

H12 (HK) Ltd.
Maggie Chi
Director of Public Relations
Unit 03B-05, 19/F, Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Hong Kong
+852 3468 7799
maggie.chi@platenogroup.com
www.h12artoflife.com



H12 Long Life Valley – Global artists meet in amazing central China

22 May 2017, Hong Kong: H12 (HK) Ltd. and Hubei Western Area Eco-cultural Tourism Investment Co., Ltd. ('ECOTIC') announce the cooperation to create the leading urban resort project, the H12 Long Life Valley close to Wuhan.

"We have always been excited about Central China. We are happy to find the perfect partner in ECOTIC, who share our vision of art and life hotels with, exceptional personalized services in the most iconic countryside in the Hubei province. H12 Long Life Valley, is part of the ECOTIC - Linqun Mountain Villa Project, which is expected to open in Q4 2018." says Walter Junger, Founder and CEO of H12.

Dahong Mountain: The Idyllic Chinese Painting

H12 Long Life Valley is located in Suizhou City, also known as "The Bell Town", in Hubei Province. The hotel is a 90-minute drive from Wuhan City airport and a 30-minute drive from Suizhou High Speed Rail Station. The hotel is in the national AAAA Dahong Mountain Scenic Area (formerly the region of Changshou County), with an area of about 18,000 square metres of natural greenery, lakes, forests and organic farmland. The hotel, which will offer 100 farm house rooms, forest villas and lake tree houses is created around art, entertainment and wellness. Guests can enjoy multiple hot springs, chime-bell performances, outdoor yoga and integrated nature spa, as well as children's edutainment. The hotel offers extensive meeting and conference areas, fresh fruit and vegetable picking, nature walks, art and cooking classes. Guests can enjoy the selection of food and beverages outlets including the tea pavilions and the famous H12 wine and cigar lounge, it also offers multiple shopping opportunities. The project area will be surrounded by over 3,000 ha agricultural plots. It promises to be an all-in-one holiday paradise and a wellness haven.

The resort and villa are nestled in beautiful forests with the largest ancient pine and cypress forest in the Dahong Mountain area. The center of the resort is a naturally formed lake sourced from underground springs. H12 Long Life Valley, boasts more than 1,000 trees which are over a hundred years old. The dense evergreen trees result in a pleasant climate that is fairly mild in winter and cool in summer. Additionally,

the air is rich in negative oxygen ions - up to 4.75 million / cubic centimetres, offering visitors a natural 'oxygen bar'.

H12 Long Life Valley transports guests back to the times of the ancient poet Wang Wei's couplet: "Autumn comes after plum rains; Moon shines in woods; Running spring gushes from rocks".

Perfect Blend of East and West

Liu Jungang the Chairman of Hubei Western Area Eco-cultural Tourism Investment Co., Ltd. says, "We are glad to cooperate with H12. H12 owns exclusive hotels and operates with advanced management standards. Their unique insights towards art hotels will be beneficial to the Long Life Valley Healthy Life Project, creating an intimate connection between nature and the art of life. Our cooperation sets a perfect example of East-meets-West partnership."

H12 is a high-end brand of the Plateno Group, combining the unique passion of Austria for the romance of culture and art with the large Chinese partners' guest base. It stands for new luxury and has gained much recognition not only from our worldwide guests but from the industry itself. Walter Junger, founder and CEO of H12 commented after the signing ceremony: "In order to fulfill our brand standard, we insist on selecting partners with the same ethics. Today, I am very happy to have found our perfect complement in ECOTIC-represented through Mr. Liu Jungang. His team is going to create, together with our hospitality professionals and worldwide artists, this most unique Linguan Mountain Villa Project, profiting of the ecological resources and the humanistic environment of this enchanted Dahong Mountain area."

H12

H12 is a global collection of art and lifestyle hotels, that was created with the idea of putting "a bed into an art gallery". H12 works with a concept story of 12 local and international artists for each of its iconic properties to create a "Glocal" atmosphere and a stimulating experience. H12 stands for new luxury. No pompous marble lobbies and no crystal chandeliers unless hanging from a tree for a romantic dinner for two. The locations are remote and spectacular or urban and iconic. The joint venture company, H12 (HK) Ltd. was established, and its headquarter was set-up in Hong Kong. At the same time, regional offices were opened in Guangzhou, Shanghai, Berlin, Salzburg and Nairobi. Since then, ten management contracts and investment partnerships have been signed across four continents.

Hubei Western Area Eco-cultural Tourism Investment Co., Ltd.

Established in May 2009, Hubei Western Area Eco-cultural Tourism Investment Co., Ltd. ("ECOTIC"), a state-owned tourism investment group, was set up to promote the tourism industry of western Hubei, part of the "Two Circles, One Belt" strategy rolled out by the provincial government. As a significant engine to lead cultural tourism development, ECOTIC has fully played a leadership role to integrate resources, and increase capital investment and project quality since its establishment. Currently, ECOTIC has 14 wholly owned subsidiaries, 18 holding subsidiaries and 11 associated companies. It engages in cultural tourism and financial services as its core businesses; whereas new towns infrastructure and trading logistics are its side businesses. The cores and side businesses complement each other, thereby creating integrated development. In 2015, the group was highly ranked 11th amongst the top 100 Chinese tourism investment enterprises and ranked 1st in the national tourism investment platform enterprises.

The Plateno Group

The Plateno Group is one of the most influential and innovative customer-centric company in China. The group owns 7 Days Inn hotel brand which was launched in 2005. 7 Days Inn accounted for the bulk of the revenues until 2013, when the group launched its first luxury hotels in China. In 2015, after merging with Jin jiang International Hotel Group, this partnership owns and manages over 640,000 room keys in 6000 hotels in over 300 destinations, which spans across 55 countries. Its loyalty club has over 80 million members. The group is largest hotel company in Asia and the fifth largest hotel company in the world.

In 2016, the group has set up Lifestyle Lab, the high-end brand chain that aiming to cater to the upscale guests who are seeking for diverse and exclusive hotel living experiences. Lifestyle Lab now includes H12, Maison Albar, Ameron, Barcelo and Portofino.

Contact

Maggie Chi

Director of Public Relations

H12 (HK) Ltd.

Unit 03B-05, 19/F, Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Hong Kong

+852 3468 7799

maggie.chi@platenogroup.com

www.h12artoflife.com