



CORPORATE PRESENTATION

April 11, 2013





IMPORTANT NOTICE

Whilst all reasonable care has been taken in the preparation of the information contained herein, it is provided for reference only and the Amara Group, its related companies, employees of the Group or any of its related companies, and/or agent, cannot be held responsible for any inaccuracies, completeness, timeliness or fitness for any particular purposes, nor assume any responsibility for the same. For the avoidance of doubt, the information provided herein may be subject to change. Information in this presentation may contain forward-looking statements and projections that involve assumptions, risks and uncertainties. Actual performance, outcomes and results may differ materially as a result of risks, uncertainties and assumptions.





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Business Overview





OUR BUSINESS

We are a homegrown Integrated Lifestyle Group, principally engaged in three business areas:

**Hotel Investment
and Management**



**Property
Investment
and Development**



**Specialty
Restaurants and
Food Services**





OUR BRAND PORTFOLIO

Amara Brand Architecture

Corporate Brand	 AMARA HOLDINGS LIMITED
Master Brand	
Product Brand	  
Standalone F&B Brand	 



Financial Highlights



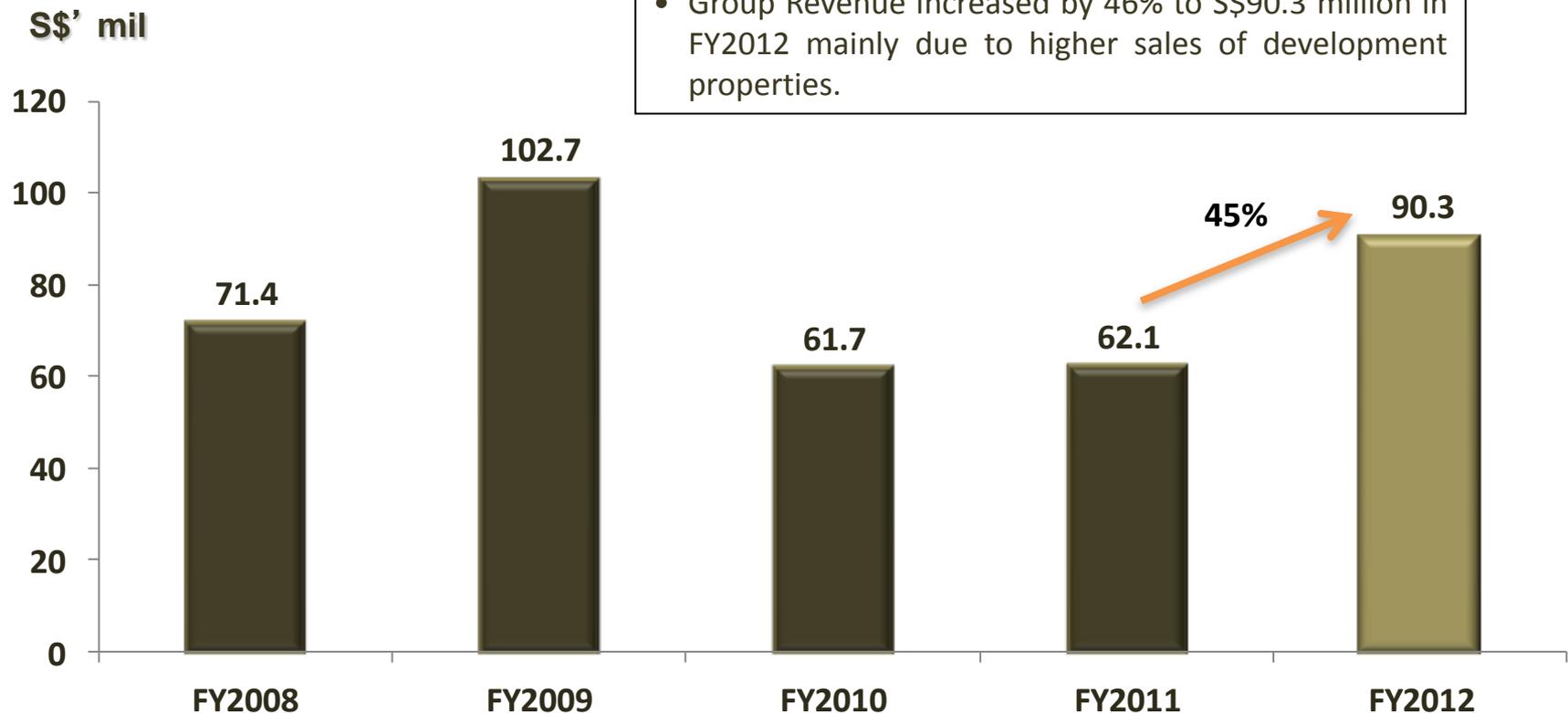


FY2012 RESULTS HIGHLIGHTS

- Achieved net profit of S\$29.4 million in FY2012.
- Group Revenue up by 45% to S\$90.3 million, mainly due to higher sales of development properties.
- Excluding fair value gain on investment properties in FY2011 and FY2012, Group Net Profit surged 118.1% to S\$18.1 million in FY2012 from S\$8.3 million in FY2011.
- New mall, 100 AM, to contribute strongly to Property Investment and Development.
- Hotel Investment and Management segment continues to contribute positively to Group Revenue.
- Proposed final dividend of 0.6 cent per ordinary share.



