

StayWell

 Prince
Hotels & Resorts

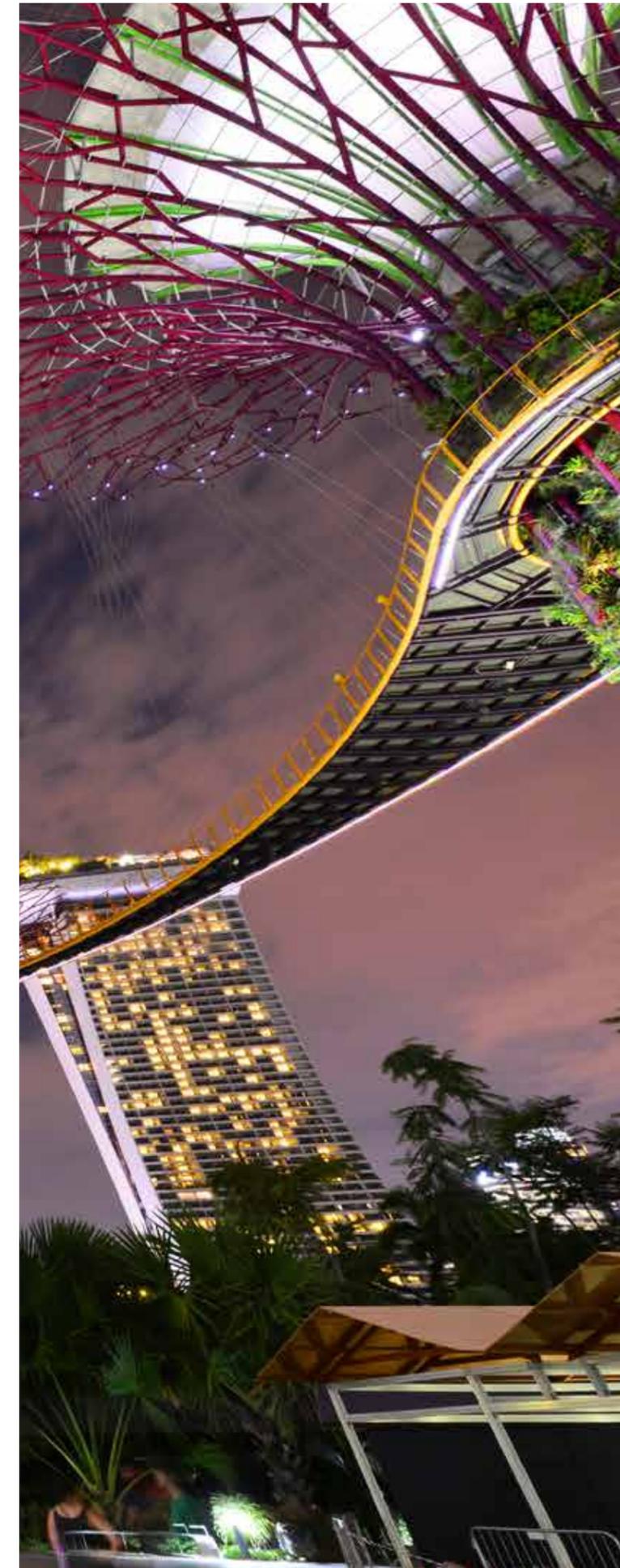
Seibu Group
Smiles ahead

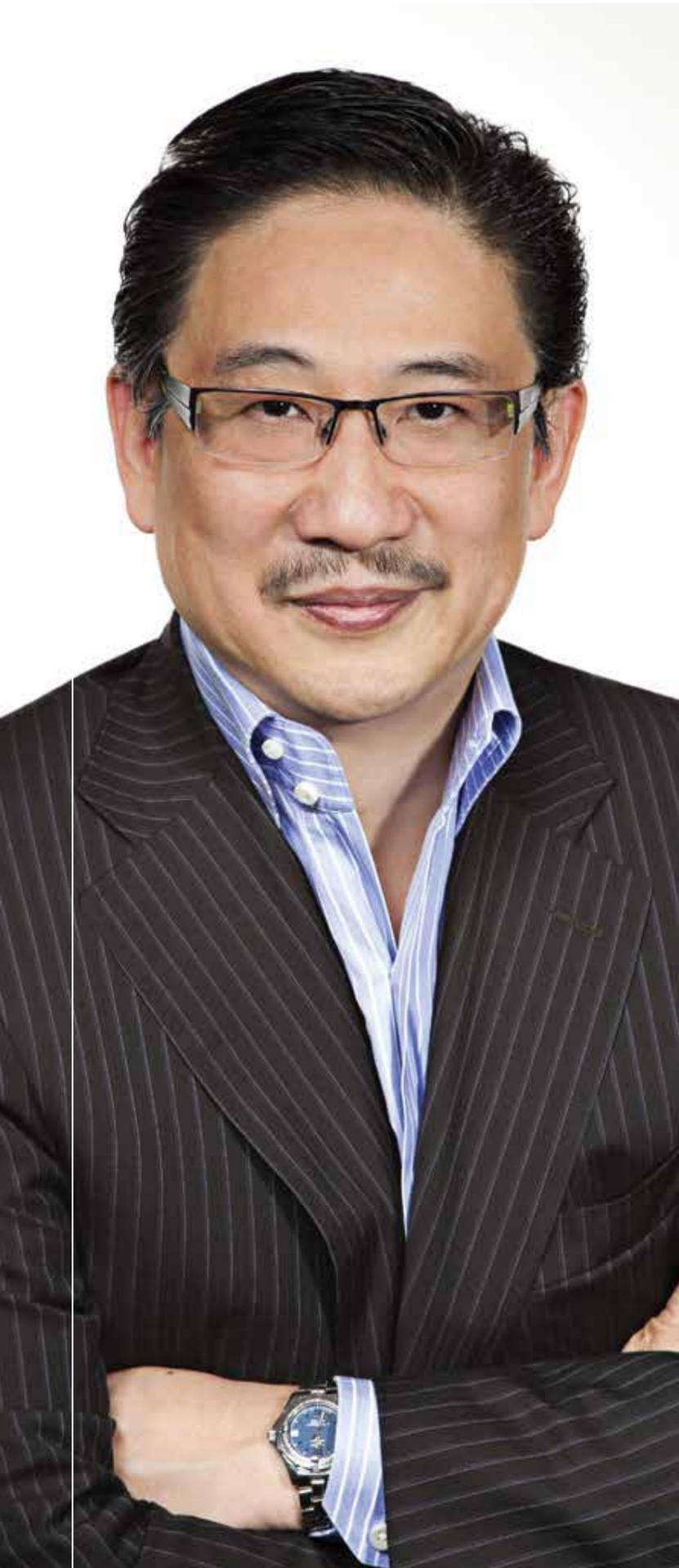




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PRESIDENT'S MESSAGE

As one of the largest hotel management groups in the Asia-Pacific region, the opportunity for StayWell Holdings to expand and provide travellers with quality experiences, ranging from luxury to lifestyle through to midscale, is an exciting one.

In today's travel landscape, the expectations that guests have of hotel providers has evolved. It is no longer about simply giving them a room to stay in, but about providing them with an experience that exceeds their travel expectations. More than ever, travellers are seeking personalised, experience-led services with an emphasis on individuals.

This shift in customer desires presents a new, yet exciting challenge for StayWell Holdings, as we embrace customer-centric hospitality excellence across our growing portfolio of hotels - The Prince Akatoki, Policy, Park Regis, Leisure Inn Plus and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale.

In line with our commitment to delivering the market best to our customers, we are excited to launch The Prince Akatoki brand completing our brand portfolio.

The Prince Akatoki brand is inspired by the traditions of Japanese hospitality and fuses the best of Japan and the western world to enlighten guests with a luxury 5-star experience; promoting mindfulness and tranquillity at every touch point.

"Key to this is the importance placed on mindfulness, service, tranquillity and a peerless aesthetic. This is precisely what The Prince Akatoki brand will deliver, starting with this first property in London."

Already opened is The Prince Akatoki London and opening soon The Prince Akatoki Guangzhou.

As well as the launch and subsequent global expansion of The Prince Akatoki, we will also increase StayWell Holdings' presence of our flagship three and four-star brands.

In line with our focus on consistently putting our customer experience first, we have partnered with Hotel Management Concierge to create an engaging loyalty program to both meet the needs of its hotels, and exceed the expectations of StayWell's dedicated client base.

This truly global loyalty program proposition is comprised of participating hotels located in Australia, Bahrain, India, Indonesia, Singapore, United Arab Emirates, and the United Kingdom. To support the program's global positioning, Stay Well Rewards will be available in English, Japanese, Chinese & Arabic.

