



AMARA HOLDINGS LIMITED

AMARA GROUP'S FIRST HOTEL IN THAILAND

- ***Amara Bangkok celebrates soft opening with attractive promotional rates from Baht 2558 until April 30, 2015***



The 250-room Amara Bangkok hotel is in the heart of the city's most popular shopping and nightlife district

Singapore, April 1, 2015 – Singapore's upscale lifestyle hotel brand, Amara, has now spread its wings to Thailand with the soft opening of the chic new Amara Bangkok. This luxuriously furnished hotel will be managed by the hospitality arm of Amara Holdings Limited ("Amara Holdings" or "the Group"), Amara Hotels & Resorts.

The Group's first 'Amara' hotel in Thailand is located in the vibrant neighbourhood of Surawong, parallel to Silom and Sathorn Roads in Bangkok's Central Business District ("CBD"), and in the heart of the city's most popular shopping and nightlife district.

“Bangkok is one of the world’s most dynamic and exciting leisure cities in Asia, so we are delighted that our first Amara hotel in Thailand will be in Bangkok, and we are confident that Amara Bangkok, with its personalised service, our unique offerings and our experience in the hotel business, will do well,” said Mr. Albert Teo, CEO of Amara Holdings. He added that Bangkok draws business and leisure travellers with her history, shopping, food, European tour sanctioned golf courses and 5-star medical services at affordable fees.

To celebrate its opening this year, which is the Year 2558 in the Thai Buddhist calendar, Amara Bangkok is offering a special introductory rate of Baht 2,558++ including breakfast, valid until April 30, 2015.

The brand new property has been designed to encapsulate the essence of contemporary Thai culture, whilst still embracing some of its own popular Singaporean heritage.

With a unique exterior comprising 597 timber fins, the hotel has a sleek and distinct appearance. Its facilities include 250 Deluxe, Executive, Club and Cabana Rooms and Suite, relaxed and stylish restaurant and bars including one specialising in Southeast Asian cuisines, a rooftop infinity pool and bar on the 26th floor, a Grand Ballroom and two function rooms, a 24-hour Sky Gym, and Amara’s unique 24-hour mini bar boutique.

The innovative mini bar boutique, which is open 24 hours a day, allows guests to select whatever items they prefer to have available for consumption in their rooms, all at convenience store rates rather than hotel prices.

Highlights of the hotel include the 26th floor AkaAza rooftop bar (which means sky in Sanskrit), which is located adjacent to the hotel’s infinity pool and affords spectacular views of the Bangkok skyline.

Bamboo trees line the relaxed all-day-dining restaurant *Element*, which also features a refreshing alfresco dining area. The restaurant, like its namesake at Amara Singapore, specialises in authentic Singaporean, Thai and Provincial Chinese Cuisine from its well-known Silk Road Restaurant in Singapore.

Each guestroom features art prints depicting abstract Thai art, while the original art pieces are on display throughout the hotel – all conceived by local Thai artists, winners of an art competition launched by Amara Bangkok in 2014.

The hotel also offers events and meeting facilities with its 4.6 m ceiling high Grand Ballroom Tanjong Pagar 1 and 2, named after the neighbourhood where Amara Singapore, the Group's flagship property is located, and two function rooms Surawong 1 and 2. An Executive Club Floor and lounge have also been designed with the business travellers in mind.

Amara Bangkok is centrally located in Surawong, within easy reach of popular areas such as the night market, tantalising food stores and key shopping areas. Surawong Road runs parallel to Silom and Sathorn Roads, Bangkok's CBD and the popular entertainment enclaves of Thaniya and Patpong.

The hotel is also conveniently positioned near two BTS Skytrain stations – Chong Nonsi and Sala Daeng. The hotel's custom-made air-conditioned Tuk Tuk is also available to shuttle guests to Chong Nonsi BTS.

Amara Bangkok also offers a host of tailored services to its guests through its *Little Brown Book* – part of an e-concierge service which will allow Concierge to recommend places of interests, including the option to tee-off at over 200 golf clubs in Thailand.

- Ends -

About Amara Bangkok

Amara Bangkok is a stylish, new 250-room hotel by Singapore-based Amara Holdings, designed as an exciting lifestyle hotel for both business and leisure travellers. Amara Bangkok is located in central Bangkok, in the Surawong Road area, close to Silom and Sathorn Roads, the key shopping and financial district of the Thai capital.

About Amara Holdings Limited

Mainboard-listed Amara Holdings, 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 soft opening of Amara Bangkok. 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 2015, 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 westend 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 Restaurant have won numerous awards and are choice restaurants in the local dining scene.

ISSUED ON BEHALF OF : Amara Holdings Limited
BY : Citigate Dewe Rogerson, i.MAGE Pte Ltd
55 Market Street
#02-01
SINGAPORE 048941
CONTACT : Ms Dolores Phua / Mr Han Zhongchou
at telephone
DURING OFFICE HOURS : 6534-5122 (Office)
AFTER OFFICE HOURS : 9750-8237 / 9154-3765 (Handphone)
EMAIL : dolores.phua@citigatedrimage.com
zhongchou.han@citigatedrimage.com

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