

Who is ARCHIPELAGO INTERNATIONAL

No.1 Indonesian-Based Hotel Operator / 12,000+ personnel / More than 100 hotels / One of the largest pipelines in SE Asia / ISO 9001 Certified / More than \$4 billion of assets under management

WHO IS ARCHIPELAGO INTERNATIONAL?

Archipelago International is Indonesia's largest operator of hotels, condotels, resorts, serviced suites and branded residences, spanning more than 15,000 rooms and apartments under management for property owners in Indonesia, the Philippines and Malaysia.

Our seven core brands occupy the largest accommodation portfolio in Indonesia, captained by our highly experienced management team and supported by more than 12,000 people who oversee 100+ hotels and serve developers on more than 110 ongoing projects.

We work with more than 100 different owners ranging from traditional family businesses and small budget hotels, to some of the largest developers in the region executing multi-million dollar investments.

With a diverse asset base, unique expertise in condotel set ups, streamlined and centralized operations, advanced IT infrastructure and industry leading e-commerce and sales & marketing teams, we are one of the strongest hospitality management companies in SE Asia.

LEADERSHIP & INNOVATION THAT MATTERS

Archipelago International is made up of the most experienced multinational management teams in the business.

We brought condotels to Asia, we started the budget hotel boom in Indonesia and we pioneered cloud computing before it was popular in Indonesia. We were the first Indonesian hotel operator to achieve ISO 9001 certification, we revolutionized e-commerce and we are known for delivering the highest returns on investments and gross operating profits in the industry.

We are a cohesive team that manages the largest marketing spend in the category, actively supporting industry-leading IT systems including advanced online sales, online reputation management tools, reporting and promotional resources.

PARTNERSHIP – A POWERFUL PROPOSITION

Our business focus is to maximize revenue and profitability. We work for our owners, not for our brands. Accessibility to the most senior echelon of management, transparency and accountability has always been our credo.



Profit From OUR EXPERTISE

When you partner with Archipelago International, you'll gain access to our unparalleled expertise in key areas of operation and our powerful brands that instill consumer confidence and loyalty.

Beginning with industry best-practice models, we are continually seeking to refine systems and processes and to integrate our operations to increase efficiency and reduce costs.

PARTNERING WITH ARCHIPELAGO INTERNATIONAL

To maximize profitability in today's accommodation industry, hotels must function with the advantage of best-practice operating systems, sophisticated distribution methodologies and leading management acumen.

With a mandate of sustainable expansion, Archipelago International is committed to exploring new opportunities in Australia, The Middle East and the Asia-Pacific region for our four brands: Aston (Grand Aston, Aston, Aston City and Aston Inn), Harper, favehotel and Neo.

We partner with established accommodation owners, developers of new products, and industry intermediaries, with a range of hotel operating models.

FLEXIBLE & PROVEN OPERATING MODELS

Successful partnerships require the appropriate operating model, and so, we make it our priority to work with our partners to create the optimum operating models and development solutions to facilitate the delivery of new and rejuvenated accommodation inventories.

SALES & MARKETING LEADERSHIP

Our sales teams deliver. With a \$15 million marketing budget, industry-leading public relations and 30+ dedicated sales professionals covering our key account management, tour operator contracting, overseas trade shows and nurturing years of solid relationships with major industry players, our sales & marketing teams always deliver results. Within our teams there are specialists for the Australian, Japanese and Chinese markets, focus groups for the Indonesian market - one of the future global demand generators - and a presence in all major market segments, including the lucrative MICE market for which we have a dedicated, professional team.

All of our teams focus on profit over occupancy targets for all seven of our strong core brands, and we specialize in innovative marketing concepts such as our "no-cost-to-hotels" online frequent guest program.

EFFECTIVE ASSETS MANAGEMENT

One of our key areas of differentiation, our asset management, is typified by a focus on maintaining and adding value for our owners.

We have over \$4 billion of assets under management with record gross profit margins of up to 55%, and we are proud to hold an unmatched fire, life and health and safety record. We offer flexible solutions for owners and developers and superior maintenance programs that hold the protection of asset values as a key priority.

TECHNICAL SERVICES EXPERTISE

More than 95% of our 100+ hotels are new-builds, with our expertise saving owners millions in construction costs. We've opened doors to financing, we've added up to 20% in real estate sales value and we've produced attractive hotels that people love.

