

CAPABILITY STATEMENT

A nighttime photograph of a city skyline with several tall buildings illuminated by lights. The lights are reflected in the water in the foreground. A small boat is visible in the water. The sky is dark, and the overall scene is vibrant and modern.

**Independent
Hotel Branding**
and Management
Solutions

www.pure-hospitality.asia

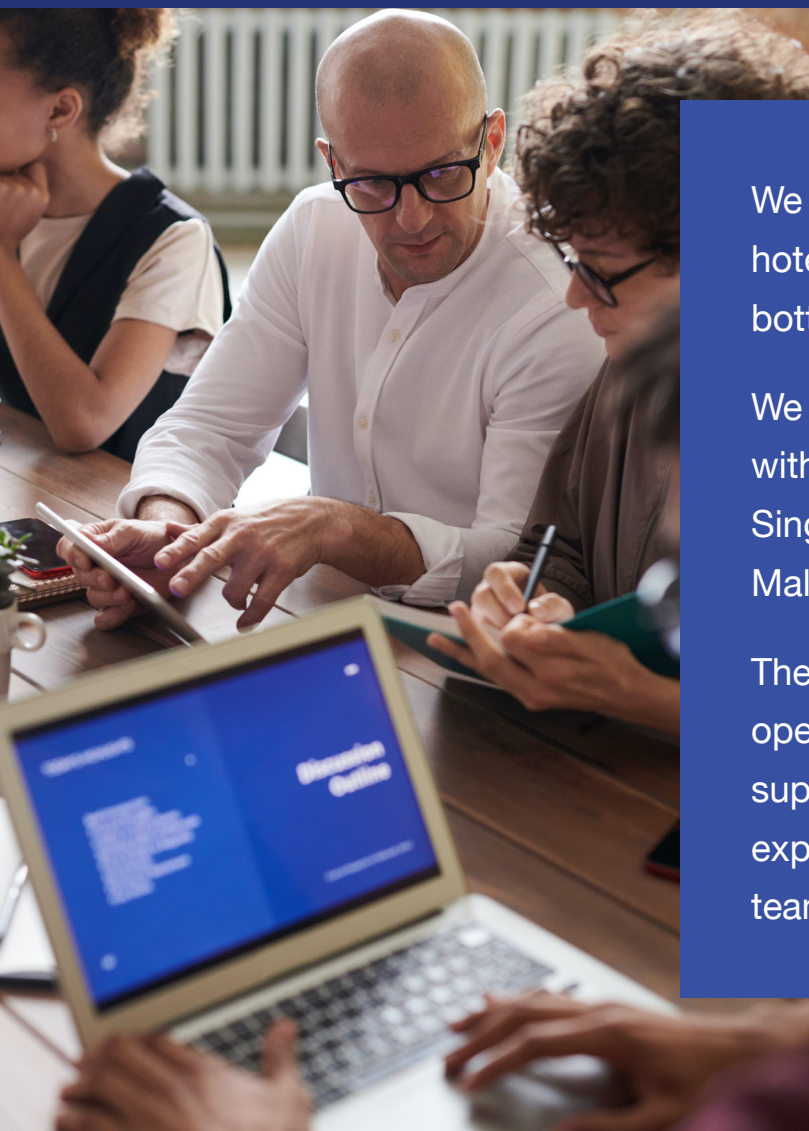
 **PURE HOSPITALITY**
HOLISTIC | TRANSFORMATIONAL | SUSTAINABLE

About

Pure Hospitality provides independent hotel management and branding solutions to Owners and Developers.

Our independence from the major hotel brands means we can develop and customize an optimum hotel branding and management platform for a single hotel, or for a chain of hotels.

Our team brings in excess of 40 years operational and start up experience in the hospitality industry in Australia, Southeast Asia, and China.



We focus on cost efficient, contemporary hotel technologies to drive revenue and the bottom line.

We live and breathe Asia-Pacific markets with a particular focus on Australia, Singapore, Vietnam, the Philippines and Malaysia.

