

CORPORATE
PRESENTATION

January 10, 2015



AMARA HOLDINGS LIMITED

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VISION

- Sharing a common vision and an identical set of values, we strive to deliver a brand experience unique to Amara in our three interrelated 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



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**



BUSINESS OVERVIEW

Our Brand Portfolio

Amara Brand Architecture

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

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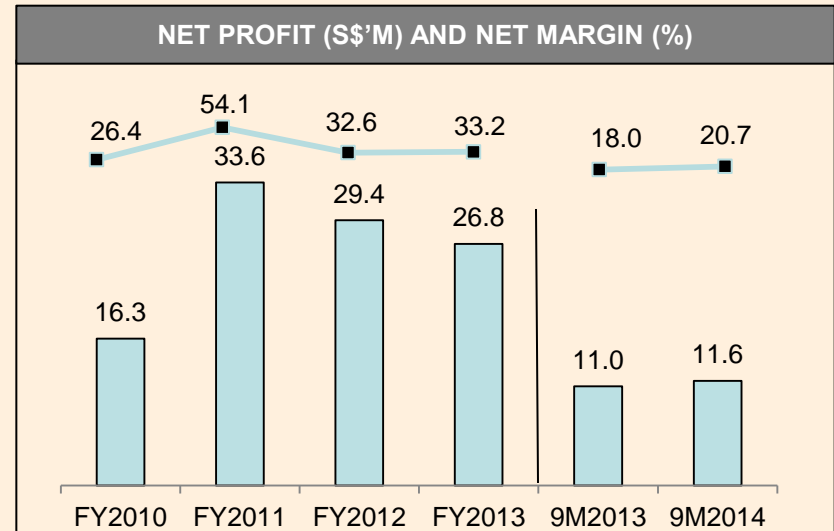
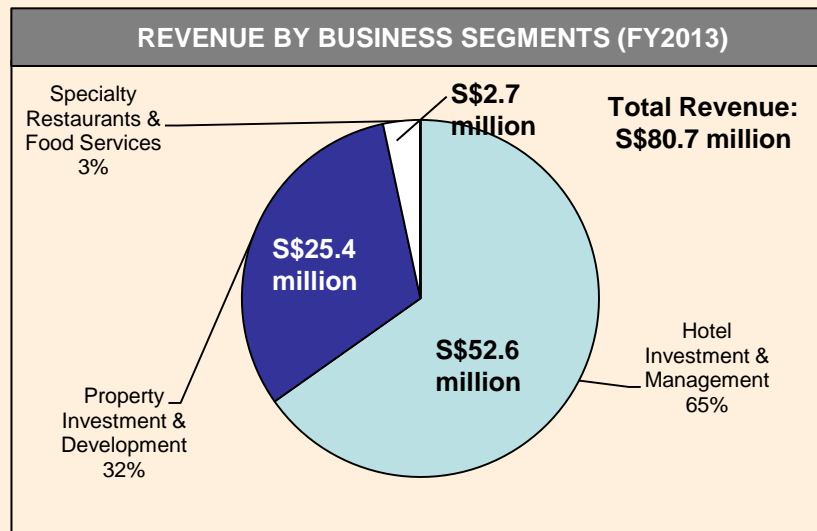
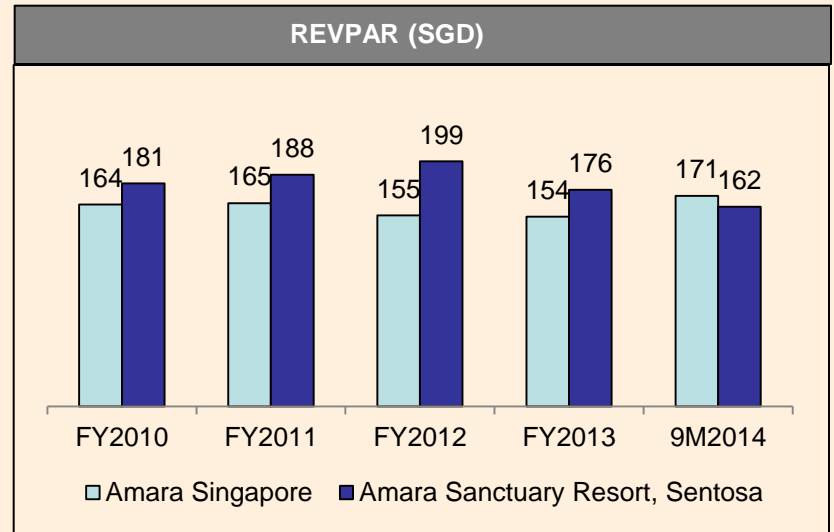
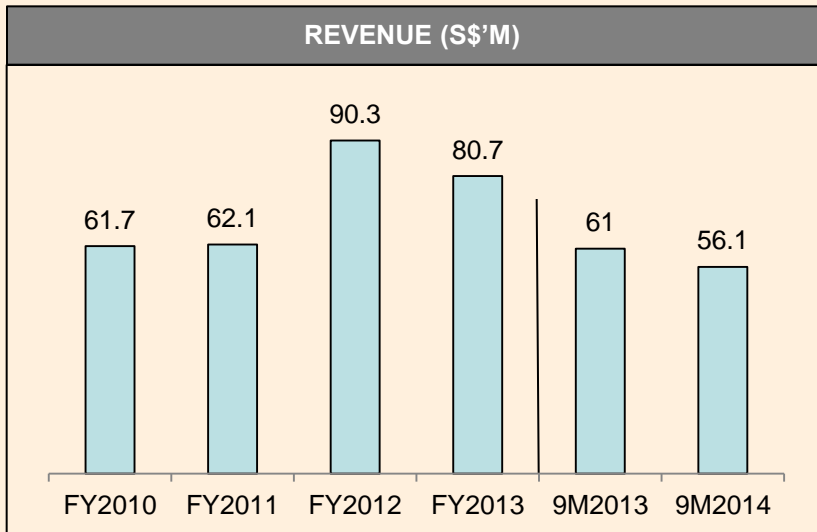
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FINANCIALS – INCOME STATEMENT



