

Corporate Presentation

September 2013



AMARA HOLDINGS LIMITED



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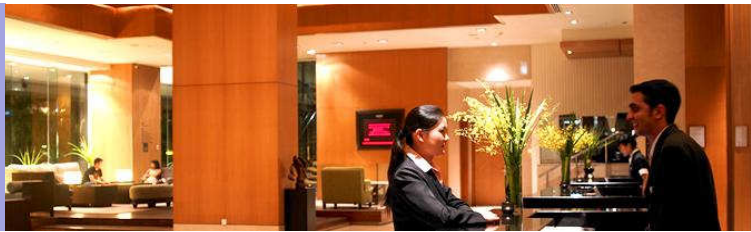
Business Overview

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

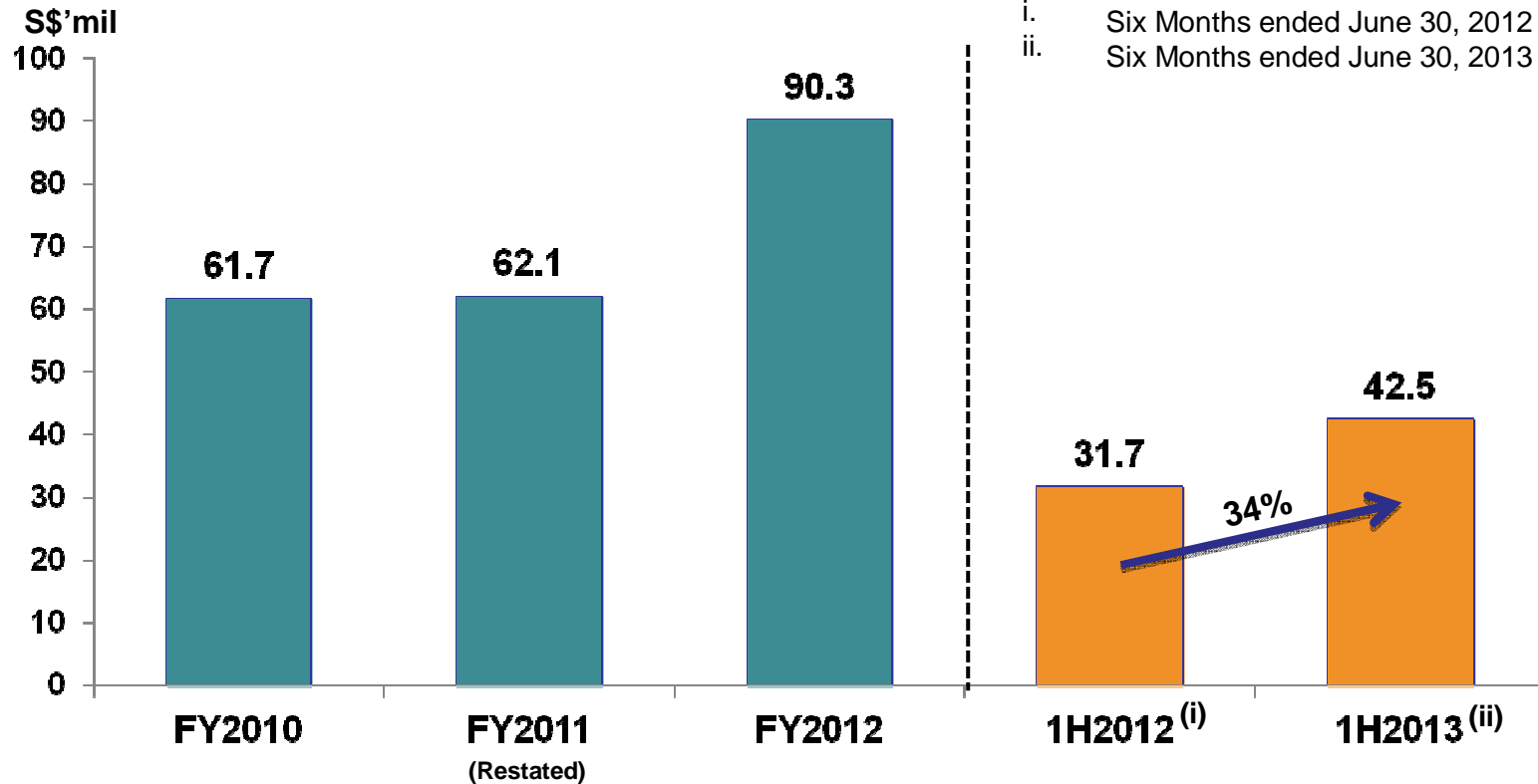
Amara Brand Architecture