"We want to be able to reward our customers for their loyalty to our hotels globally and see the new program as a way to further build the personal connection we have with them."

Through our growing portfolio of hotel brands we will continue to provide guests with services that meet their ever-changing needs, whilst developing forward thinking strategies that align with international trends and, most importantly, traveller needs.

StayWell Holdings, in collaboration with Prince Hotels & Resorts, will continue to prosper in the years to come with a commitment to global growth that meets the demands of relevant markets and assures long-term viability.

We invite you to wake up to a new beginning with us.

Simon Wan

President and Director of StayWell Holdings.

STAYWELL OVERVIEW



StayWell

 Prince
Hotels & Resorts

 Seibu Group
Smiles ahead

StayWell Holdings is part of the Seibu Holdings Inc. and Prince Hotels Group.

Seibu Holdings Inc. are a Japanese listed entity on the Tokyo stock exchange, parent company of Prince Hotels and Resorts and primarily own Seibu railway and Seibu bus.

In total, seventy-seven companies across the world are affiliated with the Seibu Group with an estimated 25,000 employees.

One of the largest hotel management groups in Asia Pacific, StayWell Holdings and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 150 hotels worldwide that are open and under developed.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Asia Pacific, South East Asia, China, Japan, the Middle East, Europe and the United States.

SEIBU OVERVIEW



Seibu Holdings Inc. are a Japanese listed entity which owns Prince Hotels, Seibu Railway and Seibu Bus

77 companies across the world

Total asset value of **USD\$15.3 Billion*** as of 1st February 2019

25,000 employees

PRINCE OVERVIEW



Owned by parent company Seibu Group

1 One of Japan's largest hotel and leisure companies

31 Golf courses

6 hotels in areas of Hawaii, China and Taiwan

43 hotels throughout Japan

9 Ski resorts



OUR HOTEL NETWORK

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Asia Pacific, Middle East, Europe and the United States.

150

COMBINED HOTEL NETWORK

*OPEN & U/D

88

CITIES

15

COUNTRIES

22,874

OPERATING HOTEL ROOMS

9

BRANDS

 Prince
Hotels & Resorts

43

OPEN HOTELS
IN JAPAN

.....

6

OPEN HOTELS
OUTSIDE JAPAN

.....

5

HOTELS
UNDER DEVELOPMENT

 The Prince

 Grand Prince Hotel

 Prince Hotel

 PRINCE SMART INN

StayWell

28

OPEN HOTELS
GLOBALLY

.....

22

HOTELS UNDER
DEVELOPMENT

.....

