

StayWell



Prince
Hotels & Resorts

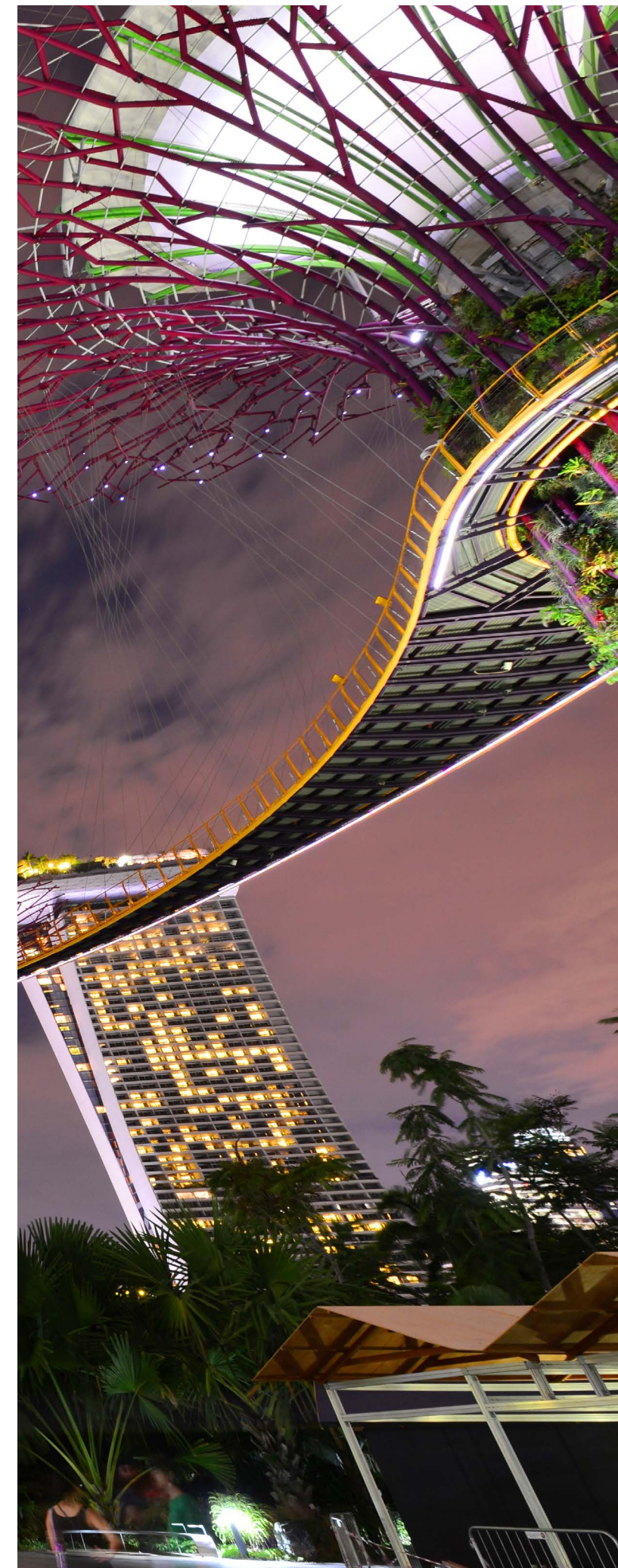
Seibu Group
Smiles ahead





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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, offering travellers carefully crafted experiences, unparalleled level of services with an emphasis on individuals is an expectation.

Merely shifting to what the customer desires presents a new, yet exciting challenge for StayWell Holdings, as we embrace guest-centric hospitality excellence across our growing portfolio of hotels – The Prince Akatoki, Park Regis by Prince, Park Regis, Policy, Park Proxi and Leisure Inn. Each brand offers guests quality experiences ranging from localised lifestyle to non-traditional luxury moments, a focus from hardware to software.

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 experience; promoting mindfulness and tranquility 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 delivers, starting with our first property in London."

