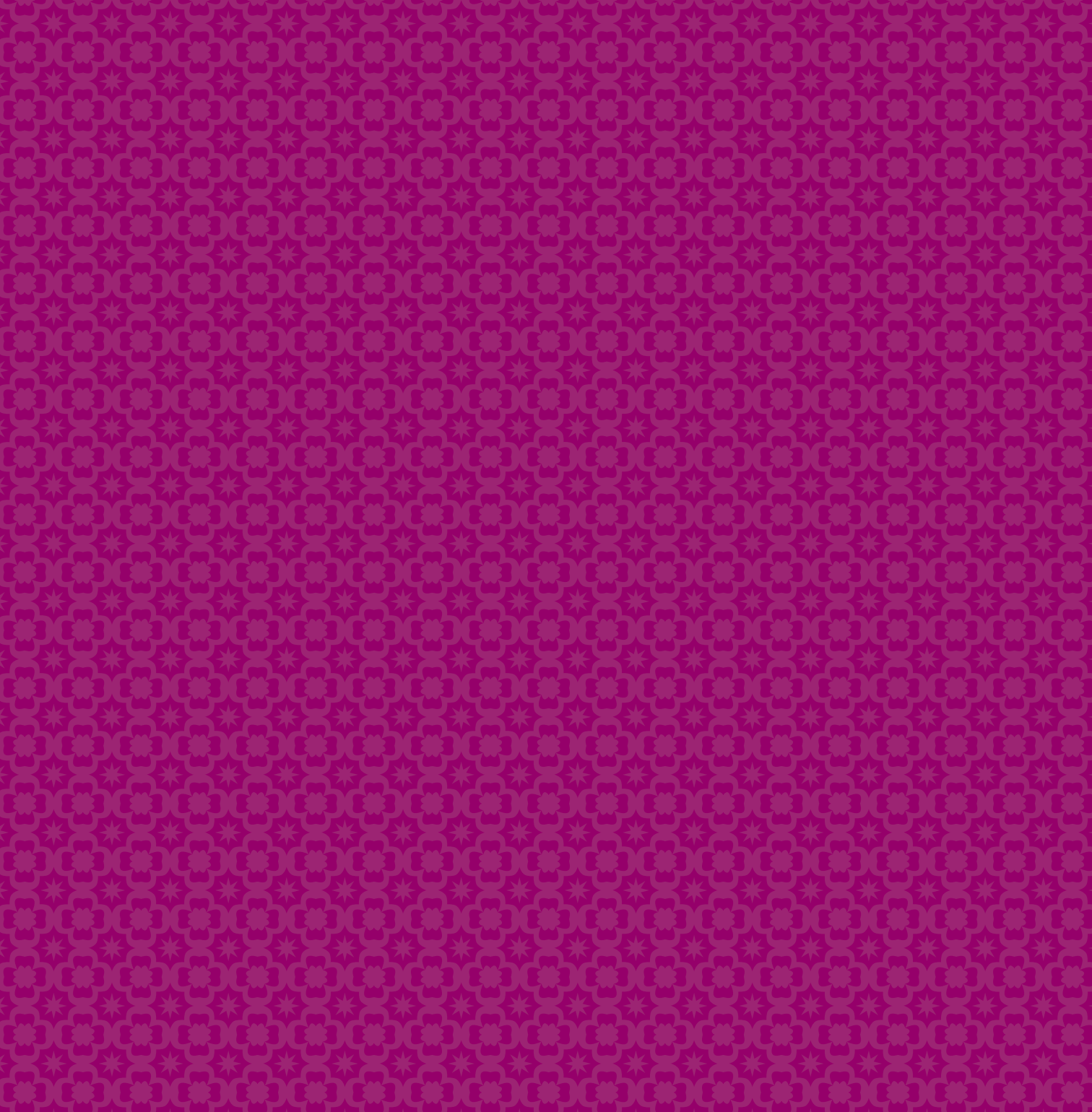
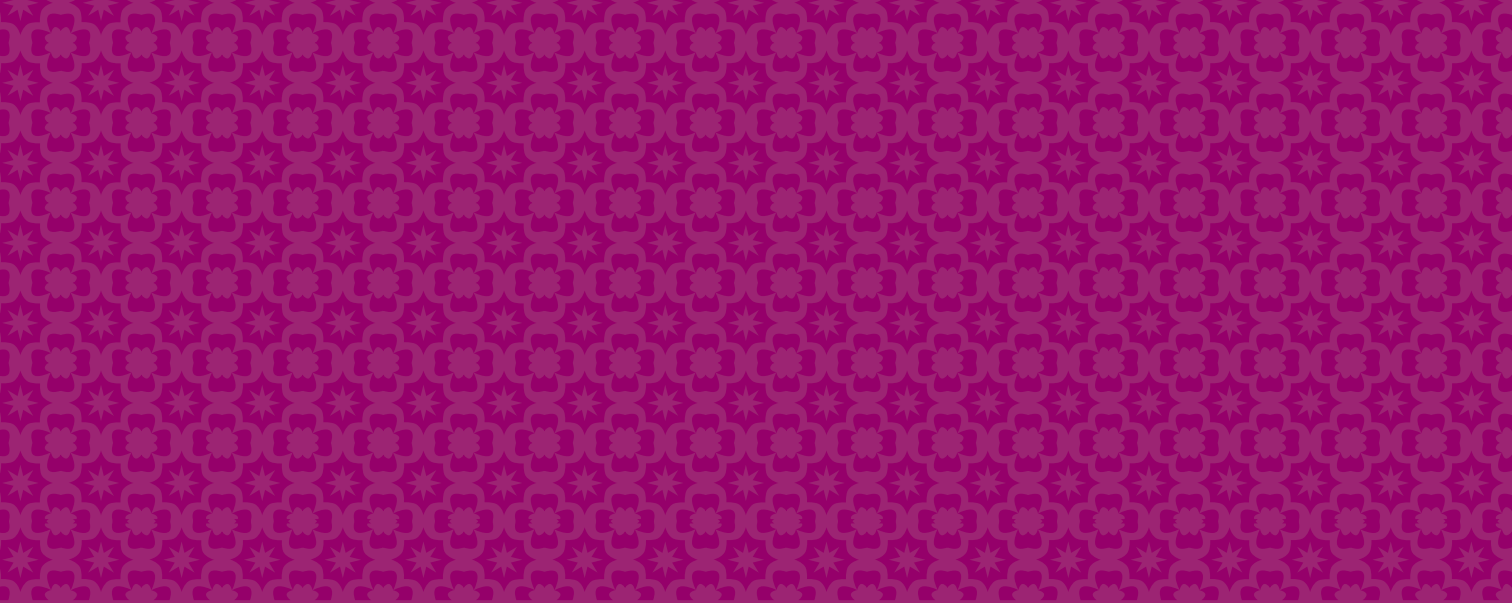


