COMPASS CAPITAL INTERNATIONAL LIMITED

COMPASS HOSPITALITY COMPANY LIMITED

CORPORATE PROFILE

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HIGHLIGHTS

- Provides unique seamless integrated services spanning corporate structuring, funding, conceptual development, project management and finally, management of the property.
- Leading operator in Bangkok with a portfolio of 4,400 rooms under management.
- Internet-based central reservation system for global connectivity and high yield transactions.
- Yield-driven and performance-oriented.
- Various international brands to profile different properties and markets:

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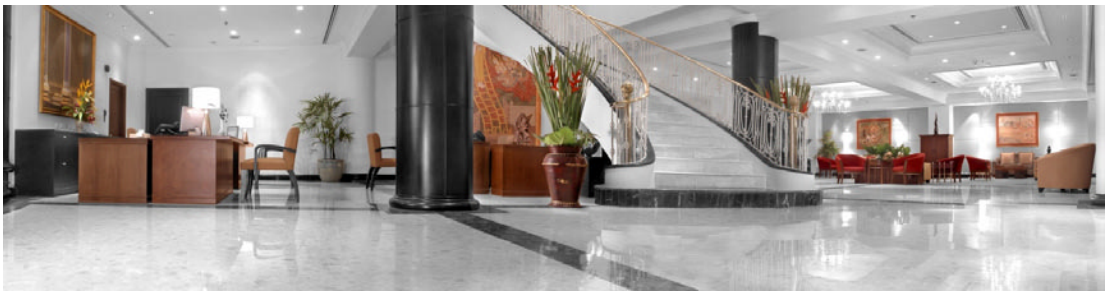
- Our in-house "Ananda Spa" brand that emphasizes a holistic sense of well-being derived from a harmonious balance of physical therapies and mental fulfillment.



COMPASS CAPITAL

Compass Capital International Limited was incorporated in Hong Kong to spearhead preeminent hospitality management and hospitality related financial advisory services in Asia Pacific in line with the growing importance of Asia Pacific as the global powerhouse shifts from the West to the East.

The vision of Compass Capital is to showcase strong proficiencies from individual professionals and exceptional teamwork that delivers performance. This complements the Asian cultures and attributes of high standards of professionalism and hospitality services.

As client's and customer's needs evolve in an extremely challenged market environment, Compass Capital has been at the forefront to deliver its specialized services to a growing group of satisfied clients and customers.

Compass Capital delivers two major business lines. The first covers professional management services for hospitality related assets such as hotels, resorts, serviced apartments, condominiums, spas and clubs. The second business line covers financial advisory services for hospitality related real estate and asset-owning companies.

Unlike most financial advisors who perform pure advisory services, Compass Capital delivers financial advisory services that are based on the cornerstone of day-to-day management, operations and performance.

To better engage key Asian markets, Compass Capital has operating subsidiaries and regional offices in Thailand and Malaysia.

Besides management services and advisory services, Compass Capital has embarked on manpower training and development to groom students and young working adults for a career in the hospitality industry. Compass Scholarship Foundation, working with Taylor's University, Taylor's School of Hospitality and Tourism, and Sunway International Business & Management in Malaysia, sponsors and grooms students of today to be leaders of tomorrow.

Compass Capital's people are professionals dedicated to teamwork and performance in their delivery of Compass' combined suite of services and skills. They have already fortified their market presence in Thailand and are now expanding their presence in Malaysia and the region.

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BUSINESS LINES

In summary, Compass Capital and its subsidiary in Thailand, Compass Hospitality Company Limited, offer a matrix of interrelated services that clients and customers demand:

- Professional consulting and advisory services on:
  - Corporate development strategies, organizational restructuring, financing and debt restructuring of real estate assets;
  - Development of design and operating concepts for new properties;
- Professional management and operations of hospitality assets such as serviced apartments, hotels, clubs, spas, condominiums, townships and mixed-use developments;
- Project development and management of properties under construction; and
- Manpower training and development.

