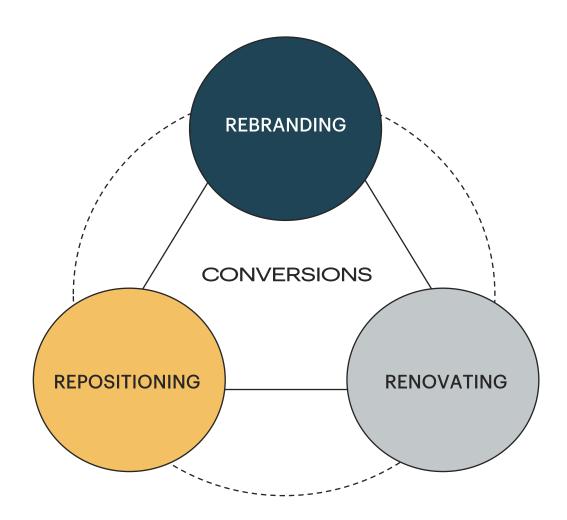


Optimise Your Existing Asset Value Through Conversions

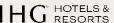
KEY TRIGGERS?

- Property Cycle
- Market Cycle



VALUE UPLIFT?

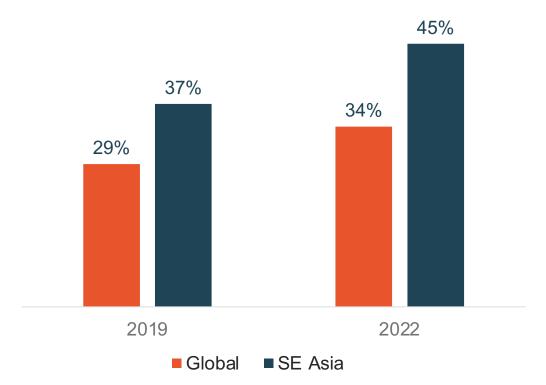
- Quick Wins / Short-Term Solve?
- Long-Term Win?



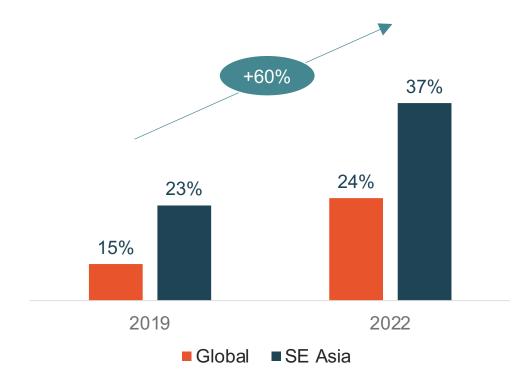
Globally and in Southeast Asia, the industry is trending towards Conversions

Trends have shifted toward conversions, especially with the effect of the COVID-19 pandemic





Conversions as % of Deal Signings



Source: Voltere by Egis, 4Q22 and 4Q19 reports

Brand Value Proposition

System & Standards

- SOP / Brand Service DNA
- Global Sales Platform / Sales Enterprise
- Commercial Opportunities through Diverse Channels

Training & Talents Pool

- Supporting Hotels through Tools, Training and Programmes
- Learning & Development and Talent Acquisition Support



Unlocking Your
Asset Value
through
Global Brands

Strength of Brands & Loyalty platform

- Ability to Yield ADR
- Loyalty Programme
- Opportunity Untapped Commercial Performance Potential

Scalability / Efficiency

- Procurement Savings
- Technology advantage
- Service made more efficient through technology
- Scale delivering lower cost to build, renovate and operate





Conversion Process Overview

Supporting Owners along the entire project lifecycle to drive and generate incremental values over the sustained period with our in-market expertise, infrastructure support as one of the world's largest operators and our fast-growing brand portfolio

01. PROPERTY CONDITION & ASSESSMENT

- Overall market understanding/ Owner's interest
- Property visit / inspection
- Performance Indicators & analysis
- Commercial value assessment

02. BRAND SUITABILITY & FEASIBILITY

- Brand value / suitability discussions
- Potential commercial value uplift from Brands
- Financial projections

O3. PROPERTY IMPROVEMENT PLAN

- Fire, Life & Safety
- Mechanical,
 Electrical and Plants
 (MEP)
- IT Systems
- Incorporating Brand design narrative of the hotel with "Do No Harm" attitude

04. INVESTMENT ANALYSIS & EXECUTIONS

- Phasing opportunities
- Capital/investment planning
- Contract executions with Operators
- Consultant engagements & project's execution

05. PROPERTY UPGRANDS & REBRANDING

- Commercial workshop
- Brand immersions and sales training
- Pre and post opening planning & support



BANGKOK, THAILAND

SINDHORN MIDTOWN

- 393 luxury rooms and suites in the heart of Bangkok
- Joined IHG since 2021, fully rebranded as the first Vignette Collection in Asia in July 2022
- Lush infinity pool and Horizon78 Bar
- ANJU Rooftop Signature Restaurant. Black Cat speciality whiskey bar and cocktails









PHUKET, THAILAND

DINSO RESORT & VILLAS

- Converted in late 2022, joined the Brand in 2023 as our first Vignette Collection resort in Asia
- 174 rooms and 26 pool villas
- A tranquil hideaway in the city of Patong, a 10-minute ride from the famous beach
- Spa, on-site fitness centre, outdoor pool and terrace area









KRABI, THAILAND

Holiday Inn Resort Krabi Ao Nang Beach

- Converted in mid 2022
- Completely rebranded and opened its doors in Oct 2022
- 173 guestrooms and suites
- Situated in a lush hillside by Ao Nang Bay, steps away from the Krabi Weekend Night Market
- Offering a Thai bistro and bar and a Pool bar
- Spa, on-site fitness centre, outdoor pool and outdoor kids' playground









