

CORPORATE  
PRESENTATION

July 2, 2014



AMARA HOLDINGS LIMITED

## DISCLAIMER

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.



# CONTENTS

1. Business Overview
2. Financial Highlights
3. Business Portfolio
4. Market Outlook and Future Plans

# CONTENTS

## 1. Business Overview

2. Financial Highlights

3. Business Portfolio

4. Market Outlook and Future Plans

# 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

# CONTENTS

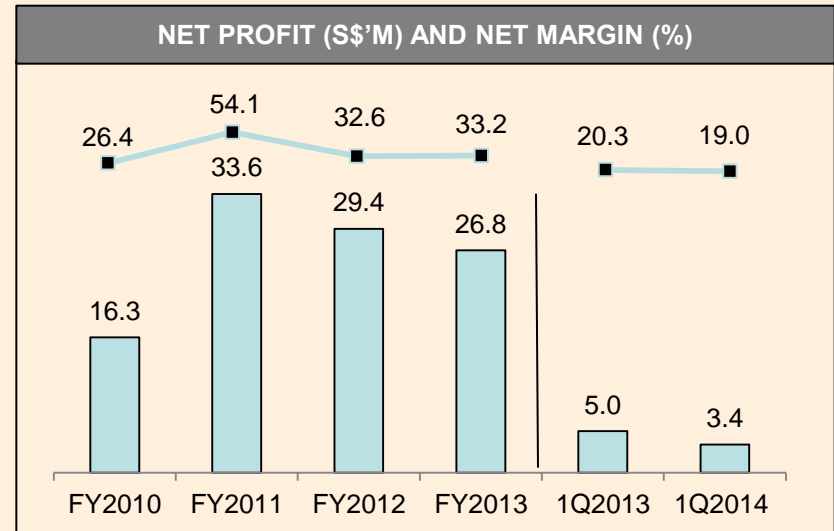
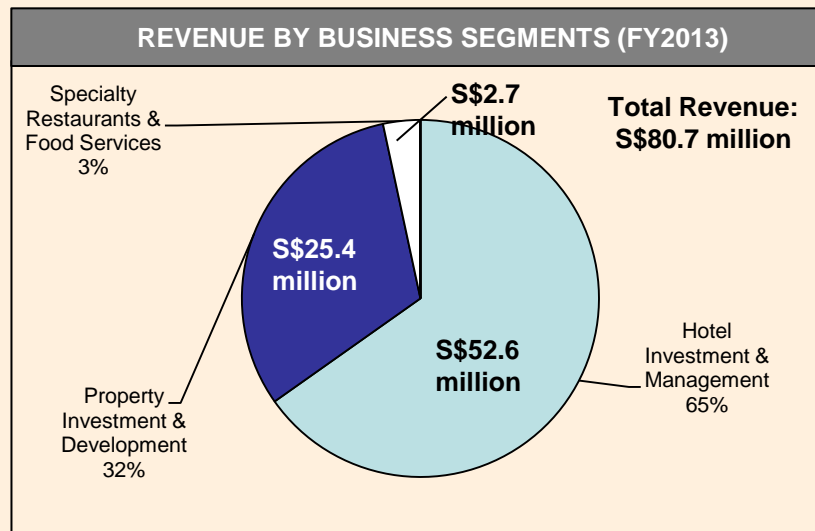
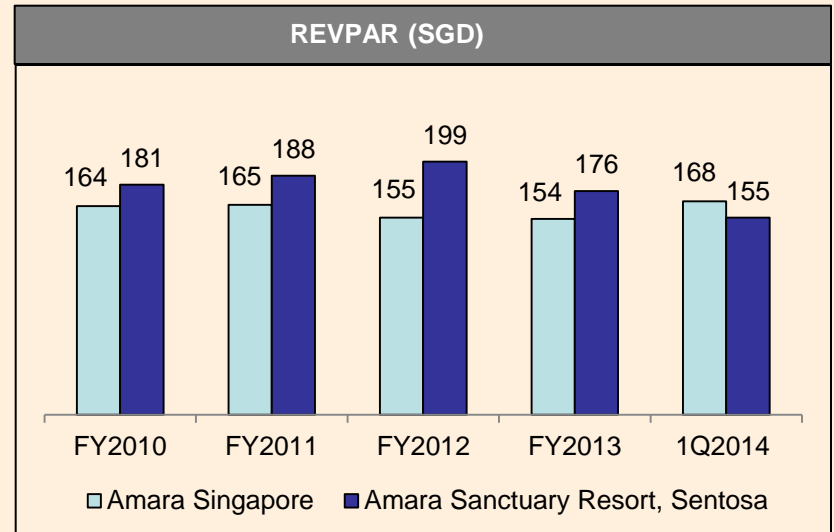
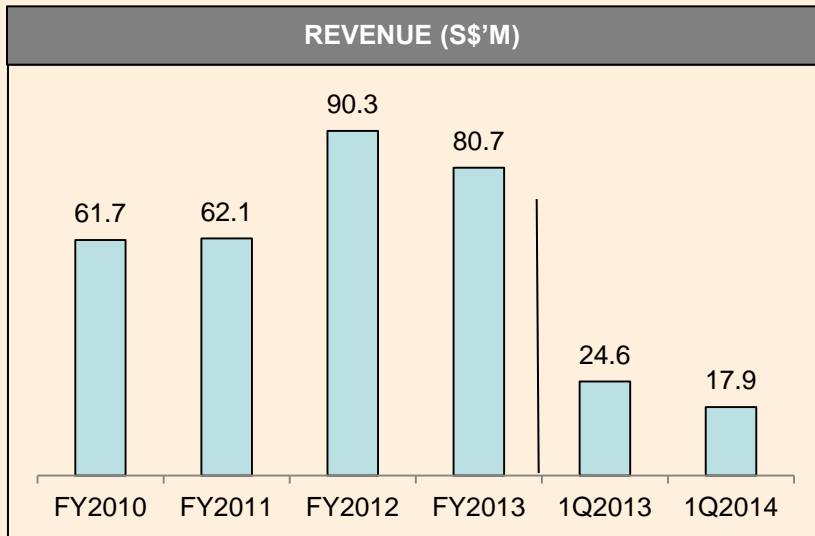
1. Business Overview

