

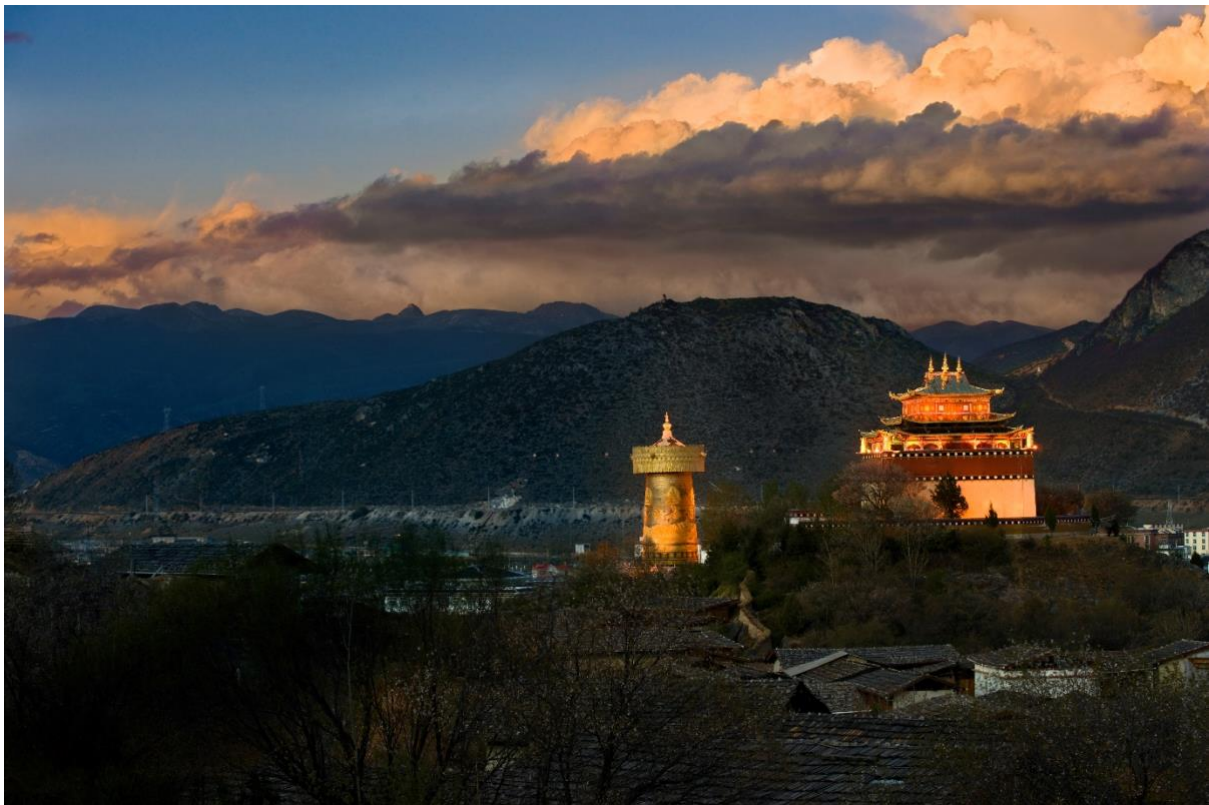
LUX*

TEA HORSE ROAD
CHINA

PRESS RELEASE

LUX* Tea Horse Road Shangri-La To Open in Third Quarter of 2021

This boutique retreat marks the group's seventh property along the ancient 1,400-mile-long Tea Horse trade route



LUX Tea Horse Road Shangri-La is perched 3,200 metres above sea level, overlooking Dukezong Ancient Town*

12 March 2021, Singapore – Global luxury hospitality management group The Lux Collective will launch a brand-new retreat in the mystical Shangri-La, Yunnan in the late summer of 2021.

Located in Diqing Tibetan Autonomous Prefecture in Northwestern Yunnan province, LUX* Tea Horse Road Shangri-La will comprise 18 rooms and suites, an all-day dining restaurant and a café/lounge bar offering unrivalled views of the mountainous landscape and the ancient town, along with easy accessibility to all the county's attractions.