Our experienced architects have successfully built hundreds of hotels, engineered best practices such as energy conservation and vendor relations, and we have a proven track record of successful project implementations. We provide access to top consultants, architects, banks and insurance companies, and we are experts at manning budgets, reliable projections, guides and operating equipment.

THE GROWTH OF E-COMMERCE

Archipelago International has invested heavily in building in-house e-commerce expertise. With the increasing number of people using the internet and social media to become their own travel agents, our owners are reaping the rewards, in excess of \$100 million in web revenue.

Our e-commerce department focuses on web design and search engine optimization, lower commissions and preferred placement on leading OTAs, creative e-campaigns, no-cost frequent guest programs on Android and IOS, and seamless channel management and PMS integration.

HUMAN RESOURCES THAT BRING ABOUT EXCELLENCE

Being an innovative industry leader attracts the brightest of the bright, enabling us to recruit efficiently and effectively whilst nurturing talent from within. With 12,000+ employees, our human resources departments initiate internal learning and development programs – a key factor in maintaining our reputation as the lowest turnover of staff in the business, and strengthening our ability to send support staff at short notice.

OPERATIONAL EXPERTISE

In 2011 Archipelago International received certification for the quality management system, ISO 9001 : 2008. ISO 9000 is a quality management system and is designed to help organizations ensure they meet the needs of customers and other stakeholders. The standards are published by ISO, the International Organization for Standardization, and available through national standards bodies. Third party certification bodies provide independent confirmation that organizations meet the requirements of ISO 9001.

We have also received a number of other awards and accolades, and our online reputation ranks high on every single review site, boasting a flawless track record for cleanliness and service thanks to regular financial, quality, sales and hygiene audits.



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Meet YOUR TEAM



CHARLES BROOKFIELD

Chairman

Charles has over 30 years of experience in the hotel industry. He has opened resorts in Cancun, Cabo San Lucas, Puerto Vallarta, Palm Springs, Park City, San Francisco, Hawaii, Guam, Jakarta, and Bali. Charles was instrumental in building the largest hotel chain in Hawaii and has been a pioneer in the industry, bringing the condotel concept to Indonesia. Charles created Archipelago in 1997 and has been living in Southeast Asia ever since.



JOHN M. FLOOD

President & CEO

Coming from Ireland, John has worked for over 30 years in the hotel and restaurant business in Dublin, London, Paris and Copenhagen. He moved to Indonesia more than 15 years ago managing and opening new hotels and resorts. He is responsible for the rapid growth of the company's seven core brands ranging from 2 star to 5 star. John received his MBA from the University of Leicester in England.



NORBERT VAS

VP Business Development & Operations

Norbert has more than 25 years of hotel industry experience in Indonesia, the USA, Germany, Belgium, Spain and Austria. His most recent positions include Director of Operations at The InterContinental Bali Resort, General Manager at the Swiss-Belhotel Golden Sand Resort Vietnam, and Director of Sales & Marketing at the Mandarin Oriental, Jakarta.



HERU PURWONO

VP of Finance

Heru brings over 20 years of experience in the hospitality industry in different parts of Indonesia. He has served as financial controller of international brands such as Hilton, Intercontinental and the Accor group prior to joining Archipelago International, and today, Heru oversees the finance divisions of all of Archipelago's properties.



LUKAS K. SAMALI

VP of HR

Lukas has gained over 20 years of experience in the field of Human Resource development from various international hotel chains in Indonesia and Singapore. Prior to joining Archipelago International, he had several successful stints in Oberoi Resorts Indonesia, Jakarta Hilton International and at the Island Hideaway Resort, Republic of Maldives, before finally becoming the Director of Hospitality Executive Search (HES) for the Indonesian Office.



JULES BROOKFIELD

VP of Technology & Integration

Graduated from Northeastern University in Boston with a degree in Computer Science, Jules specializes in software development and internet-related business. He is currently working to automate, integrate and standardize many aspects of our business to ensure that Archipelago International stays at the forefront of this digital age.



TENAIYA BROOKFIELD

VP of Sales & Marketing

Tenaiya joined Archipelago tasked with building its entire online sales and marketing, websites and reservation functions from the ground up. The team swiftly became the biggest revenue producing division of our company, winning awards across Indonesia ahead of our competition. She was recently promoted as VP of Sales & Marketing, tasked to do the same for our offline sales and marketing functions as well as restructure both divisions to become a unified power sales & marketing force.