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

Financial Highlights

Financials Highlights

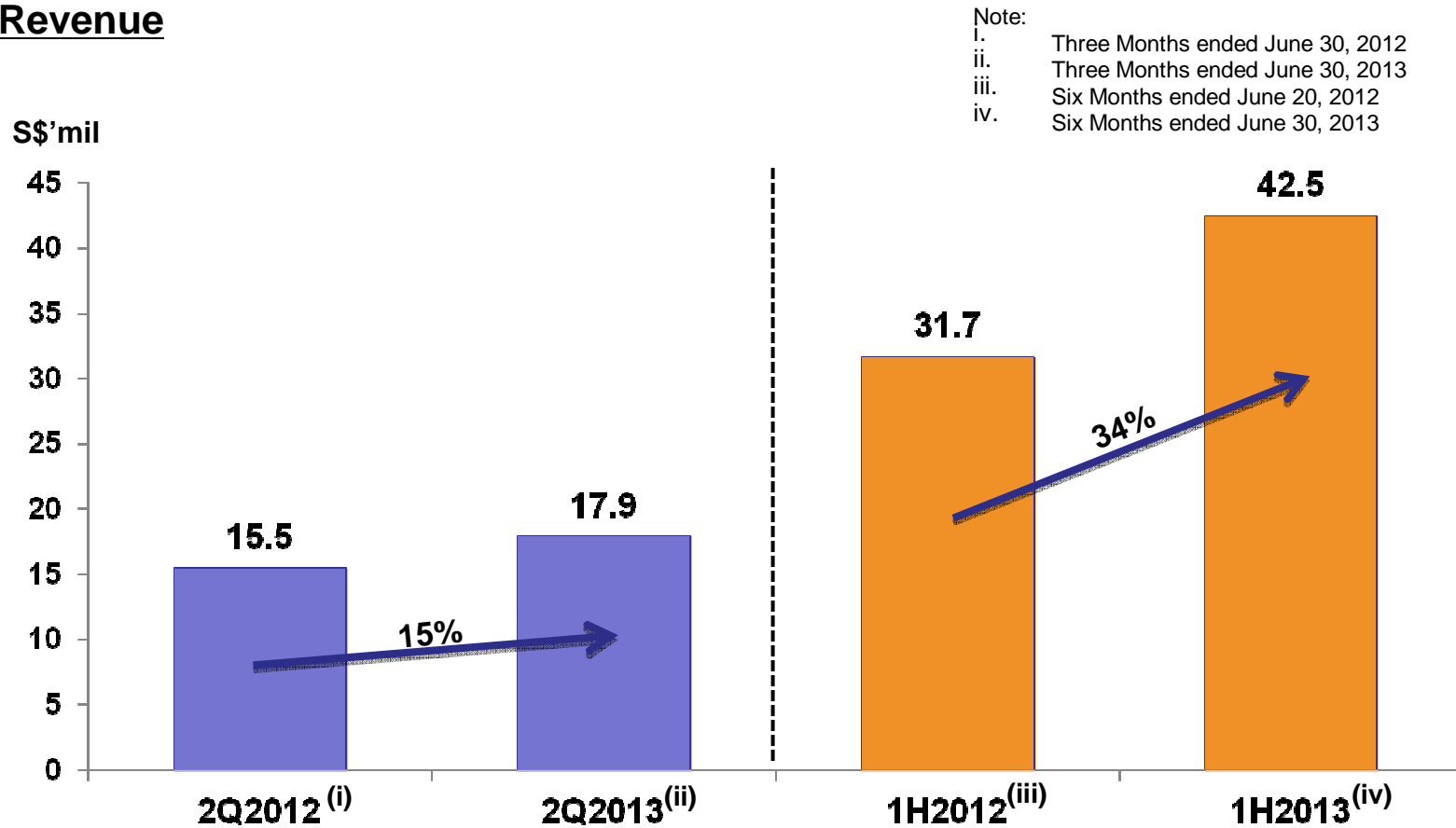
Revenue



- Group Revenue increased by 34% to S\$42.5 million in 1H2013 mainly due to rental revenue from the re-opening of 100 AM in November 2012 and the sale of development properties.