REVENUE

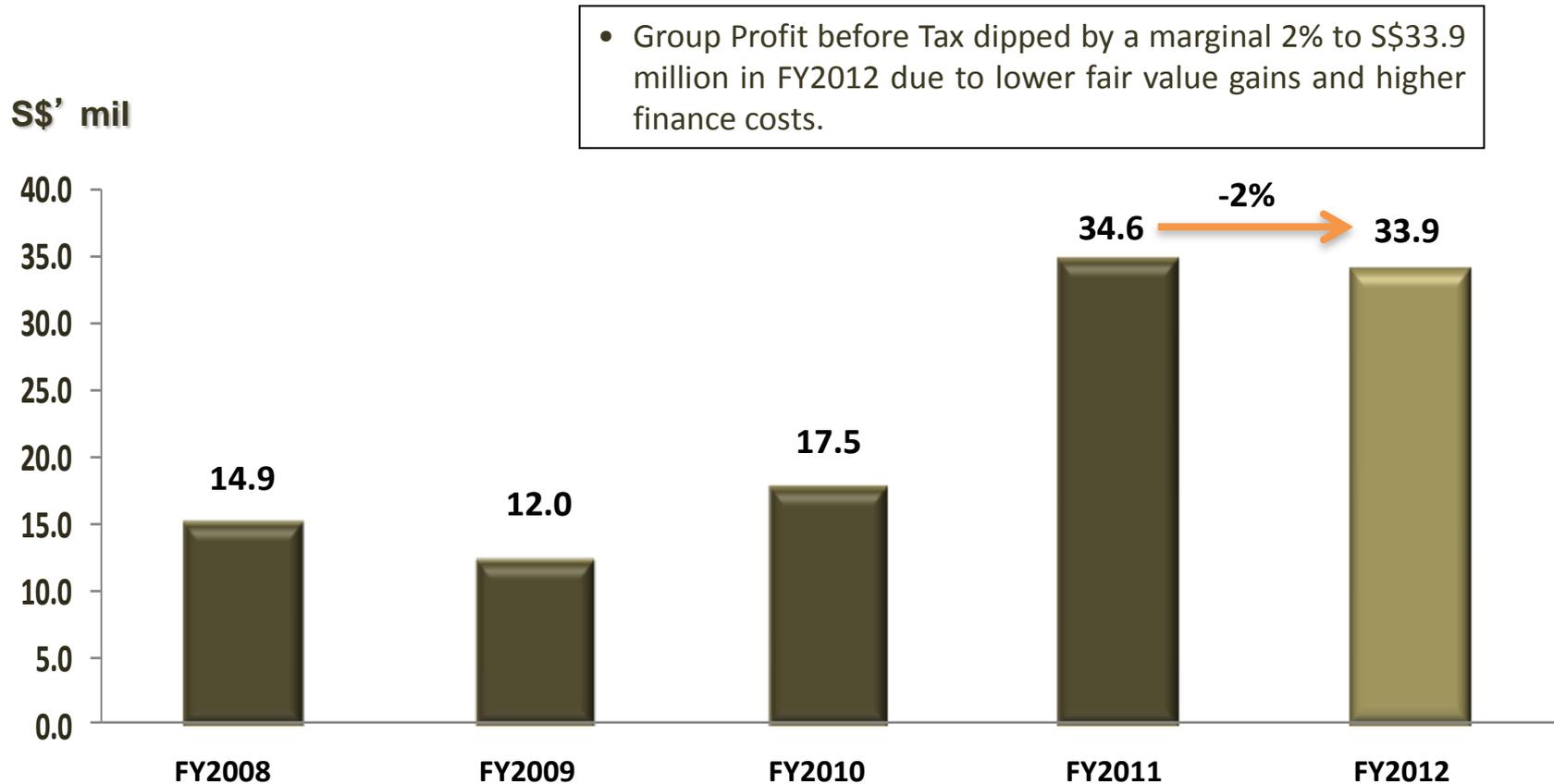


Note:

(i) Financial Year Ended