



AMARA HOLDINGS LIMITED

AMARA SANCTUARY WELCOMES ASIA PACIFIC'S FIRST DELOITTE UNIVERSITY

- ***Deloitte University Asia Pacific solidifies Amara Sanctuary's position as a choice MICE destination***
- ***Refreshed interiors to encourage networking, enhanced MICE infrastructure and refreshed F&B offerings***



Amara Sanctuary Resort to welcome guests in its newly refurbished lobby.

Singapore, June 27, 2016 – Singapore's upscale lifestyle hotel brand, Amara Holdings Limited ("Amara", 安国控股), today welcomed Deloitte University Asia Pacific ("DU AP") at Amara Sanctuary Resort, Sentosa, solidifying its position as a choice MICE destination. The luxury resort will serve as a permanent base for Deloitte employees to receive training at the DU AP.

Mr. Albert Teo (张福泉), CEO of Amara Holdings, said, “It is our pleasure to be selected as a partner for the progressive and innovative DU AP, a first in Asia Pacific. This is our first time providing a permanent base for a university and we would like to thank Deloitte for the opportunity. Although Amara Sanctuary had always been equipped with MICE facilities, we’ve spruced up the resort’s interiors and adapted our MICE offerings to meet the DU AP requirements to transform the resort into an integrated ‘entrenched learning’ space where individuals can hone their leadership skills, network and socialise in an inspired, luxurious and relaxing setting – an idyllic retreat 10 minutes’ drive away from the bustling central business district.”

“This enhancement initiative towards a ‘specialised training centre’ has been six months in the making. We have been able to create a paradigm shift with extensive improvements made to our resort’s facilities and amenities within a short time span. This exemplifies our ability to adapt deftly as well as our commitment to embrace technology and innovation and push boundaries to constantly better ourselves. It is also the perfect opportunity for us to sharpen our value propositions as a choice MICE destination for specialised customers and events, apart from being a leading resort for leisure travellers.”

Building upon the success of its flagship Deloitte University Leadership Center in Westlake, Texas, USA, DU AP is the first Deloitte University in Asia Pacific and will provide enriching learning experiences to Deloitte employees. DU AP’s curriculum will be tailored to the region’s business needs, while mirroring programmes that are delivered annually to Deloitte’s 230,000 practitioners¹, ensuring consistency regardless of geography.

In preparation for DU AP, Amara Sanctuary completed an enhancement exercise to rejuvenate its offerings to guests, including renovations in the resort’s lobby and guest rooms, which sport a refreshed clean and modern look while retaining the resort’s unique colonial heritage. MICE equipment and network infrastructure were also improved for a seamless and efficient experience for corporate guests.

¹ Source: <http://www2.deloitte.com/us/en/pages/about-deloitte/articles/life-at-deloitte-deloitte-university.html>

More spaces to encourage social networking will include the extended Tier Bar that offers idyllic alfresco setting, a new lounge and the newly renovated rooftop infinity pool with increased seating capacity to allow for relaxing poolside conversation against breathtaking views of the South China Sea.



With its new, modern and inviting interiors, the Shutters restaurant will also serve a greater variety of contemporary Asian and Western signatures.

New and innovative menus were also added at the resort's food and beverage establishments to offer greater varieties tailored for an international audience, appealing to a wide range of tastes and preferences, and catering to dietary requirements such as gluten-free and vegetarian options.

Apart from a facelift, the resort's contemporary Shutters restaurant has enlarged its breakfast buffet spread to include Japanese cuisine, with Korean and Indian favourites to be launched soon. The new and improved Tier Bar also features a refreshed tapas menu to facilitate casual conversation over sensational Asian and Spanish delights, as well as an upgraded range of wine and cigars.

- End -

About Amara Sanctuary Resort, Sentosa

Amara Holdings' first boutique resort, Amara Sanctuary Resort, Sentosa, is nestled beautifully on a hilltop surrounded by 3.8 hectares of gardens and natural tropical rainforest, while being a 10-minute ride away from the Central Business District and 30 minutes from the Changi International Airport.

Overlooking the South China Sea and near the white sands of Palawan beach at Sentosa Island, Amara Sanctuary Resort, Sentosa offers a unique combination of contemporary design and luxurious hotel facilities. The resort boasts 140 beautifully designed guest rooms, Courtyard and Verandah suites, Larkhill Terrace suites as well as villas that offer the ultimate in comfort, luxury living and state-of-the-art facilities.

About Amara Holdings Limited

Mainboard-listed Amara Holdings Limited, a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

Hotel Investment and Management

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel ("Amara Singapore") in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort, Sentosa, a boutique resort consisting of 140 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group's debut entry into the resort hotels business.

The Group has also made its maiden entry into Bangkok with the opening of Amara Bangkok in 2015. Strategically located in central Bangkok, this 250-room business and leisure hotel is positioned to be an oasis in this vibrant city. Amara Signature, Shanghai, a 343-room hotel, retail centre and office building scheduled to be completed by end 2016, is expected to benefit from its excellent location in the city centre in the Puxi vicinity.

Amara's solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia's hospitality industry.

Property Investment and Development

Amara's Property Investment and Development operations span across retail, commercial and residential sectors. 100 AM, the only lifestyle mall in the west end of CBD, is strategically located to benefit from the rejuvenation of the Tanjong Pagar district. 100 AM enjoys full occupancy for both the 126,000 sq ft Retail Podium as well as the Office Tower, which has another 43,000 sq ft of NLA.

For each of its development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group's property developments reflects its in-depth understanding of current market trends and needs. Its prized residential developments, M5, Killiney 118, CityLife@Tampines, The Linear, amongst others, underscore the Group's astute property investment and development capabilities.

Specialty Restaurants and Food Services

The Group's entry into Specialty Restaurants and Food Services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurants have won numerous awards and are choice restaurants in the local dining scene.

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