The Pure Hospitality team supports its operations with remote IT and general support with no cumbersome and expensive support from vendor software teams located across different time zones.

We provide

Branding

Hotel branding services to Single hotel or Multi-Property hotels using

- Owner developed Brands
- Pure Developed Brands
- Third-Party Brands operated under Franchise



Hotel IT Ecosystems

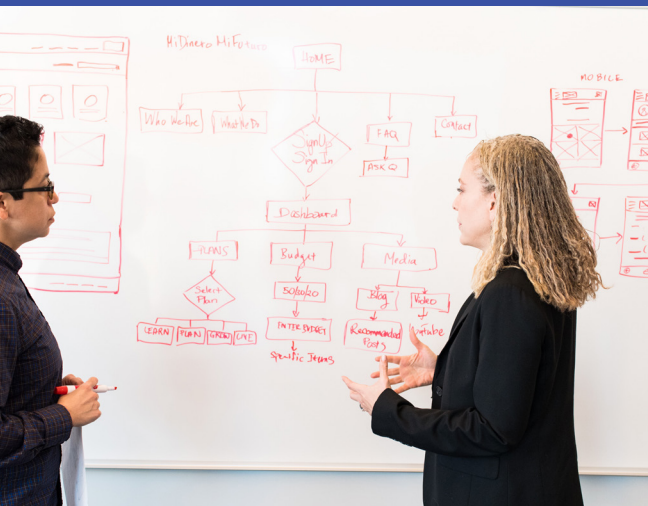
Through third party partners and vendors we deploy the latest hotel technologies including:

- Mobile App, Mobile Booking, Mobile Key, Contactless Check-in
- Private Label PMS under Owner Brand
- Private Label CRS under Owner Brand
- POS Systems
- Self-Check-In Systems
- Self-Serve Kiosks for Food & Beverage
- Accounting, Purchasing, Inventory, Housekeeping, Engineering Tools
- Online Reputation, Survey, CRM Modules

Technical Services during Development

We support from inception through to handover with services including:

- Feasibility and Investment Modelling
- Operating Projections
- Hotel Space Planning
- F&B Concepts
- FF&E and OSE
- Mockup Room
- Building Handover



Hotel Management Platform

Our operating procedure library covers the full range of operating models from deluxe, full service through to economy and affordable hotels.

- Generic or Customized SOPs, Task Instructions
- Short Training Videos and Animations
- Cloud-Based Hosting Platform
- Business Planning and Budgeting
- Marketing Plans including Digital Marketing Plans

Our independence makes us different.

We operate and deliver to areas that large hotel companies find difficult -

- Where owners and developers prefer to develop their own brand, thereby keeping hotel management and brand fees within their own group of companies
- Where project and operating budgets can't support multinational hotel company fees
- Where the major hotel companies struggle to support in regional areas and provincial cities
- Where Average Daily Rates (ADR) are not sufficient to support international hotel management fees or per reservation fees.

**We have a strong top line focus
Complete Owner alignment with no conflicting
hotel brand objectives.**

Pure Hospitality Works for Owners



Pure Hospitality provides a full branding and management platform supporting Owner's own brand, or private label brand.



Pure Hospitality brings a strong revenue focus across all channels with strong digital, reputation, survey and CRM tools.



We focus on your brand, or white label brands licensed to you, with efforts focused on your property performance and not on the development of other people's brands.



Pure Hospitality provides its integrated management ecosystem for bottom line performance and strong owner reporting.

Case Studies



WINK HOTELS Vietnam

Project Type: Wink Hotels is Vietnam's first international standard hotel chain, a vibrant new brand of sleek, chic and fun hotels that will redefine affordable luxury in Vietnam.

Project Value: US\$228 million

Services Provided: Hotel Technical Services,
Hotel Management Platform

Operator: Wink Hotels
(Indochina Vanguard Hotels Pte. Ltd.)