2. Financial Highlights

3. Business Portfolio

4. Market Outlook and Future Plans

# FINANCIALS – INCOME STATEMENT





## FINANCIALS – BALANCE SHEET

S\$m	FY2010	FY2011	FY2012	FY2013	1Q2014
Cash & Cash equivalents	10.3	11.4	15.2	12.6	8.0
Trade and other receivables	8.1	6.8	7.9	13.0	14.4
Current Assets	54.3	56.4	92.7	73.6	70.8
Non-Current assets	341.0	375.2	450.7	497.4	508.0
Current Liabilities	63.1	42.9	72.6	42.8	43.1
Non-current liabilities	135.2	133.7	191.2	221.6	227.3
Borrowings and Debt Securities	133.7	140.9	222.0	221.8	226.8
Total Equity	196.9	254.9	279.6	306.6	308.4



## FINANCIALS – CASHFLOW STATEMENT

S\$m	FY2010	FY2011	FY2012	FY2013	1Q2013	1Q2014
Net Cash generated from/ (used in) operating activities	22.0	13.2	(2.5)	36.5	15.0	4.4
Net cash generated from/ (used in) investing activities	(6.7)	(13.4)	(67.1)	(31.8)	(2.6)	(13.0)
Net cash (used in) generated from financing activities	(27.0)	1.0	73.5	(7.6)	(12.3)	4.1
Cash and cash equivalents at the end of financial year	10.3	11.4	15.2	12.6	15.5	8.0



## FINANCIALS – KEY RATIOS

		FY2010	FY2011	FY2012	FY2013	1Q2013	1Q2014
Profitability Ratios	Earnings Per Share (cents)	2.83	5.84	5.10	4.64	0.86	0.59
	Return on Assets (%)	4.12	6.80	5.41	4.69	0.87	0.60
	Return on Equity (%)	8.30	12.9	10.5	8.73	1.62	1.10
Financial Position	Net Gearing (%)	38.52	33.69	42.52	40.56	40.61	41.49
	Net Asset Value Per Share (cents)	34.14	44.20	48.48	53.16	49.56	53.48

S\$25.4 million



# CONTENTS

1. Business Overview

2. Financial Highlights

3. Business Portfolio

4. Market Outlook and Future Plans



## 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 394 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.

AMARA  
SINGAPORE



AMARA HOLDINGS LIMITED



## 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 later half of 2014.







## Hotel Investment and Management

### Amara Signature, Shanghai

- A mixed development comprising a 336-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

*FitnessFirst*



cedele eat well • be well

FairPrice finest



browhaus  
The Brow Salon

TSUJIRI  
SINCE 1860

Blum n Co



Skinny Pizza  
What a crack.



CITYLUXE



AMARA HOLDINGS LIMITED



## 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 42,700 sq ft of NLA for the Office Tower and almost full occupancy for the Retail Podium of 126,000 sq ft.



## 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 SIA<sup>1</sup> Design Award for Residential Projects



<sup>1</sup>Singapore Institute of Architects

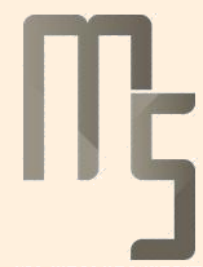




## Property Investment and Development

### 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.
- Wholly-owned by Amara Holdings Limited.
- Expected to launch in 2014.