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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. Upgrading in progress to 392 rooms.
- 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

Element and Element on Tras Street

- 163-seater restaurant and 18-seater bar concept
- Opened in December 2013
- New chic interiors and integrated F&B cuisines comprising of Amara Group's signature restaurant offerings from Silk Road, Thanying and Cafe Oriental as well as Spanish Basque cuisines
- A semi-private dining area creates a niche for private gatherings and events.
- Urbanites can chill and unwind to DJ music, enjoy a wide selection of wine, novel cocktails, boutique beer and artisanal coffee blend.





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 3.8 hectares of gardens and natural tropical rainforest.
- Awarded THE BEST HOTELS – RESORTS AWARD by Singapore Tatler for four consecutive years, 2010 to 2013.





Hotel Investment and Management

Amara Bangkok, Thailand

- A 250-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".
- Topping out ceremony was held on November 28, 2013.
- Targeted to commence operations in 1Q 2015.





Hotel Investment and Management

Amara Signature, Shanghai

- A mixed development comprising a 343-room hotel, retail centre and office building.
- Located at the junction of Changshou Road(长寿路) and Jiaozhou Road(胶州路) in Puxi.
- 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.





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.
- Redefining quality of Inner City Living with close to 80 F&B and Lifestyle Brands at 100 Tras Street.

Anchor tenants and well-known brands





Property Investment and Development

100 AM

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 Opened	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	126,000 sq ft (5 levels of retail space)

- Retail Podium completed extensive renovation in fourth quarter of 2012, at a cost of approximately S\$30 million.
- Full occupancy for the Retail Podium of 126,000 sq ft and almost full occupancy for 42,700 sq ft of NLA for the Office Tower





Property Investment and Development

Citylife@Tampines

- Singapore's first luxury hotel-inspired Executive Condominium
- Launched in November 2012, to tremendous success.
- Developed by Tampines EC Pte Ltd – a consortium comprising Amara Holdings Limited, Kay Lim Holdings Pte Ltd and SingHaiyi Group Ltd
- 514-unit, with 2/3/4/5-bedroom, dual-key, Skysuite and Penthouse
- Unique unit designs, such as Skysuites, which are exclusive 4-and 5-bedroom units with living/dining room that opens out to a wrap-around open terrace
- 3-and 4-bedroom dual-key unit options.
- CityLife@Tampines has been awarded the BCA Green Mark Awards (Gold Plus) in 2013





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.
- Won the 13th SIA¹ Design Award for Residential Projects



¹Singapore Institute of Architects





Property Investment and Development

M5

- A boutique residential development
- Located at 5 Jalan Mutiara, close to Orchard Road and River Valley Road.
- A freehold 12-storey, single block, residential development with gross floor area of 2,355 sqm.
- Soft launched in September 2014.