46

STRATEGIC PARTNERS
HOTELS

 THE PRINCE
AKATOKI

POLICY

 PARK REGIS

 Leisure
inn plus

 Leisure
inn

STRATEGIC PARTNERS

 Cristal

 manhattan hotel
曼哈頓酒店



COMBINED
LOYALTY
MEMBERS OF
930,000+



LOYALTY
PROGRAMS



TRAVEL
PARTNERS



PREFERRED
PROGRAM
PARTNERS



ONLINE
PARTNERS

SEIBU PRINCE CLUB



BCD travel



Google

CABITZ

Stay Well! rewards



KRISFLYER



wotif.com

AsiaRooms

HRG

FLIGHT CENTRE
The Airfare Experts



tripadvisor

Expedia

velocity
frequent flyer

JAPAN AIRLINES

TravelClick



JTB

make my trip

traveltripper

ANA

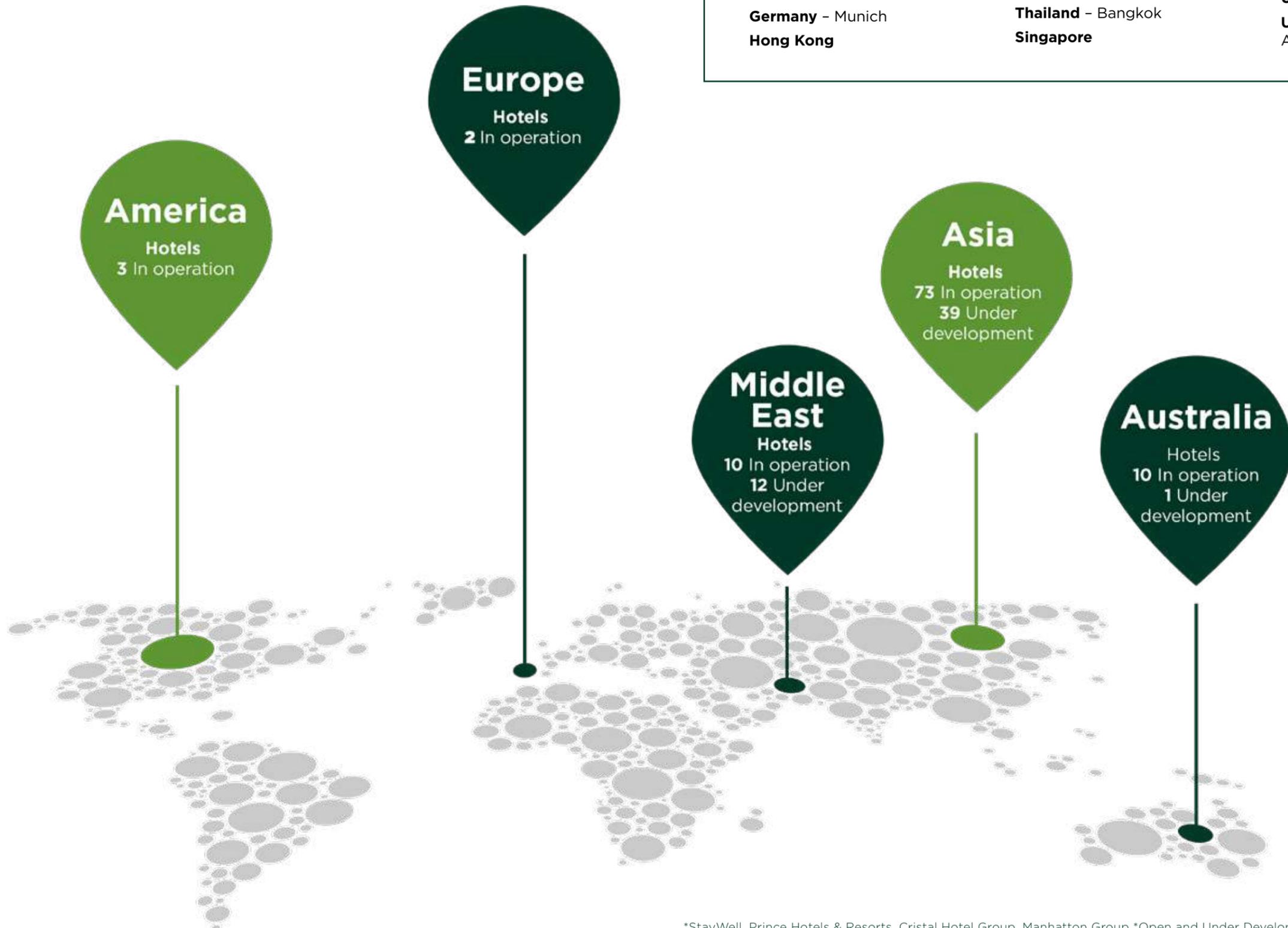
DELTA

agoda

Booking.com



150 GLOBAL HOTEL NETWORK



25 GLOBAL SALES OFFICES

Australia - Sydney, Melbourne, Brisbane

China - Beijing, Shanghai

France - Paris

Germany - Munich

Hong Kong

India - Gurgaon & Mumbai

Japan - Tokyo, Sapporo, Sendai, Nagoya, Kanazawa, Osaka, Fukuoka

Thailand - Bangkok

Singapore

South Korea - Seoul

Taiwan - Taipei

U.A.E. - Dubai

U.K. - London

United States - Los Angeles, New York

BRAND OFFERINGS

StayWell has a portfolio of over 50 properties (operating and under development) located in Asia-Pacific, Middle East and Europe and multiple properties in Australia including Sydney, Melbourne, Brisbane, Cairns, Townsville and Launceston.

StayWell

Brands Outside Japan

5 STAR



The Prince Akatoki is a luxury brand that brings the peerless hospitality, design and culture synonymous with Japan to the world, offering authentic signature experiences to international travellers.

LIFESTYLE

POLICY

Socially connected and strong brand advocates guests will discover fresh experiences reflecting the local area.

4 STAR



Offering quality accommodation while aiming to deliver up-to-date features, innovative technologies and first-rate service.

3 STAR



Contemporary, yet affordable accommodation option offering a non-traditional hotel experience for the millennial traveller.

3 STAR



Unbeatable value-for-money comfort accommodation in central locations within Australia and internationally.



