



MEDIA RELEASE

Arise Hotels & Apartments enters a new era with rebrand to CLLIX Apartments and Hotels

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Leading Australian accommodation provider Arise Hotels & Apartments has announced it will today unveil an all-encompassing rebrand, signaling an exciting new chapter for the hospitality heavyweight that will now be known as **CLLIX Apartments and Hotels**.

A division of the Queensland-based Song Properties - spearheaded by Michael Song - CLLIX Apartments and Hotels' significant rebrand undertaking is set to 'reimagine hospitality', comprising a modern name change as well as a new visual identity, assets and unique customer experiences.

Representing the group's commitment to innovation, technology and exceptional customer service, the new company branding will encourage guests to 'live their best life' with the *CLLIX* of a button - a nod to the savvy, modern traveler.

A vibrant new website is now live, with key brand hallmarks extending from its apple-green logo, symbolic of growth and adaptability, through to a bold new typeface, representing strength, endurance and stability, as well as a refreshed brand philosophy: "Creating Tomorrow's Seamless Experiences".

Harnessing revolutionary self-service technology, the accommodation provider will start rolling out seamless guest arrivals and departures, expedited with its new self-service kiosks, currently located in select CLLIX properties, before being implemented across the entire network.

Travelers will enjoy the ability to skip the queue with clever key-dispensing systems that take the hassle out of checking in and checking out; locating reservations, processing payments, creating room keys, recording service requests and providing important hotel information all within minutes and via the touch of a screen.

Making a reservation will also be made easier than ever, with a new 24/7 online concierge that connects guests to CLLIX's dedicated team of customer service representatives, available at any time to assist with booking enquiries. This service will also extend to in-house guests who would like to ask a question, seek local dining and entertainment recommendations, or discuss their reservation.

A quick scan of an in-room QR code will provide guests with a comprehensive property compendium complete with all the need-to-know details of onsite services, guest facilities, and surrounding attractions and experiences.

CEO of Song Properties and CLLIX Apartments and Hotels, Michael Song, commented: "The rebrand signifies an exciting evolution for our group as we continue to focus on expansion opportunities, both here in Australia and key new markets such as North America, Asia and Europe," he said.

"Our rebrand to CLLIX Apartments and Hotels is well-aligned with our company's image of being a modern, young and dynamic player in the ApartHotel sector, delivering a memorable and seamless stay for our guests."

"More than ever, travelers are seeking a convenient and stress-free experience which extends through to their accommodation, and we are confident we will deliver on that with our new website, 24/7 online concierge and hassle-free self-service kiosks."

"As a company, we are looking to bridge the gap between online travel marketplaces like Airbnb and traditional hotels; consider CLLIX the half-way point where guests can enjoy the best of both worlds."

A major player in the ApartHotel sector, CLLIX Apartments and Hotels currently comprises over 20 properties and 2,500 apartments across Australia, including sought-after city locations like Brisbane, Melbourne and Adelaide, and coveted coastal regions such as the Gold and Sunshine Coasts.

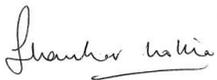
Flagship properties within the group's network include the **Brisbane Skytower** in Brisbane and **Collins House** in Melbourne, showcasing the sophisticated apartment accommodation the brand is renowned for in major metropolises.

Catering to discerning business travellers, weekenders, families and long-stays, CLLIX Apartments and Hotels provides beautifully-appointed, self-contained studios and apartments in one, two, three and, in some cases, four bedroom configurations, complete with full kitchen and laundry facilities, separate living and sleeping areas and space to spread out.

For more information, please visit: <https://www.cllix.com>

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Approved



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