With the global expansion always on the horizon, StayWell continues to strive for excellence with development in Asia-Pacific, Middle East and Europe in an effort to support our stakeholders and investors ensuring that we think like owners.

Providing excellence in hospitality is not without its challenges with an ever evolving market place and changing technology our commitment to stay agile and deliver exceptional results for our guests and owners is at the forefront of everything that we do.

"We are recognised by our owners as a world-class management company with a commitment to honesty, integrity, leadership and tenacity. Meeting our owners expectation and business goals."

We also have a clear development pipeline, with over 8 hotels currently under development, and the exciting launch of our new lifestyle hotel Policy and flexible brand Park Proxi slated for openings in 2023.

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 are chasing the next frontier of travel, a future where you no longer stay, you StayWell.

A handwritten signature in black ink, appearing to read 'Simon Wan'.

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 Seibu Prince Hotels Worldwide, Inc. offers a diverse portfolio of properties across a combined network of 128 hotels worldwide that are open and under development.

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, the Middle East, Europe and the United States.

SEIBU OVERVIEW

Seibu Group
Smiles ahead

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

82 companies
across the world

23,504
employees

PRINCE OVERVIEW

Prince
Hotels & Resorts

Owned by parent
company Seibu Group

1 One of Japan's
largest hotel and
leisure companies

31 Golf
courses

50
hotels
throughout Japan

6 hotels
in areas of
Hawaii, China
and Taiwan

10 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.