Financials Highlights

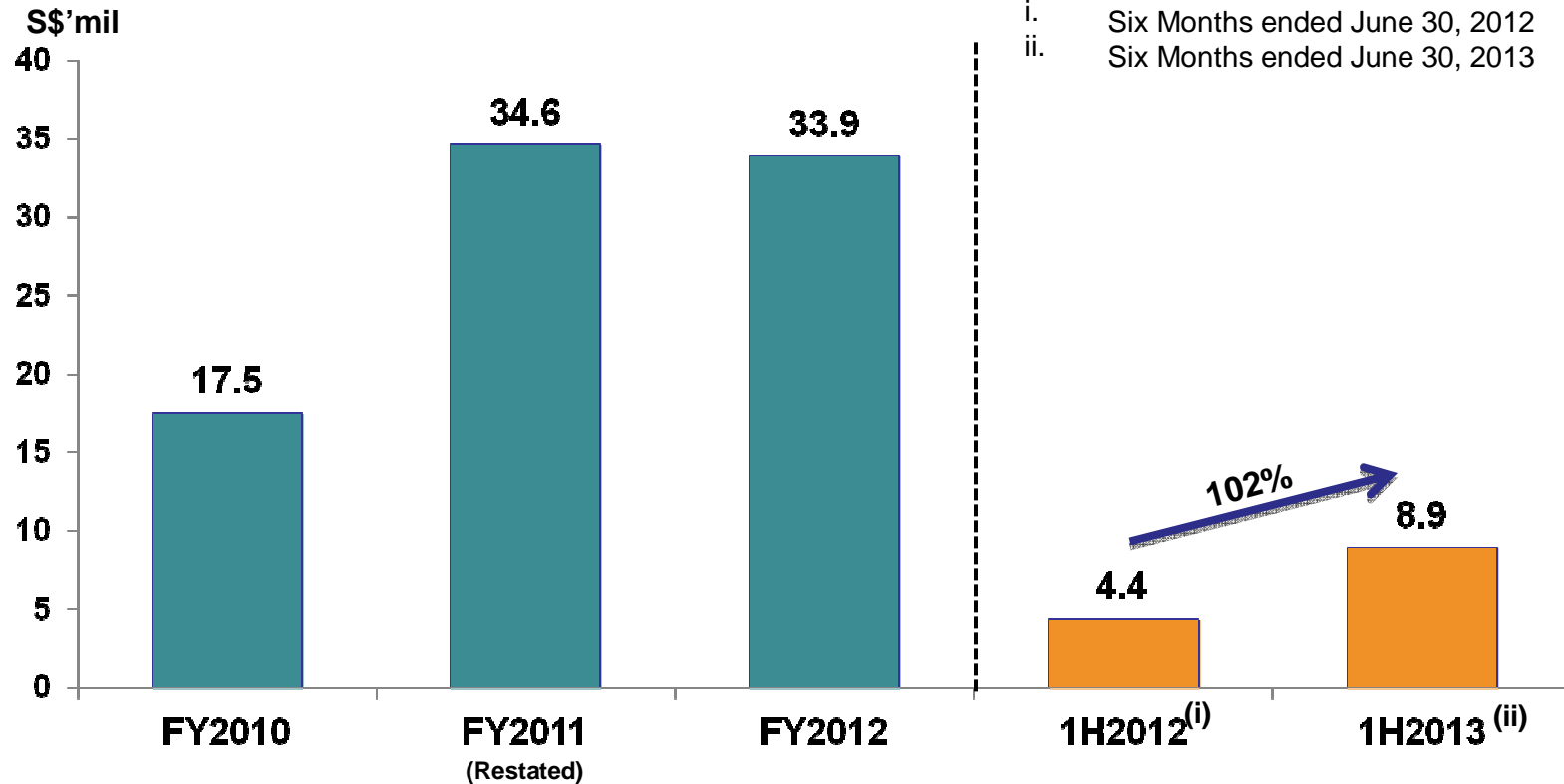
Revenue



- Group Revenue increased by 15% to S\$17.9 million in 2Q2013 and by 34% to S\$42.5 million in 1H2013 mainly due to rental revenue from the re-opening of 100 AM in November 2012 and the sale of development properties.

Financials Highlights

Profit before Tax



Note:

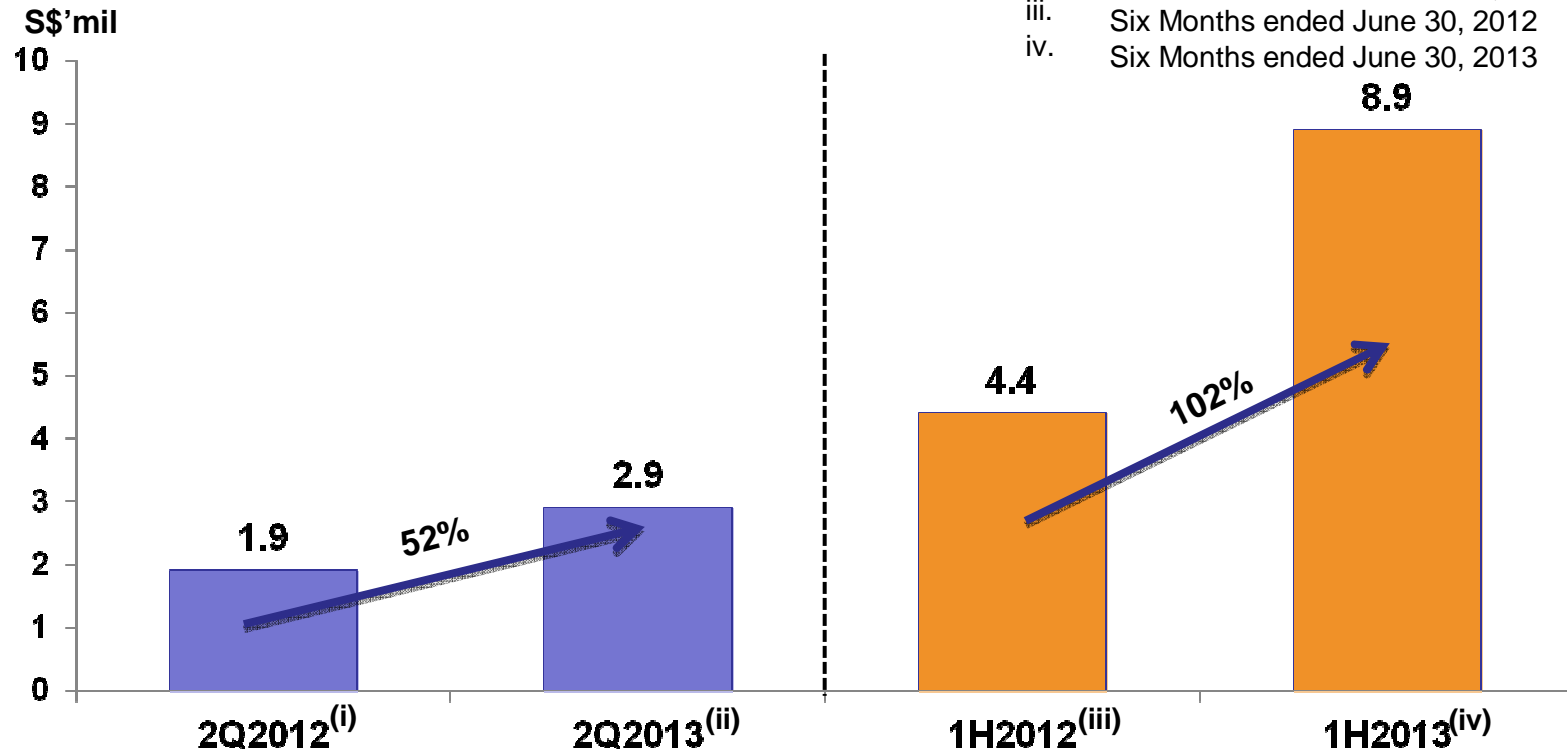
i. Six Months ended June 30, 2012

ii. Six Months ended June 30, 2013

- Group Profit before Tax doubles to S\$8.9 million in 1H2013, in line with the increase in Group revenue.

