

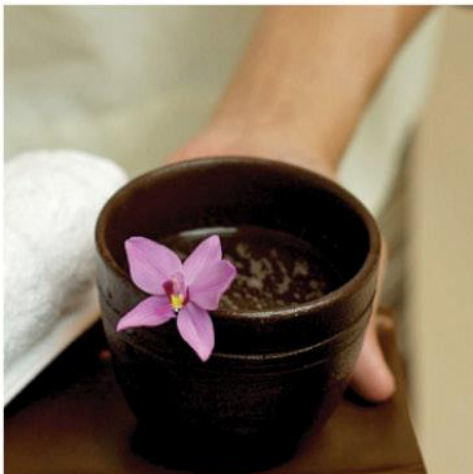


# Corporate Presentation

December 3, 2013



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.



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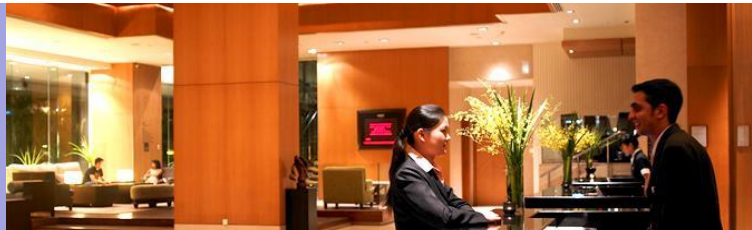
# **Business Overview**

# 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

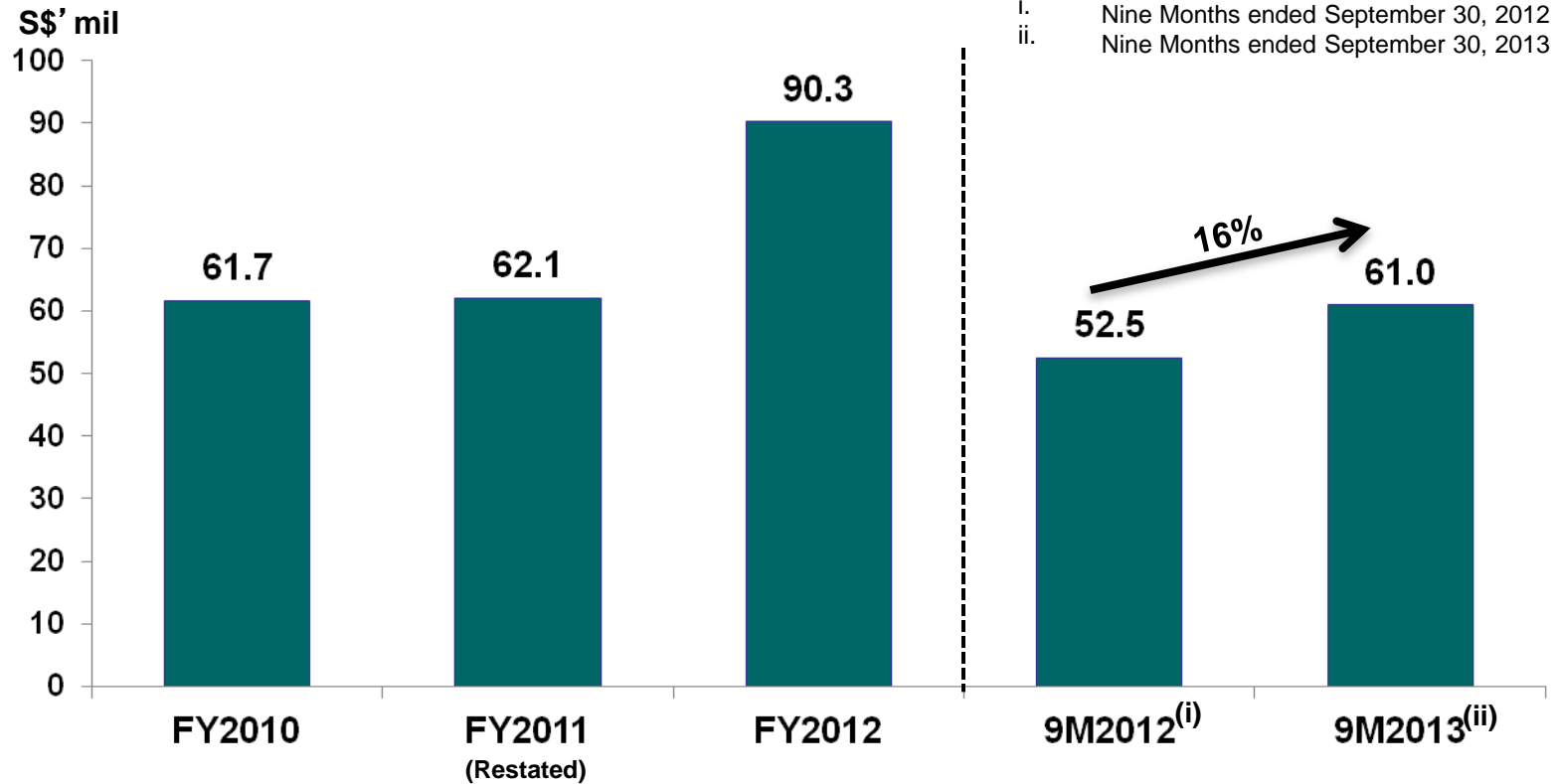
### Amara Brand Architecture

<b>Corporate Brand</b>	
<b>Master Brand</b>	
<b>Product Brand</b>	  
<b>Standalone F&amp;B Brand</b>	 
	<p>Slide 6 of 35</p> <p>AMARA HOLDINGS LIMITED</p>

## **Financial Highlights**

# Financials Highlights

## Revenue



- Group Revenue increased by 16% to S\$61.0 million in 9M2013 mainly due to rental revenue from the re-opening of 100 AM in November 2012 and the sale of development properties.

