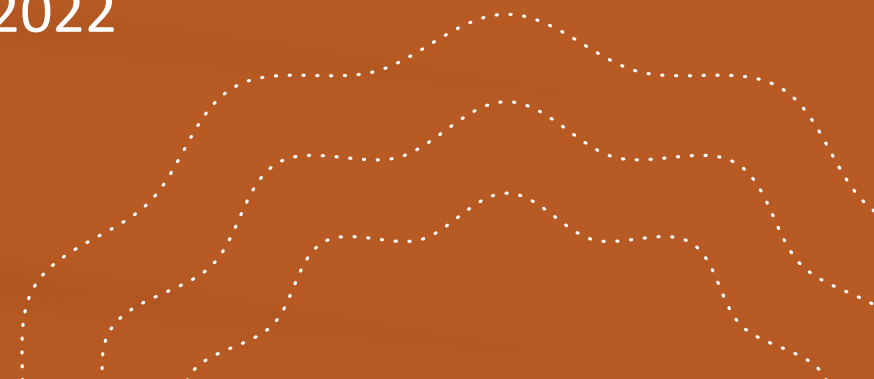




ANGSANA

Why Invest in Angsana

Accor Global Development
| August 2022



Angsana brings the adventure back into travel whatever your age or reason to visit. Intertwining local chic and a vibrant, fun-filled atmosphere, Angsana creates amazing destination playgrounds across the world. The opportunity to surprise yourself and create lasting memories is everywhere at Angsana – whether you are tasting a local delicacy for the first time, trying out a new activity or forming new friendships. Each hotel is uniquely designed to provide spacious stylish rooms and suites perfect for couples, families and friends.

Sense the Moment



VIDEO

Bonding • Vibrant • Savour



Sense the moment

Family getaways

Young adults seeking adventure & fun

Corporate retreats for business executives

Resorts Professionals

ANGSANA PLAYER:

actively engage guests within and outside the resort

DESTINATION PLAYGROUND:

contemporary design with local elements & activities to reflect the destination

RANGERS' CLUB:

Kid's club highlighting sustainability





Spa experts

ANGSANA SPA:

Leading spa brand, focused on traditional Asian therapies. Dedicated Spa Academy with Spa Therapist certification

Angsana Bath & Spa amenities available in the rooms and for retail

Angsana spas are operated at third party locations - 30 Angsana Spa worldwide



Bonding

Social spaces to bond with friends, locals, family and culture in the destination. Savouring through food, design, relationships, activities, with everything that surrounds you

Get involved with a host of activities driven by 'Angsana Players'

Angsana Velavaru, Maldives



Vibrant

The atmosphere of the resort is all about fun, energy and adventure.

Displayed across the resort through uniforms to towels, décor, music and spa.

A true destination playground where anything is possible

Angsana Laguna Phuket, Thailand

Savour

It's the décor, the wonderful rich flavours,
and the local culture that cultivate
authentic experiences- savour with all your
senses

Angsana Lang Co, Vietnam



Brand Experience

A man wearing a red life vest and sunglasses is riding a teal and white jet ski on a body of blue water. He is leaning forward, and a large splash of white water is behind him. In the background, there is a tropical island with palm trees under a clear blue sky. On the left side of the image, there are decorative white dotted wavy lines.



Angsana Spa

Sensing the Moment - Savouring time as it passes inexorably

Embraces the contemporary, holistic and tropical garden spa concept

Refreshing blend of treatments, emphasizing on the use of natural ingredients

Use of aromatherapy, the therapeutic sense of touch, and a fusion of techniques

The best of Oriental & Western Traditions – innovative Spa treatments & products



Spa Academy

Groom and empower talents for the evolving spa industry

First of its kind, launched in 2001

Deliver brand promise and ensure the consistent high standards of the Banyan Tree Spa and Angsana Spa experience to guests

Distinctive in-house training and development programmes for its spa therapists as well as development of its unique signature techniques and treatment recipes – at least 650 hours of formal rigorous in-house training with the art of touch based on a stringent curriculum

Tasked to research and spearhead new trends, spa concepts, treatment methods, products and facilities

Successfully developed a series of unique spa treatments including the signature Royal Banyan, Tropical Rainmist therapies, Master Therapist Experience, and The Rainforest experience