WAKE UP
TO A NEW
BEGINNING.

L
THE
PRINCE
AKATOKI

- Luxury brand
- Fusion Brand - East Meets West
- Located in key gateway cities
- Signature experiences unique to Japanese hospitality
- Japanese Food & Beverage experiences

HOTELS IN

United Kingdom (London)

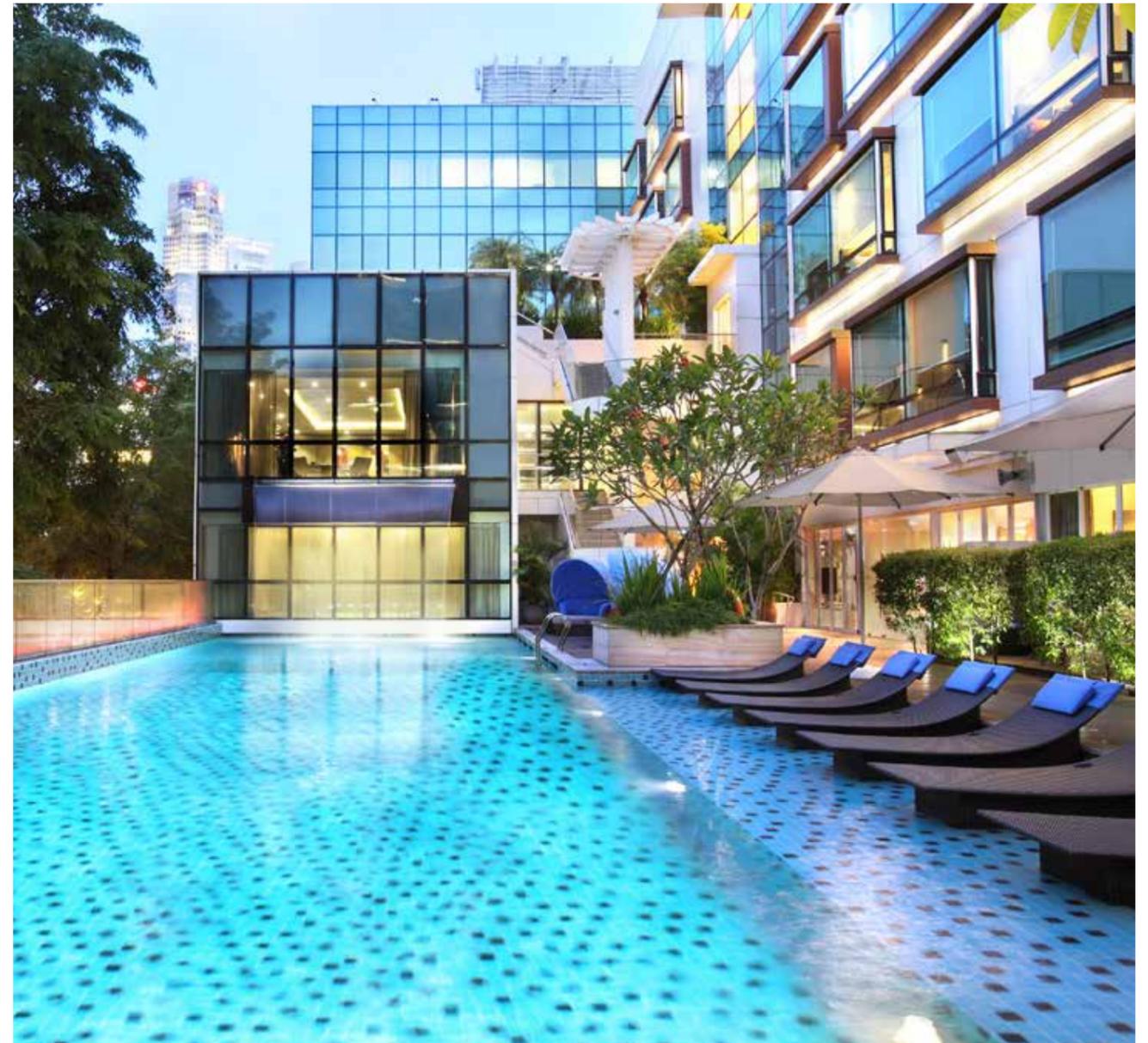
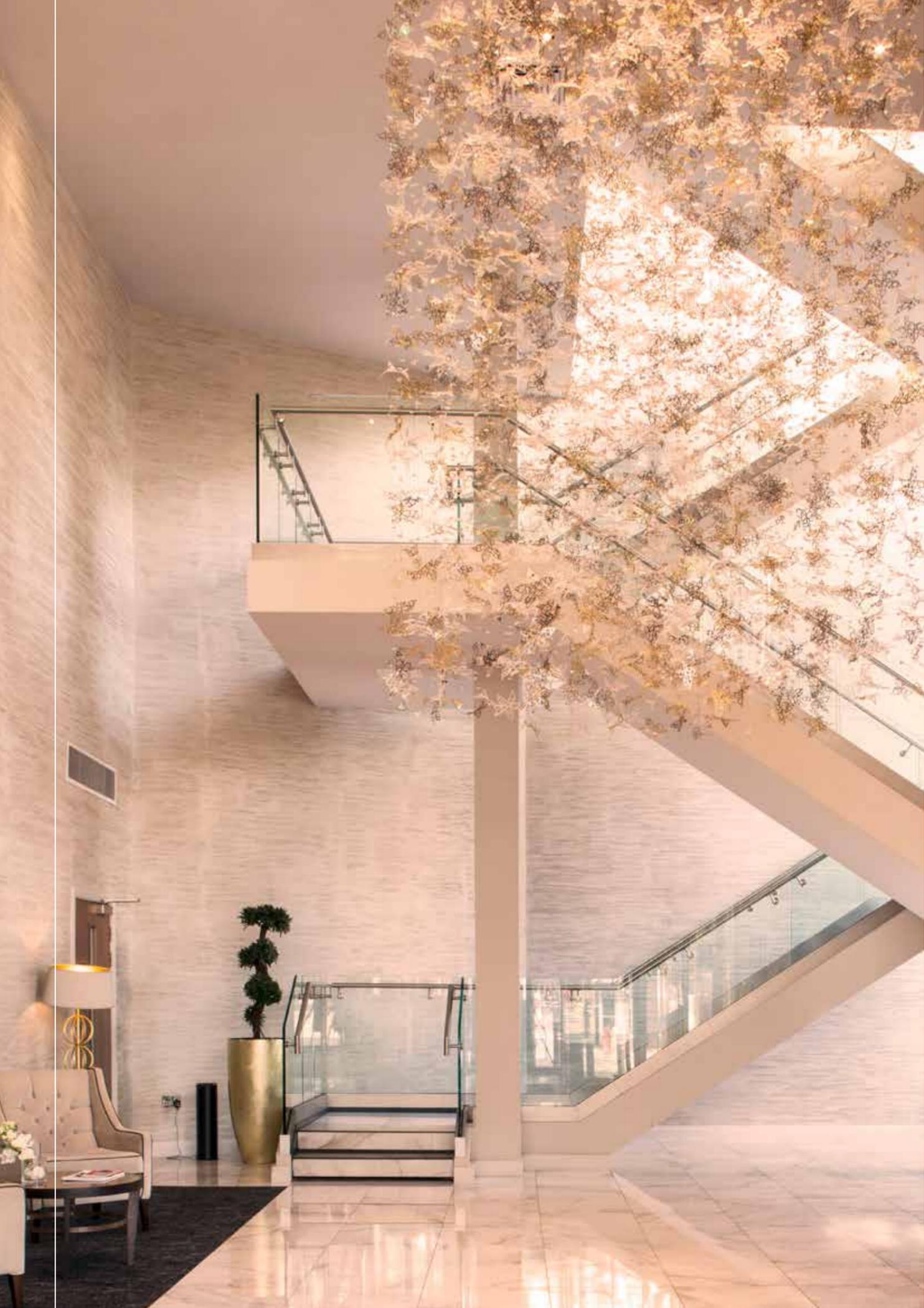
China (Guangzhou)