Financials Highlights

Profit before Tax



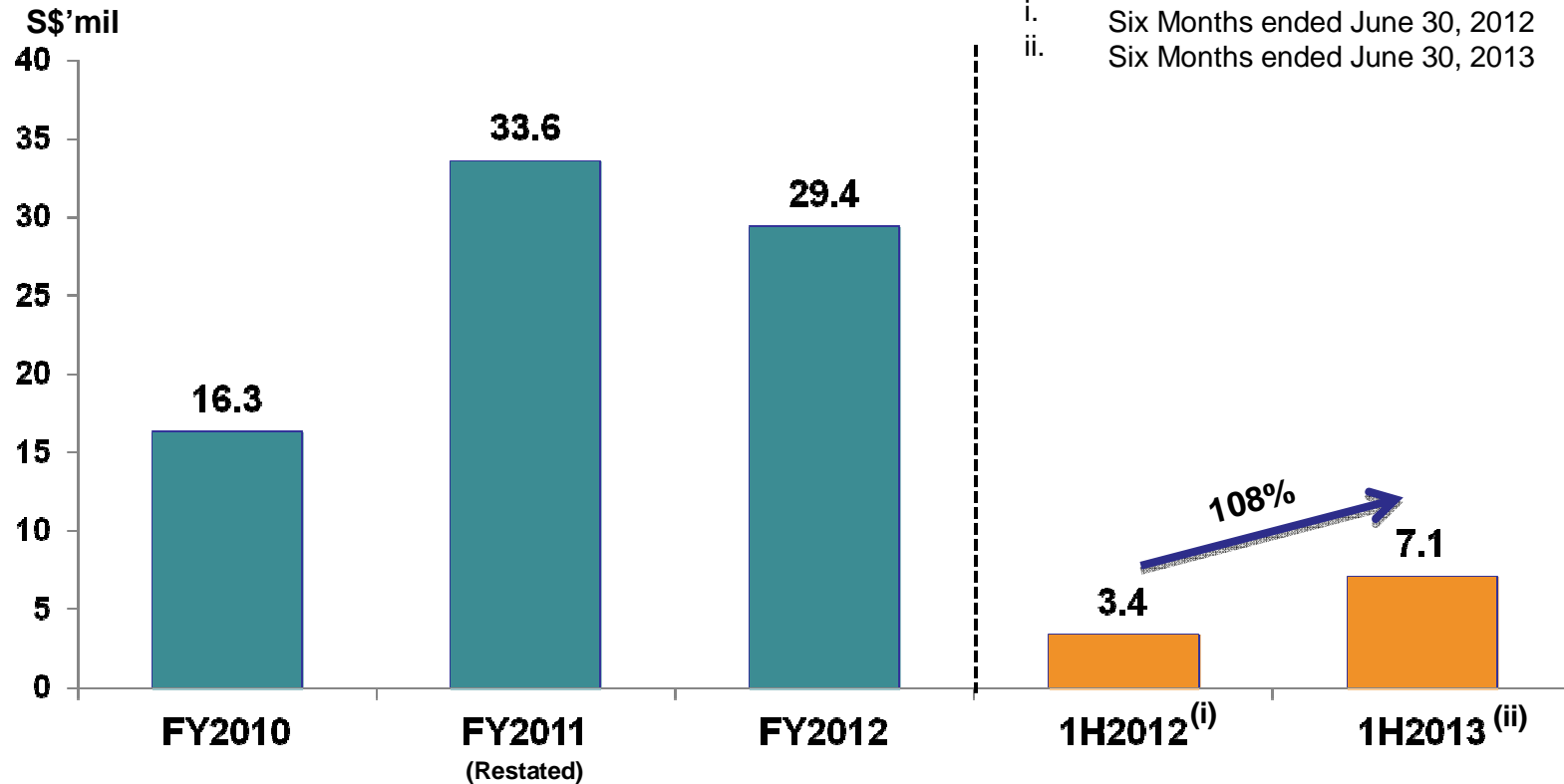
Note:

- i. Three Months ended June 30, 2012
- ii. Three Months ended June 30, 2013
- iii. Six Months ended June 30, 2012
- iv. Six Months ended June 30, 2013

- Group Profit before Tax doubles to S\$8.9 million in 1H2013, in line with the increase in Group revenue.