128*
COMBINED
HOTEL NETWORK

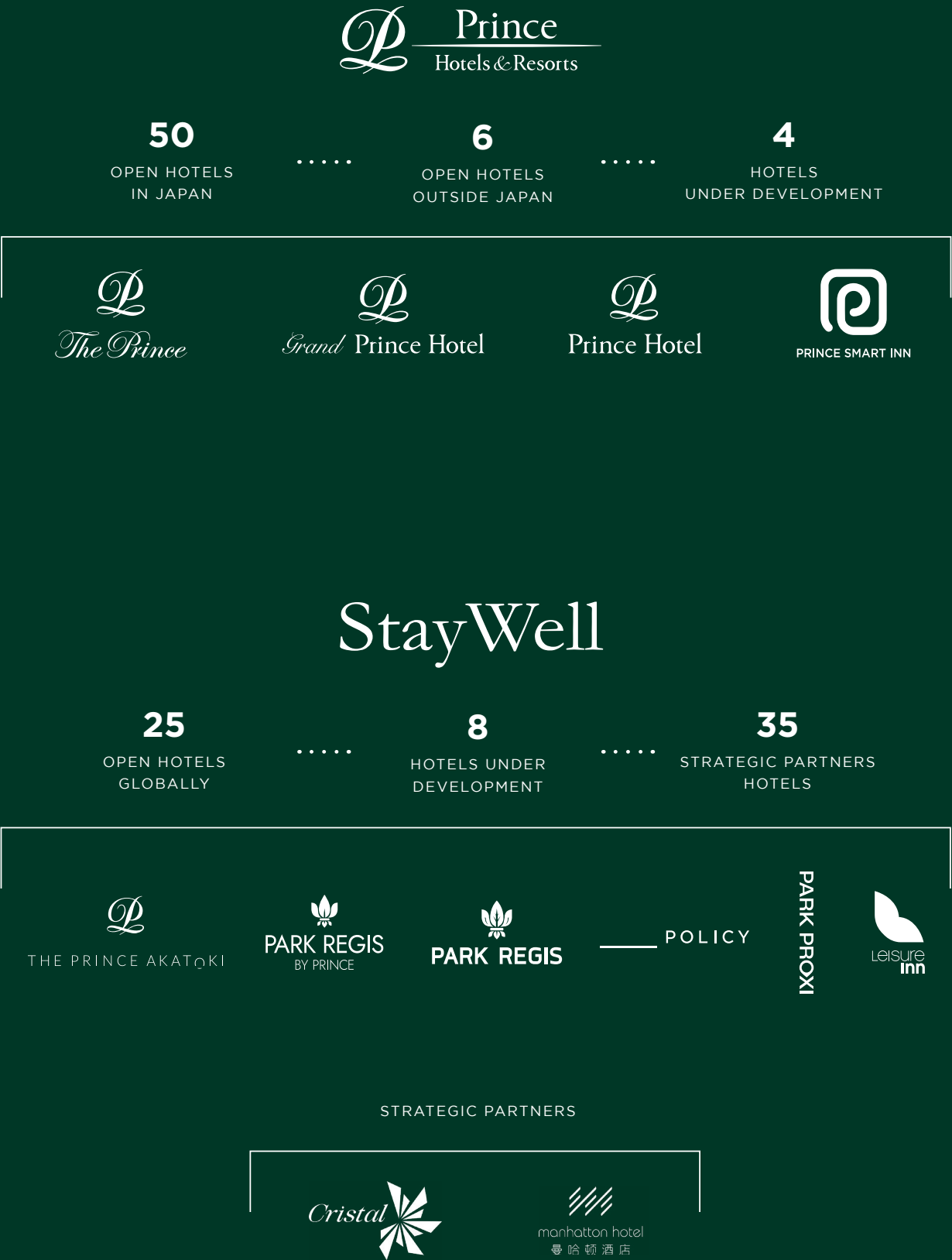
*OPEN & U/D

23,943
OPERATING
HOTEL ROOMS

78
CITIES

15
COUNTRIES

10
BRANDS





COMBINED
LOYALTY
MEMBERS OF
1,000,000 +



LOYALTY
PROGRAMS



TRAVEL
PARTNERS



PREFERRED
PROGRAM
PARTNERS



ONLINE
PARTNERS

SEIBU PRINCE CLUB

Carlson
Wagonlit
Travel

BCD travel

UnionPay
银联

Google ORBITZ

Stay Well!
rewards

FREQUENT
FLYER

SINGAPORE AIRLINES
KRISFLYER
A STAR ALLIANCE MEMBER

AMERICAN
EXPRESS

wotif.com AsiaRooms

HRG

FLIGHT
CENTRE
The Airfare Experts

mastercard

tripadvisor Expedia

JTB

JAL
JAPAN AIRLINES

TravelClick

ANA

DELTA

make my trip travel tripper

agoda Booking.com



128*
GLOBAL
HOTEL NETWORK



9 GLOBAL SALES OFFICES

- Australia** – Sydney

China – Shanghai

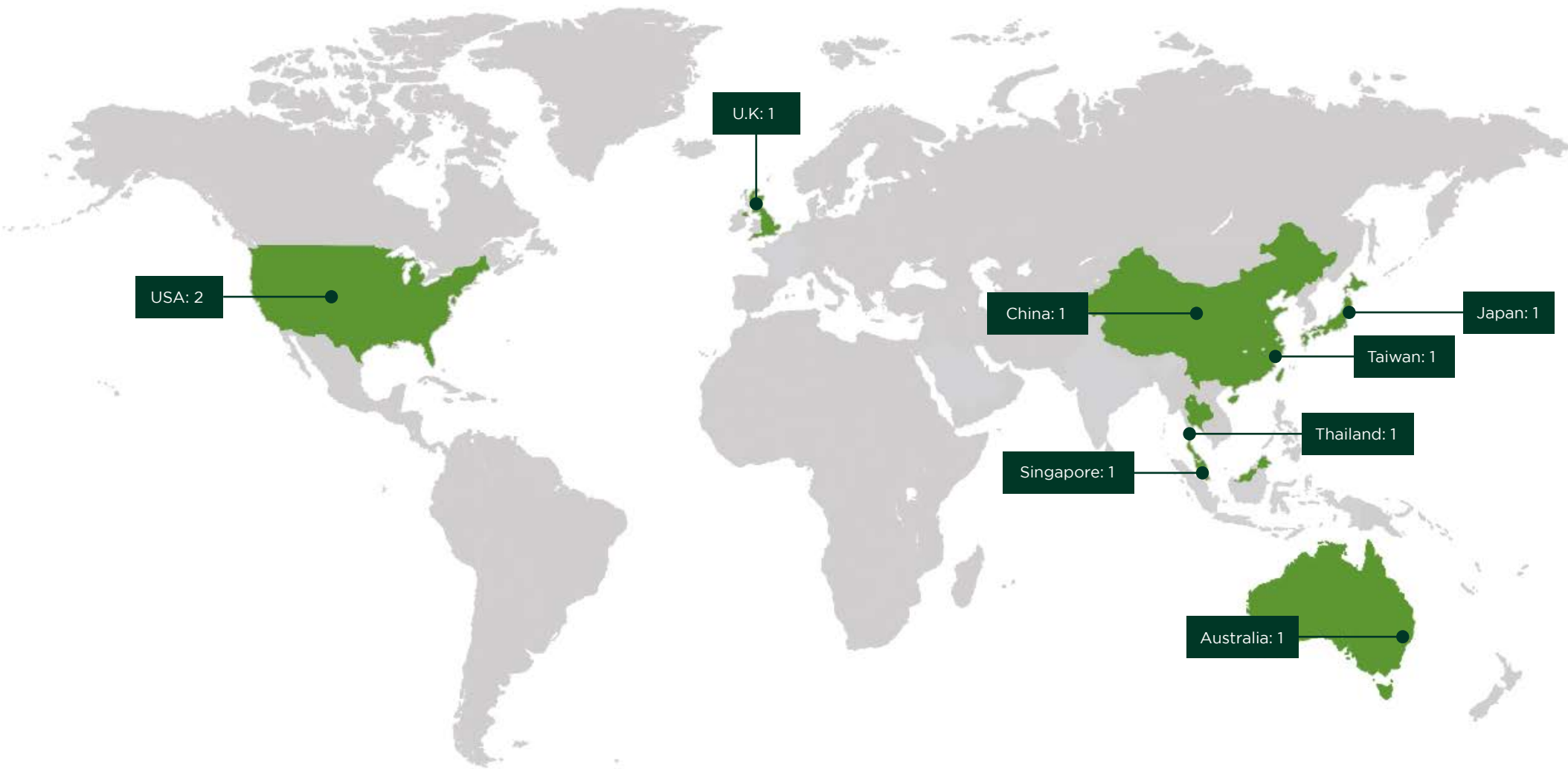
Japan – Tokyo

Thailand – Bangkok
- Singapore**

Taiwan – Taipei

U.K. – London

United States – Los Angeles, New York



*StayWell, Prince Hotels & Resorts, Cristal Hotel Group, Manhattan Group *Open and Under Development

BRAND OFFERINGS

StayWell has a portfolio of over 33 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

LUXURY	 THE PRINCE AKATOKI	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.
UPSCALE	 PARK REGIS BY PRINCE	A classic upscale hotel where exceptional service meets sophisticated design, and traditional hotel touches to create a stylish alternative to mainstream hotels for guests seeking a premium experience.
LIFESTYLE	 POLICY	Socially connected and strong brand advocates guests will discover fresh experiences reflecting the local area.
MIDSCALE - UPPER MIDSCALE	 PARK PROXI	Park Proxi offers a modern hotel experience, where functional design meets adaptable usage and modern technology to create purpose-built spaces for people on the go.
MIDSCALE	 Leisure inn	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)

Thailand (Bangkok)




PARK REGIS
BY PRINCE



Classic Upscale brand | Centrally located properties | Biophilic Sophistication


PARK REGIS
BY PRINCE

The World's Most Thoughtful Hotels
Coming Soon: Dubai, Jakarta



POLICY

YOUR POLICY IS
OUR POLICY

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



The Heatbeat of the Hood

We are on a mission to become the heartbeat of every neighbourhood we join, finding ways to connect with, support and promote local businesses and residents, as well as taking care of our guests. Here at Park Proxi we are a global village of unique hotels, bound together by a shared love of diversity, travel and adventure.