POLICY

OUR POLICY IS
YOUR POLICY

- Lifestyle brand
- Maturing millennials
- Personalised experiences
- Open workspaces
- Except the unexpected



Up scale brand | Centrally located properties | Contemporary features



PARK REGIS

HOTELS IN Australia | South East Asia | India | Indonesia | Middle East | United Kingdom



- Mid scale brand
- Unbeatable locations
- Value for money
- Fresh and modern design
- Anchored around comfort

HOTELS IN

- Australia
- India
- China
- Middle East
- Indonesia
- Vietnam



- Non-traditional experience
- Targeting millennials
- Integrated technology at every touch point
- Affordable accommodation



STAYWELL VALUE PROPOSITION



Why owners choose StayWell...

Tailored operating and sales and marketing strategy

Global distribution network

Strong brand awareness and customer reach

Global cross sale network

Efficient implementation and structured execution processes

Streamlined communication protocols and accountability

Ongoing platform upgrades, training and innovations

Support and relationship with world class technology and service partners

Competitive management fees

Results driven and service orientated culture

MANAGEMENT SERVICES

StayWell 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 StayWell'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.

Progressive and dynamic suite

of hotel management systems including reporting, yield management, distribution platforms, customer databases, payroll control and training programs.

The Global Executive Team at StayWell 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.



REVENUE
GENERATION



TECHINICAL
SERVICES
& IT



FINANCE



OPERATIONS
AND HUMAN
RESOURCES



ASSET
MANAGEMENT
& LEGAL



DEVELOPMENT



REVENUE GENERATION



BRANDING & IDENTITY



DIGITAL MARKETING



DISTRIBUTION & CHANNEL MANAGEMENT



SALES & ACCOUNT MANAGEMENT



SOCIAL MEDIA & PUBLIC RELATIONS



WEBSITES & BOOKING ENGINE

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.

INFORMATION TECHNOLOGY



Identify and source the latest technology and innovation

Improve efficiency and productivity of the group

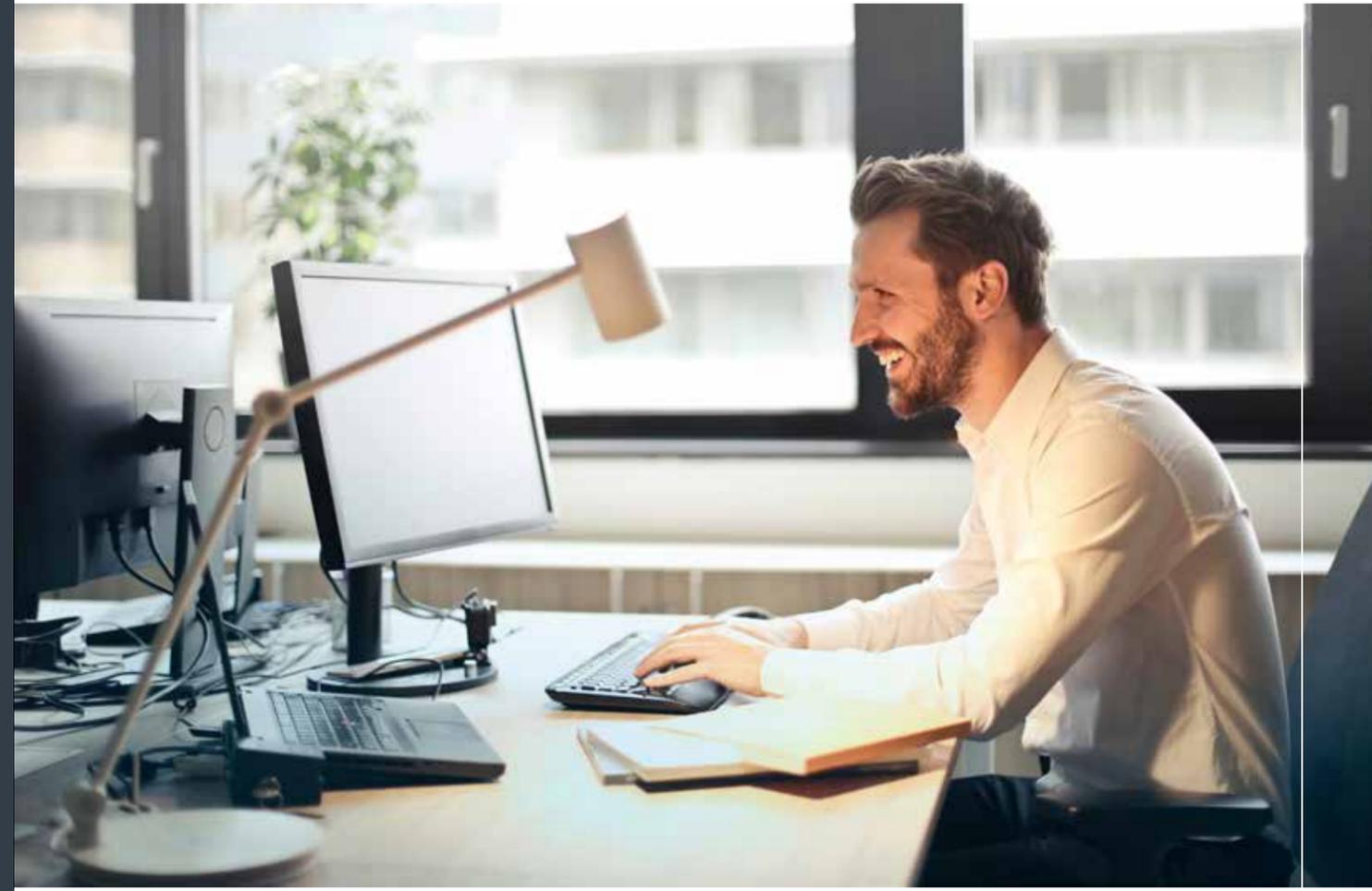
Establishes and oversee the group's IT strategy

