



AMARA HOLDINGS LIMITED

CORPORATE PRESENTATION

September 20, 2011





IMPORTANT NOTICE

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CONTENTS



- **Business Overview**
 - Our Business
 - Our Brand Portfolio
- **Business Portfolio**
 - Hotel Investment & Management
 - Property Investment & Development
 - Specialty Restaurants & Food Services
- **Financial Highlights**
- **Market Outlook & Future Plans**



Business Overview





OUR BUSINESS

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





OUR BRAND PORTFOLIO

AMARA BRAND ARCHITECTURE





Business Portfolio





HOTEL INVESTMENT & MANAGEMENT



AMARA SINGAPORE

- Flagship city centre hotel conveniently located next to Tanjong Pagar MRT Station in the thriving Central Business District
- Commenced operations in 1986; transformation completed in 2002
- Refurbishment of hotel rooms completed in 2011
- Award winning 388-room hotel includes a collection of chic restaurants including iconic Silk Road and Thanying
- Grand Ballroom with an auditorium of 850 seating capacity as well as four function rooms to cater to events of all scales



HOTEL INVESTMENT & MANAGEMENT



AMARA SANCTUARY RESORT, SENTOSA

- First boutique resort with 121 beautifully designed guest rooms, Courtyard and Verandah suites, as well as villas
- Opened in May 2007
- Offers a unique combination of contemporary design and five-star hotel facilities
- Nestled beautifully on a hilltop, surrounded by 3.5 hectares of gardens and natural tropical rainforest
- Awarded “Best Resort” by AsiaOne People’s Choice Awards 2009
- Additional 18 suites will be completed by 2nd half 2011



HOTEL INVESTMENT & MANAGEMENT



AMARA SIGNATURE, SHANGHAI

- A mixed development which will comprise a 360-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



HOTEL INVESTMENT & 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"
- Expected opening: 2013



PROPERTY INVESTMENT & DEVELOPMENT



AMARA CORPORATE TOWER

- Strategically located at 100 Tras Street and is a stroll away from the Tanjong Pagar MRT Station
- Almost full occupancy for 42,700 sq ft of NLA
- Easily accessible by bus or car and located close to diverse amenities such as major local and foreign banks and post offices

100AM

- Currently undergoing asset enhancement works, slated for completion in second half of 2012
- Will feature a wide range of services including an NTUC Finest supermarket, lifestyle boutiques and an alfresco dining strip along Tras Street



PROPERTY INVESTMENT & 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
- Expected to complete in 2012



PROPERTY INVESTMENT & DEVELOPMENT



5 JALAN MUTIARA

- A freehold 12-storey, single block, residential development with gross floor area of 2,300 sqm
- Wholly-owned by Amara Holdings
- Currently in planning & design stage



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
- 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 flagship Silk Road Restaurant is a full service restaurant concept featuring selective cuisines that stretch along the historical Silk Road in China
- Opened in December 2007, Silk Road of the Sea, at the seafront of Palawan Beach, Sentosa, is a seafood restaurant serving cuisine tracing the culinary footsteps of explorer Marco Polo in his journey home from South China Sea to the Mediterranean