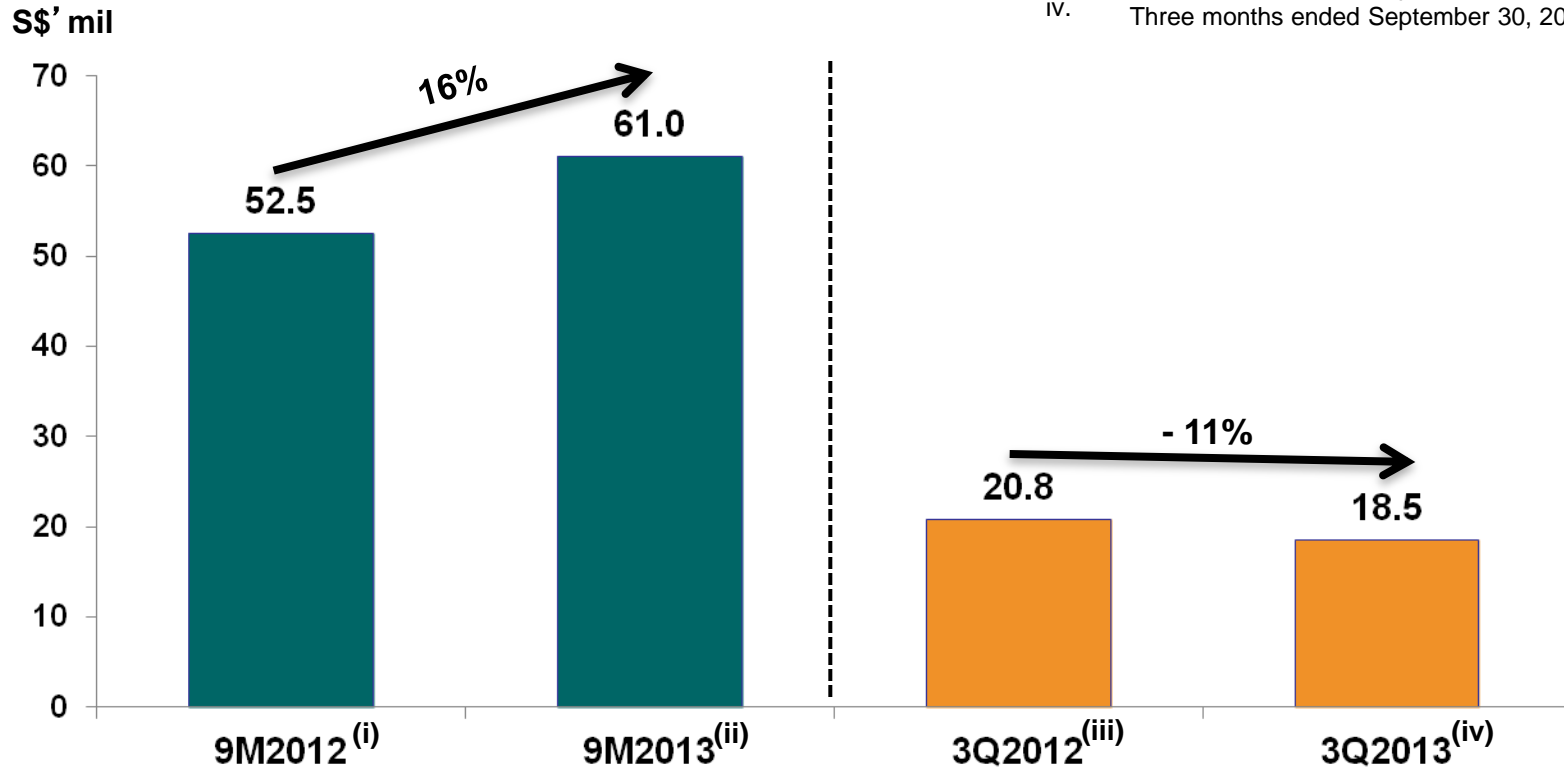


# Financials Highlights

## Revenue

Note:

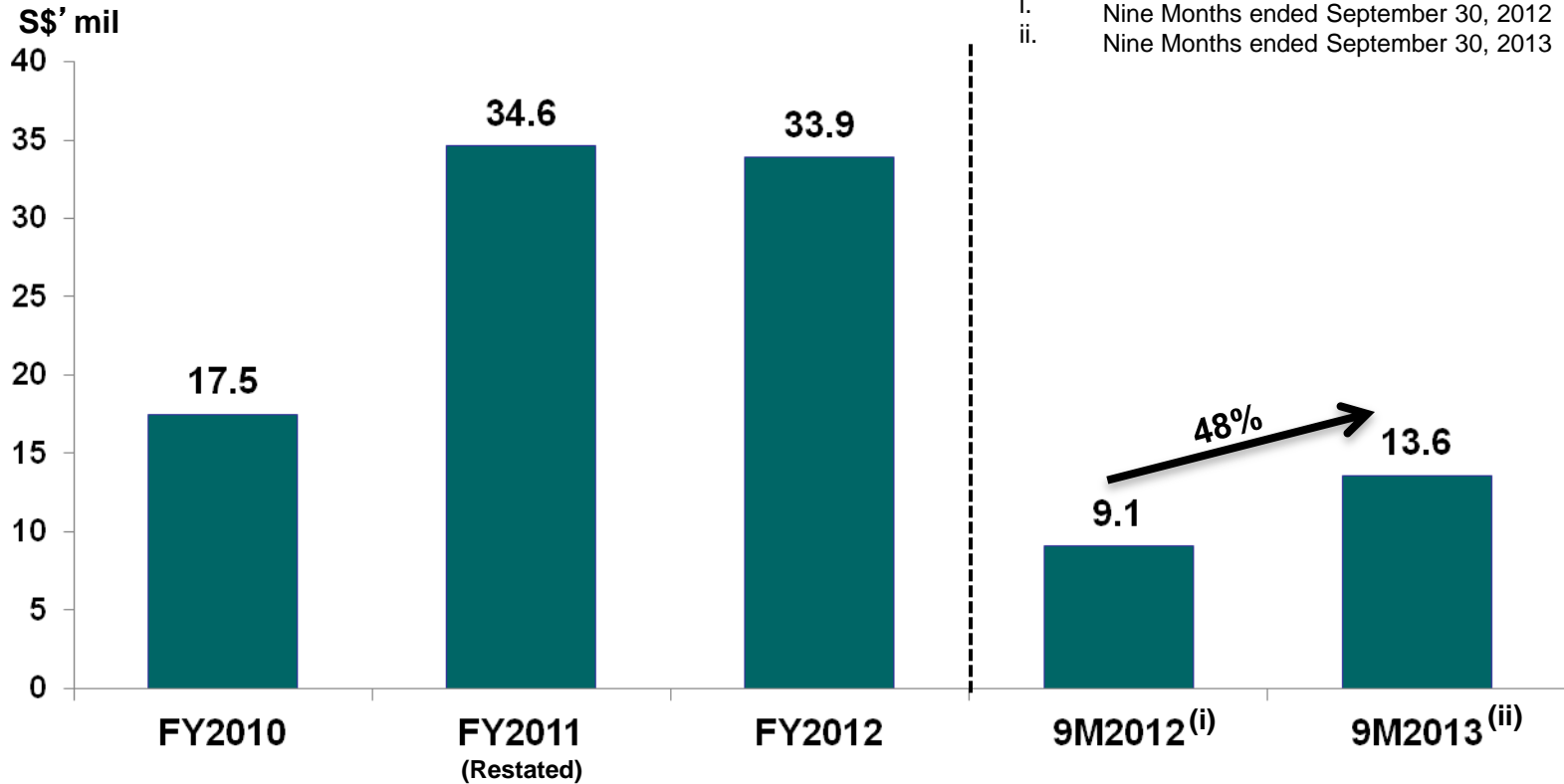
- i. Nine Months ended September 30, 2012
- ii. Nine Months ended September 30, 2013
- iii. Three months ended September 30, 2012
- iv. Three months ended September 30, 2013



- Group Revenue decreased slightly by 11% to S\$18.5 million in 3Q2013.