Hotels:

Wink Saigon Central, Ho Chi Minh City

- 237 Rooms

Wink Tran Phu, Danang (Open Spring 2022)

- 243 Rooms

Wink Tran Hung Dao, Danang (Open Summer 2022)

- 322 Rooms

Wink Can Tho Hotel, Can Tho (Open Spring 2023)

- 195 Rooms

Wink Tuy Hoa Hotel, Tuy Hoa (Open Summer 2023)

- 202 Rooms



Case Studies



AEON HOTEL AND SERVICED APARTMENTS

Davao, Philippines

Project Type: Mixed used development comprising Condominiums for sale, retail, hotel and serviced apartments.

Project Value: US\$70.0 million

Services Provided: Operations and Shared Expenses Budgeting, Project Funding modeling, whole of building IT infrastructure design, F&B Concept coordination, Design coordination, Retail Tenant coordination, Pre-Opening Gantt chart, Pre-Opening budgeting.

Operator: Owner Operated

Open: Summer 2022



GO HOTELS

Manila, Philippines

Project Type: Go Hotels is a 16-hotel budget hotel brand of Robinsons Land Corporation (RLC), which also operates Holiday Inn and Crowne Plaza hotels in the Philippines.

Project Value: US\$29.8 million

Services Provided: Site Selection, development management, funds raising, hotel technical services, pre-opening and commissioning.

Operator: Robinson's Land Corporation

Hotels:

- | | |
|---------------------|--------------------|
| Manila Airport Road | Ermita, Manila |
| • 199 Rooms | • 219 Rooms |
| North Edsa | Timog, Quezon City |
| • 167 Rooms | • 219 Rooms |
| Cubao-Quezon City | |
| • 159 Rooms | |

Case Studies

WINK HOTELS IT ECOSYSTEM

Wink Property Management System (PMS)

including Self-Check-in and Self-Service Kiosks in F&B



Wink Web Booking Engine



Wink Central Reservation and Room Rate Management System



Wink Hotels Resources

Training (animations, Standard Operating Procedure manuals, training videos, on-boarding materials); Technical Services; Brand Guidelines



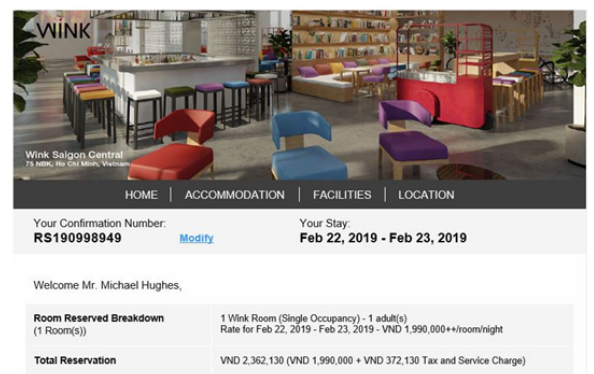
Wink App

iPhone and Android



Customer Relationship Management software, which creates a database of all customer records and allows us to keep track of the following items:

- Guest surveys;
- Emails – pre-arrival, in-stay, and post-departure;
- Reputation – centralized management of TripAdvisor and other reviews and comments by guests.



Team



PETER CONEY
CHAIRMAN

Peter brings management and leadership to the group; always focused on expanding the business through strategic goals and positioning for success. His career has been focused on providing strategic project and development management advice to large institutional clients throughout the Asia-Pacific region. Peter's strengths are leadership, good business discipline, integrity and innovation – a particular passion.



MICHAEL HUGHES
COO/CFO, PURE HOSPITALITY

Michael has more than 30 years executive level development, finance and operations experience, gained in roles and projects with international and independent hotel companies within the Australian, Southeast Asian and Chinese markets. Michael has extensive experience in start-up and existing hotels ventures.

He is hands on with a unique ability to translate strategic goals into detailed operations and implementation plans and execution in the field.



