COMPASS CAPITAL INTERNATIONAL LIMITED
COMPASS HOSPITALITY COMPANY LIMITED
COMPASS HOSPITALITY SDN. BHD.
COMPASS HOSPITALITY (UK) LIMITED

CORPORATE PROFILE











HIGHLIGHTS

- Provides unique seamless integrated services spanning corporate structuring, funding, project conceptual development, technical, pre-opening and finally, management of the property.
- Portfolio of 5,640 keys under management in Thailand, Malaysia and the United Kingdom.
- 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:









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, executive 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 Bangkok, Kuala Lumpur and London.

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 United Kingdom.









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 hotels, resorts, executive serviced apartments, clubs, spas, condominiums 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 to exceed our









guests' and owners' expectations. Our performance generates market referrals by our clients and trade partners, 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.

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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.









SPECIALTY TECHNICAL & MANAGEMENT SERVICES

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

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 conceptual design 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.

Compass' staffs adopt a hands-on approach to achieve an integrated approach.

The scope of services includes the following:

- Project ConceptualDesign Development
- Liaise with owners and project consultants on project conceptual design development issues from an operator's perspective.
- Technical and Preopening Services
- Provide complete scope of technical services.
- Provide pre-opening planning and services.
- Provide post-opening follow-up services.
- Pre-openingProcurement andEquipping
- 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 ReservationSystem
- 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:
 - hotels
 - resorts
 - executive serviced apartments
 - condominiums
 - clubs
 - spas
 - mixed-use developments
- Audit and Corporate Governance
- Perform financial, internal control and operations audits.
- Advise on measures to improve corporate governance.











COMPASS PORTFOLIO OF PROPERTIES

PROPERTY	LOCATION
Thailand	
Legacy Express	Sukhumvit 1
Aspen Suites	Sukhumvit 2
Omni Tower	Sukhumvit 4
Royal Ivory Hotel	Sukhumvit 4
Silk Grande Hotel	Sukhumvit 6
Citin (Under Development)	Sukhumvit 7
Adelphi Suites	Sukhumvit 8
On8	Sukhumvit 8
Galleria 10 Hotel	Sukhumvit 10
Le Fenix Sukhumvit	Sukhumvit 11
Grand Swiss Hotel	Sukhumvit 11
Citrus	Sukhumvit 11
Galleria 12 Hotel	Sukhumvit 12
Citrus	Sukhumvit 13
The Key	Sukhumvit 19
Admiral Suites	Sukhumvit 22
Admiral Premier	Sukhumvit 23
Compass SkyView Hotel (Under Development)	Sukhumvit 24
Legacy Suites	Sukhumvit 29
Adelphi Grande	Sukhumvit 41
The Continent Hotel	Sukhumvit Road
Arcadia Suites	Soi Nai Lert
Citin Pratunam	Pratunam
Art Mai? Gallery Hotel	Nimmanhaemin Soi 3, Chiang Mai
Nimman Mai? Design Hotel	Nimmanhaemin Road, Chiang Mai
Parasol Inn	Praprokklao Road, Chiang Mai
Sleep Mai? Hotel (Under Development)	Chiang Mai-Lampang Highway
Citrus Patong Hill (Under Development)	Patong, Phuket
Hotel (Under Development)	Patong, Phuket
Citin Urbana	Bophut, Koh Samui
Fenix Beach Resort	Lamai Beach, Koh Samui









PROPERTY	LOCATION	
Citrus Parc Hotel & Parc Mall	Thap Phraya Soi 12, Chonburi	
Citrus Grande Hotel (Under Development)	South Pattaya, Chonburi	
Citin Garden Resort	South Pattaya, Chonburi	
The Cuba Hotel (Under Development)	Central Pattaya, Chonburi	
SeaShore Pattaya Resort	Pattaya Road 2, Chonburi	
Ananda Hua Hin Resort & Spa (Under Development)	Hua Hin, Prachuap Khirikhan	
Malaysia		
Citrus Hotel	Jalan Raja Laut, Kuala Lumpur	
Citrus Hotel	Jalan Station, Johor Bahru	
Citin Seacare Hotel	Jalan Pudu, Kuala Lumpur	
Citin Hotel	Jalan Masjid Jamek, Kuala Lumpu	
Citin Hotel	Jalan Pekan Kuah, Langkawi	
United Kingdom		
The Lion Hotel	Shrewsbury, Shropshire	
The White Swan Hotel	Halifax, West Yorkshire	
Big Sleep Cardiff Hotel	Bute Terrace, Cardiff	
Big Sleep Cheltenham Hotel	Wellington Street, Cheltenham	
Big Sleep Eastbourne Hotel	King Edwards Parade, Eastbourne	
The Lace Market Hotel	High Pavement, Nottingham	
Hawkwell House Hotel	Iffley Village, Oxford	
The Victoria Hotel	Hollinwood Avenue, Oldham	
Spas		
Ananda Spa at Citrus Grande Hotel (Under Development)	South Pattaya, Chonburi	
Ananda Spa at Ananda Hua Hin Resort & Spa (Under Development)	Hua Hin, Prachuap Khirikhan	











SENIOR MANAGEMENT

DESIGNATION	NAME
President & CEO	Harmil Singh
Executive Vice President, Corporate Planning & Development	Jeffery Leong
Executive Vice President, Operations	Jonathan Lim
Executive Vice President, Operations (UK)	Matthew Welbourn
Chief Financial Officer	Worasak Tampakdepanich
Vice President, Sales & Marketing	Tejinder Sidhu
Vice President, Operations	Manoj Tiwari
Vice President, Operations	Jay Jhingran
Vice President, Training & Audit	Numa Bertrand
Corporate Director of eCommerce	Enrico Wibawa
Cluster Director of Sales	Jirapa Mahawat
Cluster Director of Sales	Nipapat Sooktalae
Cluster Director of Sales	Rujana Bunjongsil
Cluster Director of Sales	Areewan Thammasorn
Cluster Assistant Director of Sales	Amita Wongwai
Corporate Director of Engineering	Suranan Haluthai
Corporate Assistant Director of Development	Ween Kovidhavanij
Corporate Assistant Director of Digital Marketing	Siddhesh Gawde
Corporate F&B Manager	Jason Macleod
Corporate IT Manager	Pukdee Chulooh
Corporate Quality Assurance & Audit Manager	Manasnarth Boonyong
Corporate Central Reservations Manager	Sutharat Kraicharttrakul
Security & Building Safety Manager	Amnaj Prompinun
General Manager, Group Human Resources (Malaysia Operations)	Sukhwindar Singh
Group Financial Controller (Malaysia Operations)	Letchumanan Balan
Director of Engineering (Malaysia Operations)	Wong Yow Seng









