



Sea, Gardens, Lawns and Hearths: Life Abroad Across Noah's N+ Club Network

Sep 18, 2026

From yachts in Hong Kong to hearthside gatherings in Tokyo, and from West Coast lawns to a reading space in Shanghai, Noah's N+ Club network spans 10 cities, providing global Chinese families who move among multiple locations with a place to sit down in each one.

SINGAPORE, Sept. 18, 2026 /PRNewswire/ -- Singapore-headquartered global wealth management firm Noah Holdings Limited (NYSE: NOAH; HKEX: 6686; "Noah") today introduced its N+ Club network. Currently spanning 10 cities across Asia and North America, the network allows individuals and organizations holding N+ memberships to reserve and use participating clubs in its various locations.

More Chinese families are now living across several cities at once: one family member works in one place, children study in another, and parents remain elsewhere. Assets can be arranged across different markets, but family life is less easily organized. A family dinner, a gathering of friends or a child's birthday still needs a physical place where people can come together.

That is the need the N+ Club network is designed to address. It is not a standardized business space; each club reflects the way people live locally. A single membership opens onto a different setting in every city.

Four Ways of Living Abroad

Hong Kong, China -- Out to Sea. The club can arrange yacht outings for members, taking a business meeting or family gathering onto the water. It also features a conference room accommodating approximately 150 people for small forums and family events. In Hong Kong, good conversations often begin after leaving shore.

Singapore -- A Villa and Garden. The club occupies a villa with a garden, suited to family dinners, alfresco meals and small private gatherings. The tropical climate keeps the garden usable almost year-round: it belongs to children by day and to adults after nightfall.

U.S. West Coast -- Lawns in Los Angeles, a Bar in Silicon Valley. The Los Angeles club makes the outdoors its main stage, with an expansive lawn, outdoor barbecues and an open gathering space. On the U.S. West Coast, socializing rarely takes place in meeting rooms: children run across the grass, adults talk over drinks, and much gets decided that way. Silicon Valley moves to a different rhythm. Its sunlit lounge beside the bar features sofas arranged for conversation and abundant greenery. It feels less taut than Silicon Valley's usual pace and more relaxed, giving people time to finish the conversations that truly matter.

Tokyo, Japan -- The One Place That Turns Inward. The club includes a hearth room where a small group can gather around a fire on winter nights. Art lines the walls, making the very act of staying worth the time. While the previous three settings open outward, Tokyo draws inward: quiet, unhurried and suited to a long conversation with no need to watch the clock.

At the Other End of the Network: Shanghai

Shanghai, China -- Art, Music and Reading Under One Roof. Located at the heart of the Hongqiao transportation hub, Noah Wealth Center was designed around the idea of "a tree rooted in the soil and continually growing." The first two floors of the flagship client service building house reading spaces, with a spiral staircase winding upward. Above them are art exhibition and music spaces, followed by meeting and business areas. The "Ten Thousand Acts of Trust" art exhibition was previously held here.

The clubs outside mainland China draw people outdoors; Shanghai invites them in. Moving floor by floor up the staircase is a journey in itself. For many families living abroad, it is also a place to land when they return.

Noah also operates clubs in Suzhou, Chengdu, Xi'an and Wuhan, China, for business discussions, gatherings of family and friends, and small meetings.

What Is Consistent, and What Is Different

The N+ Club network initially considered adopting a standardized format, but ultimately decided against it. Noah's view is that clients in Hong Kong want to go out on the water; in Singapore, they want to invite people into a garden; on the U.S. West Coast, they want gatherings on the lawn; in Tokyo, they seek a different kind of quiet; and in Shanghai, they want a place they can move

through slowly, floor by floor. These are not merely variations in amenities; they reflect different ways of life. If every club looked the same, the network would be further removed from clients' daily lives.

What the network does standardize is something else: wherever members arrive, the reservation process, service standards and approach to hosting are familiar. What differs is the scene that greets them when they walk through the door.

Why Would a Wealth Management Firm Build Clubs?

Most families Noah serves have moved beyond conversations focused solely on rates of return. What they truly care about is whether, when wealth passes to the next generation, it still carries the family's intentions intact.

Financial arrangements can be completed in accounts and reports; family memories cannot. What a family truly leaves behind is often a way of seeing the world. It cannot be captured in an asset list and can only be passed on through time spent together: a meal, a piece of music, an exhibition seen together or a summer a child remembers.

Beyond financial services, Noah's global N+ ecosystem brings art, music, culture and private client experiences into families' daily lives. The clubs are the most everyday part of that ecosystem. Members can come even when there is no specific business to conduct; that is precisely why the clubs exist.

For an institution that treats enduring legacy as a defining theme, this work matters as much as asset allocation.

Membership and Use

N+ membership provides eligibility to reserve and use Noah's N+ clubs. Membership is offered in individual and organizational categories and is valid for one year. Organizations may register authorized users in accordance with the membership rules. Global membership is open to individual and organizational applicants outside mainland China.

Applicants do not need to hold a Noah account. Applications may be referred by an existing member, a member of the Noah team or a partner, or submitted directly. Membership is subject to review, and each club sets an annual limit on new admissions. Venue, service and fee arrangements for each use are confirmed separately by the local club. On-site services are provided by the local operating entity. N+ membership is not a financial product.

About Noah Holdings

Noah Holdings Limited (NYSE: NOAH; HKEX: 6686) is a wealth management firm headquartered in Singapore and focused on serving high-net-worth global Chinese families. The company listed on the New York Stock Exchange in 2010 and achieved a dual-primary listing on The Stock Exchange of Hong Kong Limited in 2022.

Where Global Chinese Wealth Connects

Since its founding in 2005, the Noah team has made cumulative asset allocations exceeding USD 153 billion for global Chinese families, with operations spanning nine countries and regions. Noah's three platforms have distinct roles: Olive Asset Management helps clients own the future; ARK Wealth Management helps them allocate toward the future; and Glory Family Heritage helps them pass the future on. Together, they provide an integrated range of services spanning investment, asset allocation and succession. Each platform operates through entities licensed in the relevant jurisdictions and only within the scope of their respective authorizations.

Beyond financial services, Noah's global N+ ecosystem focuses on art, music, culture and private client experiences, building a community rooted in shared values for global Chinese families that extends beyond wealth and across generations.

Wisdom Beyond Wealth

Membership inquiries: WhatsApp: +852 5355 6348, or contact your Noah relationship manager

The information contained herein is for general reference only and does not constitute investment advice, an offer or an invitation to make an offer. N+ memberships and club services are provided by the relevant local operating entities and are subject to local rules.

Media inquiries: Tel./WhatsApp: +852 5532 9909

 View original content: <https://www.prnewswire.com/news-releases/sea-gardens-lawns-and-hearths-life-abroad-across-noahs-n-club-network-302883348.html>

SOURCE Noah Holdings Limited

Noah Holdings Limited, doris.yin@arkwealth.hk, noah@teneo.com