December 31



PROFIT BEFORE TAX



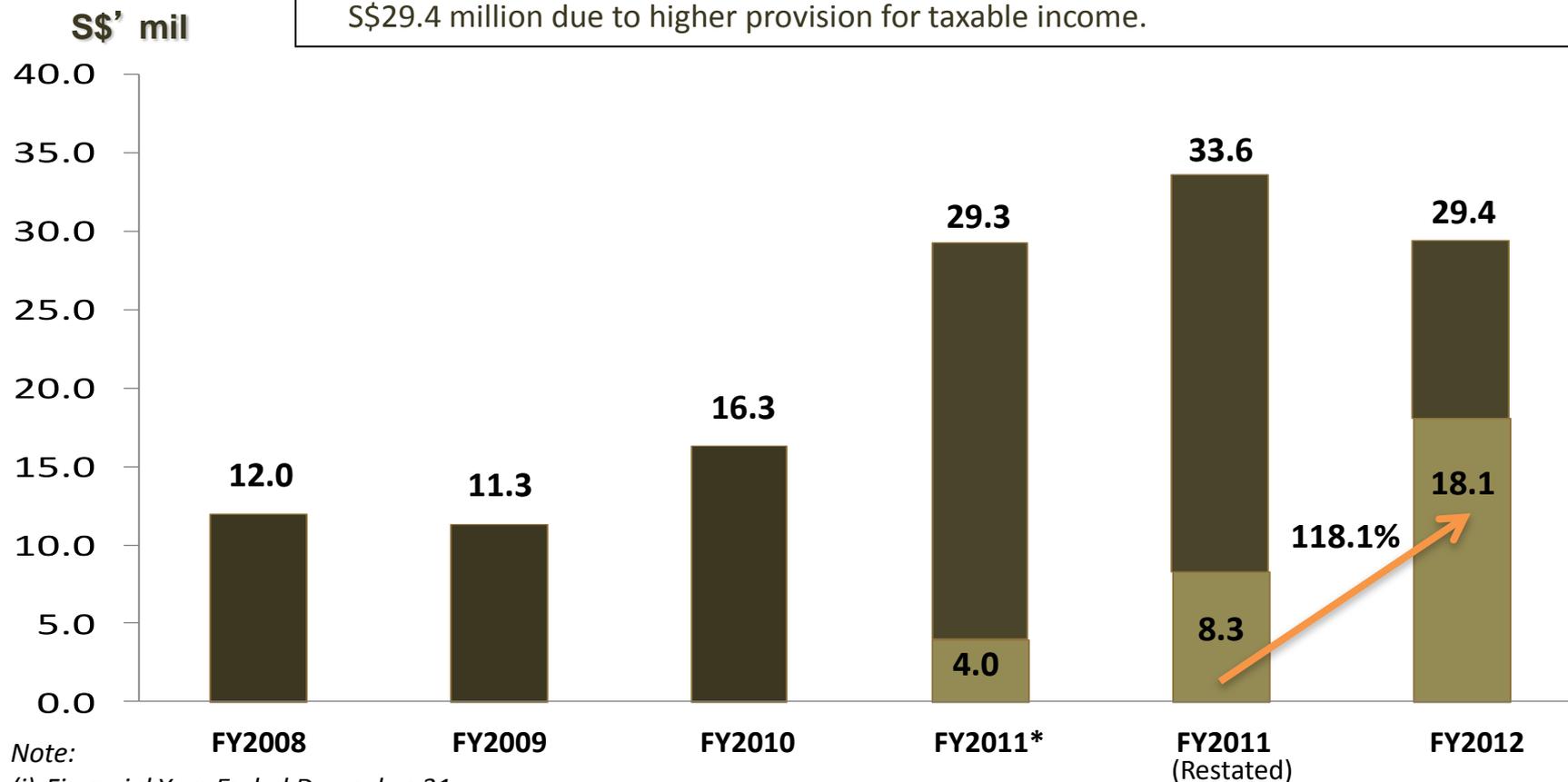
Note:

(i) Financial Year Ended December 31



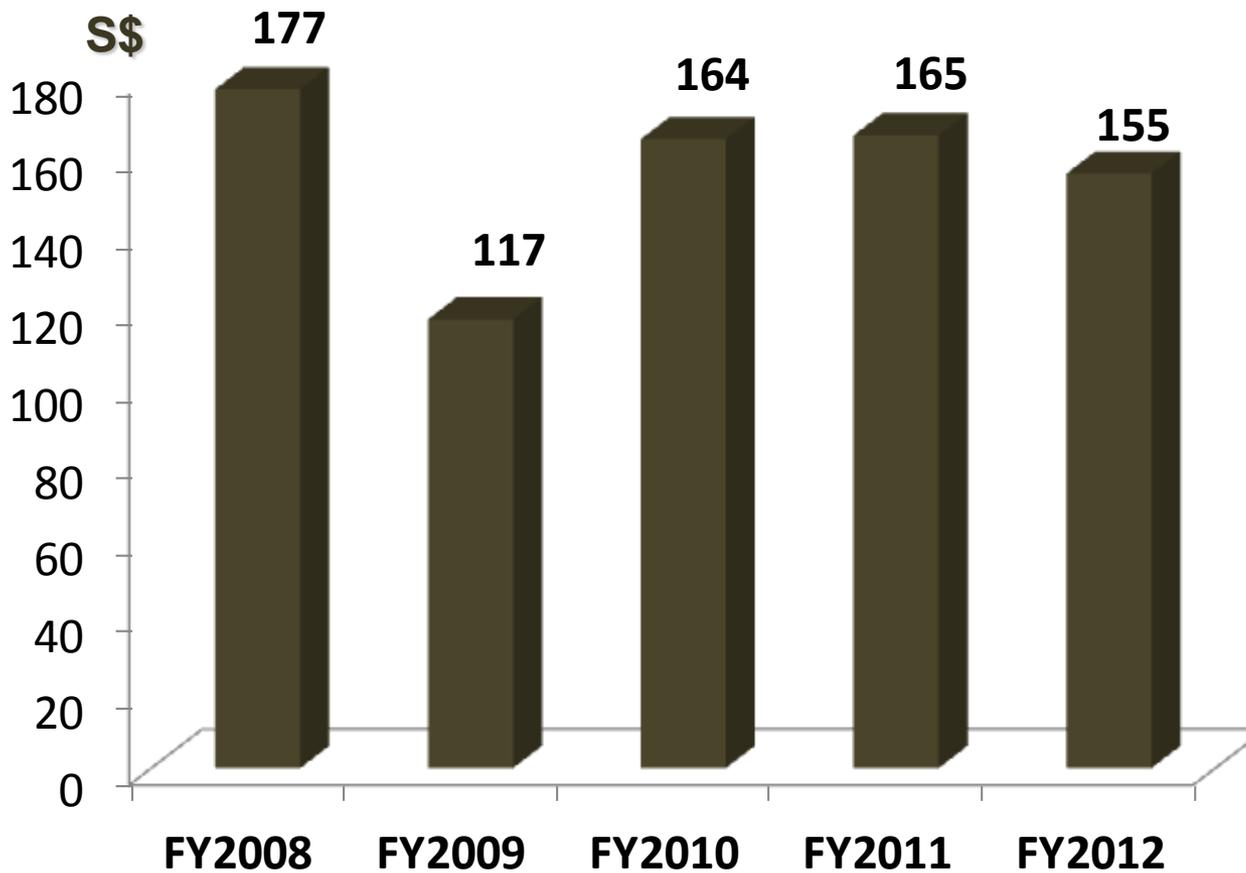
PROFIT AFTER TAX

- Excluding fair value gain on investment properties, the Group's net profit surges 118.1% to S\$18.1 million.
- Including fair value gain on investment properties, the Group's net profit declined to S\$29.4 million due to higher provision for taxable income.