Our BRAND COLLECTION

“... a company that didn’t want to just play the game – we wanted to change the way the game was played...”

	STANDARDIZED	SEMI STANDARDIZED
Luxury		  
Upscale		   
Economy		  
Affordable		
Select Service		

Competition is fierce in the international hospitality business and to succeed, it is necessary to have truly creative brands that meet and exceed guests’ expectations. The economic crisis has increased the value of branding and opens the door to a world of opportunities for hotel owners.

In the past few years we have continued to build upon our reputation for outstanding service whilst growing our brands and expanding our offerings to meet the needs of our guests. Our brands have been created to be easily recognizable and valued by our customers – brands that connect with guests and result in increased sales and profitability.



GRAND ASTON

“Contemporary and truly grand hotels committed to providing the highest international standards with a wide range of facilities and uncompromising service for demanding leisure travelers and time-pressed executives.”

The twenty-first century guest regards a five-star hotel as a luxury commodity, an opportunity to buy into a lifestyle to which he or she aspires. It is by understanding that the origins of this demand for quality and style – and even status – that the function, design and intent of the exciting new Grand Aston Hotel can be properly put into context.

The choice of shapes, colors and materials help make a Grand Aston Hotel a special place where guests immediately feel at ease, reflecting Archipelago’s commitment to impeccable detail in every trim and finish. In addition to meeting resistance, comfort and upkeep criteria, the materials, color combinations and textures also contribute to the end result—a pleasant, subdued, and restful atmosphere.





ASTON ASTON ASTON

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“Hotels & serviced apartments that exude a sense of warmth, friendliness and comfort whilst delivering delightful moments of heartfelt service and facilities to suit a wide range of travelers.”

One of Aston’s key commitments is to provide guests with a good night’s sleep after a tiring journey or a hard day’s work. To meet this commitment and to ensure a tranquil stay, the Aston room features a longer bed suited to today’s taller travelers, a cozy duvet, an ergonomic headboard that makes it easier to read or watch television, improved lighting and convenient hook-ups for mobile phones and computers.

Aston Hotels are designed and operated to be user-friendly destinations that cater to the world’s growing population of discerning travelers who want to spend some quality lounging time in stimulating surroundings. New technologies keep people in touch with the rest of their world through free WiFi internet connections in the rooms and throughout the hotels, and LCD TV’s and stereo systems in all rooms.





Royal Kamuela Kamuela

“Kamuella Villas are modern, deluxe pool villa properties, offering a tasteful combination of modernist and traditional local design elements along with a highly personalized service to create a sense of place, reminiscent of 21st century Asia.”

The villa market in Indonesia and Bali in particular has seen tremendous growth in recent years. Villas are about to become more popular in other Southeast Asian resort destinations, driven by market demand for a unique holiday experience. Our vision is that a visit to one of our Kamuella villa properties will provide many delightful moments of heartfelt service - quietly pleasing each of the five senses and creating an overall feeling of pleasure and happiness. Whether it is the finely manicured surrounding gardens, inviting furniture pieces or the creative architecture that reflects the excitement and dynamism of an emerging Asia, Kamuella villas are designed and crafted to the finest standards.





The Royal Alana BY ASTON The Alana BY ASTON

“Subdued yet stimulating, sophisticated yet friendly – hotels for a new generation of traveler who appreciate style, personalized service and a stimulating environment.”

Inspired by modern baroque designs, the Alana Hotel concept combines regency touches with bold modern decors. Blending classic sophistication with contemporary chic, Alana Hotels offer guests an atmosphere of relaxation and revitalization in four and five star new build hotels, resorts and residential projects.

Alana Hotels are designed and run as user-friendly destinations that cater to the world’s growing population of discerning travelers who want to spend some quality lounging time in stimulating surroundings. New technologies keep people in touch with the rest of their world through free WiFi internet connections in the rooms and throughout the hotels, as well as LCD TV’s and DVD players in all rooms.





HARPER BY ASTON

“Modern yet infused with rustic charm, Harper Hotels convey a residential feel and balanced functionality, offering unobtrusive service and never-ending innovation - hotels for the astute traveler who values individualism and character... “

The Harper brand is for 3 and 4 star new build hotels ranging from 100 to 250 rooms in either city or resort locations. Rooms will be a minimum bay size of 28sqm and a maximum of 40sqm, while suites will be 1.5 bays.