# Financials Highlights

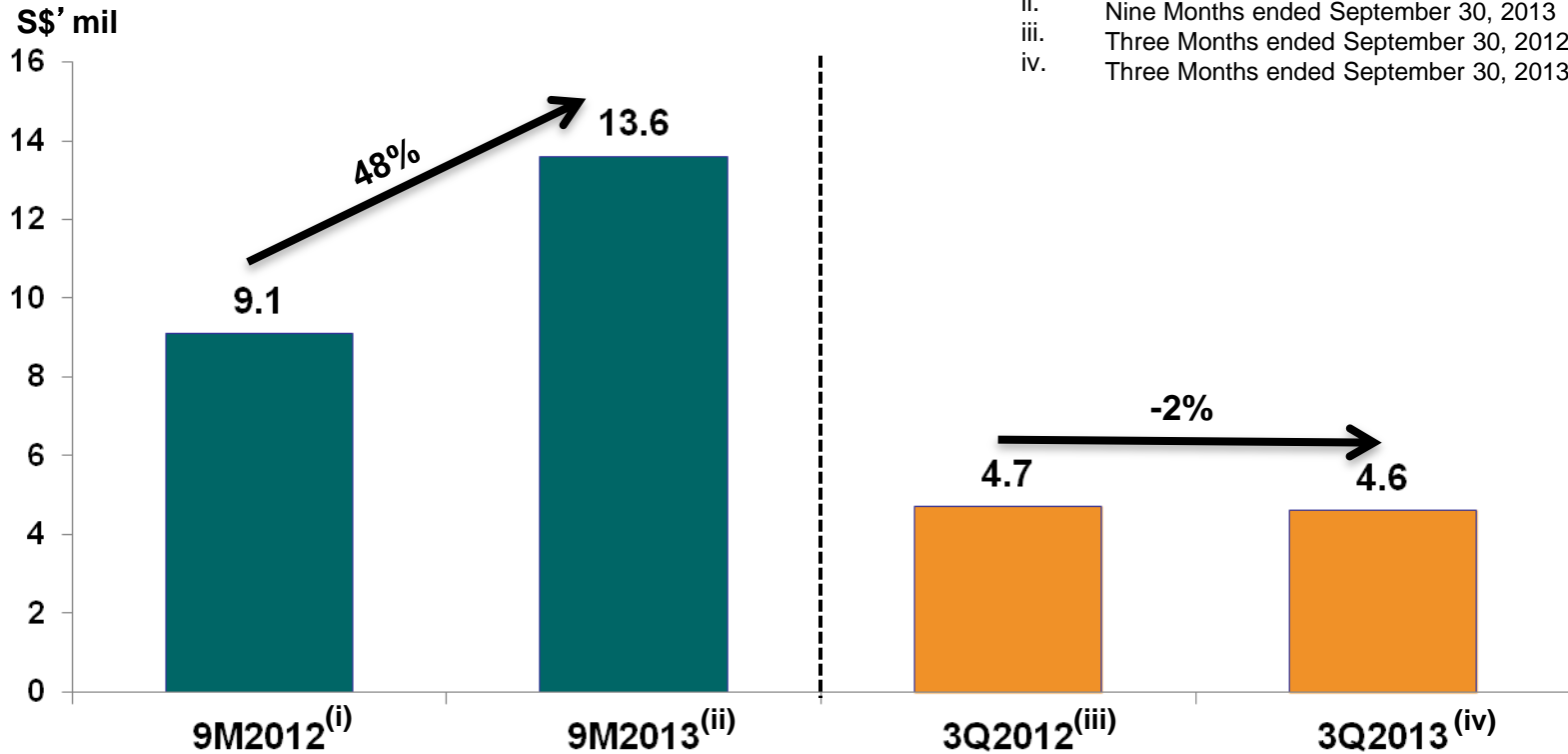
## Profit before Tax



- Group Profit before Tax rises 48% to S\$13.6 million in 9M2013, in line with the increase in Group revenue.

# Financials Highlights

## Profit before Tax



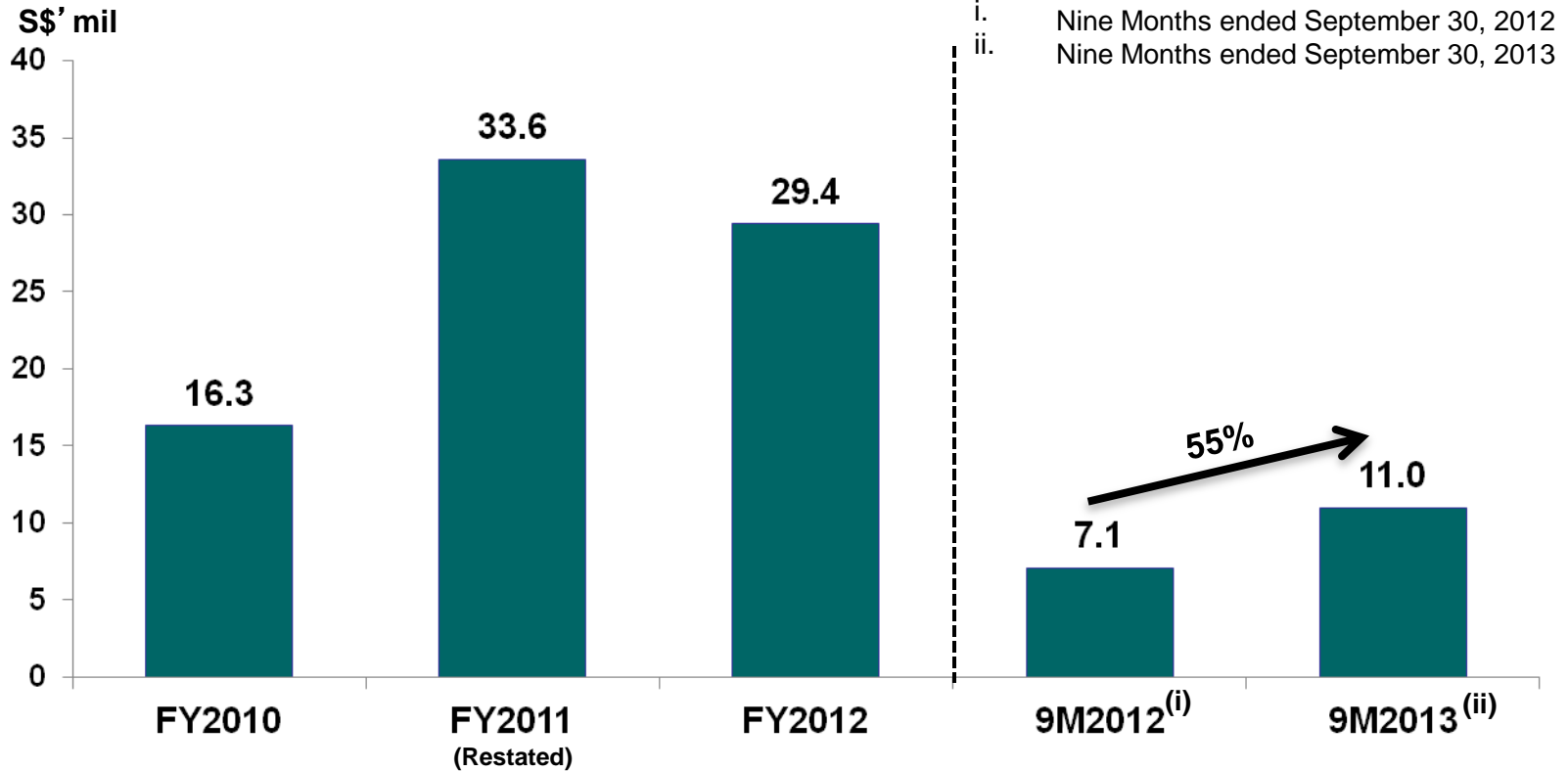
Note:

- i. Nine Months ended September 30, 2012
- ii. Nine Months ended September 30, 2013
- iii. Three Months ended September 30, 2012
- iv. Three Months ended September 30, 2013

- In 3Q2013, Group Profit before Tax dipped slightly by 2% to S\$4.6 million in 3Q2013.

# Financials Highlights

## Profit after Tax

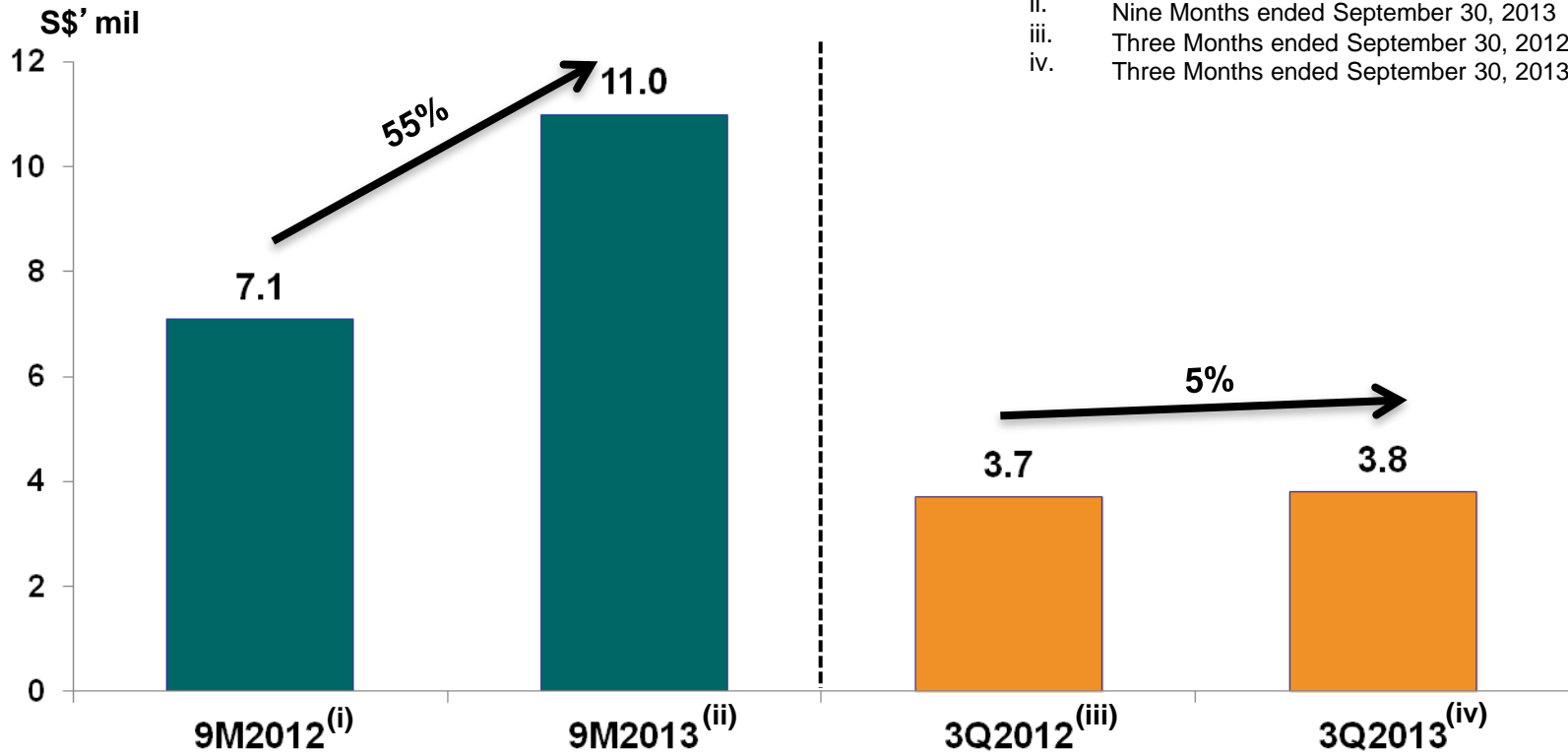


- Group Profit after Tax rises 55% to S\$11.0 million in 9M2013, in line with the increase in Group revenue.