Located in Phuket, Thailand and Bintan, Indonesia



Angsana Gallery

Responsible community retailer

Driven by culture, heritage and entrepreneurship

Commission village artisans to produce a whole range of products – pottery, ceramics, basketry, woodwork, fabrics, metalwork

Sense of the need to conserve traditional skills by producing what is contemporary and market relevant

Accessorise the Angsana hotels, public spaces and homes with village handiwork and artisanal creations

Returns dignity to craftsmen, and makes shopping in Angsana Galleries an artful experience

Rice Bowl

Angsana's signature restaurant, featuring rice dishes

Rice is a cornerstone for most Asian cuisine

Provide guests an authentic culinary, and sensory experience of South East Asian Heritage

Feature South East Asian street cuisine, rice and noodle based dishes, in a casual and contemporary way

Savour fine wine, aged whisky, cocktails and other drinks made from a base of rice make an intriguing drinks menu.



Xana Beach Club

Vibrant restaurant, bar and beach lounge

Lends itself perfectly for unique product launches, stylish welcome cocktail functions, and vibrant parties

During the day, laze in a cabana, XANA Pod or on a pool lounger, sip on cocktails while hanging out with family and friends

When the sun sets, watch the atmosphere at XANA electrify the air with live entertainment, the latest music, sumptuous spread of tapas and lengthy wine and cocktail selection





Kids Club

For children to immerse in a fun,
educational adventure

Learn about nature, appreciate and care for the
environment, explore their five senses

Make new friends

Enjoy local hands-on craft

Angsana Player

Provide seamless, fun and friendly experience for guests

Create high range of activities stimulating social and sporting programs for all ages

Actively engaging and pampering the guest at the property and outside





Angsana Bath & Spa Amenities

Inspire a lifestyle interwoven with wellness

Created with the combined expertise of the Spa Academy and strategic laboratory partner

Benefits of indigenous flowers, herbs and spices researched, and combined in a final formula that is both good for the earth, and for guests

Each product is carefully crafted to ensure that the values of sustainability are embedded in every way

Sustainability

Embracing the Environment, Empowering People

Connect with global climate action by conserving resources through efficient operations, with leading external benchmarking certification

Engagement of the associates, guests and community members, connecting people to destinations and driving stewardship

Each property drives individual initiatives which contributes to the community and environment (e.g. Feeding the Community, Coral Planting etc.)





Green Imperative Fund (GIF) to sustainably finance worthy environmental action and community based projects where Angsana has a presence



Angsana Network + Pipeline: 42 Hotels & 7.2k Rooms by 2026

(YTD June 2022)