OUR FOCUS

Not just an operator, Compass' strengths lie in our comprehensive understanding of real estate investments and an organization's business model covering:

- how the organization's strategic focus must be aligned to market conditions and customer needs;
- how best to structure and fund the organization;
- how value drivers are identified and pursued to maximize profits and yet, control costs during operations; and
- how the organization's business needs must remain focused and relevant to changing market conditions and customer expectations.

Besides achieving strong occupancy rates, we strive to be a market leader in all market segments we operate in. Our yield-driven operations focus on performance that exceeds our residents' and owners' expectations. In the Bangkok market of serviced apartments, some of our properties have been independently appraised to achieve the highest yield per square meter, a testimony to the effectiveness of our management philosophy.

By working closely in partnership with owners, venture capitalists, merchant bankers and fund managers, Compass provides a one-stop solution for hospitality properties. Hence, our initiatives will always remain commercially viable, a hallmark of business and financial success in an extremely competitive market environment.

For more information, kindly contact:

Compass Capital International Limited

Level 28, Three Pacific Place
1 Queen's Road East
Hong Kong
Tel: (852) 2980 1318
Fax: (852) 2545 1628

Compass Hospitality Company Limited

Suite 10/91 Trendy Office Tower
5th Floor, 10 Sukhumvit Soi 13
Bangkok 10110
Thailand
Tel: (66 2) 168 7667
Fax: (66 2) 168 7669

jeffery.leong@compasshospitality.com
www.compasshospitality.com

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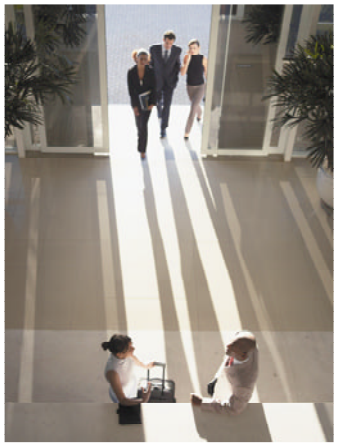
CONSULTING & ADVISORY SERVICES

To compete successfully in markets, corporate strategies and business initiatives must have direct bearing on market trends and customer needs, which in turn, directly impact management, corporate funding and operations.

Compass performs consultancy services with a macro and micro understanding of:



- Business strategies from an owner's perspective;
- Funding requirements from an investor's and funder's perspectives;
- Operational performance from an operator's perspective; and
- Satisfaction from our customer's perspective.

Our services include the following:

Strategic Development	▪ Advise on strategic development of existing properties and planned developments. ▪ Advise on business risk analysis. ▪ Advise on strategic positioning of real estate assets. ▪ Advise on investment strategies and perform feasibility studies. ▪ Advise on marketing and exit strategies.
Concept Development	▪ Advise on concept and design development of assets under construction.
Organizational Restructuring and Debt Refinancing	▪ Advise on restructuring of resources in an organization. ▪ Advise on debt restructuring. ▪ Advise on refinancing initiatives. ▪ Provide financial asset management services.

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SPECIALTY MANAGEMENT SERVICES

Besides providing professional management services for hospitality properties, Compass provides pre-operational services covering project development and management services, technical and pre-opening services, and pre-opening procurement and equipping services.

The scope of services includes the following:

Project Development and Management	▪ Advise owners and project consultants on project development issues from an operator's perspective. ▪ Provide complete project management services for properties under development.
Technical and Pre-opening Services	▪ Provide complete scope of technical services. ▪ Provide pre-opening planning and services. ▪ Provide post-opening follow-up services.
Pre-opening Procurement and Equipping	▪ Advise on specifications and order requirements for hotel equipment and operating supplies ("HEOS"). ▪ Advise on order scheduling and critical path. ▪ Advise on installation of HEOS, and furniture, fixtures and equipment (FF&E) for hospitality assets. ▪ Advise on inventory control, distribution and replacement orders.
Central Reservation System	▪ Link Compass-managed properties to our Internet-based central reservation system. ▪ Provide Internet-based sales and marketing services. ▪ Provide e-commerce transactions for Internet bookings.
Value Driver Analysis	▪ Identify value drivers in operating and supporting units. ▪ Establish action plans for profit improvement and cost control of assets under operations. ▪ Advise on business process re-engineering.

