

NEWS RELEASE

For Immediate Release

**UOL TO OPEN NOMAD HOTEL IN
SINGAPORE'S ORCHARD ROAD IN 2027**

- *UOL appoints NoMad under Hilton to manage 173-room luxury lifestyle hotel opening early 2027 at former Faber House*
- *First NoMad hotel in Asia Pacific blends refined, eclectic approach to luxury hospitality with focus on world-class dining, immersive cultural programming and sustainable design*
- *Strategic placemaking to bring vibrancy to Orchard Road district, leveraging the Group's diverse portfolio*

Singapore, 5 May 2025 – UOL Group Limited (UOL), a Singapore-listed property and hospitality firm, has partnered with global hospitality brand Hilton to open the first NoMad Hotel in Asia Pacific along Singapore's Orchard Road.

Scheduled to open in early 2027, the 173-room luxury lifestyle hotel will open on the site of the former Faber House, an office building which is being redeveloped by UOL into a 19-storey hotel with commercial and retail space.

NoMad, an internationally acclaimed brand, recently joined Hilton's luxury portfolio following the company's acquisition of a majority stake in Sydel Group to expand the NoMad Hotels brand from its existing London flagship location to high-end markets around the world. It is Hilton's first luxury lifestyle hotel brand and the debut in Singapore is part of the hotel chain's expansion into the fast-growing luxury lifestyle hotel market.

NoMad hotels strike a unique balance – grand yet intimate, refined yet playful, classic yet contemporary – blending luxury with lifestyle to create thoughtfully curated experiences shaped by captivating interior design and cultural influences. Special touches, like bespoke local artworks featured in each guestroom, bring the brand's curated identity to life.

Mr Alan Watts, President, Asia Pacific, Hilton, said: "This signing adds a new and

significant dimension to Hilton's phenomenal growth story in Asia Pacific, as we gain a critical foothold in the luxury lifestyle space.

"With demand for high-end, experience-driven stays surging across the region, the luxury gateway of Singapore offers the perfect backdrop to debut NoMad's uniquely local luxury hospitality – and will be the first of many cities in Asia to welcome the brand."

Mr Andrew Zabler, Founder & CEO, The Sydell Group, said: "NoMad is built on the concept of a hotel as a welcoming home filled with stories, where every detail – from its interiors and rich visual appeal to its thoughtfully curated dining experiences – comes to life. The signing of our first hotel in Singapore marks an exciting introduction of our brand to Asia Pacific.

"This debut is just the beginning as we seek out the best destinations to introduce NoMad, with several deals in advanced discussions in destinations in North America, Europe and beyond."

Strategically located on Orchard Road in the heart of Singapore's lifestyle and shopping district, the hotel will offer guests unparalleled access to the city's prime shopping, entertainment and cultural districts. Guests will only be a short distance away from the financial district, as well as historical landmarks and museums in the Bras Basah-Bugis district, Arab Street and Chinatown.

UOL Group Chief Executive Liam Wee Sin said: "We are excited to introduce NoMad to Singapore as part of our placemaking vision for Orchard Road, alongside UOL's upcoming private and exclusive preview of its luxury residential project, UPPERHOUSE at Orchard Boulevard, and the award-winning Pan Pacific Orchard, forming a trio that will contribute to the transformation of Orchard Road. NoMad makes guests feel like locals in the world's most sought-after neighbourhoods and the Orchard Road precinct offers that luxury lifestyle space."

UOL Chief Operating Officer Neo Soon Hup said: "NoMad Singapore will bring together modern elegance and the city's dynamic cultural energy, offering a distinct experience that reflects the brand's character. We look forward to making NoMad a standout presence in the market, delivering exceptional stays that go beyond traditional luxury and resonate with discerning travellers."

NoMad Singapore, designed by Singapore's leading architecture firm, WOHA, will

feature a biophilic design with a 15-storey cascading waterfall and cliff-like, verdant vertical landscape set into the façade. The urban verandah, a fully public space at the third level, will host art and design programming and will facilitate future connections to surrounding developments.

The hotel experience will start at the 5th level with a lobby adjoining a sky terrace and an infinity pool overlooking Orchard Road. Above are the guestrooms, and a rooftop bar and restaurant. The hotel will also showcase curated artworks by Singaporean artists with special needs, reinforcing UOL's commitment to inclusivity and cultural engagement.

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About UOL Group Limited (www.uol.com.sg)

UOL Group Limited (UOL) is a leading Singapore-listed property and hospitality group with total assets of about \$23 billion. The Company has a diversified portfolio of development and investment properties, hotels and serviced suites in Asia, Oceania, Europe, North America and Africa. With a track record of over 60 years, UOL strongly believes in delivering product excellence and quality service in all its business ventures. UOL, through its hotel subsidiary Pan Pacific Hotels Group Limited, owns three acclaimed brands namely "Pan Pacific", PARKROYAL COLLECTION and PARKROYAL. The Company's Singapore-listed property subsidiary, Singapore Land Group Limited, owns an extensive portfolio of prime commercial assets and hotels in Singapore.

UOL has won numerous accolades including Distinguished Patron of the Arts Award by National Arts Council, Champions of Good by National Volunteer & Philanthropy Centre, Sustainability Impact Awards by The Business Times and UOB, Community Chest Awards, the Building and Construction Authority Quality Excellence Award, Council on Tall Buildings and Urban Habitat Awards, and FIABCI Prix d'Excellence Award.

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 24 world-class brands comprising more than 8,600 properties and nearly 1.3 million rooms, in 139 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 3 billion guests in its more than 100-year history, was named the No. 1 World's Best Workplace by Great Place to Work and Fortune and has been recognized as a global leader on the Dow Jones Sustainability Indices. Hilton has introduced industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 218 million [Hilton Honors](#) members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [X](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About NoMad Hotels

Grounded in the idea of the hotel as a great home layered with stories and animated by the collective spirit of its inhabitants, NoMad Hotels are a vision of an artfully-lived life. At the heart of each NoMad Hotel are its signature restaurants and bars, which celebrate the dynamic interplay between grand and intimate, classical and colloquial, offering festive moments of revelry alongside quiet meals that nourish the soul. Each experience reflects the season, the location, and the gracious, creative talent of the NoMad team. NoMad London, the brand's first luxury hotel bookable under Hilton's portfolio, takes residence in Covent Garden's historic Bow Street Magistrates Court. As part of Hilton, a leading global hospitality company, NoMad Hotels invites guests to experience a world of timeless elegance and unique character. Experience an unforgettable stay by booking at [Hilton.com](https://www.hilton.com) or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits.

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