The signature style will be modern-rustic to suit the demand for both comfort and functionality. It's no secret that today's guests want to be reminded of home, so our modern-rustic design concept uses warm, rich colors to offer comfort in each room.

Rooms will not have desks, instead boasting comfortable sofas and high coffee tables - bigger and higher so guests can eat and work at the same time curled up on a sofa. Room designs will capitalize on natural light with oversized windows, creating a low-energy environment. Similarly, standard bathrooms will have showers only, while suites will have a separate bathtub. In an effort to eliminate wasteful bottles, bath amenities will be available in a dispenser format.





“Affordable, cool, clean and comfy 2 and 3 star hotels combining the value of premium budget hotels with unique and inspiring designs, creative hospitality concepts and state of the art technology for travelers seeking a stylish yet comfortable environment.”

Quest Hotels are ideal for city or resort locations and offer cool, clean and comfy rooms and suites imaginatively designed with a modern sophistication and contemporary chic vibe. Quest Hotels are welcoming and practical, offering an exceptional combination of style and function - outfitted for a luxurious escape, but equipped to please the most discerning traveler.

Quest Hotels and Quest Vibes are typically 100 to 250 rooms in size and have the usual facilities and services one would expect to find in 2 and 3 star hotels such as a coffee shop, meeting rooms, parking spaces as well as a small spa and gym.

Design time usually takes two to three months and following on from one or two months of bidding, ground breaking to soft opening day can normally be achieved in approximately one year.





“Chic and affordable hotels that open the door to a new world of wellbeing and sensations. Designed in a modern-contemporary style befitting the new trends in hotel design, NEO Hotels offer uncluttered open spaces that create an atmosphere of relaxation and revitalization in a trendy but reasonably priced environment.”

The new Neo concept was launched in February 2011, born from the realization that the modern consumer regards an economy class but well designed, interesting hotel as an acceptable alternative to larger and more expensive 4 and 5 star hotels. Smaller 2.5 star Neos use the Hotel Neo name whilst larger 3 star Neo’s use the Hotel Neo+ logo. While Neo Hotels offer all of the basic needs of any traveler including a comfortable bed, hot and cold shower, LCD TV, good internet connection and a clean, friendly and well-run hotel, they also provide some unexpected items such as DVD players, mini bars, tea/coffee makers, hair dryers and vanity mirrors as standard in all rooms.





