2023-24 年度中国奥特莱斯 20 强)

- **Sasseur (Chongqing Liangjiang) Outlet (owned by Sasseur REIT)**
- Sasseur (Xi'an) Outlet (owned by Sasseur Group)

2023-24 China Outlet Asset Enhancement Award (2023-24 年度中国奥莱商业改造大奖)

- Sasseur (Fuzhou) Outlet

2023-24 China Outlet Index Top 50 (2023-24 年度中国奥特莱斯 50 强)

- Sasseur (Changsha) Outlet
- Sasseur (Changchun Zhongdong) Outlet
- Sasseur (Guiyang) Outlet (owned by Sasseur Group)
- Sasseur (Hangzhou) Outlet
- **Sasseur (Hefei) Outlet (owned by Sasseur REIT)**
- **Sasseur (Kunming) Outlet (owned by Sasseur REIT)**
- Sasseur (Nanjing Jiangning) Outlet



2023-24 Emerging Outlet Award (2023-24 年度新锐奥特莱斯奖)

- Sasseur (Shijiazhuang) Outlet

2023-24 China Outlet Black Horse Award (2023-24 年度中国奥特莱斯黑马奖)

- Sasseur (Changsha)
- Sasseur (Nanjing Jiangbei) Outlet

2024-25 Most Promising Outlet Award (2024-25 年度最具期待奥特莱斯)

- Sasseur (Wulumuqi) Outlet

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About Sasseur REIT

Sasseur REIT is the first retail outlet mall REIT listed in Asia. Sasseur REIT offers investors the unique opportunity to invest in the fast-growing retail outlet mall sector in China through its initial portfolio of four quality retail outlet mall assets strategically located in fast-growing Chinese cities such as Chongqing, Kunming and Hefei, with a combined net lettable area of 310,241 square metres.

Sasseur REIT is established with the investment strategy to invest principally, directly or indirectly, in a diversified portfolio of income-producing real estate which is used primarily for retail outlet mall purposes, as well as real estate-related assets in relation to the foregoing, with an initial focus on Asia.

For more information on Sasseur REIT, please visit <http://www.sasseurreit.com/>

About the Manager – SASSEUR ASSET MANAGEMENT PTE. LTD.

Sasseur REIT is managed by the REIT Manager, an indirect wholly-owned subsidiary of the Sponsor. The REIT Manager's key responsibility is to manage Sasseur REIT's assets and liabilities for the benefit of Unitholders.

As the first retail outlet mall REIT listed in Asia, the REIT Manager intends to utilise Sasseur REIT's first-mover advantage and acquire suitable properties with good investment characteristics in Asia or other parts of the world. The REIT Manager's growth strategy is to identify and selectively pursue acquisition opportunities for quality income-producing properties used mainly for retail outlet mall purposes initially in China and subsequently in other countries.

About the Sponsor – SASSEUR CAYMAN HOLDING LIMITED

The Sponsor Group is one of the leading premium outlet groups in China, ranked within the top 500 service companies in China. With about 30 years of experience in art-commerce, the Sponsor Group has attained recognition in Asia as a leading outlet operator which adopts a strategic approach of integrating emotion, aesthetics, scenario planning and prudent capital management, as well as its "A x (1+N) x DT" Super Outlet business model.

For more information on the Sponsor, please visit <http://www.sasseur.com/>



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IMPORTANT NOTICE

The value of the units of Sasseur REIT (“Units”) and the income derived from them may fall as well as rise. Units are not obligations of, deposits in, or guaranteed by, the Manager, DBS Trustee Limited, as trustee of Sasseur REIT, Sasseur Cayman Holding Limited, as the sponsor of Sasseur REIT or any of their respective affiliates. An investment in the Units is subject to investment risks, including the possible loss of the principal amount invested. Holders of Units (the “Unitholders”) have no right to request that the Manager redeem or purchase their Units while the Units are listed. It is intended that Unitholders may only deal in their Units through trading on the SGX-ST. Listing of the Units on the SGX-ST does not guarantee a liquid market for the Units.
