

# StayWell

HOSPITALITY GROUP

## CORPORATE OVERVIEW



JUNE 2017

# CORPORATE OVERVIEW

## IN STRATEGIC ALLIANCE WITH



Operating in **AFRICA,  
MIDDLE  
EAST**

The Cristal Group was established in the United Arab Emirates in 2007. Cristal Group is a unique brand that offers fresh and exciting concepts combined with exceptional hospitality standards. The Group has firmly established 5 brands and currently manages 13 properties across the Middle East and Africa.



manhattan hotel  
曼哈顿酒店

Operating in **GREATER  
CHINA**

Manhattan Hotel Group is an internationally renowned hotel investment and management company, specialising in international business standards and Chinese accommodation, dining and entertainment concepts. The Group entered the China market in 1992 and now operates 19 properties across Greater China.



Operating in **UNITED  
KINGDOM**

Passionate hospitality management company with over 120 years combined experience in managing hotels across the globe. Fiveways Hospitality currently manage a portfolio of 4 properties across the United Kingdom region.

## About StayWell Hospitality Group

Based in Sydney, StayWell Hospitality Group (SWHG) is one of the largest independently owned hotel management groups in the Asia Pacific region.

StayWell Hospitality Group together with strategic partners has a \*combined network of 71 properties worldwide across 14 countries with a managed turnover close to AUD 300 million.

These strategic partnerships provide StayWell with the opportunity to further cement its global footprint and grow the Park Regis and Leisure Inn brands internationally.

\*including Australia, The United Kingdom, Singapore, Indonesia, Thailand, India, China and countries within the Middle East and Africa Regions.

SWHG is privately owned by 3 stakeholders, Bal Sohal in London and Simon Wan and Richard Doyle in Australia. Simon and Richard are Executive Directors of the group and maintain day to day control of the operations. Bal is a non-executive Director and the principal investor of the group. Strategic direction of the business is controlled at Executive Board level ensuring the decision making process is streamlined and efficient.

## Company Goals & Aspirations

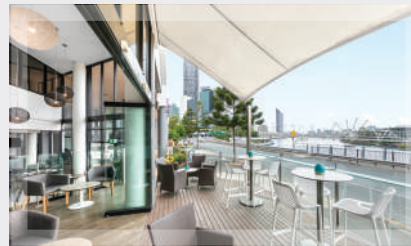
SWHG has set a clear objective to build a network of more than 100 properties within the next 2 to 3 years - this will include at least 30 hotels in Australia and New Zealand. The company's rapid expansion plan is well underway across the Asia Pacific region, European and Middle Eastern markets.

The passionate, driven and experienced team continues to develop partnerships to expand the group's worldwide activities, aiming to be an internationally renowned company with great brands delivering quality value accommodation and welcoming service to their customers.

## Our Brands

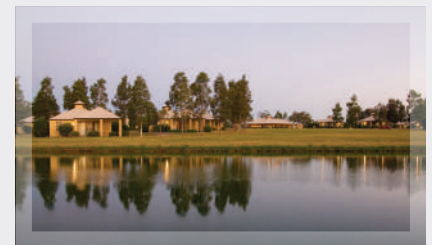
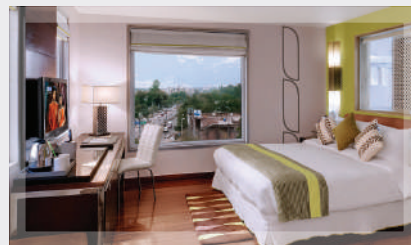
StayWell Hospitality Group (SWHG) operates two high profile hotel and apartment style brands, Park Regis and Leisure Inn. Both brands offer guests quality experiences within their sector of the accommodation market.

### PARK REGIS



**Park Regis** is SWHG's upscale brand, offering quality accommodation while aiming to deliver up-to-date features, innovative technologies and first-rate service to make every guest's stay a memorable one. Park Regis properties are centrally located in prime positions offering accessibility and convenience to business precincts or act as an ideal base for sightseeing and leisure activities

### LeisureInn



**Leisure Inn** is SWHG's midscale brand, offering unbeatable value-for-money accommodation in central locations within Australia and internationally, encapsulating what guests want and deserve from a quality and effortless hotel experience. Presenting well-appointed comfortable rooms, modern facilities, plus friendly and welcoming staff, Leisure Inn is the ideal choice for business and leisure travellers alike.

## Some of our Key Sales and Marketing Partners



# CORPORATE OVERVIEW

## StayWell Hospitality Group Corporate Services

StayWell Hospitality Group (SWHG) provides properties under its management with a full range of sophisticated corporate services from revenue generation through to finance, operational management, human resources and training, technology solutions, technical services and asset management. Our in-house legal team also provide legal services to the group for the benefit of our managed properties.

