



BANYAN TREE

BANYAN TREE HOLDINGS LIMITED

(Company Registration Number: 200003108H)

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CORPORATE FACT SHEET

August 2014

ABOUT US

We are a leading international operator and developer of premium resorts, hotels and spas, with 34 resorts and hotels, 67 spas, 77 galleries and 3 golf courses. We manage and have ownership interests in niche resorts and hotels. Each resort typically has between 50 and 200 rooms and command room rates at the high end of each property's particular market. Our business is centred around our two award-winning brands: Banyan Tree and Angsana, and an upcoming third brand, Cassia.

OUR BUSINESS ACTIVITIES

We have 3 core business segments, which comprise:

- **Hotel Investments**
We have ownership interests in 16 Banyan Tree, Angsana and Laguna resorts and hotels. Our business team considers new locations for our resorts and hotels on an ongoing basis.
- **Property Sales**
This segment comprises the following:
 - **Hotel Residences**
Our hotel residences business comprises the sale of hotel villas or apartments, which are part of our hotel operations, to investors under a compulsory leaseback scheme.
 - **Laguna Property Sales**
Our property sales business comprises the development and sale of properties which are standalone vacation homes in Laguna Phuket. These developments are within the gated community in Laguna Phuket and are closely integrated with our resorts and hotels on site.
 - **Development Project/Site Sales**
Development Project/Site Sales relates to pure development land sales or development land sales which are fully or partially developed with infrastructure.
- **Fee-based Segment**
Fee-based segment comprises hotel management, club management, fund management, Spa/gallery operations and Design & Others operations.
 - **Hotel/Fund/Club Management**
We manage 18 resorts and hotels, of which 17 are under the Banyan Tree and under the Angsana brands.
 - **Spa Operations/Gallery Sales**
We believe that we are one of the leading spa operators in Asia and our spas – a valued feature of our resorts and hotels – have received numerous awards. Our galleries, which complement our resorts, hotels and spas, offer branded gifts, spa products, indigenous crafts, cultural artefacts and other souvenirs for purchase by guests.
 - **Design Fees and Others**
We have an experienced, in-house division that plans, designs and oversees construction and maintenance for our resorts, hotels, spas and galleries. We also operate golf clubs in Phuket, Bintan and Lang Co.

KEY DATA

Listed on the SGX-ST on June 14, 2006

Stock Data * As at 5th August 2014

Share Price*	: S\$0.650
Shares Outstanding*	: 760,009,380
Market Capitalisation*	: S\$494.006 Million
52 Week High (14/08/2013)	: S\$0.705
52 Week Low (06/02/2014)	: S\$0.595

Directors

Mr Ho KwonPing	: Executive Chairman
Mr Ariel P Vera	: Non-Executive and Non-Independent Director
Mr Chia Chee Ming Timothy	: Lead Independent Director
Mrs Fang Ai Lian	: Independent Director
Mrs Elizabeth Sam	: Independent Director
Mr Chan Heng Wing	: Independent Director
Mr Tham Kui Seng	: Independent Director

COMPETITIVE STRENGTHS

- Award-winning brands: *Banyan Tree* and *Angsana*
- Integrated business model enhances our resilience
 - Strong operating performance
 - Strong financial track record
 - Proven and experienced management team

OUR AWARDS AND ACCOLADES

Since the launch of our first Banyan Tree resort, Banyan Tree Phuket, in 1994, we have received over 1,100 awards and accolades for the resorts, hotels and spas that we manage. We have also received recognition for our commitment to environmental protection and our emphasis on corporate social responsibility.

Our recent awards include:

Corporate

- "Asia's Best Brand Award" from 4th CMO ASIA Awards for Excellence in Branding and Marketing
- "Merit Award" from 14th SIAS Investors' Choice Awards – Singapore Corporate Governance Award (SCGA) 2013, Mid Cap Category

Resorts and Hotels

- "Best Hotels in Mexico" from 2014 Travel + Leisure World's Best Awards
- "Five-Star Rating Award" from 2014 Forbes Travel Guide Award (Banyan Tree Macau)
- "Best Luxurious Experience Resort Group" from 2013 Best Hotel and Resort Value Awards by Voyage
- "Luxury Villa Resort" from 2013 World Luxury Hotel Awards (Banyan Tree Al Wadi)
- "Best Newly-Opened Hotel" from 2013 Travel + Leisure China Travel Awards (Banyan Tree Tianjin Riverside)
- "Best New Hotels/Resorts in the Asia-Pacific Region" from DestinAsian 2013 Luxe List (Banyan Tree Lang Co)

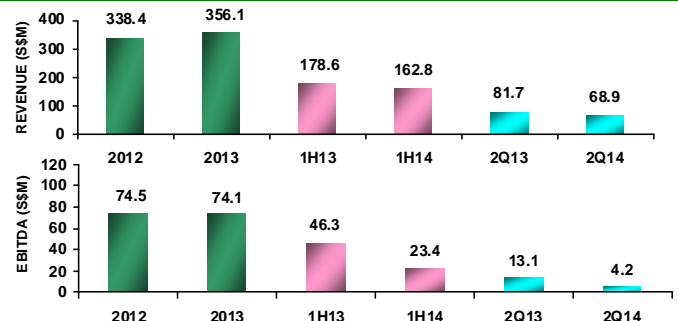
Spas

- "Favourite Hotel Spa in the World" for the 2nd consecutive year from DestinAsian Readers' Choice Awards 2014 (Banyan Tree Spa)
- "Best Spa Operator" for the 9th consecutive year from 24th Travel Trade Gazette TTG Travel Awards 2013 (Banyan Tree Spa)
- "Best Spa Brand" for the 8th consecutive year from Hurun Report China - Best of the Best Award 2014 (Banyan Tree Spa)
- "Destination Spas (5th place)" from Conde Nast Traveller – Readers' Awards 2013 (Banyan Tree Spa Phuket)

OUR GLOBAL PRESENCE

We currently have resorts and hotels in 13 countries, namely: China, India, Indonesia, Laos, Maldives, Mauritius, Mexico, Morocco, South Korea, Seychelles, Thailand, United Arab Emirates and Vietnam.

FINANCIAL HIGHLIGHTS AND OPERATING DATA



FUTURE PLANS

- Focus on growing our business through new management agreements and selective resort and hotel investment
- Increase our geographical presence by strategically expanding our resort and hotel operations into new locations
- Continue to target niche markets through our differentiated brand strategy
- Continue residential development and property sales to reduce resort and hotel investment outlay
- Fund future development through the setting up of region specific funds