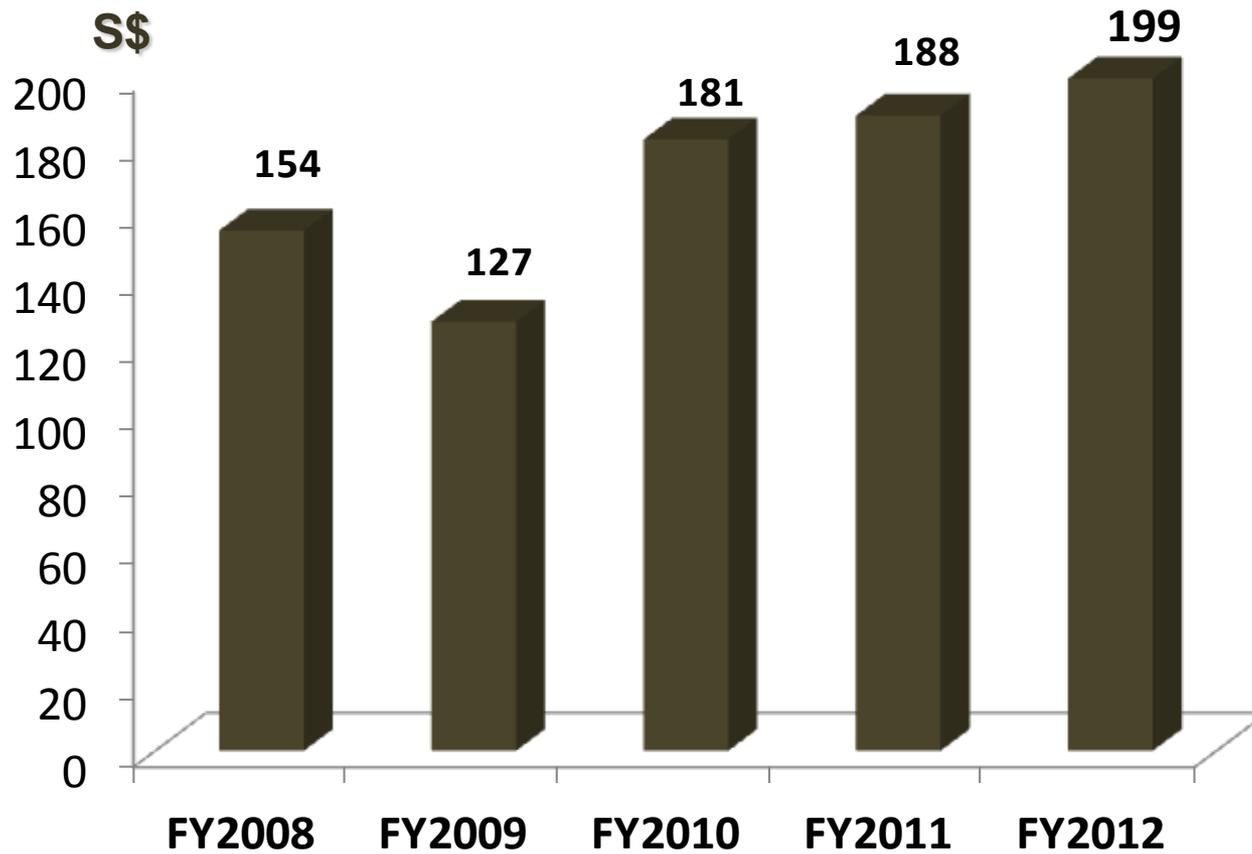


RevPAR – AMARA SINGAPORE





RevPAR – AMARA SANCTUARY RESORT, SENTOSA





KEY RATIOS

	FY2008	FY2009	FY2010	FY2011*	FY2011 (Restated)	FY2012
EPS (cents)	2.08	1.95	2.83	5.09	5.84	5.10
NAV per share (cents)	31.06	32.52	34.14	39.31	44.20	48.48
NTA per share (cents)	30.85	32.31	33.93	39.10	44.09	48.28
Gearing Ratio (%)	48.56	41.39	38.52	36.36	33964	42.52

Cash position of S\$15.2 million as at December 31, 2012

* As previously reported on February 27, 2012



Business Portfolio





HOTEL INVESTMENT AND MANAGEMENT

AMARA SINGAPORE

- Our award winning flagship city centre hotel is conveniently located next to Tanjong Pagar MRT Station in the thriving Central Business District.
- The hotel commenced operations in 1986 and completed its transformation in 2002. Refurbishment of hotel rooms was completed in 2011.
- The 388-room hotel includes a collection of chic restaurants such as the iconic Silk Road and Thanying.
- It also has a Grand Ballroom with an auditorium of 500 seating capacity as well as four function rooms to cater to events of all scales.