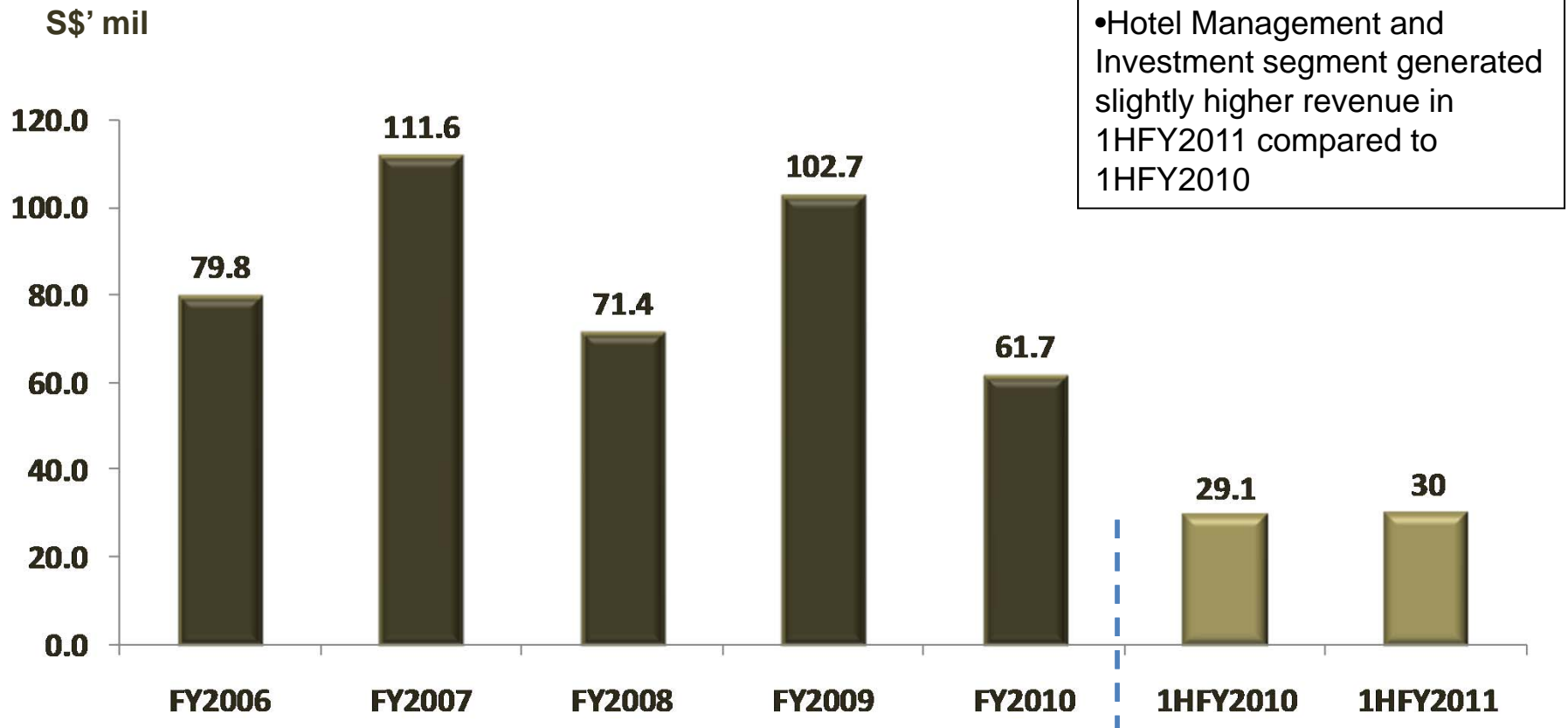


Financial Highlights





REVENUE



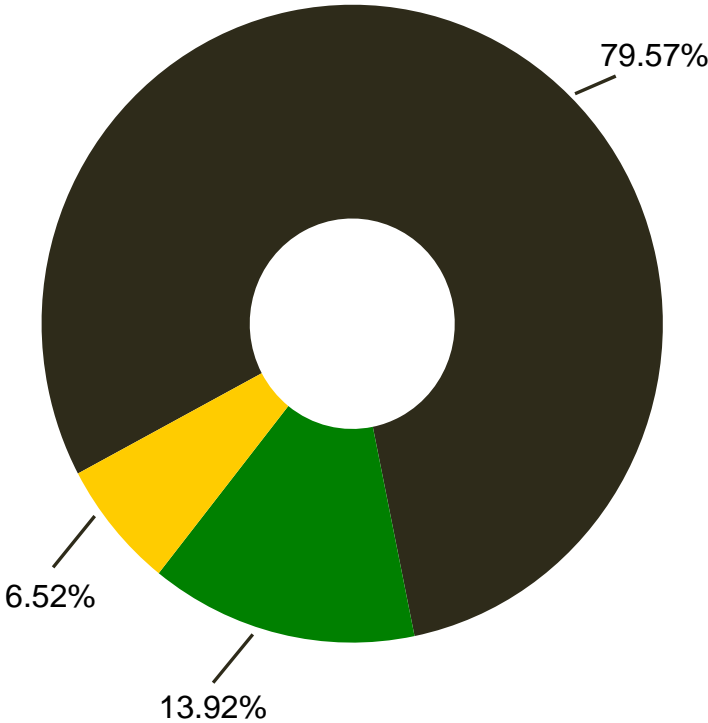
Note:

(i) Half Year Ended June 30

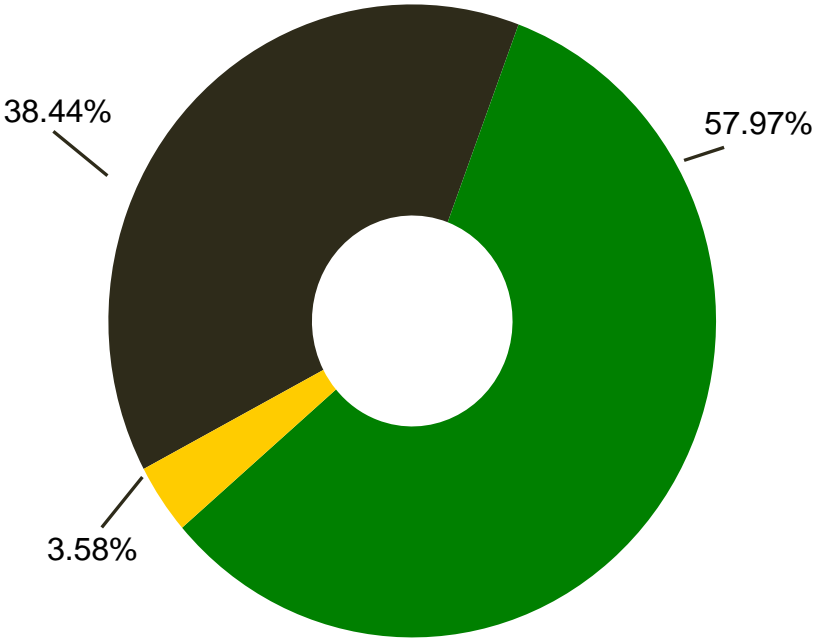
(ii) Financial Year Ended December 31

REVENUE BY BUSINESS SEGMENTS

FY2010



FY2009

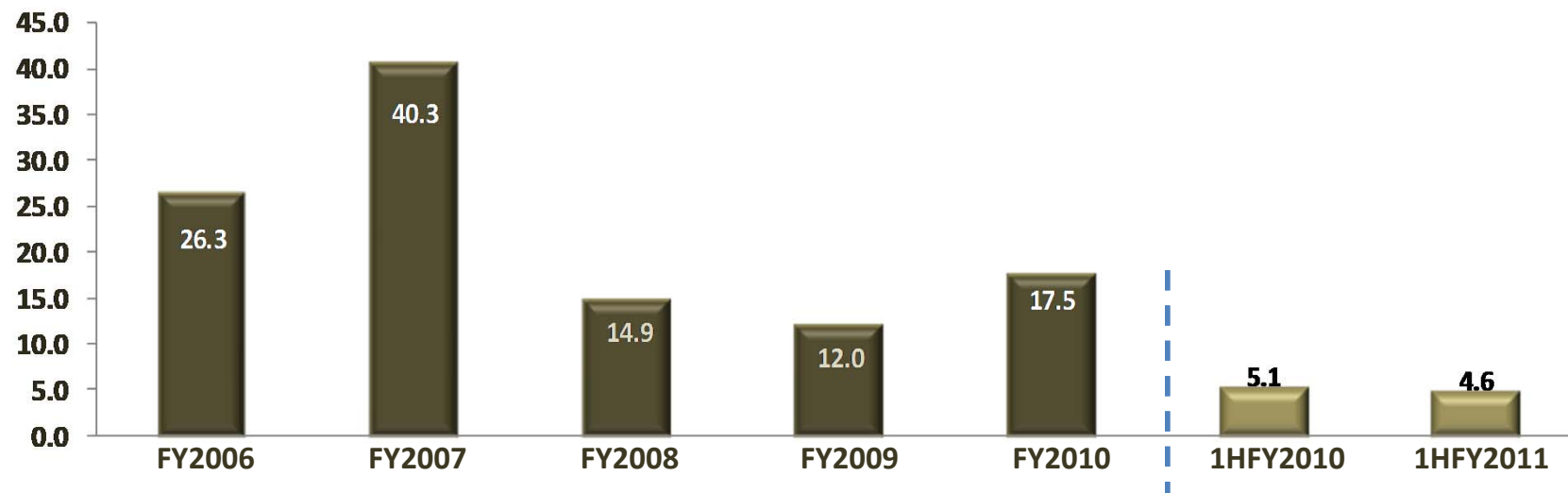


■ Hotel Investment and Management ■ Property Investment and Development ■ Specialty Restaurants and Food Services & Others



PROFIT BEFORE TAX

S\$' mil



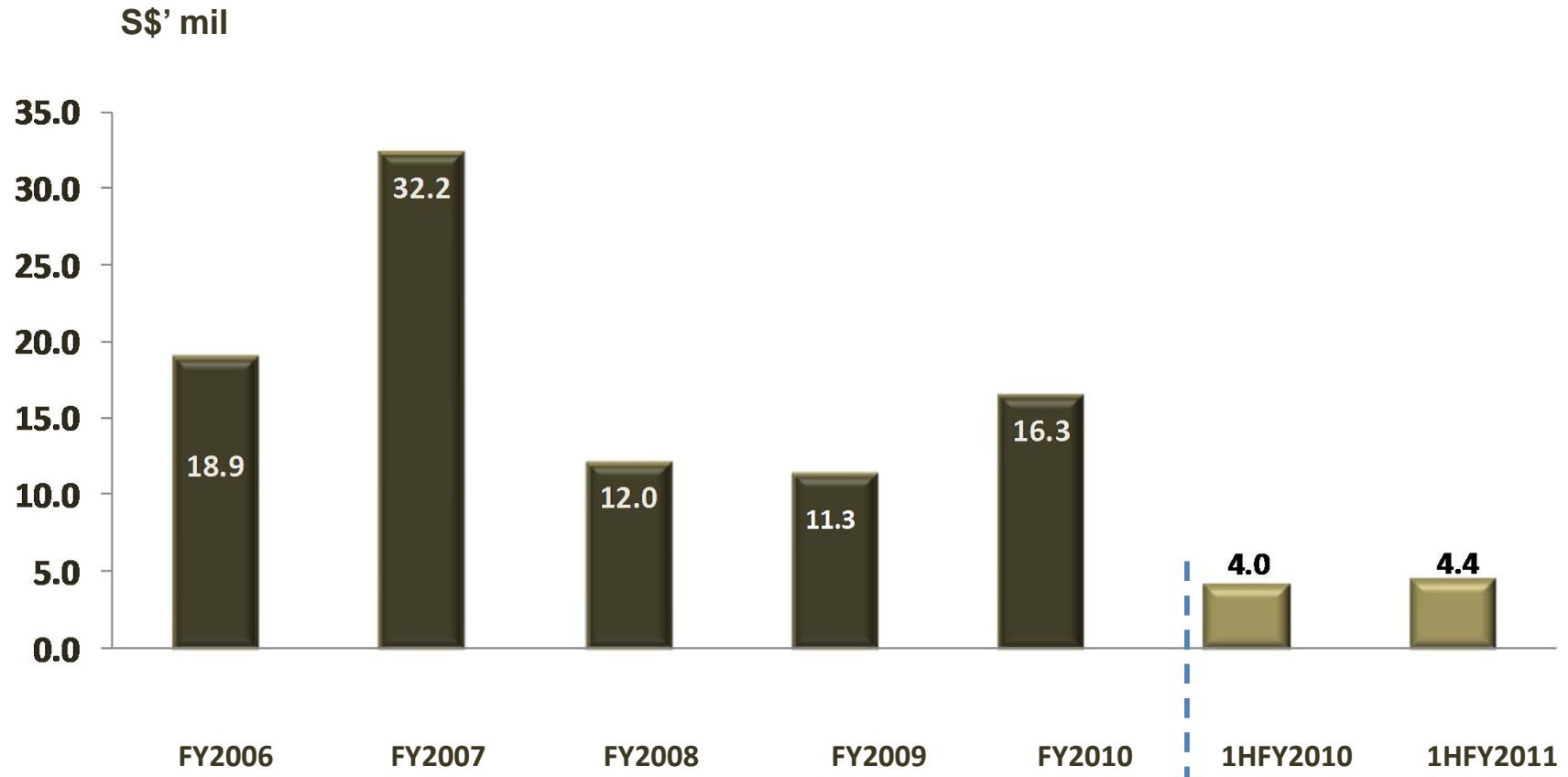
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PROFIT AFTER TAX