Management Services	▪ Provide complete scope of professional management services for hospitality related assets such as: ▫ serviced apartments ▫ hotels ▫ resorts ▫ clubs ▫ spas ▫ condominiums ▫ time-share facilities ▫ townships ▫ mixed-use developments
Audit and Corporate Governance	▪ Perform financial, internal control and operations audits. ▪ Advise on measures to improve corporate governance.

PROJECT DEVELOPMENT & MANAGEMENT SERVICES

Unique to Compass' project management capabilities in the development of new properties is the integrated approach adopted from conceptual development leading up to project management and finally, into day-to-day management and operations.

By adopting a one-stop seamless approach, property developers and funders are assured that their properties are developed in accordance with sound concepts that are in turn strongly founded on performance-driven operations.

Hence, feasibility studies, project concept development and technical services are performed by Compass with strong sensitivity to how best a property should be managed in terms of optimal facilities planning, process efficiency and operational yields in order to secure maximum yields.

Besides overseeing project development from the broad perspective of a developer, Compass' staffs adopt a hands-on approach to execute the entire scope of project development and management functions that also includes technical services from an operator's perspective.

Typical project management services would cover the following functions:

Project Evaluation	▪ Advise on market positioning of project. ▪ Advise on investment or trading strategies for the project. ▪ Conduct project feasibility study. ▪ Estimate project development budget in consultation with project consultants. ▪ Estimate timeline for project completion.

Appointment of Project Consultants and Contractors	▪ Advise owners on appointment of project consultants. ▪ Firm up project development budget and critical path analysis in consultation with project consultants. ▪ Recommend the appointment of main contractor and nominated sub-contractors.
Project Concept Development	▪ Advise on project concept and architectural design development in consultation with project consultants. ▪ Advise on space utilization and facilities planning of development. ▪ Advise on operating concept of project. ▪ Recommend phased development and marketing launch.
Corporate Structure and Project Financing	▪ Advise on corporate structure involving joint venture partners and investors. ▪ Advise and facilitate project financing. ▪ Coordinate with project consultants on project insurance coverage. ▪ Ensure coverage of contractors' work via performance bonds.
Coordination with Authorities and Project Documentation	▪ Liaise with project consultants on the submission of permits, licenses and project documentation to authorities. ▪ Maintain updated records on project working drawings.
Site Preparation	▪ Coordinate site clearance. ▪ Coordinate ground survey. ▪ Coordinate project ground-breaking.
Project Construction	▪ Coordinate site construction activities. ▪ Coordinate project progress meetings for project consultants and contractors. ▪ Review and recommend project variation orders.

Project Costing	▪ Update project development budget. ▪ Monitor construction cost as a result of project variation orders. ▪ Work with project consultants on liquidated damages arising from project delays by contractors. ▪ Establish project final accounts in consultation with project consultants.
Testing and Commissioning	▪ Coordinate testing and commissioning of M&E services in consultation with project consultants. ▪ Coordinate interfacing of vendors' work with contractors' work.
Project Hand-over	▪ Coordinate the handing-over of areas from the contractors to the owners/operators. ▪ Monitor rectification and follow-up works on hand-over punch lists.