Angsana

Network	Pipeline
	
18 Hotels 2.9K Rooms	24 Hotels 4.4K Rooms
	
3 Residences	7 Residences



Angsana Laguna Phuket, Thailand

324 rooms & suites

Angsana Corfu, Greece

196 rooms, suites & villas





Angsana Velavaru, Maldives

113 Villas



Angsana Bintan, Indonesia

113 rooms & suites

Angsana Lang Co, Vietnam

229 Rooms & Suites

Angsana Balaclava, Mauritius

52 suites & villas

Angsana Cayo Santa Maria, Cuba

252 rooms & suites



Angsana Saranam Wellness, Bali, Indonesia

82 rooms

Opening 2023



Angsana Ho Tram, Vietnam

113 rooms

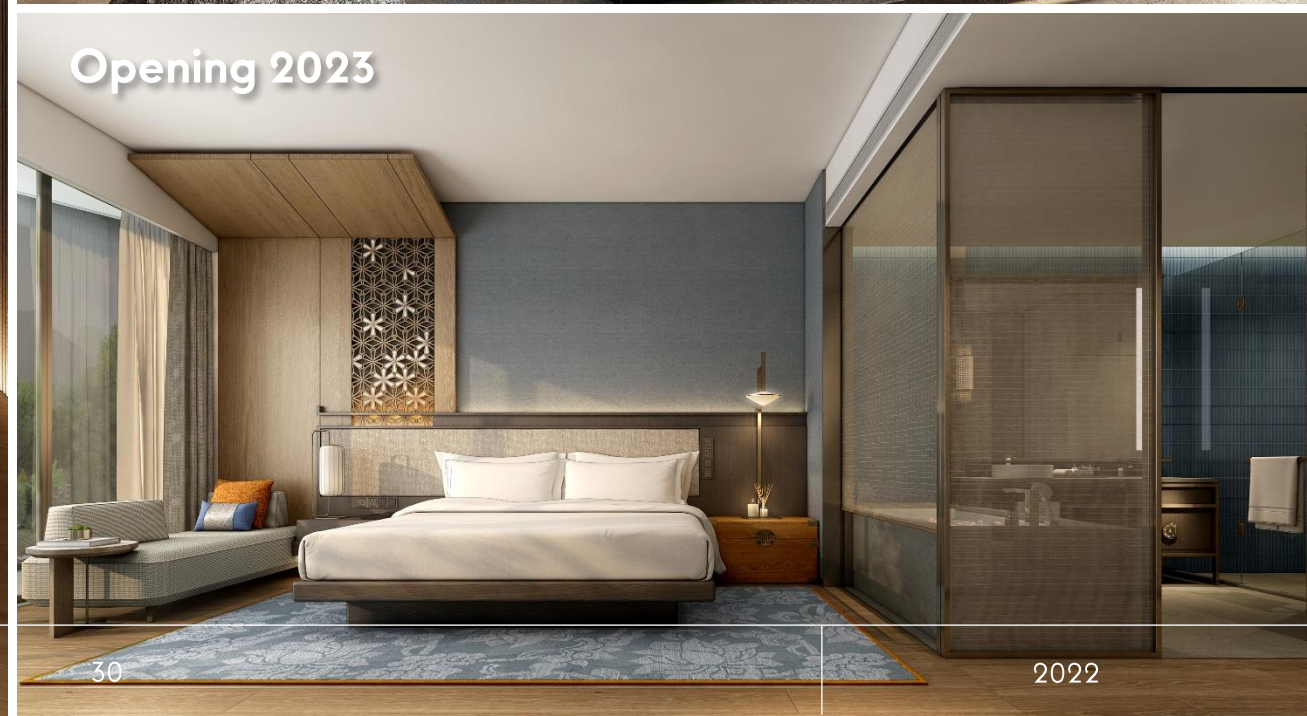
Opening 2023





Angsana Quzhou, China
227 rooms

Opening 2023



30

2022

Awards & Accolades

Travel

Condé nast traveler reader's choice awards
2021
Mexico – top 20 hotels
Hacienda xcanatun by angšana

Northern africa – top 15 hotels
Angšana riads collection marrakech

Condé nast traveler reader's choice awards
2020
Asia – top 30 resorts &
World – top 50 resorts
Angšana lang co, vietnam (#9)

Smart travel asia 2020 best in travel poll
Best china spa hotel
ANGSANA SPA XI'AN LINTONG, CHINA (#1)

South asian travel awards 2020
Leading beach villa resort
Angšana ihuru, maldives

World luxury hotel awards 2019
Best luxury boutique resort in the
Indian ocean
ANGSANA BALACLAVA MAURITIUS

Asiaspa awards 2019
Family-friendly hotel/resort
Of the year
Angšana laguna phuket, thailand

Spa

2020-2021 Global Chinese Travel Awards
7th China MAG Travel Awards
Best Spa Award
ANGSANA SPA ZHUHAI PHOENIX BAY, CHINA

14th China Hotel Starlight Award 2019
Best Spa & Hot Spring Resort of China
ANGSANA XI'AN LINTONG, CHINA
(for the 4th consecutive year)