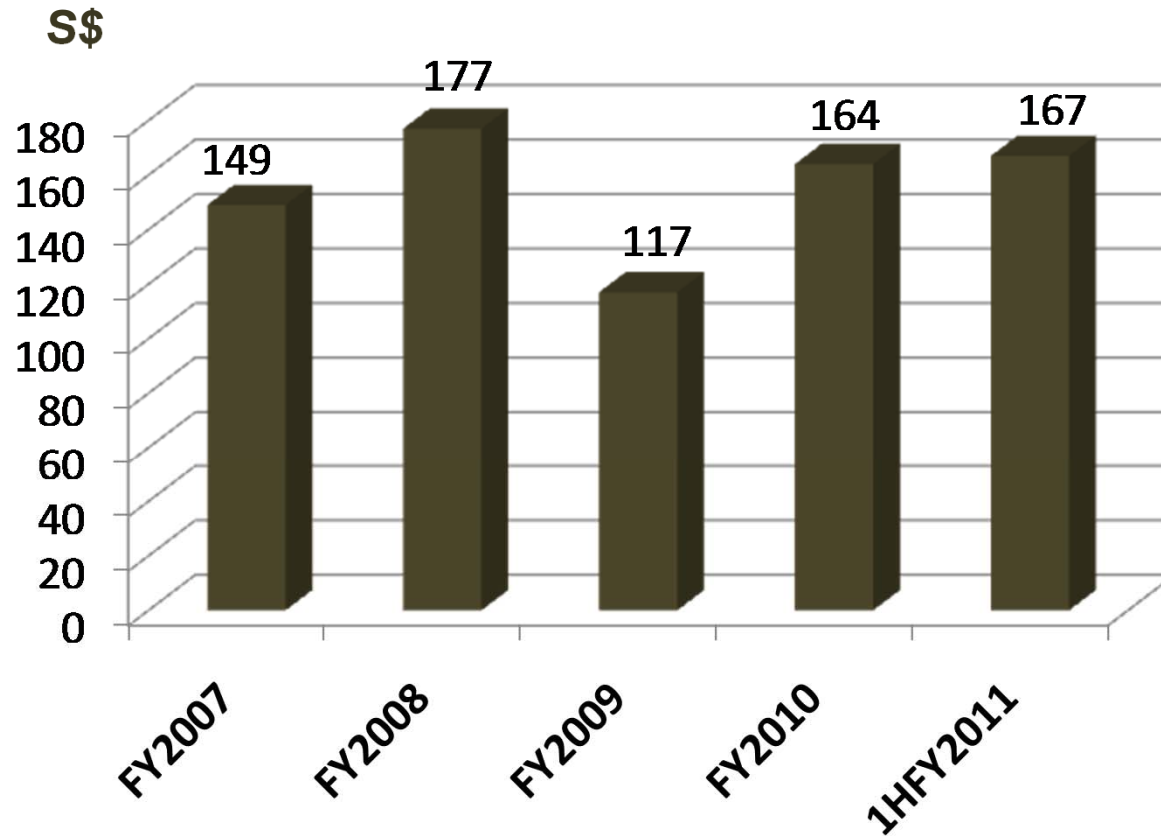
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