

PRESS RELEASE

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CHRISTINE CHOO, APPOINTED GENERAL MANAGER OF PARADOX SINGAPORE MERCHANT COURT



SINGAPORE, DECEMBER 2023 – Paradox Singapore Merchant Court proudly announces the appointment of Christine Choo as the General Manager, entrusting her with the helm of the esteemed hotel located in the vibrant precinct of Clarke Quay along the historic Singapore riverbank. In her new role, Christine will spearhead the overall strategic executive management and operations of Paradox Singapore Merchant Court, boasting 476 guest rooms, 8 function spaces including a grand ballroom and 4 F&B concepts.

An accomplished hotelier with over 10 years of experience in the luxury hospitality industry, Christine brings along her wealth of experience in operating resorts and hotels in destination-centric locations in Singapore since 2011. Christine's most recent position as the Area General Manager (Sentosa Cluster) at Far East Hospitality Singapore solidified her reputation as a dynamic and results-driven leader. During her tenure,

she played a pivotal role in shaping the success of prominent establishments including Resorts World Sentosa and Village Hotel Sentosa.

Born and raised in Singapore, Christine embarked on her academic journey with an International Higher Diploma in Hospitality and Tourism Management from SHATEC Singapore followed by a bachelor's degree in marketing and eCommerce from Edith Cowan University. Eager to delve deeper into the intricacies of hospitality management, she continued her education with an Advance Management Programme from Cornell-Nanyang Institute of Hospitality Management, further honing her skills and knowledge in the field of hospitality.

Christine's appointment as General Manager at Paradox Singapore Merchant Court reflects her unwavering commitment to delivering unparalleled guest experiences and her ability to lead high-performing teams. Her deep-rooted understanding of the Singapore hospitality landscape, coupled with her innovative approach to luxury service, positions the hotel for continued success under her stewardship.

"I am delighted to come onboard at a most exciting time of Paradox Singapore Merchant Court where I get to reinforce the brand ethos to imbue hidden, authentic spirit of Canadian hospitality, and our very own diverse, dual-natured personas. At heart of it all, to curate tasteful, brilliantly designed experiences that remains approachable, witty, and profoundly clever for all our guests.", said Choo.

Paradox Singapore Merchant Court is confident that Christine Choo's appointment will reinforce its position as a premier destination for both business and leisure travellers. Under her guidance, the hotel is poised to continue delivering unparalleled service and setting new standards to excite and elevate guest satisfaction in the heart of Clarke Quay.

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About Paradox Singapore Merchant Court

Paradox Singapore is an urban resort that offers guests a sophisticated yet playful blend of traditional refinement and modern elegance. Located in the vibrant river district of Clarke Quay, the hotel is perfect for those looking for a stylish home base during business travel, or a quiet sanctuary to relax and unwind. Our

comfortable rooms and spacious suites feature picturesque views of the city's skyline and are equipped with thoughtful amenities for laid-back style without any fuss. The financial hub of Raffles Place and tourist spots such as Chinatown and Clarke Quay are within close proximity. The Clarke Quay MRT Station at its doorsteps provides ease of commuting to and from the airport, the city, and major attractions.

For more information, please visit www.paradoxhotels.com/singapore

About Paradox Hotel Group

Paradox Hotel Group is an innovative hospitality brand and award-winning hotel collective that develops, operates, and markets exceptional boutique lifestyle hotels & resorts across the world. All Paradox hotels proudly showcase Canadian hospitality, manifested through thoughtful design, best-in-class facilities and guest services, and bespoke dining and gathering concepts. Each location features multifaceted experiences that differ from the others, celebrating individuality and vibrant perspectives. Paradox Hotel Vancouver is the first Paradox-branded hotel in Canada under the Paradox Hotel Group umbrella, including Summit Lodge Boutique Hotel and Aava Hotel in Whistler, and global locations Paradox Resort & Residences in Karon Beach Phuket, and Paradox Singapore Merchant Court.

For more information, please visit <http://www.paradoxhotels.com>