

J Hotel Shanghai Tower has been awarded the EDGE Green Building Certification

Recently, J Hotel Shanghai Tower, located at the top of Shanghai Tower, the third-tallest building in the world and the tallest in China, known as the 'Highest Point of Shanghai', has been awarded the EDGE Green Building Certification by the International Finance Corporation (IFC). This marks another milestone in the hotel's sustainable development practices, following its LEED Platinum Green Building Certification and its distinction as the first hotel in the country to meet all 12 benchmarks of the Hotel Sustainability Basics (HSB).



The EDGE Certification (Excellence in Design for Greater Efficiency) is a green building standard project established by the International Finance Corporation (IFC), a member of the World Bank Group, to promote global sustainable development. It covers every stage of a building's lifecycle and has been widely applied in over 100 countries across various industries. This certification fully recognizes the efforts of J Hotel Shanghai Tower, which has been continuously exploring and implementing new energy-saving and eco-friendly practices since its opening. Facing the unique challenges of a supertall building, the hotel has implemented a series of innovative measures, including the use of efficient heating and cooling systems and optimized water-saving measures, effectively reducing energy consumption and carbon emissions. In terms of energy savings, water efficiency, and material optimization, the hotel has met EDGE certification standards, reducing annual carbon emissions by 375.62 tons compared to the benchmark model, demonstrating outstanding performance in green building practices and sustainability.



Mr. Foued, Managing Director of J Hotel Shanghai Tower, stated: As the first hotel in the country to meet all 12 benchmarks of the Hotel Sustainability Basics (HSB), J Hotel Shanghai Tower has always been committed to green and sustainable development, integrating this focus into the hotel's daily operations. We are honored to receive the EDGE Green Building Certification, which is a recognition of our team's efforts in sustainable practices. We will continue to uphold this philosophy, creating a low-carbon, eco-friendly luxury hotel experience for our guests, and setting a benchmark for sustainable management in the hotel industry.'



In the future, J Hotel Shanghai Tower will continue to uphold the concept of sustainable development, with its 'height' not only referring to its geographical location but also to its lofty ideals. As the first flagship of the J brand, J Hotel Shanghai Tower aims to create a luxury hotel that showcases contemporary art aesthetics and traditional Chinese culture, becoming a milestone in the development of premium national hotel brands. Located at the crossroads of Eastern and Western cultures, the hotel interprets the local culture's understanding of both itself and the world.



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About J Brand

J is the premier luxury hospitality brand of Jin Jiang International Hotels, China's largest and the world's second-largest hotel group. J is named after the initial of Jinjiang. Centered around the Chinese philosophy of benevolence, the hotel welcomes all guests with integrity, kindness, professionalism and humanity, through an artistic environment of Chinese elements and heart-felt, quality services.

J Hotel's logo is inspired by a blossoming magnolia, the symbol of Shanghai, and encircled by rings of transparent rays that deliver dynamism within a static image. Through the icon's significance and elegance, J brand wishes to share its vision of building an internationally recognized hotel in Shanghai through its Chinese cultural cultivation.

For further information, please contact:

Ms Christie Chen
Director, Marketing & Communications
Telephone: (86 21) 3886 8816
E-mail: christie.chen@jhotel-shanghai.com

Ms Mandy Jiang
Manager, Marketing Communications
Telephone: (86 21) 3886 8818
E-mail: mandy.jiang@jhotel-shanghai.com

J Hotel Shanghai Tower
Shanghai Tower, No. 126 Dong Tai Road, Lujiazui, Pudong New District,
Shanghai, China 200120
Website: www.jhotel-shanghai.com