Amara Holdings Limited
Annual Report 2009





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THE AMARA BRAND

A home-grown integrated lifestyle group principally engaged in three business areas, namely, hotel investment and management, property investment and development, and specialty restaurants and food services.

We are recognised as the creator of innovative hospitality products.



AMARA HOLDINGS LIMITED

THE AMARA BRAND



AMARA HOTELS & RESORTS

Amara presents the world with a fresh approach to luxury hotels and resorts. We promise to enrich, fulfill and inspire our guests with individual experiences that are cherished and memorable. We are the creator of special moments & unique memories. **Our Special Moments Make Memories.**



AMARA SANCTUARY

Amara Sanctuary Resorts are contemporary Asian luxury resort hotels in exotic locations offering a unique environment to relax and rejuvenate. Amara Sanctuary Resorts blend tradition with modernity and offer sensory experiences in an intimate setting. Spaces are surprising, the service is world class and the experience is as individual as you.



AMARA SIGNATURE

Amara Signature Hotels are stylish contemporary Asian luxury city hotels, offering a unique environment in which to relax or do business. Amara Signature Hotels bring together the best contemporary architecture and state of the art facilities in a prominent city location, where guests will find stylish interiors, world class service and an experience as individual as you.



AMARA HOTELS

Amara Hotels are contemporary Asian business hotels offering a friendly environment in which to relax or do business. Amara Hotels offer the latest business hotel facilities in a convenient city location, where guests will find stylish interiors, world class service and an experience as individual as you.



SILK ROAD

Come and savour the rich and colourful history, and some of the unique traditions of the Silk Road. Experience first-hand the ancient art of tea pouring, and sample the cuisine of the Silk Road where Marco Polo first discovered Asia and where the finest dishes from the orient are created by master chefs. Showcasing the very best of provincial Chinese cuisine, our show kitchen allows you to be a part of the action – a truly individual experience.