Park Proxi is made for the modern traveller and the modern hotelier! It's the perfect blend of location and value that appeals to people who are willing to spend on quality but love a bargain. We call them Globetrotters – the kind of traveller that is more interested in enriching life experiences than collecting more things. As a general rule, they are more interested in going out than staying in, which is why Park Proxi can only be found in absolute prime locations in the best cities around the world. We've created the perfect modern hotel experience to help facilitate their search for authentic experiences that enhance their lives – and their social cache!

- Passionate Localists
- A Global Village
- Collaboration
- Transparency
- Flexibility

Coming Soon

Egypt

PARK PROXI

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

HOTELS IN

- Australia
- India
- Indonesia
- Vietnam



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

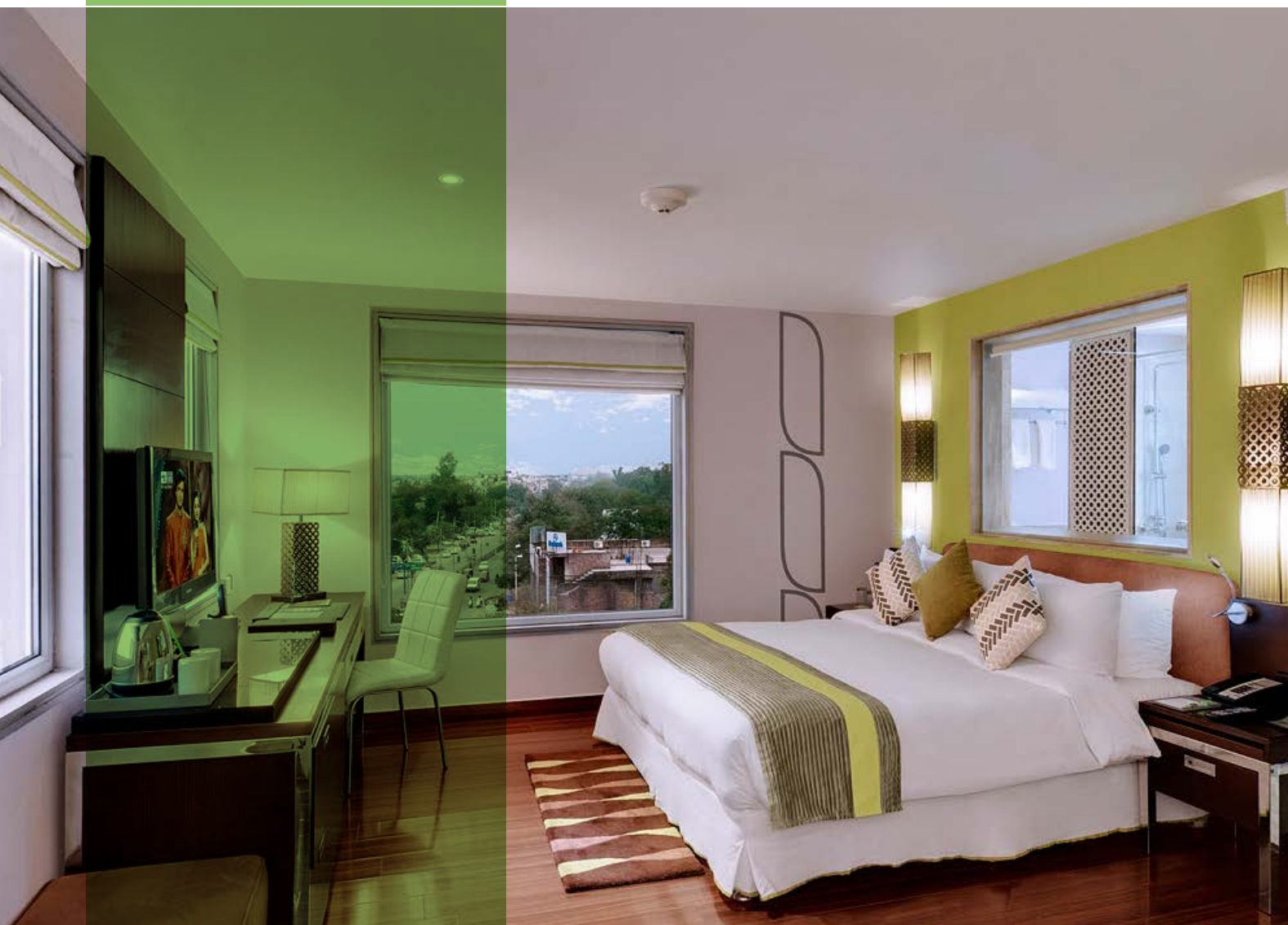
Streamlined communication protocols and accountability