Develop and maintain an internal network as well as external cloud services

Develop and Maintain hybrid network and standard operation environment

Provide turnkey IT services for established and newly built hotels





TECHNICAL SERVICES

Key objectives are to assist owners to

- Build the best possible hotel
- At the lowest possible price
- In the quickest possible time
- With the most efficient design and circulation



Project Feasibility Assessment | Project Control Group (PCG)
 Brand Assessment and Suitability | Interior Design | Signage
 MEP (Mechanical, Electrical & Plumbing) | Safety/Security
 Pre Opening Activities | Turnkey Procurement Solutions
 Codes | Defect Analysis and Rectification

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.



PERFORMANCE
REVIEW



FINANCE &
TREASURY



REPORTING



RISK
MANAGEMENT



STATUTORY
COMPLIANCE



FINANCIAL
MODELLING



KEY OPERATING
REPORTS



PERFORMANCE
MONITORING



POLICY &
PROCEDURES



SERVICE
STANDARDS



STAFF TRAINING
& DEVELOPMENT



PROPERTY
AUDITS

OPERATIONS AND HUMAN RESOURCES

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, psychoanalyzing 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.

ASSET MANAGEMENT & LEGAL

ASSET MANAGEMENT

Responsible for the management of more than 500 individually owned apartments in StayWell's property portfolio. It represents the group and apartment owners on property body corporates and provides advice relating to property repairs and refurbishments.

LEGAL

StayWell's 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.

- | OWNERS NEWSLETTERS
- | BODY CORPORATE MEETINGS
- | ROOM REFURBISHMENTS
- | BUILDING MANAGERS REPORTS
- | AID WITH PROPERTY ACQUISITIONS
- | REVIEWING CONTRACTS



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.

Well researched site location, fully accredited brand selection, fact based project feasibility, metrics targeted at performance

Customize the contract for the clients benefit to maximise return on their investment

A clear objective to help the hotel owners and developers own the best hotels at the cheapest price at the least amount of time with efficient circulation of lay outs

Ability to get involved in full spectrum of hotel project from investment to development to management to leasing to marketing licenses to strata title management

Highly experienced hotel development and tech services team based in Sydney Global Office as well as multiple regional offices around the world



HOTEL OPENING & REBRANDING SUPPORT & EXPERTISE



Pre Opening Budget Preparation to estimate the expenses for various activities,

- Key Assumptions
- Pre-Opening Budget Summary
- Pre-Opening Budget
- Manning Guide
- S&M Pre-Opening Budget
- Contract Employee Guide
- IT Pre Opening Budget
- Staff Benefits
- Guest Amenities

Comprehensive pre-opening critical path providing guidance for completion of key tasks across various areas including Brand Compliance, Rooms Division, Housekeeping, Food & Beverage, Engineering, Finance, IT, Revenue Generation, Human Resources, Recreational Facilities, Security, Kitchen

HANDOVER PROGRAM

- Main Building Work Handover Schedule
- Technical Services Design & Construction of Interior Design - Approval Form
- Sequence Of New Hotel Design & Construction And Timeline

DEFECT CHECKLIST

- Report on number of rooms defects
- Report on number of outlet defects

ROOM INSPECTION

- Ensure room meets brand standard
- Each room is inspected
- Effects are listed with photographs and commentary
- Ensure room meets design standard
- MEP / IT
- A/C , Water pressure, WI-FI, TV, Phone are all checked

MASTER PROJECT TRACKER

- Monthly report from project manager
- All construction items are listed with progress status
- Revised to latest building handover date

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Middle East and Europe

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