<sup>1</sup>Singapore Institute of Architects



AMARA HOLDINGS LIMITED



## 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, with 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.





# CONTENTS

1. Business Overview

2. Financial Highlights

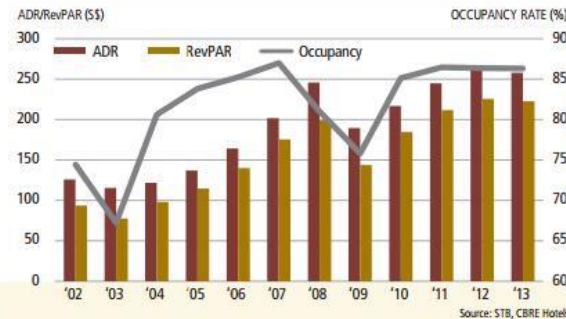
3. Business Portfolio

4. Market Outlook and Future Plans

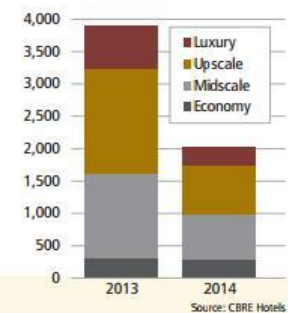
# MARKET OUTLOOK – HOTEL INVESTMENT AND MANAGEMENT



## How they fare Annual hotel performance



## More rooms New hotel supply



- **Occupancy levels remain high**

- The occupancy rate for 2013 was 86.3 per cent – virtually the same as 2011 and 2012 (86.5 per cent and 86.4 per cent, respectively) and close to the 2007 peak of 87 per cent.

- **REVPAR continues to be resilient**

- RevPar was \$223, a drop of 1.3 per cent from 2012's record of \$226, and well above the \$144 at the nadir of the global financial crisis.

- **Lesser new hotel supply**

- History shows that this should lead to good increases in room rates

# MARKET OUTLOOK – HOTEL INVESTMENT AND MANAGEMENT

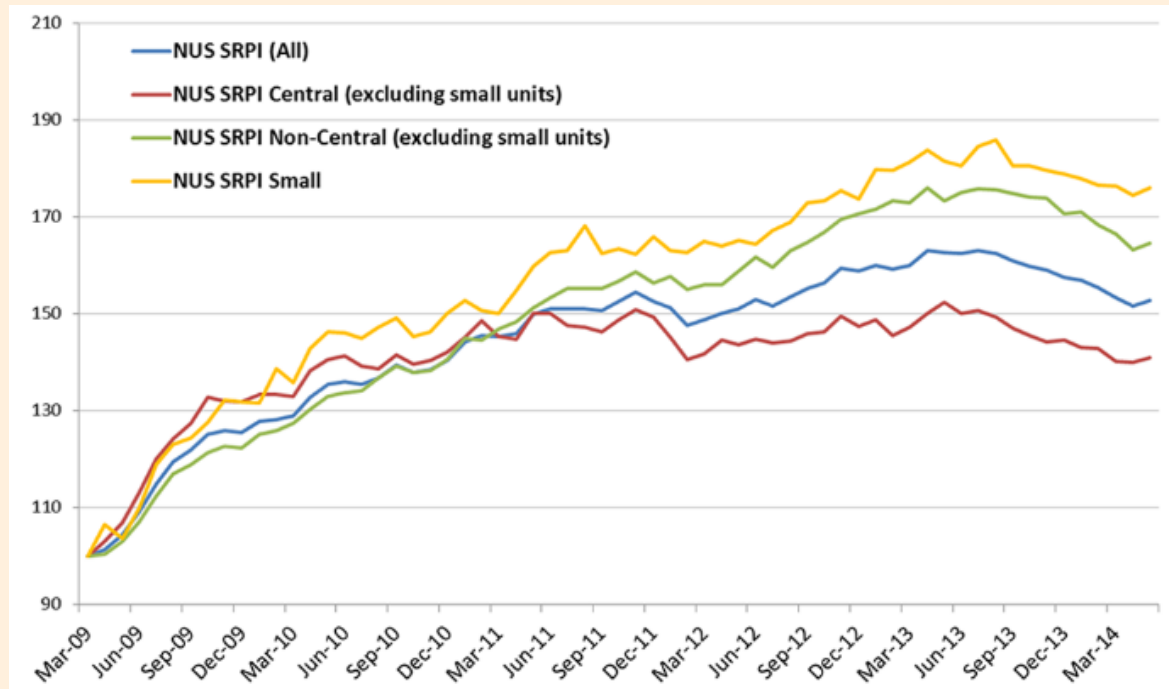


- **Nationwide curfew lifted from June 13, 2014 and tourism is back in full swing in Thailand**
  - During January-May 2014, Thailand welcomed a total of 10.36 million tourist arrivals.
  - For the whole year of 2014, TAT expects the country to welcome 25.6 tourist arrivals, with 1.23 trillion Baht revenue (38.4 billion USD).