Within SWHG's framework of management services, a series of unique proprietary applications have been designed to optimise occupancy and financial return for properties within its portfolio.

The result is a progressive and dynamic suite of hotel management systems including reporting, yield management, distribution platforms, customer databases, payroll control and training programs.

### Revenue Generation

The Revenue Generation Department provides support and contributes to maximise property performance goals. This is achieved through providing a platform of systems and services across areas including Business Planning and Budget Reviews, Brand Development and Brand Standards Compliance, Public Relations, Advertising, Loyalty Program, Partnership Marketing, Digital Marketing (Social Media, Email Marketing, SEO/SEM), Website Management, Sales, Revenue Optimisation and Channel & Distribution.

### Finance

Finance provides strategic business planning, budgeting, cash flow forecasting, producing and analysing financial and operational KPIs, auditing and cost control as well as a wide range of property financial and management reporting.

Through its key functions, the finance management team provides financial support and supervision in key decision making processes to maximise profitability and minimise operating costs, monitor working capital requirements and bank accounts, conduct investment analysis and manage insurance coverage to safe-guard asset values.

### Asset Management

This department is responsible for the management of more than 500 individually owned apartments in SWHG's property portfolio. It represents the group and apartment owners on

property body corporates and provides advice relating to property repairs and refurbishments.

### Information Technology

The Information Technology (IT) Department plays a vital role in identifying and sourcing latest technology and trends which could add value to our core business with the aim to improve efficiency and productivity of the group. Our IT Department establishes and oversee our IT strategy, while developing and maintaining an internal network, external cloud services, hybrid network and standard operation environment. IT currently provide turnkey IT services for established and newly built hotels to ensure the latest in innovation and information technology services is provided.

### Technical Services

Technical Services works with owners, investors and developers in reviewing and improving property layout plans, design theme and concept, MEP services and schedule of finishes for properties to ensure they meet the group's brand standard and customers' expectations. These services include assessing property circulation and layout, establishing operating equipment and supply schedules, preparation of project timelines, advice on IT, computer hardware and software, communication, security, entertainment and infrastructure requirements and brand standard compliance.



**StayWell Hospitality Group Corporate Services** (continued)

**Legal**

The in-house Legal Department provides legal services to the group for the benefit of the managed properties by reviewing property contracts, licenses and permits. It also offers assistance with banking management and funding relationships. This department also provides assistance on any litigation or disputes affecting the property as well as providing support through an affiliated legal firm to assist owners with property acquisitions, joint ventures and other legal issues if required.

**Operations**

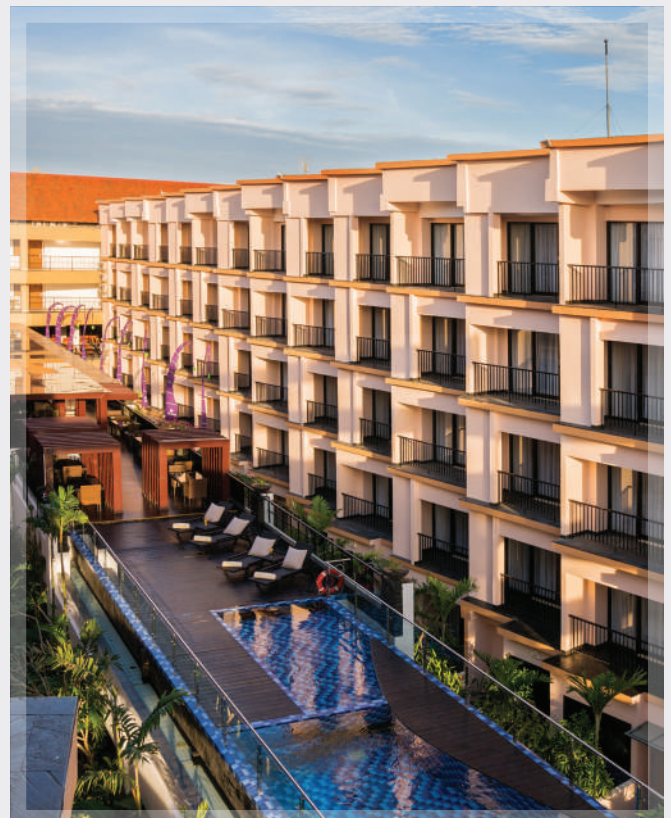
Operations Department supervises the day to day running of the properties in the group, providing appropriate support and services to ensure each property meets its financial performance targets and service standards. This is achieved by establishing, implementing and monitoring operating policies, procedures, systems and standards across the room and food & beverage departments.