¹Singapore Institute of Architects





SPECIALTY RESTAURANT 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, has a seating capacity of 130.





SPECIALTY RESTAURANT 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.



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MARKET OUTLOOK

– HOTEL INVESTMENT AND MANAGEMENT



- Notwithstanding a 6% drop in visitor arrivals to 3.6 million from April to June 2014, STB expects growth in the tourism numbers to continue on the back of major projects :
 - Recent opening of the Sports Hub
 - Opening of more well-known attractions
 - Compelling events - Formula One, Women’s Tennis Association Finals, SEA Games, TravelRave and more
- Luxury and mid-tier hotels remain resilient :
 - Buoyed by the buzzing MICE sector, conference events and corporate travel for luxury segment
 - Mid-tier hotels to be driven by healthy demand and spending power of tourists
- Overall, Singapore is expected to remain one of the top hospitality markets in the region
 - Due to its strong fundamentals
 - A stable political and economic environment
 - Top International Meeting Country for the third consecutive year

MARKET OUTLOOK – HOTEL INVESTMENT AND MANAGEMENT



- Bangkok remains Asia-Pacific's top destination city for air travel, and is the world's second top destination city after first-ranked London, the newly released MasterCard Global Destination Cities Index for 2014 shows.
- Nationwide curfew lifted from June 13, 2014 and tourism is back in full swing in Thailand
 - For the whole year of 2014, TAT expects the country to welcome 25.6 m tourist arrivals, with 1.23 trillion Baht revenue (38.4 billion USD).

Source: Tourism Authority of Thailand



MARKET OUTLOOK – PROPERTY INVESTMENT AND DEVELOPMENT

URBAN REDEVELOPMENT AUTHORITY (URA)



- Based on the latest statistics released by Urban Redevelopment Authority (URA) on January 2, 2015, the private residential property index fell 2.1 points from 207.9 points in 3rd Quarter 2014 to 205.8 points in 4th Quarter 2014
- This represents a 1.0% decline, which is higher than the 0.7% decline in the previous quarter, a fifth continuous quarter of price decrease
- For the whole of 2014, prices have fallen by 4.0%
- Property cooling measures remain in place

Source: URA, Jan 2, 2015



MARKET OUTLOOK

– PROPERTY INVESTMENT AND DEVELOPMENT

STRONG DEMAND - SINGAPORE OFFICE SPACE

Asia dominates list of most expensive office markets

Singapore registers 14.6% year-on-year rise in occupancy costs in Q3, 2014 to US\$112.91 psf per year

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Singapore AS ECONOMIES in Asia continue to outperform their western counterparts, demand for office space in top Asian cities has shown no sign of abating. Asian cities, including Hong Kong, Beijing, Shanghai, Tokyo and New Delhi, dominate the list of the world's priciest office markets, according to global property consultancy CBRE.

In CBRE Research's biannual Global Prime Office Occupancy Costs survey, the Asia-Pacific region had seven cities in the top 10 list of office markets based on occupancy costs in the third quarter of 2014.

Occupier activity in this region was largely driven by domestic corporations and companies in the technology, media and telecommunication sectors, CBRE said.

But based on the rate of growth in prime office occupancy costs in Q3 2014, US cities are found dominating the top 10 list of fastest growing markets.

The largest annual increases were seen in Dublin, Manila, Seattle, Kuala Lumpur and Singapore. The latter registered a 14.6 per cent year-on-year rise in occupancy costs in the third quarter of 2014 to US\$112.91 per square foot (psf) per year as monthly prime rents saw a 16.5 per cent increase to S\$12 psf over the period.

Notwithstanding, Singapore's strong rental growth last year, the city's current office occupation cost does not appear out of step with comparable global business centres, said Mandy Armstrong, executive director of office services at CBRE.