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

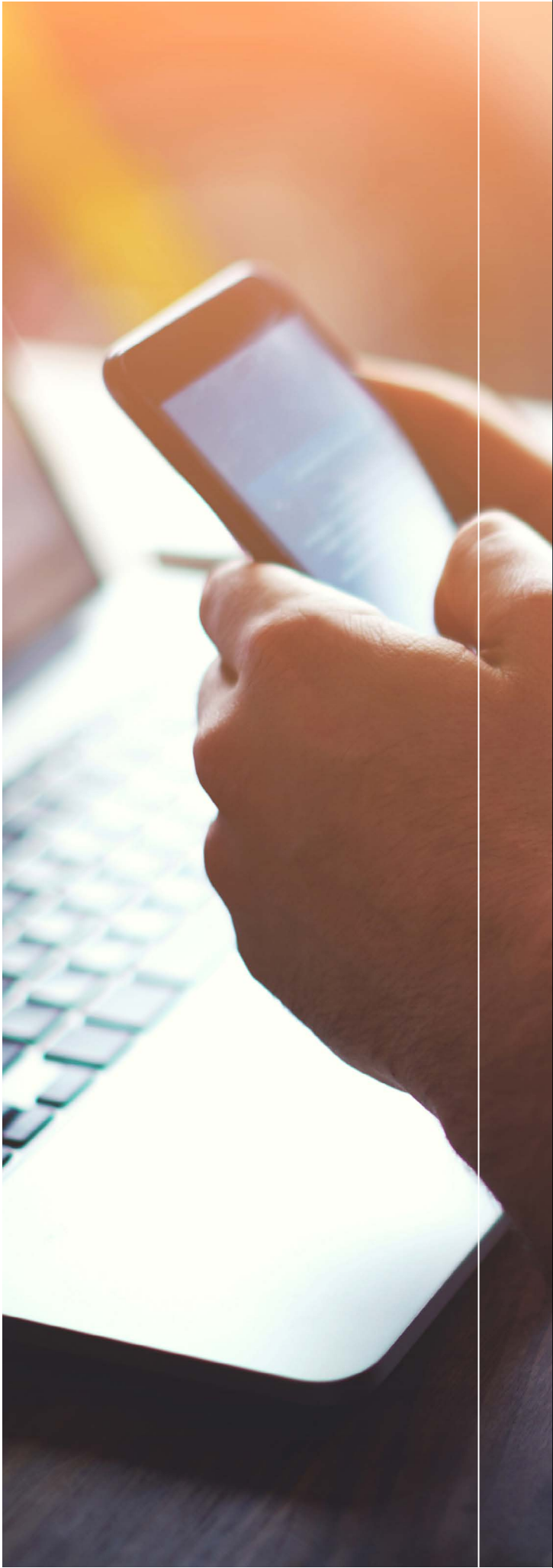
-  **BRANDING & IDENTITY**
-  **DIGITAL MARKETING**
-  **DISTRIBUTION & CHANNEL MANAGEMENT**
-  **SALES & ACCOUNT MANAGEMENT**
-  **SOCIAL MEDIA & PUBLIC RELATIONS**
-  **WEBSITES & BOOKING ENGINE**

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



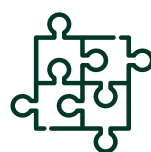
REPORTING



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

StayWell

Asia-Pacific,

Middle East and Europe

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