# Financials Highlights

## Profit after Tax



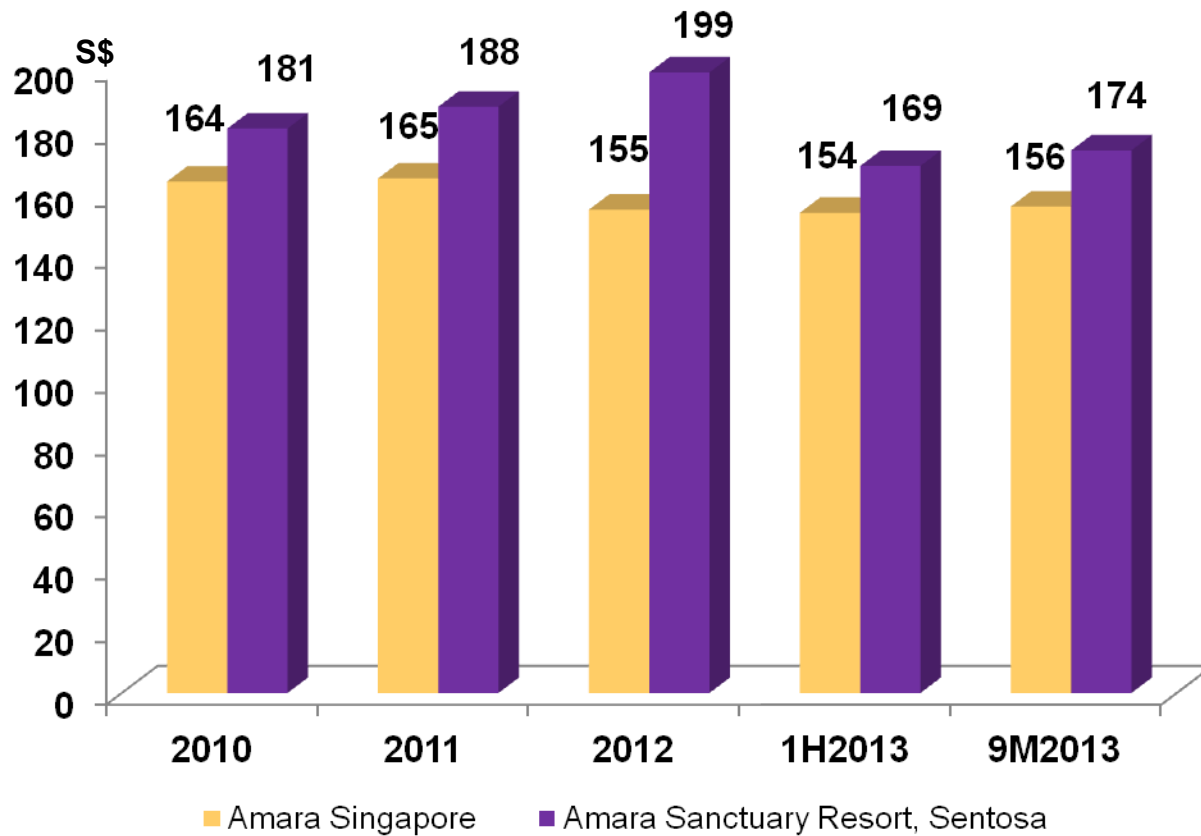
Note:

- i. Nine Months ended September 30, 2012
- ii. Nine Months ended September 30, 2013
- iii. Three Months ended September 30, 2012
- iv. Three Months ended September 30, 2013

- In 3Q2013, Group Profit after Tax grew steadily by 5% to S\$3.8 million.

# Financials Highlights

## Hospitality Assets in Singapore - RevPar



# Financials Highlights

## Key Ratios

	<b>FY2010</b>	<b>FY2011*</b>	<b>FY2011 (Restated)</b>	<b>FY2012</b>	<b>9M2013</b>
<b>EPS (cents)</b>	<b>2.83</b>	<b>5.09</b>	<b>5.84</b>	<b>5.10</b>	<b>1.90</b>
<b>NAV per share (cents)</b>	<b>34.14</b>	<b>39.31</b>	<b>44.20</b>	<b>48.48</b>	<b>50.24</b>
<b>NTA per share (cents)</b>	<b>33.93</b>	<b>39.10</b>	<b>44.00</b>	<b>48.28</b>	<b>50.04</b>
<b>Gearing Ratio (%)</b>	<b>38.52</b>	<b>36.36</b>	<b>33.69</b>	<b>42.52</b>	<b>41.21</b>

**Cash position of S\$11.5 million as at September 30, 2013**

\* As previously reported on February 27, 2012

# **Business Portfolio**



# Business Portfolio – 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.
- 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



# Business Portfolio – 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.



# Business Portfolio – 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 second quarter of 2014.



# Business Portfolio – 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.

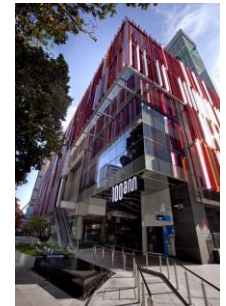




# Business Portfolio – Property Investment and Development

## 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.
- 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 121,000 sq ft.
- Redefining quality of Inner City Living with close to 80 F&B and Lifestyle Brands at 100 Tras Street.
- Fitness First, an anchor tenant, is opening in first quarter of 2014.