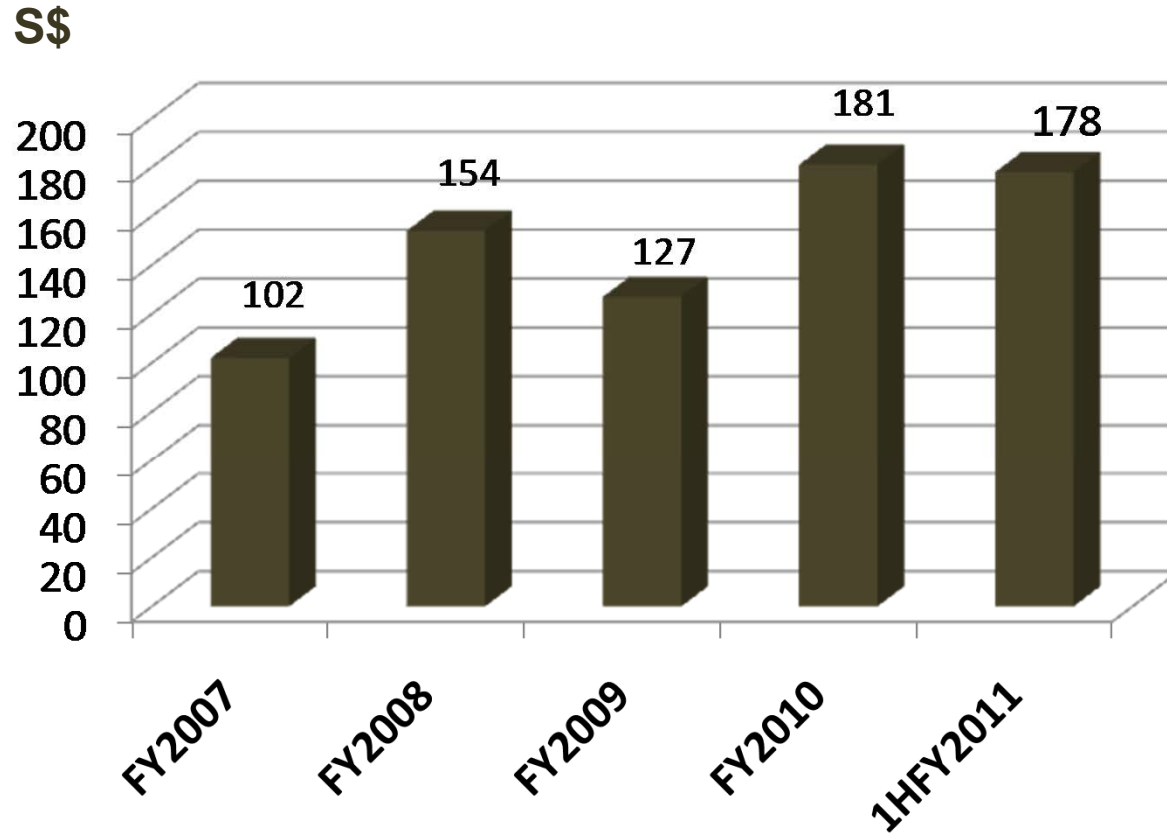