RICHARD BIESHUEVEL
CORPORATE STRATEGIST

Richard is a commercially focused Operational Executive with 25+ years progressive global experience across a diverse industry base including Global listed, multi-nationals and regional SME's operating in the Asia Pacific, African and UK geographies. Recognised as a business-partner, providing the knowledge, expertise, financial and strategic direction needed to support global businesses with growth, change and unlocking value.



ACE INFANTE
GENERAL MANAGER, PURE HOSPITALITY

Ace has over 25 years of experience in the hospitality industry and has held senior management positions with international hotel brands for the past 10 years.

He has worked with all of Pure's projects across Asia from construction to hotel pre and post opening stage.



LENIN GONZALEZ
GROUP IT MANAGER, PURE HOSPITALITY

Lenin provides IT consultancy services covering the areas of Infrastructure, System Applications and Integrations. With proven experience of 16 years in the Hospitality industry with a track record of being an essential part of the Management Team (pre-opening and post-opening) in providing effective solutions that produce immediate impact and contribute to Hotel IT long-term success.

Team



LARS ALMERDHAL
BUSINESS DEVELOPMENT

Lars has spent his entire career in sales, started from door to door sales and phones-sales in Sweden to now pitching to executives in Asia. Lars moved to Asia to expand his career and landed Director roles back in 2014. He is focused on creating go-to marketing and sales strategies for the group, as well as setting up teams and implementing strategies. Having worked in several different markets, Lars is very adaptable and flexible when facing new challenges. He has a very relationship-focused way of conducting business, making sure he has satisfied long lasting clients as well as co-workers.



CHRISMARIE TECSON
CORPORATE COMMUNICATIONS

Chrismarie has over 18 years of communications and design experience. Her career has been focused on overseeing all communications involving the organization including the development and implementation of communications strategies and a broad and diverse range of business and marketing communications. She has consistently brought company brands up to standards. Having worked in various positions and industries in Philippines and Singapore, from hospitality and construction to print publication and export/manufacturing, Chrismarie brings a wide range of skill set that supports other departments of the organization.



HO THI THANH THUY
TECHNICAL SERVICES COORDINATOR

Thuy served as Admin Officer and Customer Service Team Leader for International Trade Division (ITD)-Bureau Veritas Vietnam.

As a Team leader, she has managed, operated, assisted QA's to maintain and develop all ITD activities in accordance with QHSE Policy&Quality Management System.

Thuy is technical services coordinator for Pure Hospitality supporting hotel operations and coordination with dev-engineers and end users.



JOHN DONATO
GROUP ACCOUNTANT, PURE HOSPITALITY

John has more than 20 years of work experience in Accounting and Finance, 15 years of which is in managerial capacity.

John has handled Finance from 3 to 5-star hotels, both local and international.

He has mastered compliance to all governmental requirements and has extensive exposure in financial reporting budgeting and internal controls.



PAULINE ESTRADA DYCOCO
CONTENT MANAGER, PURE HOSPITALITY

Pauline is a multidisciplinary designer with diverse knowledge in graphic design, photography, videography, illustration, writing, advertising, branding, and UI. She practices contemporary minimalism, abstract expressionism, and conceptualism.

As content manager Pauline is responsible for all hotel brand content from web and booking engine imagery, app design, check in screens to policy and procedure compilation and technical manual development.