# MARKET OUTLOOK

## – PROPERTY INVESTMENT AND DEVELOPMENT

THE NUS SINGAPORE RESIDENTIAL PRICE INDEX (SRPI)



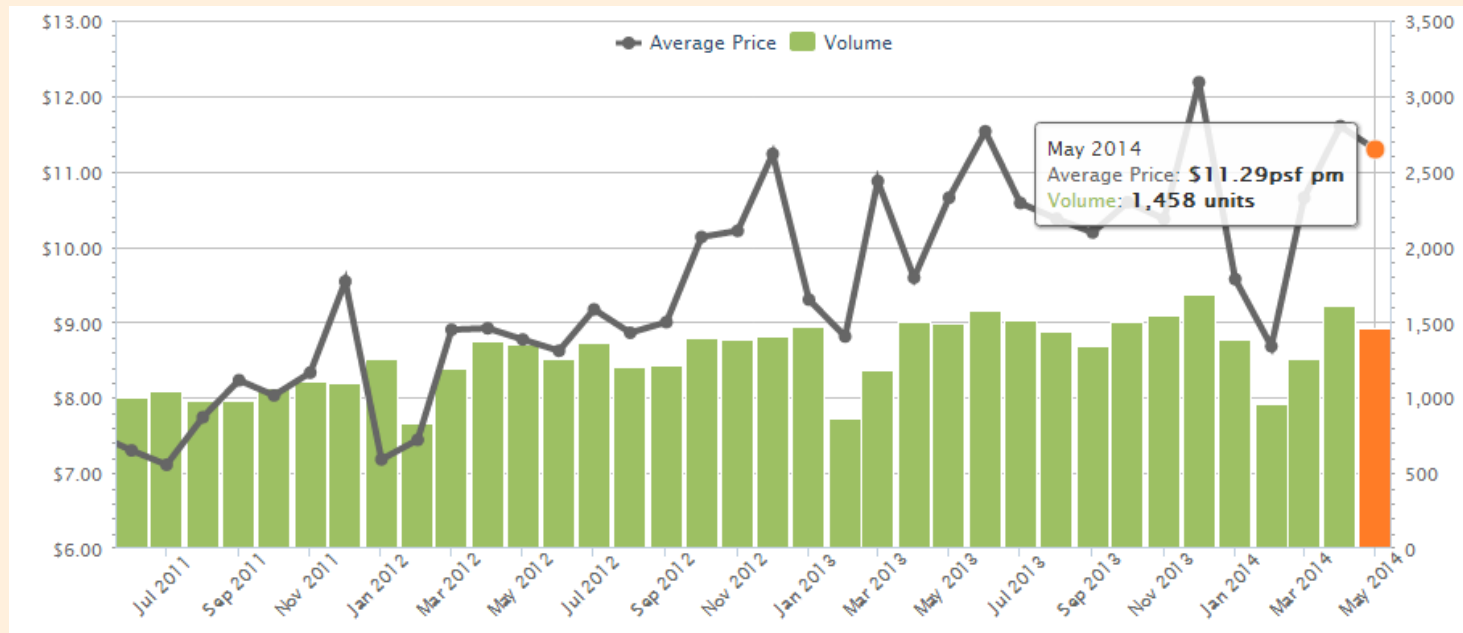
- Prices of completed non-landed private homes in Singapore rose 0.8 per cent in May compared to April
- Sub-index for Central Region (excluding small units of up to 506 sq ft) rose 0.7 per cent month-on-month in May
- Central Region includes the financial district and Sentosa Cove and the traditional prime districts 9, 10 and 11.

Source: NUS Institute of Real Estate Studies; 'Prices of completed non-landed private homes in Singapore up 0.8% in May', Business Times, June 30, 2014



# MARKET OUTLOOK – PROPERTY INVESTMENT AND DEVELOPMENT

## RENTAL YIELDS – COMMERCIAL DEVELOPMENTS



- The current average rental is \$11.29 psf
- Analysts foresee that retail space in suburban malls may hold opportunities for a rise in rents, as the larger population catchment could continue to provide relatively stronger retail sales than Singapore’s main shopping belt

## FUTURE PLANS

### Hotel Investment and Management



- Focus on improving room yields and revenue from F&B segment
- Continue to focus on our core competency to develop and manage hospitality assets
- Build Amara Brand Equity to enhance shareholders' value
- Opening of Amara Bangkok, a 250-room business and leisure hotel in 2014

### Property Investment and Development



- 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



Thank You



AMARA HOLDINGS LIMITED