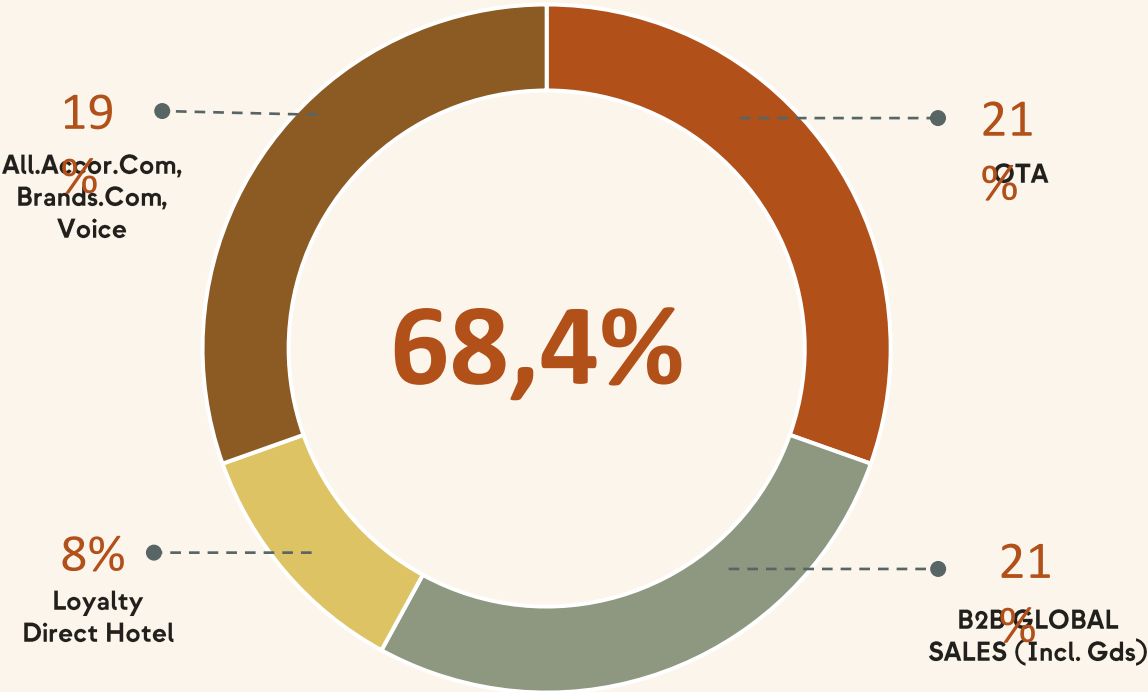
World Spa Awards 2019
Mauritius's Best Wellness Retreat
ANGSANA BALACLAVA MAURITIUS

4th Annual Global Hospitality Awards - LUX Life
Leading Provider of Spa Treatments 2019 - Cape Town
ANGSANA SPA VINEYARD HOTEL,
SOUTH AFRICA



Central Brand Delivery Powered By Accor

For premium brands (Room Night based)



Focus Web
(Accor web + Web Partner)

1,5M Room Nights
€208M Room Revenue

Central Brand Delivery: CBD (%)
CBD (Central Brand Delivery) measures the business in room nights brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System - CRS), Loyalty & Sales. A 70% CBD means that 70% of the room nights of a hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

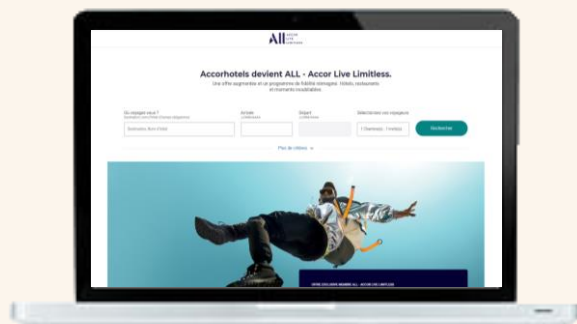


Direct Bookings : Accor Digital Platform

1

Multibrand Portal

All.Com



- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

New In 2020:

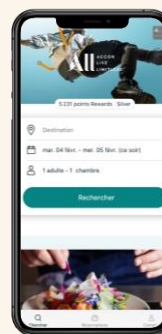
- All Safe label visibility on digital experience to rest-assure guests during the pandemic
- Launch of Apartment & Villas website dedicated to Branded Residences and Extended Stay hotels



1

Lifestyle Companion App

Accor All

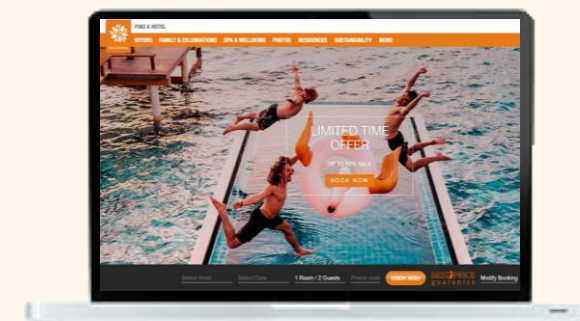


- **> 50%** Mobile and App visits
- **1** Download every minute
- **> 4,3/5** app ratings
iOS: 4,5/5 & Android: 4,3/5