THANYING

In a marriage of centuries old eastern and western influences, tastes and textures are combined into something uniquely Thai. At Thanying Restaurant, we offer you a unique taste of rich, exquisite and royal cuisine. Set your senses alight and experience the balance of flavours that only Thanying Restaurant can bring directly to your table. Within a uniquely Thai ambience, and distinctly Thai service, Thanying Restaurant relives the culinary past when only the most exquisite morsels were prepared and presented with the pomp and richness deserving of royalty. Experience a feast for your senses as Thanying Restaurant presents a uniquely individual Thai experience.



THE AMARA VISION

Sharing a common vision and an identical set of values, we strive to deliver a brand experience unique to Amara in our three inter-related core businesses.

The Amara Vision is to be recognised as a leading Asian integrated lifestyle group, with premium brands that exude the value, quality and style of our product offerings, and a warm and personalised service that goes beyond the expectations of our customers.

OUR CORE VALUES

Our core values allow us to embody the innovative and creative spirit, daring to dream and constantly keeping up with trends. We are committed to providing a quality and superior integrated lifestyle product, delivered with the utmost professionalism and that special touch of Asian hospitality.

OUR GREATEST ASSET

Our greatest asset is our people. We value their contributions and are dedicated to training and bringing out the best in our people.

OUR ULTIMATE GOAL

Our ultimate goal is to maintain excellence in all that we do, and offer long term benefits to our shareholders, our customers and our employees.



WHERE
LUXURY
IS THE NAME
OF THE GAME...



AND
PLEASURE
IS MORE THAN
JUST A WORD



INDULGENCE
IS REALLY AN
EVERYDAY AFFAIR...



AND
SUCCESS
IS A JOURNEY
MARKED WITH
GROWTH

OUR BUSINESS PORTFOLIO

HOTEL INVESTMENT AND MANAGEMENT

AMARA SINGAPORE

Our flagship city centre hotel, Amara Singapore, is conveniently located next to Tanjong Pagar MRT Station in the thriving Central Business District. The hotel is easily accessible by major transportation modes and within walking distance to fascinating Chinatown, the Tanjong Pagar Conservation District, graded office buildings, foreign and local banks, post offices, shops, as well as dining and entertainment establishments. Our 380-room hotel showcases special touches like a lobby with a minimalist theme, a contemporary Balinese-style resort pool and a collection of chic restaurants including our iconic Silk Road and Thanying Restaurant. Complemented by a host of specially designed rooms, facilities and a spa, our valued guests can enjoy a different kind of luxurious inner city living at Amara Singapore. Furthermore, the Grand Ballroom with a 850 auditorium seating capacity as well as four function rooms can cater to events of all scales from weddings and social functions to meetings and exhibitions.

AMARA SANCTUARY RESORT, SENTOSA

Amara Sanctuary Resort, Sentosa our very first boutique resort, provides the ultimate in modern luxury in the quiet seclusion of an exotic tropical garden setting. Specially crafted for discerning individuals who appreciate a luxury retreat with a modern, yet natural twist, the resort offers the right respite from the urban hustle, one imbued with the unique Amara touch. Set amidst lush tropical greenery 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 five-star hotel facilities. Spacious and well-equipped, the resort promises a charm that is all its own.

Amara Sanctuary Resort, Sentosa is nestled beautifully on a hilltop, surrounded by 3.5 hectares of gardens and natural tropical rainforest. Its unique character is derived from an exotic blend of colonial architecture and modern design concepts, as well as comprehensive five-star hotel facilities that come together to shape an ideal and individual resort experience – whether the stay is for business or leisure.

The resort's 121 beautifully designed guest rooms, Courtyard and Verandah suites, as well as Villas offer the ultimate in comfort, luxury living and state-of-the-art facilities. Each Villa has a tropical fruit garden. Guests may also choose to stay in the privacy and tranquillity of the Courtyard and Verandah suites for a taste of contemporary colonial style. To complement the existing colonial architecture, the deluxe guest rooms are situated in a stylishly designed building that offers contemporary accommodation with superb views of the surrounding tropical landscape. Amara Sanctuary Resort, Sentosa, had its soft opening in May 2007.

AMARA SIGNATURE SHANGHAI

A mixed development, Amara Signature Shanghai will comprise a 360-room hotel, retail centre and office building. The shopping centre will feature many of Singapore's great brands in food and beverages and entertainment as well as lifestyle retailers. Amara Signature Shanghai is expected to benefit from its excellent location within the city centre as well as Shanghai's renowned status as Asia's leading business and financial centre.