Hotel and Projects Experience

AUSTRALIA

Sheraton Wentworth
Sydney, Australia

Sheraton Mirage Gold Coast
Australia

Burswood Hotel
Perth, Australia

Cable Beach Club
Broome, Australia

Radisson Cairns Hotel
Cairns, Australia

Radisson Port Douglas Resort
Port Douglas, Australia

Country Inns & Suites by Carlson
Adelaide, Australia

Elan Perth at Riverside Pier
Perth, Australia

Rendezvous Cable Beach Resort
Broome Australia

Pinctada Resort
Broome Australia

Pinctada McAlpine House
Broome, Australia

Pinctada Kimberely Grande Resort
Kununurra, Australia

Pinctada Rottneest Island Resort
Perth, Australia

Inspire CBD Hotel
Mackay, Australia

The Star Hotel & Casino
Sydney, Australia

SOUTHEAST ASIA

New World Renaissance Hotel
Makati, Philippines

Somerset Olympia
Makati, Philippines

Crown Regency
Cebu, Philippines

Atlantis Dive Resorts and Liveaboard
Dumaguete, Philippines

Dusit Thani Hotel Manila
Makati, Philippines

Microtel by Wyndham Mall of Asia
Pasay, Philippines

Microtel by Wyndham
Tarlac, Philippines

Microtel by Wyndham
Boracay, Philippines

Microtel by Wyndham UP Technohub
Quezon City, Philippines

Thunderbird Resorts Inc.
Binangonan, Rizal

Thunderbird Resorts Inc.
San Fernando, La Union

Badian Island Resort and Spa
Zaragosa Island, Cebu

Bayfront Hotel
Cebu City, Cebu

Be Resorts Mactan
Lapu-Lapu City, Cebu

Be Resorts Bohol
Panglao, Bohol

Bohol Beach Club
Panglao Island, Bohol

The Harvest Hotel
Cabanatuan, Nueva Ecija

Kimberly Hotel
Malate, Manila

Kimberly Hotel
Tagaytay, Cavite

Las Casas de Acuzar
Bagac, Bataan

Princesa Gardens
Puerto Princesa, Palawan

Balesin Island and Resort
Polilio, Quezon

Manila Pavilion Hotel
Ermita, Manila

Holiday Inn Manila
Ermita, Manila

Linden Suites Ortigas Centre
Pasig, Manila

Hyatt Hotel and Casino
Ermita, Manila

F1 Hotel, BGC
Taguig City, Manila

Vivid Hotel Davao City
Davao del Sur

Go Hotel Manila Airport Road
Paranaque, Metro Manila

Go Hotel Timog
Metro Manila

Go Hotel North EDSA
Metro Manila

Go Hotel Cubao
Metro Manila

Go Hotel Malate
Metro Manila

Solaire Resort & Casino
Manila, Philippines

City of Dreams Integrated Resort
Hotel & Casino
Manila, Philippines

Meritz Hotel Miri
Sarawak, Malaysia

Vivid Hotel Brickfields
Kuala Lumpur, Malaysia

Wink Hotel Saigon Central
Ho Chi Minh City, Vietnam

Wink Tran Phu Hotel
Danang, Vietnam

Wink Tran Hung Dao Hotel
Danang, Vietnam

Wink Hotel Can Tho
Vietnam

Wink Hotel Thuy Hoa
Vietnam

Radisson Hotel
Surabaya, Indonesia

Radisson Red Top Hotel
Jakarta, Indonesia

Radisson Resort
Yogyakarta, Indonesia

Radisson Hotel and Suites
Sanur, Bali

Country Inns & Suites
by Carlson Taman Intan
Surabaya, Indonesia

Country Inns & Suites
by Carlson Makassar
Ujung Pandang, Indonesia

Country Inns & Suites
by Carlson Bukit Nusa
Bali, Indonesia

Country Inns & Suites
by Carlson Kuningan
Jakarta, Indonesia

Country Inns & Suites
by Carlson Bumi Serpong Damai
Jakarta, Indonesia

Country Inns & Suites
by Carlson Cilegon
West Java, Indonesia

Elan Resort Seseh
Bali, Indonesia

Marina Bay Sands
(Sands Theatre Conversion)
Singapore

CHINA

Hilton Hefei
Anhui, China

Hilton Guiyang
Guizhou, China

XiXi Wetland Park
Hangzhou, China

Dashaland Hutong Heritage Development
Beijing, China

DoubleTree by Hilton
Wuxi, Jiangsu, China

Mansion House Hotel
Shanghai, China



Get in touch

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SINGAPORE

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