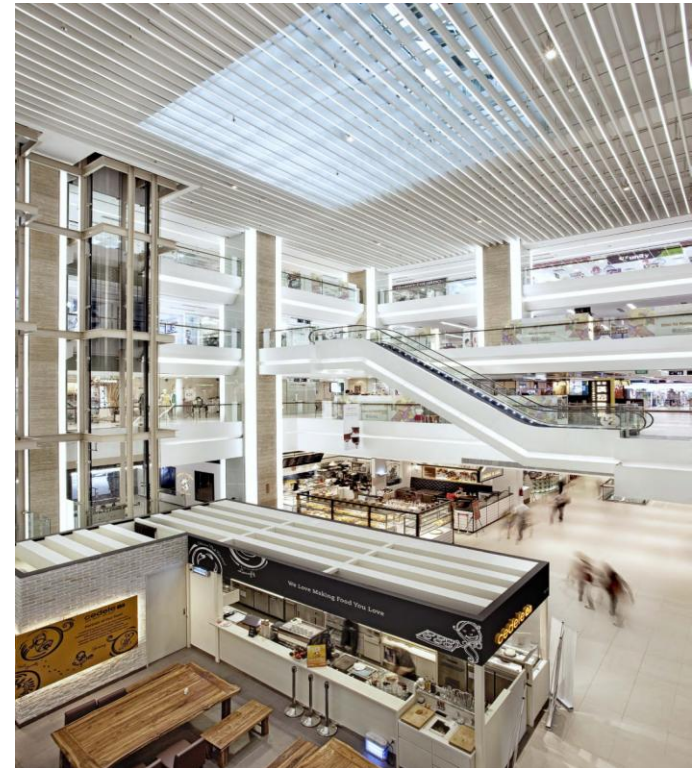
# Business Portfolio – Property Investment and Development

## 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 Opening	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	121,000 sq ft <sup>1</sup> (5 levels of retail space)