SPECIALTY RESTAURANTS AND FOOD SERVICES

THANYING RESTAURANT

Since its inception in 1988, Thanying Restaurant has devotedly recreated culinary history by offering the most exquisite Royal Thai cuisine fit for the royalties. Meticulous effort is put into the preparation and the presentation of each dish. Moreover, each Thai Chef has his/her own area of specialties, served in the tradition of Thai court cuisine. To top it off, Thanying's most famous dessert buffet offers a grand finale after a sumptuous feast. It consists of delicious seasonal fruits that have been thoughtfully peeled and seeded, as well as traditional Thai sweets, all of which are beautifully presented at the counter decorated with delicately carved fruits skillfully executed by our Thai Chefs. The flagship Thanying Restaurant has a seating capacity of 164 and is located at Amara Singapore. A new outlet opened at Amara Sanctuary Resort, Sentosa in July 2007.

This new outlet gives guests the option to dine indoors in the elegant dining room or al fresco at the large outdoor terrace set amidst a herb garden. The garden grows many herbs used in the restaurant's food preparation.

SILK ROAD RESTAURANT

Established in November 2001 and located at Amara Singapore, the flagship Silk Road Restaurant is a full-service restaurant concept featuring selective cuisines that stretch along the historical Silk Road in China, namely, the provinces of Sichuan, Shaanxi, Liaoning and Beijing. A team of highly specialised and trained chefs ensure that the original unique flavour and taste of the dishes are maintained with the judicious use of specially imported spices and sauces. Whilst providing excellent service standards, the service staff are also knowledgeable about the culinary customs and history of the dishes served in the restaurant. Since its inception, the restaurant has won many accolades and rave reviews from discerning locals, tourists and Chinese expatriates alike, who are well-travelled in China and keen to enjoy authentic Chinese cuisine.

Silk Road of the Sea, opened December 2007 at the seafront of Palawan Beach, Sentosa is a seafood restaurant serving cuisine tracing the culinary footsteps of explorer Marco Polo on his journey home from South China Sea to the Mediterranean.

PROPERTY INVESTMENT AND DEVELOPMENT

AMARA CORPORATE TOWER

Amara Corporate Tower, a 12-storey office building, is strategically located at 100 Tras Street and is a stroll away from the Tanjong Pagar MRT Station. Easily accessible by bus or car, Amara Corporate Tower is also located close to diverse amenities such as major local and foreign banks and post offices.

AMARA SHOPPING CENTRE

Located in the same complex as Amara Singapore and situated beneath Amara Corporate Tower, Amara Shopping Centre offers a wide range of services including medical facilities and other lifestyle needs. It also has a good selection of tenant mix including boutiques, a food court as well as specialty restaurants.

THE ABODE AT DEVONSHIRE

Nestled in the prime location of district 9, The Abode at Devonshire is the home where the heart of the city is. Although only a stone's throw away from Singapore's bustling shopping belt of Orchard Road and the Somerset MRT station, it is also intended to be a quiet and refined retreat for sophisticated urban dwellers who desire a break from the hectic pace of city life. The Abode at Devonshire's modern design is in a class of its own. Designed to maximise panoramic views, these exclusive 26 freehold units at The Abode feature a unique combination of style and practicality. With its attractive facilities, quality finishes and more, this 15-storey contemporary masterpiece of intersecting planes of glass, concrete, and aluminium, exudes an unparalleled sense of poise and tranquillity.

THE LINEAR

Distinguished by its horizontally-elongated silhouette and blimp-like roof, The Linear, is a seven-storey residential project, comprising 221 units. This stylish 999-year leasehold project development is a commanding feature along Upper Bukit Timah Road. Completed in 2006, The Linear is an ingenious integration of contemporary aesthetics within the natural and unspoilt environment at Upper Bukit Timah. Apart from offering a calming retreat from the hustle and bustle of urban life, The Linear's unique exterior exudes sophistication, with an organic rooftop to mitigate the excesses of tropical heat and rain.

Concept designed by Tokyo-based and globally well-known Kenzo Tange Associates, it features flushed curtain walls and wide louvered spaces. Interior details and materials specification were undertaken by the internationally renowned hospitality interior designer, Hirsch Bedner Associates, to give The Linear an avant garde ambience. To augment the suburban living experience, The Linear has a full range of amenities such as swimming pool on the attic, jacuzzi, steam room as well as facilities for the young that include a wading pool, playground, games room and a jogging track.