Financials Highlights

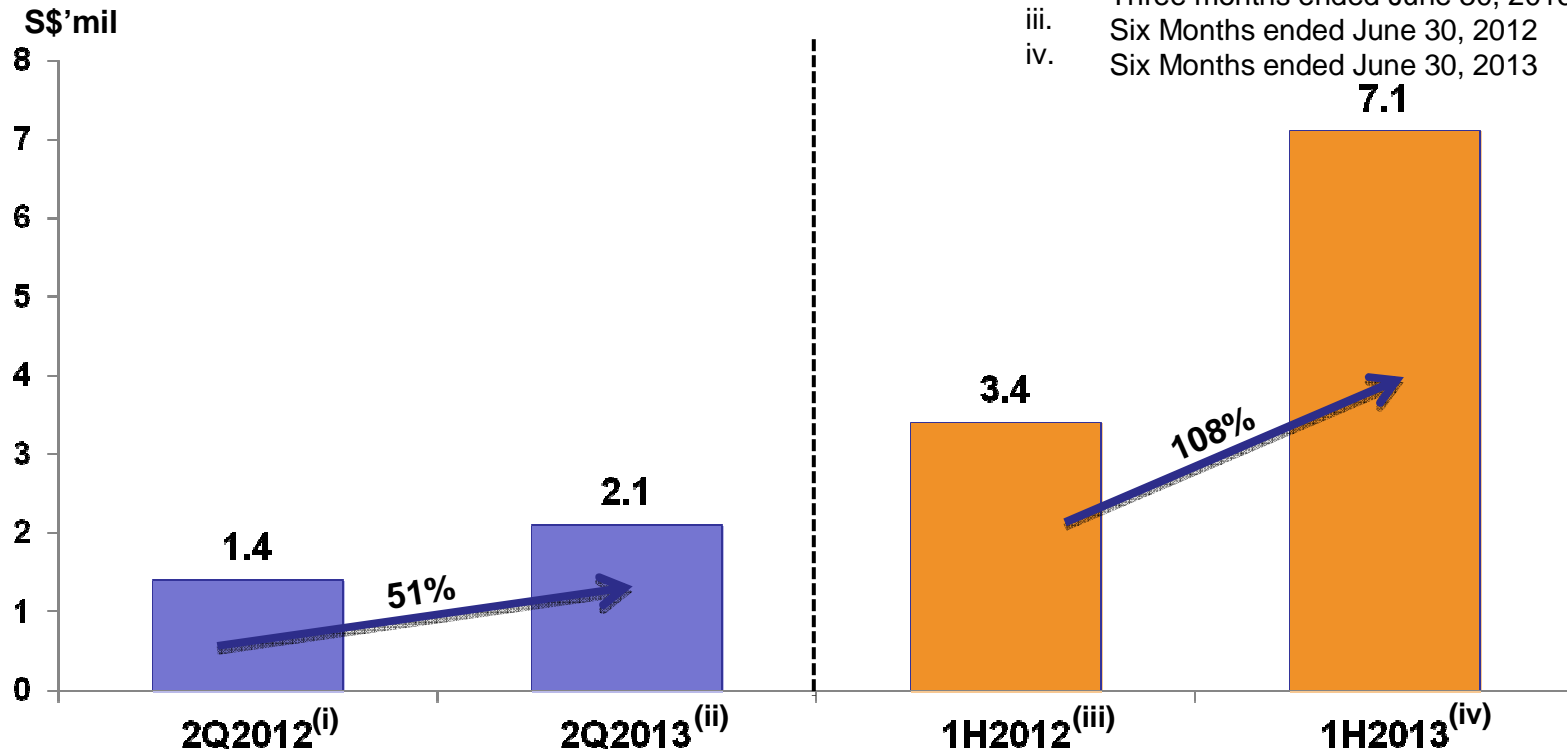
Profit after Tax



- Group Profit after Tax more than doubled to S\$7.1 million in 1H2013, in line with the increase in Group revenue.

Financials Highlights

Profit after Tax



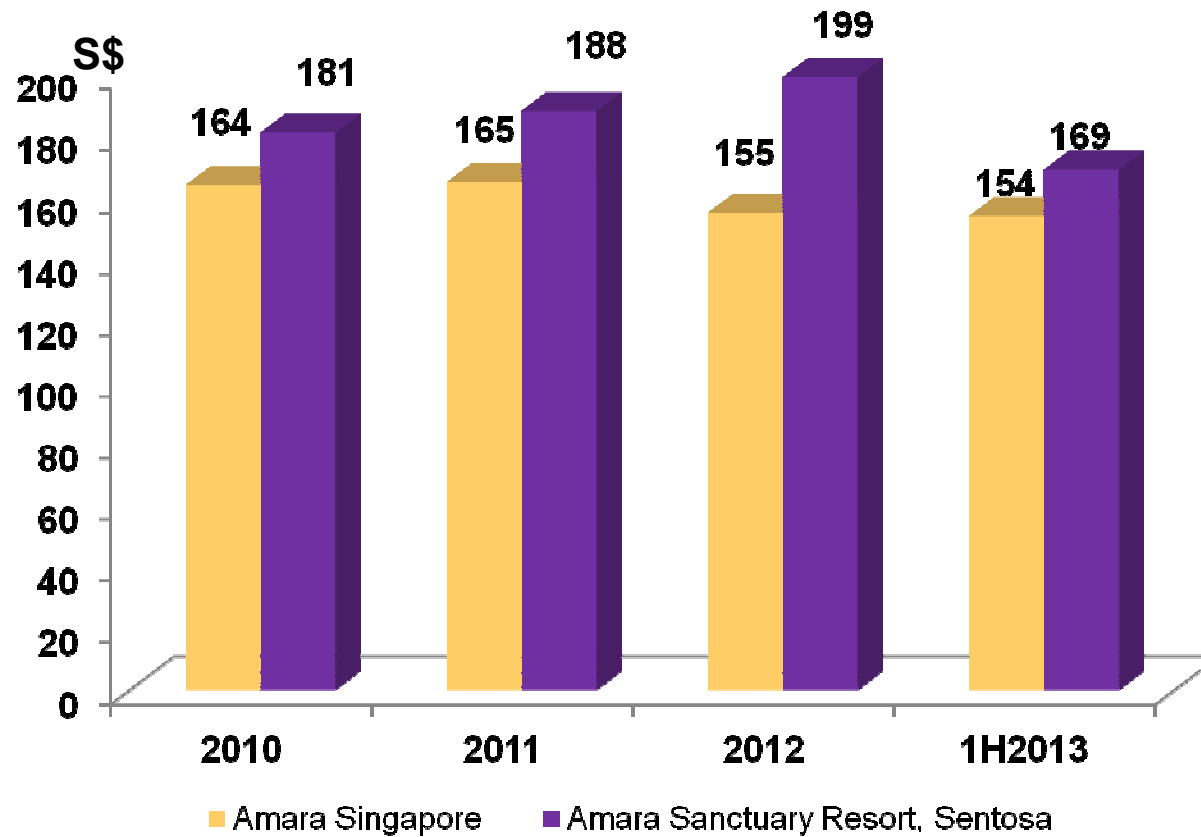
Note:

- i. Three months ended June 30, 2012
- ii. Three months ended June 30, 2013
- iii. Six Months ended June 30, 2012
- iv. Six Months ended June 30, 2013

- Group Profit after Tax grew 51% to S\$2.1 million, and more than doubled to S\$7.1 million in 1H2013, in line with the increase in Group revenue.

Financials Highlights

Hospitality Assets in Singapore - RevPar



Financials Highlights

Key Ratios

	FY2010	FY2011*	FY2011 (Restated)	FY2012	1H2013
EPS (cents)	2.83	5.09	5.84	5.10	1.23
NAV per share (cents)	34.14	39.31	44.20	48.48	49.61
NTA per share (cents)	33.93	39.10	44.00	48.28	49.41
Gearing Ratio (%)	38.52	36.36	33.69	42.52	40.85

Cash position of S\$29.6 million as at June 30, 2013

* As previously reported on February 27, 2012

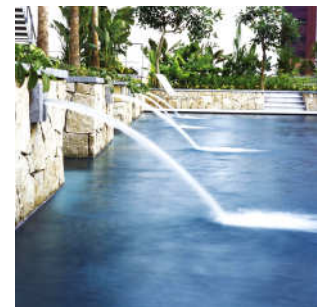
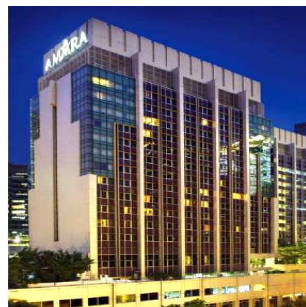
AMARA HOLDINGS LIMITED

Business Portfolio

Business Portfolio – Hotel Investment and Management

Amara Singapore

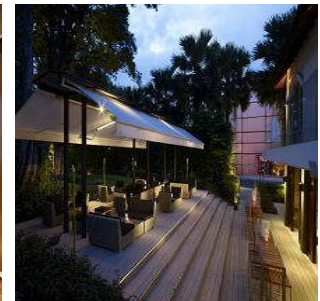
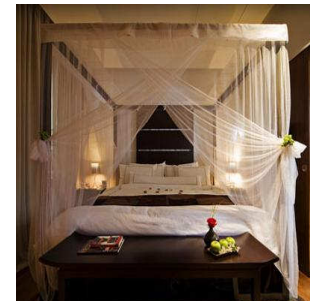
- Our award winning flagship city centre hotel is conveniently located next to Tanjong Pagar MRT Station in the thriving Central Business District.
- The hotel commenced operations in 1986 and completed its transformation in 2002. Refurbishment of hotel rooms was completed in 2011.
- The 388-room hotel 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.



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 3.5 hectares of gardens and natural tropical rainforest.
- Amara Sanctuary Resort, Sentosa was awarded THE BEST HOTELS – RESORTS AWARD 2011 by Singapore Tatler.



Business Portfolio – Hotel Investment and Management

Amara Signature, Shanghai

- A mixed development that will comprise a 336-room hotel, retail centre and office building.
- Located at the junction of JiaoZhou Road(胶州路) and ChangShou Road(长寿路) 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.

AMARA
SIGNATURE
SHANGHAI



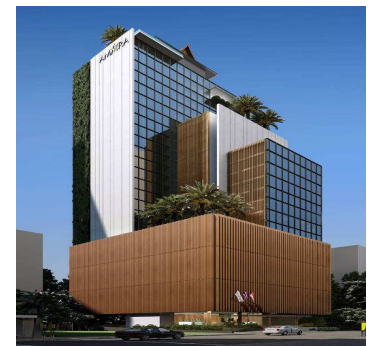
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Business Portfolio – Hotel Investment and Management

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".
- Scheduled to commence operations by 2014.