Chief Executive Officer of The Lux Collective, Paul Jones said, "We are very excited to expand our presence in China and grow our portfolio with our long-term partner, Lijiang Yulong Tourism Corporation Limited, to manage the property in this stunning region, famed for its natural beauty and ethnic diversity."

The resort is located 10 minutes' drive from Diqing Shangri-La Airport and forms part of the LUX* Tea Horse Road China collection along the 1,300-year old trade route in Lijiang, Sangushui, Peach Valley, Daju Village, Baoshan Stone Town and Benzilan.

The resort is walking distance from Dukezong Ancient Town, a quiet town rich with Shangri-La's unique history; and within 30 minutes' drive from the top sights in the county - Songzanlin Monastery, the largest Tibetan monastery in Yunnan; Potatso National Park covering over 1,300 square kilometres of land and home to over 100 endangered species, notably the Black-necked Cranes; the sacred Shika Snow Mountain standing at 4,500 metres; Napa Lake, a seasonal basin surrounded by mountains and to which roaming yaks, wild horses and Tibetan pigs frequent; as well as the Shangri-La Brewery, one of the best beer producers in China made with highland barley and local spring water. LUX* Tea Horse Road Shangri-La will provide immersive experiences for the culturally curious.

LUX* Tea Horse Road China anticipates the opening of its eighth and ninth retreats in Dali and Pu'er at Yunnan province in late autumn 2021 and early 2022 respectively.

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luxresorts.com

About The Lux Collective

The Lux Collective is a global hotel operator headquartered in Singapore and manages brands LUX* Resorts, SALT, Tamassa, SOCIO and Café LUX*. Other properties managed by The Lux Collective include Hotel Le Recif, Reunion Island as well as Ile des Deux Cocos, Mauritius, a private paradise island.

Successful hospitality experiences are created through hard work, passion and the collaboration of people with diverse skills. The Lux Collective work together with some of the most passionate and creative thinkers and doers. Together with their team members, stakeholders, vendors and partners, they create and deliver some of the leading hospitality experiences in the world. Putting people first is the core of their culture as well as staying true to its values of being passionate, responsible and innovative in all that they do. The Lux Collective make each moment matter and cares about what matters. By providing comfort through thoughtful and exquisite designs, they create experiences that make each moment matter for all guests.

The Lux Collective is committed to operating in a considered and respectful manner that is mindful of future generations.

An affiliate member of IBL, a major economic player in the Indian Ocean, and a leader of the "TOP 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

The Lux Collective currently manages:

LUX* Resorts & Hotels

Mauritius: LUX* Grand Gaube Resort & Villas, LUX* Belle Mare Resort & Villas, LUX* Le Morne Resort and LUX* Grand Baie Resort & Residences (opening October 2021)

Maldives: LUX*North Male Atoll Resort & Villas and LUX* South Ari Atoll Resort & Villas

Ile de la Reunion: LUX* Saint Gilles Resort

China: LUX* Tea Horse Road Lijiang, LUX* Tea Horse Road Benzilan, LUX* Tea Horse Road Sangushui, LUX* Tea Horse Road Peach Valley, LUX* Tea Horse Road Daju Village, LUX* Tea Horse Road Stone Town, LUX* Tea Horse Road Dali (opening 2021), LUX* Tea Horse Road Pu'er (opening 2021), LUX* Chongzuo, Guangxi, LUX* Liyang (opening 2022) and LUX* Luxelakes, Chengdu (opening 2025)

Vietnam: LUX* Phu Quoc (opening 2023)

France: LUX* La Baraquette Resort & Residences (opening 2023)

SALT Resorts

Mauritius: SALT of Palmar

Tamassa

Mauritius: Tamassa Bel Ombre

SOCIO

Mauritius: SOCIO Trianon (opening 2022)

About LUX* Tea Horse Road China

LUX* Tea Horse Road is a series of properties located in some of the world's most majestic settings. The high mountain peaks, lush valleys and deep gorges of Yunnan are a haven't of natural and cultural diversity, connected by this ancient road that was plied for thirteen centuries by horse caravans. Immerse yourself in a travel experience like no other, to explore and absorb the rich stories of the old trails, in the knowledgeable care of LUX* Tea Horse Road.