1: Subject to final survey

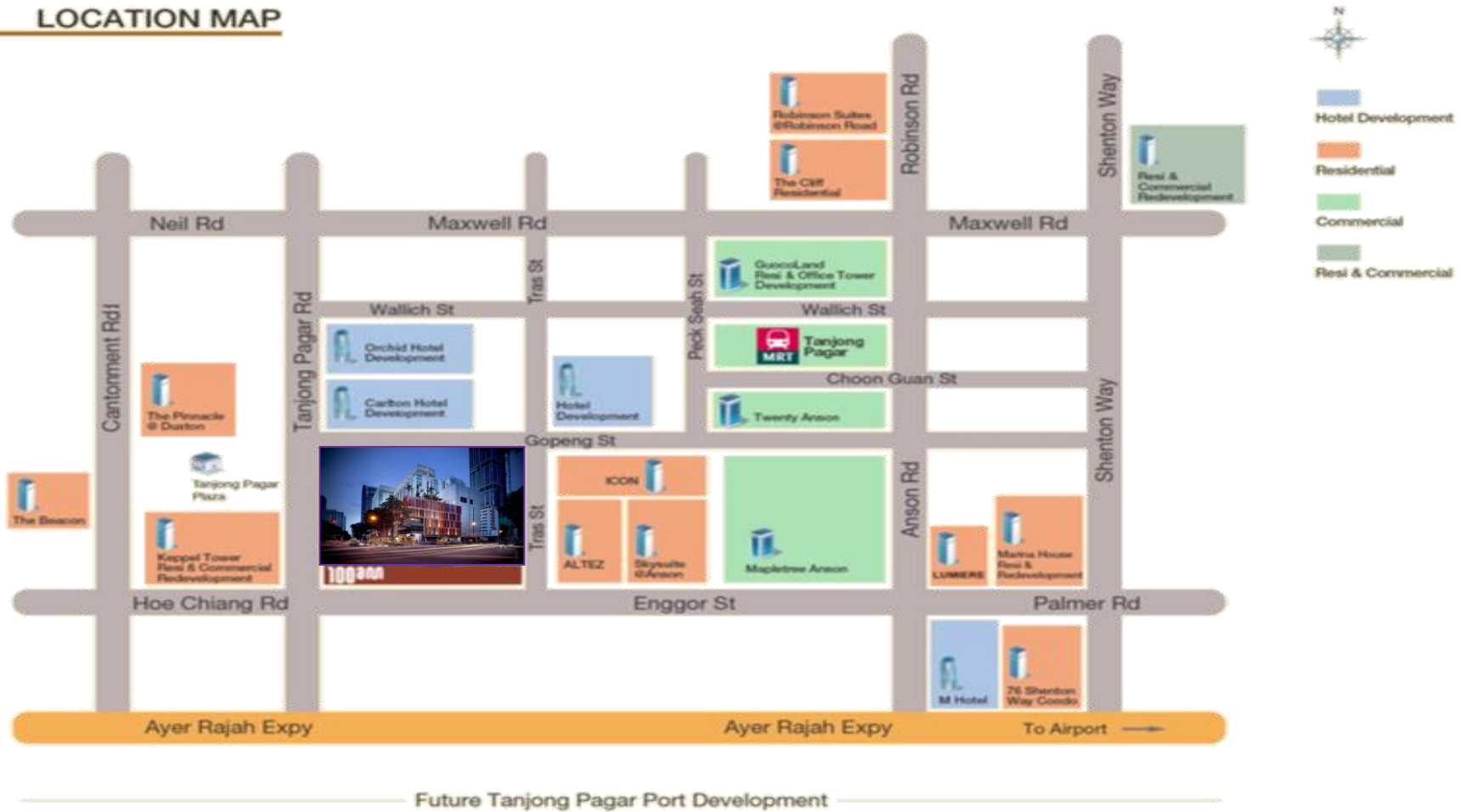


# Business Portfolio – Property Investment and Development

**100 AM**

*Tanjong Pagar: A New, Vibrant and Dynamic Hub*

**LOCATION MAP**



# Business Portfolio – Property Investment and Development

100 AM - Anchor tenants and Well-known brands

*Fitness First*



**STARBUCKS®**



IMPERIAL TREASURE

**SUBWAY**  
eat fresh.™

FairPrice *finest*

**cedele**  
eat well • be well



# Business Portfolio – Property Investment and Development

## 100 AM - Anchor tenants and Well-known brands

**Skinny Pizza**™  
What a crack.

 **TSUJIRI**®  
SINCE 1860

 **momentum**

  
**Ministry of Waxing**

  
**CITYLUXE**

  
**Kiasu Espresso**  
the earliest bird

**browhaus**  
The Brow Salon

*Blum & Co*

# Business Portfolio – Property Investment and Development

## Citylife@Tampines

- 99-year leasehold with 9 blocks and 514 units comprising 2/3/4/5 Bedroom, 3/4 Dual Keys, Skysuites and Penthouses.
- The first EC project in Singapore to feature a home concierge service and a 100-metre infinity pool.
- Jointly developed by Amara Holdings Limited, Kay Lim Holdings and Singhaiyi Group Ltd.
- As of March 13, 2013, CityLife@Tampines is 100% sold.
- Expected TOP Date: May 2016



# Business Portfolio – 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

## 5 JALAN MUTIARA

- A freehold 12-storey, single block, residential development with gross floor area of 2,355 sqm.
- Wholly-owned by Amara Holdings Limited.
- Currently pending building plan approval.
- Expected to launch in the first quarter of 2014.

1: Singapore Institute of Architects





# Business Portfolio – Specialty Restaurants 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.

# Business Portfolio – Specialty Restaurants and Food Services

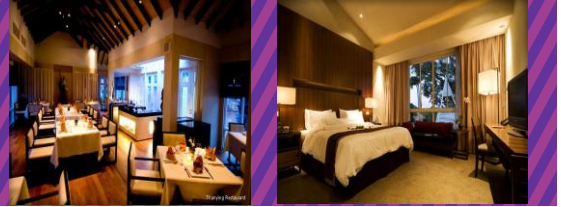
## Silk Road Restaurant



- 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.

## **Market Outlook and Future Plans**

# Market Outlook and Future Plans



## Hotel Investment and Management

### Outlook

- Singapore Tourism Board (“STB”) is cautiously optimistic of achieving its forecast of 14.8 million to 15.5 million visitors and S\$23.5 billion to S\$24.5 billion in tourism receipts this year.<sup>1</sup>
- New attractions continue to propel tourism industry to new heights.<sup>2</sup>
  - Sentosa’s 4D Adventureland features new shows and rides based on recent movies;
  - Wildlife Reserves Singapore has added three attractions: Singapore Zoo’s Frozen Tundra, a Giant Panda Forest and Asia’s first river-themed wildlife park – the River Safari;
  - Universal Studios Singapore has added the world’s first Sesame Street ride, called the Spaghetti Space Chase.

### Strategy

- Focus on improving room yields and revenue from food and beverage segment.
- Continue to focus on our core competency to develop and manage hospitality assets and build the Amara brand equity to enhance shareholders’ value.
- Opening of Amara Bangkok, a 250-room business and leisure hotel in 2014.

Source:

(1): Tourist arrivals remain strong despite June haze crisis, Today, Nov 6, 2013

(2): Singapore unveils new attractions to attract global tourists, Travel and Tour World, Sept 8, 2013

# Market Outlook and Future Plans



## Property Investment and Development Segment

### Outlook

- Extensive renovation for the 100 AM shopping centre was fully completed in the 4th quarter of 2012. The rebranded 100 AM has almost full occupancy and higher rental yields.

### Strategy

- 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**