AMARA
BANGKOK



AMARA HOLDINGS LIMITED

Business Portfolio – Property Investment and Development

100 AM

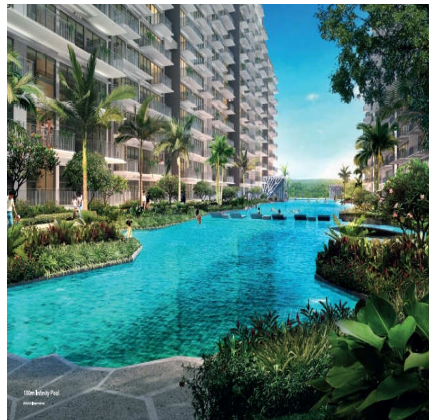
- Strategically located at 100 Tras Street and is a stroll away from the Tanjong Pagar MRT Station.
- Comprises Office Tower and Retail Podium.
- Retail Podium completed extensive renovation in fourth quarter of 2012, at a cost of approximately S\$30 million.
- Full occupancy for 42,700 sq ft of NLA for the Office Tower and almost full occupancy for the Retail Podium of 121,000 sq ft.
- Office Tower will be rebranded into a lifestyle medical centre, 100 AM Medical.Offices.
- Redefining quality of Inner City Living with 70 F&B and Lifestyle Brands at 100 Tras Street.



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 SingXpress Land.
- As of March 13, 2013, CityLife@Tampines is 100% sold.
- Expected TOP Date: May 2016



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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.

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 in planning and design stage.



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.

Redefining Lifestyle
100 AM

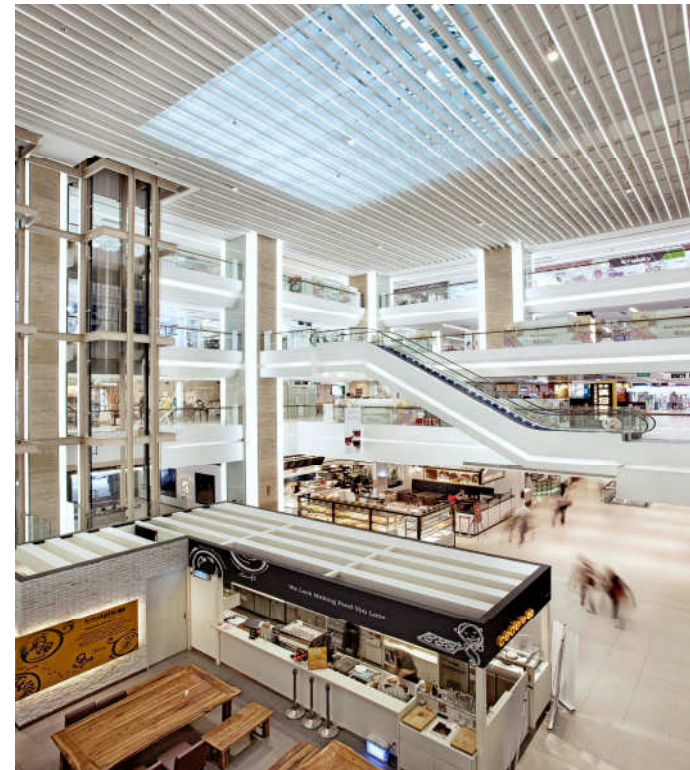


100 AM – Redefining Lifestyle

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 ¹ (5 levels of retail space)

1: Subject to final survey



100 AM – Redefining Lifestyle

Anchor tenants and Well-known brands

FairPrice *finest*



STARBUCKS[®]



IMPERIAL TREASURE

SUBWAY[™]
eat fresh.

cedele 
eat well • be well

100 AM – Redefining Lifestyle

Anchor tenants and Well-known brands

Skinny PizzaTM
What a crack.

 **TSUJIRI**[®]
SINCE 1860

 **momentum**

[®]
Ministry of Waxing


CITYLUXE


Kiasu Espresso
the earliest bird

browhaus
The Brow Salon

Blum n Co

**Market Outlook and
Future Plans**

Market Outlook and Future Plans



Hotel Investment and Management

Outlook

- Singapore Tourism Board (“STB”) targets to achieve tourism receipts of S\$30 billion and visitor arrivals of 17 million in 2015.
- The Tourism Authority of Thailand (TAT) aims to promote Thailand more in Asean and expects to welcome at least 7 million tourists from the region this year¹

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 251-room business and leisure hotel in 2014.

Source:

(1): Thailand: TAT unleashes Asean drive through marketing, online, Bangkok Post, April 16, 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