18

Brand.com Websites



- **ANGSANA.COM** plugged to **ALL.COM**

Direct Bookings : Accor Loyalty Program



The Only Lifestyle
Loyalty Program



The Fast Growing
Loyalty Program



The Most Global
Loyalty Program

New Lifestyle & Augmented Hospitality Framework

Offering Extended Opportunities To Earn & Redeem Points

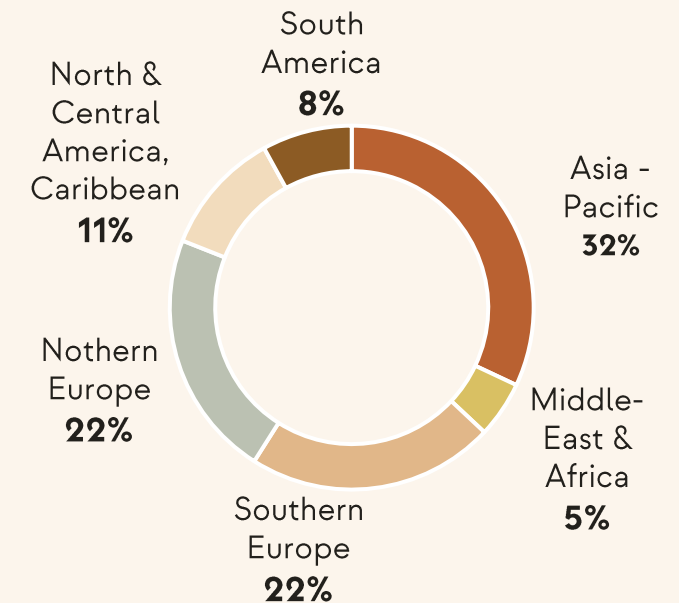
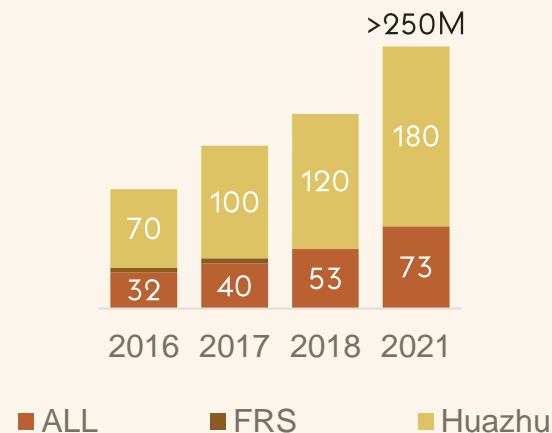
New Benefits

- 38 Brands and +
- Suite Night Upgrade
- F&B outside a stay

New Partnerships

- PSG – Games / Net media value +€200m to ALL
- AEG – Worldwide arenas & festivals
- IMG – Taste festivals

- **73M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



Development Criteria

Development & Programming

	Aaa Ultra City Center Location, Historic Conversion	Worldwide
RECOMMENDED NUMBER OF ROOMS	180 – 360 keys	200 – 400 keys
ROOM AVERAGE SIZE	36 – 40 sqm	40 – 45 sqm
TGFA / ROOM	100 – 110 sqm	110 – 120 sqm
RECOMMENDED NUMBER OF ROOMS	135 – 270 keys	150 – 300 keys
ROOM AVERAGE SIZE	40 – 55 sqm indoor+outdoor	45 – 60 sqm Indoor+outdoor
TGFA / ROOM	110 -120 sqm	120 – 130 sqm
FOOD & BEVERAGE	1 All day dining buffet restaurant 1 Speciality restaurant 1 Destination dining (resort only) 1 Bar	
WELL-BEING	Angsana branded spa & shop Rain mist Vitality Pool Spring forest (optional for urban) Beauty garden (nice to have)	
MEETINGS	Meeting rooms on market demand Ballroom (urban only) Gallery retail Kids Club, Kids Pool	

	Prime Locations	Secondary Locations	Airports Suburbs
International Capitals Key Cities & Resorts			
Major Domestic Destinations			
Other Cities & Attractive Touristic Destinations			



Thank You!

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