RevPAR – AMARA SINGAPORE





RevPAR – AMARA SANCTUARY RESORT, SENTOSA



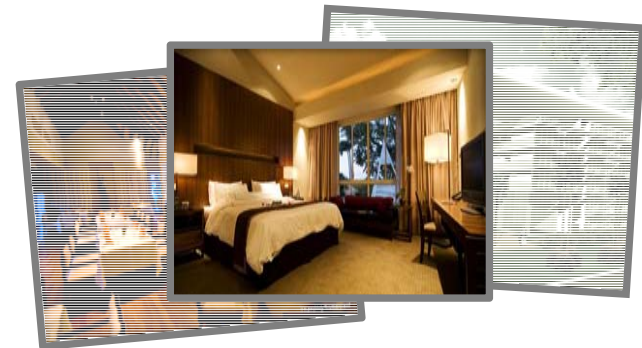


KEY RATIOS

	FY2008	FY2009	FY2010	1HFY2010	1HFY2011
EPS (cents)	2.08	1.95	2.83	0.69	0.75
NAV per share (cents)	31.06	32.52	34.15	32.67	34.26
NTA per share (cents)	30.85	32.31	33.94	32.46	34.06
Gearing Ratio (%)	48.56	41.39	38.52	41.01	39.20

Cash position of S\$11.0 million as at June 30, 2011

Market Outlook & Future Plans





MARKET TALK – HOTEL INVESTMENT & MANAGEMENT

In 2010, Singapore's average room rate rose 11.3 per cent year-on-year, the CBRE report said.

The hotel consultancy group expects average occupancy this year to come in at 83-86 per cent, versus 85.6 per cent in 2010 - which suggests that the pick-up in room rates will help offset the slight dip in occupancy if there is one.

Revenue per available room (RevPar) - which rose 24.7 per cent to \$181.64 in 2010 compared to 2009 - is likely to grow 7.5-10 per cent in 2011.

The Business Times, May 4, 2011

According to Indian brokerage firm IIFL, tourist arrivals could register 7.8 per cent CAGR on the back of rising Asian affluence, ease of connectivity with cities across Asia, and Singapore's positioning as a shopping-cum-entertainment hub as well as Asia's leading MICE centre...

The Singapore Tourism Board (STB) is projecting a record 12-13 million visitor arrivals and \$22-24 billion in tourism receipts in 2011. This is up from the already record-breaking 11.6 million visitors and \$18.8 billion in receipts last year.

TODAY, August 23, 2011

According to MTI's recent figures, hotel and restaurants sector grew 6.4 per cent from April to June...

The Straits Times, August 11, 2011



FUTURE PLANS – HOTEL INVESTMENT & MANAGEMENT

- **Continue to focus on our core competency to develop and manage hospitality assets and build the Amara brand equity to enhance shareholders' value;**
- **Target to complete development of Amara Signature, Shanghai by 2014;**
- **Grand opening of Amara Bangkok, a 251-room business and leisure hotel in 2013;**
- **Amara Sanctuary Resort, Sentosa, to benefit from its 18 new suites slated for completion in the second half of 2011, and continues to ride on the positive outlook of tourism with the remaking of Sentosa Island into a premier leisure and recreational destination**



MARKET TALK – PROPERTY INVESTMENT & DEVELOPMENT

The NUS Singapore Residential Price Index (SRPI) increased 14.1 per cent in April year-on-year for the Non-Central Region, while the index for the Central Region, which covers districts 1-4 and 9-11, rose at a slower pace of 5.6 per cent over the same period....

...outlook for mass-market condos demand and prices will depend on how government calibrates its land supply.

The Business Times, May 31, 2011

Sales of private homes rose 21.6 per cent q-o-q for Q2 2011..

Looking ahead, analysts noted that concerns over the US and Europe debt problems and the slowing economy can lead to more cautious sentiments in the private residential market

The Business Times, August 19, 2011

Prices of luxury homes dipped 1.7 per cent in Q2 2011...

While medium-term fundamentals for the luxury property sector remains healthy, the ongoing volatility in the global environment and concerns over the short-term outlook could have a softening effect on the market in the coming months..

The Straits Times, August 23, 2011



FUTURE PLANS – PROPERTY INVESTMENT & 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;**
- **Asset enhancement works at 100AM (previously known as Amara Shopping Centre) expected to be completed in 2H2012;**
- **Upcoming Amara Signature Shanghai offering an office building and retail centre when completed.**



FUTURE PLANS – SPECIALTY RESTAURANTS & FOOD SERVICES

- **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!