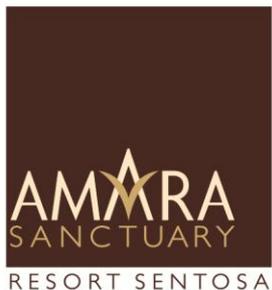




HOTEL INVESTMENT AND MANAGEMENT

AMARA SANCTUARY RESORT, SENTOSA (“AMARA SANCTUARY”)

- The first boutique resort with 140 beautifully designed guest rooms, Courtyard and Verandah suites, Larkhill Terrace as well as Villas.
- Opened in May 2007, the resort offers a unique combination of contemporary design and five-star hotel facilities.
- Nestled beautifully on a hilltop, the resort is surrounded by 3.5 hectares of gardens and natural tropical rainforest.
- Amara Sanctuary Resort, Sentosa was awarded **THE BEST HOTELS – RESORTS AWARD 2011** by Singapore Tatler.





HOTEL INVESTMENT AND MANAGEMENT

AMARA SIGNATURE, SHANGHAI

- A mixed development that will comprise a 336-room hotel, retail centre and office building.
- Located at the junction of JiaoZhou Road(胶洲路) and ChangShou Road(长寿路) in Puxi.
- The shopping centre will feature many of Singapore's great brands in food and beverages and entertainment as well as lifestyle retailers.
- Expected to benefit from excellent location within the city centre as well as Shanghai's renowned status as Asia's leading business and financial centre.
- Scheduled to be completed by 2015.





HOTEL INVESTMENT AND MANAGEMENT

AMARA BANGKOK, THAILAND

- A 251-room business and leisure hotel - an oasis in the city.
- Located in central Bangkok, in the choice Surawong Road, which is parallel to the bustling Silom and Sathorn Roads.
- Group's first entry into the "Land of Smiles".
- Scheduled to commence operations by 2014.





HOTEL INVESTMENT AND MANAGEMENT

Entered into Memorandum of Understanding (“MOU”) in Myanmar in April 2013

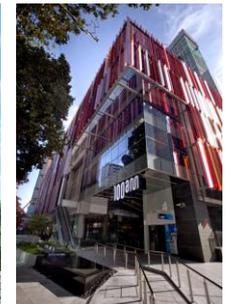
- Establishing a Joint Venture (“JV”) to develop and operate a hotel located in Dagon Township, Yangon, Myanmar.
- The proposed total investment is estimated to be about US\$50 million.
- Explore opportunities in the fast growing real estate sector in Myanmar.



PROPERTY INVESTMENT AND DEVELOPMENT

100 AM

- Strategically located at 100 Tras Street and is a stroll away from the Tanjong Pagar MRT Station.
- Comprises Office Tower and Retail Podium.
- Retail Podium completed extensive renovation in fourth quarter of 2012, at a cost of approximately S\$30 million.
- Full occupancy for 42,700 sq ft of NLA for the Office Tower and almost full occupancy for the Retail Podium of 121,000 sq ft.
- Office Tower will be rebranded into a lifestyle medical centre, 100 AM Medical.Offices.
- Redefining quality of Inner City Living with 70 F&B and Lifestyle Brands at 100 Tras Street.





PROPERTY INVESTMENT AND DEVELOPMENT

CITYLIFE@TAMPINES

- 99-year leasehold with 9 blocks and 514 units comprising 2/3/4/5 Bedroom, 3/4 Dual Keys, Skysuites and Penthouses.
- The first EC project in Singapore to feature a home concierge service and a 100-metre infinity pool.
- Jointly developed by Amara Holdings Limited, Kay Lim Holdings and SingXpress Land.
- As of March 13, 2013, CityLife@Tampines is 100% sold.