**Human Resources**

Human Resources are responsible for the strategic process, development and expansion of human assets for properties within the group. The Human Resources Team utilises the latest technology and applications for sourcing and evaluating human assets, global OH&S compliance, psychoanalysing program for staff recruitment, performance review, mystery guest shopping program conducted by independent consultants and ongoing training, thus ensuring the best people with the right skill set and attitude are hired and retained. This results in strong growth of returns to owners and investors and a welcoming experience for customers.

**Development**

This department works closely with developers, property owners and investors by assessing new property projects to ensure they meet the group's brand standards. Additionally, the team certifies that the property design and product is positioned correctly to meet the demand of the relevant markets to assure its long-term financial viability.



# CORPORATE OVERVIEW

## Executive Leadership Team

StayWell Hospitality Group (SWHG) is privately owned by 3 stakeholders: Simon Wan and Richard Doyle are based in Sydney, Australia and Bal Sohal is based in London.



### **Simon Wan**

#### **Chief Executive Officer and Managing Director**

Simon Wan has been an international hotelier for more than 30 years and worked for a number of large international hotel groups such as Holiday Inn, Hyatt, Southern Pacific Hotels, Park Plaza and Accor. Currently Simon is the key shareholder, CEO and Managing Director of SWHG, a company which he started over six years ago.

Prior to SWHG, Simon was the CEO/Managing Director of an ASX listed hotel company THL for five years which has a network of 530 hotels around the world. He was also the Managing Director of the Park Plaza Hotel Group for Asia Pacific between 1997 to 2002 and before that he was the CEO for North Asia of Accor, based in Beijing, overseeing a hotel portfolio of 68 hotels in that region.



### **Richard Doyle**

#### **Executive Director and Corporate Counsel**

Richard is the Executive Director and Legal Counsel to the business providing advice in all aspects of legal issues pertaining to the management of SWHG's global operations, as well as overseeing the company's asset management department and a founding shareholder of the company. Richard is a former partner of Baker & McKenzie's Sydney office for 5 years and brings extensive hotel management and travel industry experience to the business. His former clients include THL (a publicly listed hotel company with 530 hotels worldwide), New World Hotels, Rydges Hotel Group, Carlton Hotel Group, Federal Hotel Group, lastminute.com.au, travel.com.au, the Travel Spirit Group and Macquarie Bank.



### **Bal Sohal**

#### **Director**

Director of SWHG, Bal Sohal, is based in London, U.K. and has a number of property investments around the world as well as investing in various businesses. As one of three key shareholders in the company, Bal plays an important role in assisting the company in achieving its rapid property acquisition and development for one of Asia Pacific's largest independently owned hotel management groups. Bal has orchestrated a number of opportunities within the group including the procurement of the lease for the company of the Park Regis hotel in Dubai and is currently involved in the group's expansion into new markets in the UK, Middle East, China and India. In addition to his role at SWHG, Bal is the Chairman of Seven Capital - a private equity real estate vehicle with a core focus on property and hospitality verticals.

## Global Executive Team

The Global Executive Team at StayWell Hospitality Group has over 300 years combined experience across the hospitality sector globally. Each leader is a passionate and success driven specialist in their area of responsibility.

Simon Wan	Chief Executive Officer & Managing Director	swan@staywellgroup.com
Richard Doyle	Executive Director & Corporate Counsel	rdoyle@staywellgroup.com
Steve Zhu	Group Financial Controller	szhu@staywellgroup.com
Fiona Godfrey	Group Director - Global Sales & Marketing	fgodfrey@staywellgroup.com
Sylvia Jahn	Group Director of Human Resources, Training & Compliance	ghr@staywellgroup.com
Leon Gu	Group IT Manager	lgu@staywellgroup.com
Sandra Calabretta	Group Operations Manager Australia & Indonesia	scalabretta@staywellgroup.com
Troy Newton	Group Asset Manager	tnewton@staywellgroup.com
Rohit Vig	Managing Director - India	rvig@staywellgroup.com
Jose Ventura	Executive Director, Business Development - Europe, Middle East & Africa	jventura@staywellgroup.com
Jeff Cho	Director of Development - South East Asia and Pacific	jcho@staywellgroup.com



# CORPORATE OVERVIEW

## Development Services

Our Development Services department works closely with developers, property owners and investors by assessing new property projects to ensure they meet the group's brand standards. Additionally, the team certifies that the property design and product is positioned correctly to meet the demand of the relevant markets to assure its long-term financial viability.