Mr Armstrong reckoned that limited availability of office space will ease this year until major new supply kicks in during the second half of 2016, setting the stage for further

Most expensive office markets

Ranked by prime office occupancy costs as of Q3, 2014

PREVIOUS RANK (Q3, 2014)	RANK	LOCATION	US\$ PER SQ FT PER ANNUM
1	1	London West End	273.63
2	2	Hong Kong (Central)	250.61
3	3	Beijing (Finance Street)	197.75
4	4	Beijing (CBD)	189.39
5	5	Moscow	165.05
8	6	New Delhi (Connaught Place - CBD)	158.47
6	7	Hong Kong (West Kowloon)	153.65
7	8	London City	152.67
9	9	Tokyo (Marunouchi, Otemachi)	136.46
12	10	Shanghai (Pudong)	127.89

Source: CBRE Research

Largest growth

Prime office occupancy costs

RANK	LOCATION	% Q3 INCREASE (YTD)
1	Dublin	34.9
2	Manila	20.7
3	Seattle (suburban)	20.5
4	Kuala Lumpur	16.7
5	Singapore	16.5
6	Jakarta	15.8
7	San Francisco (gentrified)	12.7
8	Boston (suburban)	11.8
9	San Francisco (downtown)	11.8
10	Seattle (downtown)	11.0

* In local currencies as of Q3, 2014
Source: CBRE Research

"In this environment, we expect occupancy costs to continue rising from current levels, further limiting options for occupiers."

Richard Barkham, global chief economist at CBRE

rental growth in the early part of this year.

CBRE tracks occupancy costs – including rent, local taxes and service charges – for prime office space in 126 markets around the globe.

Of the top 50 most expensive office markets, 20 were in the Asia-Pacific, 20 were in EMEA (Europe, the Middle East and Africa) and 10 were in the Americas.

Half of the markets surveyed saw annual increases in prime occupancy costs in the third quarter of 2014, while one-quarter registered declines.

Globally, prime office occupancy costs rose 2.5 per cent from a year ago in Q3 2014, led by a strong 4.1 per cent gain in the US and a 2.8 per cent increase in the Asia-Pacific region.

This trend mirrored the "gradual,

multi-speed recovery" of the global economy, CBRE pointed out, and this is set to continue, resulting in strong hiring and lower office vacancies across most markets in the near term.

"In this environment, we expect occupancy costs to continue rising from current levels, further limiting options for occupiers," said Richard Barkham, global chief economist at CBRE. "Technology, quality and flexibility are expected to increasingly come into consideration in space use and location decisions, as occupiers will seek to contain costs and improve productivity."

In the EMEA region, however, concerns over the strength of the eurozone's recovery have capped occupier activity, with prime office occupancy costs in Q3 2014 edging up only 0.3 per cent year on year, despite

strong gains in Ireland's Dublin and in UK cities.

London's West End – an area of Central London housing the city's major tourist attractions, shops, businesses, government buildings and entertainment venues – remained the most expensive office market worldwide. The City of London – bordered by Liverpool Street, Tower Hill, Bankers and Barbican Tube stations – was ranked eighth.

Hong Kong's Central District, the second priciest office market, saw occupancy costs in the third quarter of 2014 climb 7 per cent to US\$205.61 psf per annum.

With the exception of Shanghai Pudong, which nudged Paris off the top 10 list of most expensive office markets, prime office occupancy costs in China were generally stable over the past year, CBRE observed. Occupancy costs in Shanghai Pudong grew 7 per cent year-on-year to US\$127.89 psf per annum in Q3 2014, notable demand from domestic financial institutions suggests further rental increases in the near term, CBRE said.

The full report is available at www.cbre.com/us/q3

- Occupier activity in the Asia Pacific region was largely driven by domestic corporations and companies in the technology, media and telecommunications sectors
- Singapore saw a 14.6% year-on-year increase in occupancy costs in 3Q2014 to US\$112.9 psf, as monthly prime rents saw a 16.5% increase to S\$12 psf over the period

Source: The Business Times, January 6, 2015



GROWTH STRATEGIES

Strengthen Core Competencies

Build AMARA brand equity, focus on key gateway cities

Innovate to bring about greater productivity

Build Diversity in Business Portfolio

Build diversity across business segments to enjoy synergies

Forge strategic alliances with good partners



Thank You



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