PROPERTY INVESTMENT AND DEVELOPMENT

KILLINEY 118

- An exclusive 6-storey, 30-unit residential block with a rooftop pool and landscape features.
- Designed by the award winning collaboration of ip:il architect firm and Atelier Ikebuchi design firm.
- The official TOP for Killiney 118 was awarded in January 2013.

5 JALAN MUTIARA

- A freehold 12-storey, single block, residential development with gross floor area of 2,355 sqm.
- Wholly-owned by Amara Holdings Limited.
- Currently in planning and design stage.





SPECIALTY RESTAURANTS AND FOOD SERVICES

THANYING RESTAURANT

- Since its inception in 1988, Thanying Restaurant has devotedly created culinary history by offering the most exquisite Royal Thai cuisine fit for the royalties.
- The award-winning flagship Thanying Restaurant has a seating capacity of 164 and is located at Amara Singapore.
- A second outlet situated at Amara Sanctuary Resort, Sentosa, with a seating capacity of 130.





SPECIALTY RESTAURANTS AND FOOD SERVICES

SILK ROAD RESTAURANT

- Established in November 2001 and located at Amara Singapore, the award-winning Silk Road Restaurant is a full service restaurant concept featuring provincial cuisines that stretch along the historical Silk Road in China.





PROPERTY INVESTMENT & DEVELOPMENT

Redefining Lifestyle

100 AM



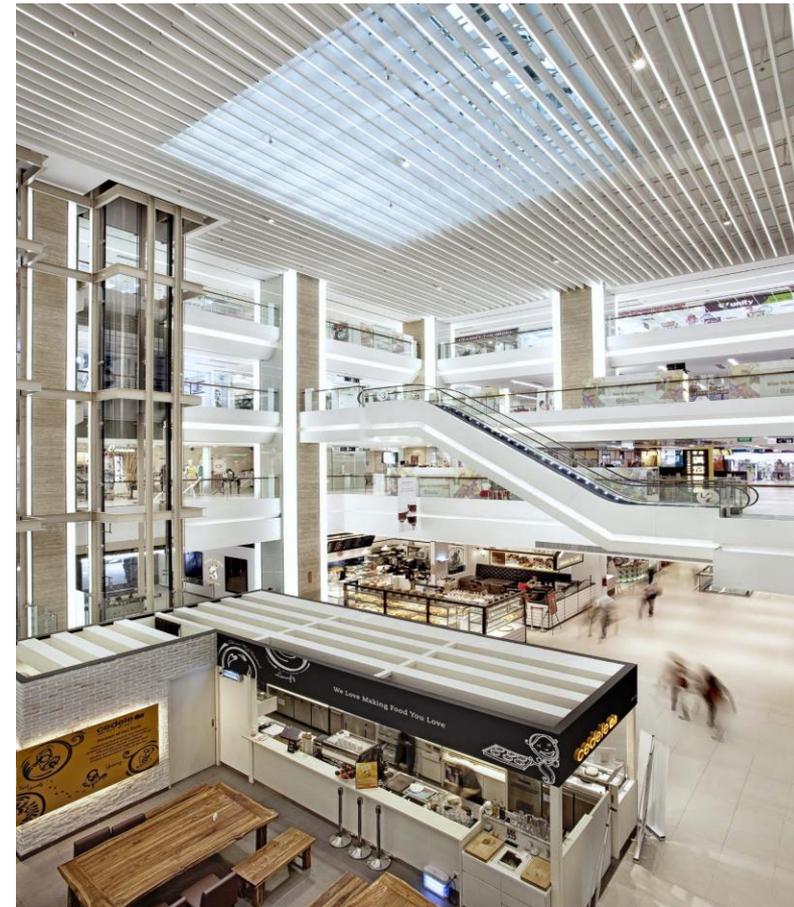


100 AM – REDEFINING LIFESTYLE

100 AM is the only lifestyle mall within walking distance to the Tanjong Pagar MRT and is at a pre-eminent position to cater to busy working executives, inner city residents and tourists.