### Australia, New Zealand and South East Asia

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Jeff Cho	Director of Development - South East Asia and Pacific	jcho@staywellgroup.com
George Bedwani	Group Development Advisor - Australia	gbedwani@staywellgroup.com
Sylvia Tanuwidjaja	Business Development Manager - Indonesia	stanuwidjaja@staywellgroup.com

### Thailand and Vietnam

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David Coyle	Managing Director - Thailand and Vietnam	dcoyle@staywellgroup.com
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### Europe, Middle East and Africa

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Jose Ventura	Executive Director of Business Development for the Middle East, Africa and Europe	jventura@staywellgroup.com
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### United Kingdom

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Stuart Broster	Managing Director - United Kingdom	sbroster@staywellgroup.com
Nigel Atkinson	Development Director - United Kingdom	natkinson@staywellgroup.com

### Greater China

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David Wu	Regional VP Development - China	dwu@staywellgroup.com
James Wu	Regional Director of Development - China	jwu@staywellgroup.com

### India

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Rohit Vig	Managing Director - India	rvig@staywellgroup.com
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# CORPORATE OVERVIEW

## Sales Offices

To support StayWell Hospitality Group hotels and customers, global sales offices are located in Australia, China, United Arab Emirates, Germany, Hong Kong, India, Indonesia, United Kingdom and Singapore.

### Australia

#### Sydney

Level 10, 80 Clarence Street  
Sydney NSW 2000  
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Melanie Ranoa - [mranoa@staywellgroup.com](mailto:mranoa@staywellgroup.com)

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#### Melbourne

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### United Kingdom

#### London

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### Germany

#### Munich

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Katharina Guethner - [kguethner@staywellgroup.com](mailto:kguethner@staywellgroup.com)

### Singapore

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Portia Low - [plow@parkregissingapore.com](mailto:plow@parkregissingapore.com)

### China

#### Beijing

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### Hong Kong

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Eric Lee - [saleshk@randallmarketing.com.au](mailto:saleshk@randallmarketing.com.au)

### U.A.E.

#### Dubai

Sheikh Khalifah Bin Zayed St.,  
Opp Burjuman Centre Bur Dubai,  
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Jane Frazer - [jfrazer@parkregisdubai.com](mailto:jfrazer@parkregisdubai.com)

### India

#### Gurgaon

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#### Mumbai

LAWFIS, Modi House, 2nd Floor, Dalia Industrial  
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Maharashtra, India  
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Surbhi Vohra - [rdosindia@staywellgroup.com](mailto:rdosindia@staywellgroup.com)

## StayWell Hospitality Group's Property Portfolio

StayWell Hospitality Group has a portfolio of over 35 properties located in Indonesia, India, Singapore, United Arab Emirates, United Kingdom and multiple properties in Australia including Sydney, Melbourne, Brisbane, Cairns, Townsville and Launceston. Properties under development are located in Australia, China, India, Indonesia, Thailand, Kingdom of Saudi Arabia, United Arab Emirates and the United Kingdom.

### Australian Hotels in Operation

Park Regis City Centre, Sydney  
 Park Regis Concierge Apartments, Cremorne, Sydney  
 Leisure Inn Spires, Blue Mountains  
 Leisure Inn Pokolbin Hill, Hunter Valley  
 Park Regis Griffin Suites, Melbourne  
 Park Regis North Quay, Brisbane  
 Park Regis City Quays, Cairns  
 Piermonde Apartments, Cairns  
 Park Regis Anchorage, Townsville  
 Leisure Penny Royal Hotel & Apartments, Launceston

### International Hotels in Operation

Park Regis Singapore  
 Park Regis Kuta, Bali, Indonesia  
 Park Regis Jaipur, India  
 Leisure Inn Grand Chanakya, Jaipur, India  
 Leisure Inn West Gurgaon, India  
 Park Regis Goa, North Goa, India  
 Leisure Inn Shrey, Jodhpur, India

Park Regis Kris Kin Hotel, Dubai, U.A.E  
 Park Regis Birmingham, U.K.

### Hotels under Development

Park Regis Southbank, Melbourne, Australia  
 Park Regis Subiaco, Perth, Australia  
 Park Regis Makkah, Makkah, Kingdom of Saudi Arabia  
 Park Regis Business Bay, Dubai, U.A.E  
 Park Regis Boutique, Dubai, U.A.E.  
 Leisure Inn Jumeirah Beach, Dubai, U.A.E.  
 Leisure Inn Apartments, Greater Noida, India  
 Leisure Inn VSR Apartments Sector 114, Gurgaon, India  
 Leisure Inn VSR Apartments Sector 68, Gurgaon, India  
 Leisure Inn Raipur, Raipur, India  
 Park Regis Sanpra Beach, Visakhapatnam, India  
 Park Regis Greater Noida, India  
 Park Regis Seminyak, Bali, Indonesia  
 Park Regis Pranburi, Pran Buri, Thailand



# StayWell

HOSPITALITY GROUP

## Head Office

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SINGAPORE | U.A.E. | UNITED KINGDOM