COMPASS PORTFOLIO OF PROPERTIES

PROPERTY	LOCATION
Thailand	
Legacy Express	Sukhumvit 1
Aspen Suites	Sukhumvit 2
Omni Tower	Sukhumvit 4
Citin Hotel	Sukhumvit 4
Adelphi Suites	Sukhumvit 8
Citin Loft	Sukhumvit 8
On8	Sukhumvit 8
President Solitaire	Sukhumvit 11
Grand President	Sukhumvit 11
President Palace	Sukhumvit 11
Ananda Spa, President Solitaire	Sukhumvit 11
Citrus (Under Construction)	Sukhumvit 13
Royal President	Sukhumvit 15
Kingston Suites	Sukhumvit 15
Citrus	Sukhumvit 22
Admiral Suites	Sukhumvit 22
Admiral Premier	Sukhumvit 23
President Park	Sukhumvit 24
Serviced Apartments Project (Under Redevelopment Planning)	Sukhumvit 24
Legacy Suites	Sukhumvit 29
Citrus (Under Construction)	Sukhumvit 33
Citrus (Under Construction)	Sukhumvit 39
Adelphi Grande	Sukhumvit 41
Citrus Residences (Under Construction)	Soi Nai Lert
Citin Pratunam	Pratunam
Citrus Heights Patong	Patong, Phuket
Citin Plaza Patong	Patong, Phuket
Citin Garden Resort	Pattaya
Citin Loft	Pattaya
Citin Loft	Hua Hin

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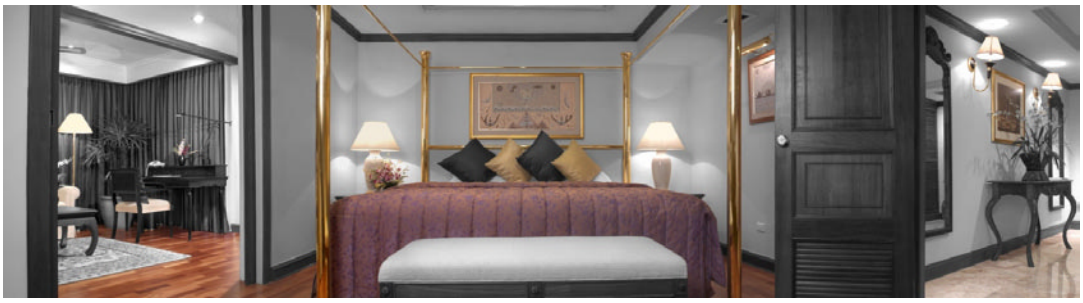
PROPERTY	LOCATION
Malaysia	
Citrus Hotel Kuala Lumpur	Kuala Lumpur
Citrus Hotel Johor Bahru	Johor Bahru
Citin Hotel Pudu	Kuala Lumpur
Citin Hotel Masjid Jamek	Kuala Lumpur
Citin Hotel Langkawi	Langkawi



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SENIOR MANAGEMENT

DESIGNATION	NAME
President & CEO	Harmil Singh
Executive Vice President, Corporate Planning & Development	Jeffery Leong
Executive Vice President, Operations	Bernard Ng
Senior Vice President, Development	Jonathan Lim
Director of Finance	Worasak Tampakdepanich
Vice President, Strategic Sales & Marketing	Tejinder Sidhu
Vice President, Operations	Jurgen Kreipl
Vice President, Operations	Yukon Pamonmontri
Vice President, Operations (Malaysia Operations)	Arief Gunawan
Vice President, Serviced Apartments	M N Apaya
Director of Food & Beverage	Richard Pietrzkiewiez
Director of Human Resources	Chutikarn Srichana
Director of eCommerce	Darryl Hukins
Director of Sales	Ratchada Suwanapadhama
Director of Revenue	Nuengruthai Thumwonk
General Manager, Online Travel	Sameer Poonja
General Manager, Group Human Resources (Malaysia Operations)	Sukhwindar Singh
Group Financial Controller (Malaysia Operations)	Letchumanan Balan
Director of Engineering (Malaysia Operations)	Wong Yow Seng
Director of Engineering	A S Arora

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