Soft Opening	November 2012
Location	100 Tras Street Singapore, West-End of the Central Business District
Accessibility	Two minutes away from Tanjong Pagar MRT Station
Retail Lettable Area	121,000 sq ft¹ (5 levels of retail space)

1: Subject to final survey





100 AM – REDEFINING LIFESTYLE

Tanjong Pagar: A New, Vibrant and Dynamic Hub

LOCATION MAP





100 AM – First to Market Brands

Café, Fastfood and Takeaway

Tenant	Unit No.	Description
Okada Coffee	#03-23	Okada Coffee uses only the best coffee beans and for some blends can combine up to seven different beans – including the rarely used Jamaican bean – in order to produce the optimum taste for customers.
Simply Wrapps & Fruitz Craze	#03-22	Simply Wrapps brings together delightful cuisines from all over the world into its healthy and tasty wraps. Fruitz Craze Juices are specially cold pressed, resulting in high quality and high nutrient juicing at its best.
Tsujiri	#01-14B	Tsujiri Tea House produces authentic Japanese maccha. Tsujiri's signature item is "O-maccha Float".





100 AM – First to Market Brands

Restaurant and Bar

Shop Name	Unit No.	Description
House of Dimpas – Asian Tapas & Bar	#01-09	DimPas aims to create mouth watering Asian flavours packed into an array of bite size goodness. DimPas also serves a myriad of beers and liquors from the Asian regions that complement its exclusive menu.
The Oyster & Crab Restaurant	#01-08	Headed by Chef Asai Masashi and its group of well-trained Culinary team, the main focus is on delicacy dishes based on Crab and Oyster recipes and live seafood such as King Crab, Hairy Crab specially imported from Hokkaido - flown in twice a week.
Jeju Korean Restaurant	#03-11	Enjoy the freshest raw fish, Saengseon Hoe, at Jeju Korean Restaurant where fresh seafood and fish are airflown to Singapore. The restaurant has nine private rooms and a common dining hall. An auspicious pair of Jeju stone statues stand guard at the entrance of the restaurant.





100 AM – What's New?

Shop Name	Unit No.	Description
EC House (Opening Soon)	#02-14B	Services
Regina	#02-22	
Strip & Browhaus	#03-06/07/08/09	
Valen Fleur	#03-02	
Plus3	#03-18	
Alteration Initiative	#04-02	
H.I.S International Travel (Opening Soon)	#02-26	

Shop Name	Unit No.	Description
Heatwave	#04-15	Fashion and Accessories
FJORD Steel Expressions (Opening Soon)	#02-02	Fashion and Accessories





100 AM – What's New?

Shop Name	Unit No.	Description
Skinny Pizza & Kiasu Espresso	#01-03/04	Restaurant and Bar
Hanoi Vietnamese Restaurant (Opening Soon)	#03-13	

Shop Name	Unit No.	Description
Arnaud Boulangerie	#03-10	Café, Fastfood and Takeaway

Other Notable Tenants





Market Outlook & Future Plans





HOTEL INVESTMENT & MANAGEMENT

Outlook

- According to International Air Transport Association, Asia-Pacific is likely to account for 33% of global passengers by 2016.
- Changi Airport is constructing a new Terminal 4 and expanding Terminal 1.
- Hospitality sector in Singapore to benefit from new attractions such as Maritime Experiential Museum, River Safari and Marine Life Park.
- Singapore Tourism Board targets to achieve tourism receipts of S\$30 billion and visitor arrivals of 17 million in 2015.

Strategy

- Continue to focus on our core competency to develop and manage hospitality assets and build the Amara brand equity to enhance shareholders' value.
- Opening of Amara Bangkok, a 251-room business and leisure hotel in 2014.



PROPERTY INVESTMENT & DEVELOPMENT

Outlook

- Singapore property market remains resilient despite cooling measures. Developments launched after latest round of curbs are enjoying healthy bookings.¹
- Demand for mass-market units underpinned by low interest rates and continued monetary liquidity in the market.
- At least 15,000 new homes, including ECs, to be launched².

Strategy

- Seek quality projects with potential to offer good rental and development income, as well as enjoy potential appreciation in capital values.
- Focus on Singapore, with a lookout for suitable opportunities in the region.
- Upcoming Amara Signature Shanghai to offer an office building and retail centre when completed.
- Launch of existing projects at a strategic time.

Source:

(1) Condo sales taper off but interest still strong – Straits Times, April 9

(2) Property Supplement, Business Times, February 28, 2013



SPECIALTY RESTAURANTS & FOOD SERVICES

Strategy

- Continue to dedicate efforts to attaining an excellent quality of cuisine and good customer service for our restaurant patrons.
- Capitalise on our expertise in this business to expand in Singapore and the Asia-Pacific region.





Thank You