favehotel

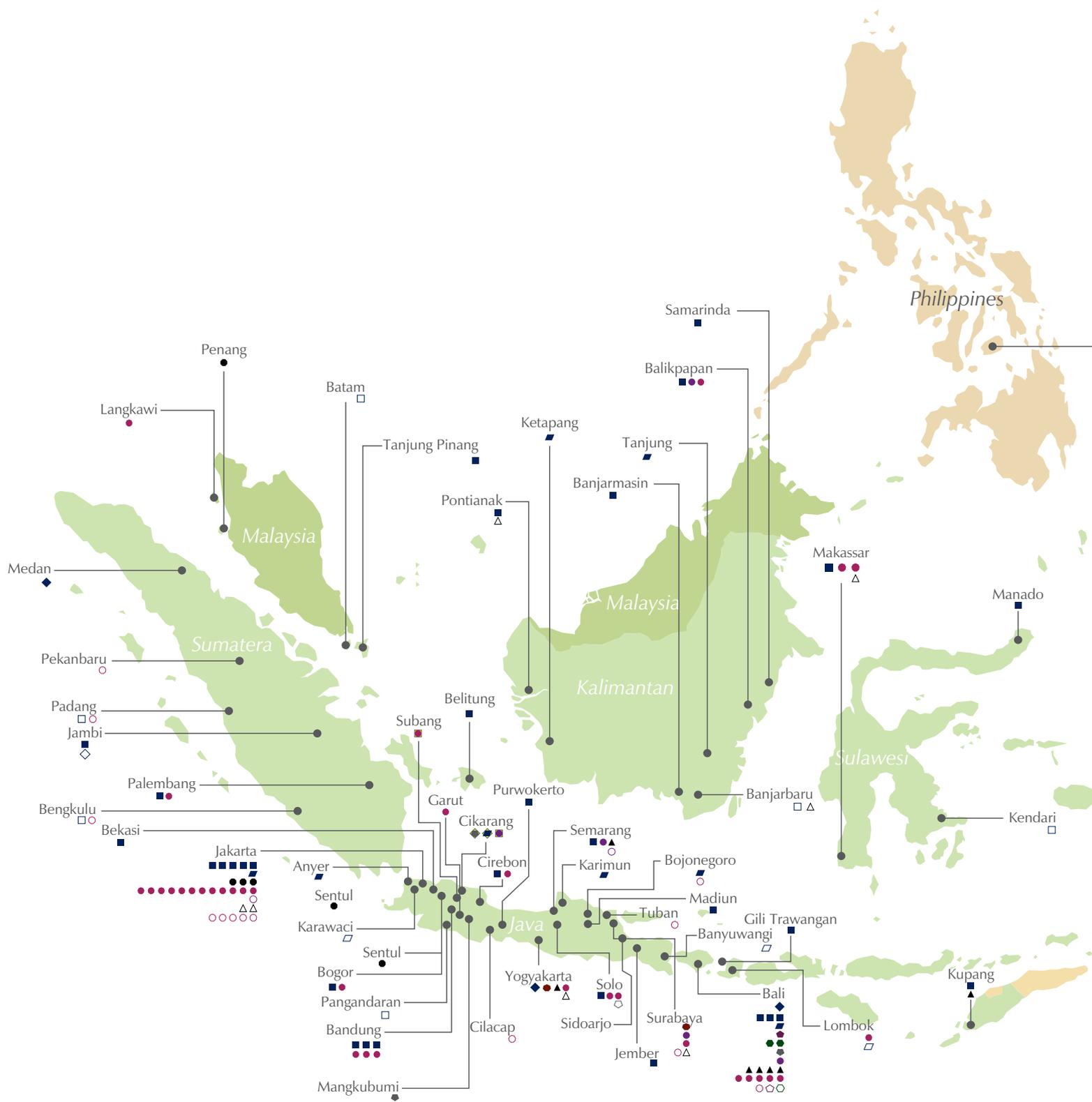
by aston

“Select service, fun, fresh and friendly hotels – so surprisingly different and fast becoming the favorite choice for smart budget-minded travelers.”

Inexpensive, fresh, attractive, contemporary and simple are the attributes that make fave hotels so surprisingly different and destined to become the favorite choice for smart, budget-minded travelers.

The smart design and clever use of space in the hotel's 100 to 250 guest rooms will be aimed at encouraging guest productivity while facilitating relaxation. In designing fave hotels we have strived to avoid the “cookie cutter approach” to budget class branded hotels. Several different versions of the interior and facade designs are presented to hotel developers and they are strongly encouraged to adopt one in its entirety according to cost, location and customer profile. Flexibility is key – preserving the essence of fave hotels while still developing unique hotels – each one slightly different to the next.





ARCHIPELAGO INTERNATIONAL

HOTELS, RESORTS & RESIDENCES

Running Hotels

- ◆ Grand Aston
- Aston
- ▀ Aston City
- ◆ Royal Kamuela
- Kamuela
- The Alana
- ◆ Harper
- Quest Hotel
- ▼ Quest Vibe
- Neo+
- ▲ Neo
- favehotel

Under Development Hotels

- ◇ Grand Aston
- Aston
- ▭ Aston City
- ◇ Royal Kamuela
- ◇ Kamuela
- ◇ Harper
- △ Neo
- favehotel

Cebu



A Growing Presence – Growing Opportunities

Archipelago International is one of Indonesia's and Malaysia's leisure and corporate accommodation providers and our presence is expanding throughout Asia.

The group operates a portfolio of more than 100+ properties under 7 core brands:

ASTON (Grand Aston *****, Aston ****, Aston City & Aston Inn ***), KAMUELA VILLAS (Royal Kamuela *****, Kamuela ****) ALANA ****, HARPER ***, QUEST (Quest ***, Quest Vibe **) NEO (Neo + ***, Neo **) and FAVEHOTEL **.

You'll find us located across all major holiday destinations, all Indonesian capital cities and prime locations in Malaysia and the Philippines.

Our home base in Indonesia will have a consumer class of more than 120 million potential customers by 2020 and will be one of the largest inbound markets in the world with estimates ranking it as second only to China and en par with the USA and Germany.



Spa Suite at Grand Aston City Hall Medan



Suite at Aston Pluit Jakarta



The Beach at Aston Sunset Beach Gili Trawangan



Exterior Look of Neo+ Penang Malaysia



Suite Room at Aston Makassar



Suite at favehotel Pasar Baru Jakarta