

## AMARA GROUP LAUNCHES FIRST HOTEL IN THAILAND – AMARA BANGKOK



*The 250-room Amara Bangkok hotel is in the heart of the city's most popular shopping and  
Nightlife district*

**(Hong Kong, July 8, 2015)** – Amara Group, Singapore's upscale lifestyle hotel brand is pleased to announce the launch of its first ever hotel in Thailand - Amara Bangkok. Managed by the hospitality arm of Amara Holdings Limited ("Amara Holdings" or "the Group"), the new hotel will provide guests with the ultimate Bangkok city escape.

Situated in the vibrant neighbourhood of Surawong, parallel to Silom and Sathorn Roads in Bangkok's Central Business District ("CBD"), and in the heart of the city's most popular shopping and nightlife area, Amara Bangkok is perfectly located allowing guests to easily explore the city's many attractions including the night market, tantalising food stores and key shopping areas.

The hotel is also conveniently positioned near two BTS Skytrain stations – Chong Nonsi and Sala Daeng. The hotel's custom-made air-conditioned Tuk Tuk shuttles guests to and from Sala Daeng BTS and Silom MRT.

In addition to the hotel's prime location, Amara Bangkok has also been meticulously designed to offer guests a chic and sophisticated vibe. Designed to encapsulate the essence of contemporary Thai culture, whilst still embracing some of its own popular Singaporean heritage, the hotel features a unique exterior comprising of 597 timber fins, giving off a sleek and distinct appearance.

This vibe continues on into the interior of the hotel comprising of 250 Deluxe, Executive, Club and Cabana Rooms and Suite each featuring abstract Thai art prints– all conceived by local Thai artists, winners of an art competition launched by Amara Bangkok in 2014.

In addition to the hotel's meticulous and chic design, Amara Bangkok also offers its guests a number of relaxed and stylish restaurant and bar options including Amara's signature restaurant '*Element*' specialising in authentic Singaporean, Thai and Provincial Chinese cuisine, a rooftop infinity pool and bar on the 26<sup>th</sup> floor named *AkaAza*, and a convenient and fun 24-hour mini bar boutique.

*AkaAza*, translating to the word 'Sky' in Sanskrit occupies the 26<sup>th</sup> floor rooftop bar boasting spectacular views over the hotel's infinity pool and city skyline. Whilst enjoying the view guests can feast on the bar's signature cocktails and savour a line-up of trendy and tasty bar snacks.

Amara Bangkok has launched an innovative mini bar boutique, open 24 hours a day. With convenience in mind the boutique allows guests to select whatever items they prefer to have available for consumption in their rooms, all at convenience store rates rather than hotel prices.

Amara Bangkok also offers a host of tailored services to its guests through its *Little Brown Book* – part of an concierge service which will allow Concierge to recommend

places of interests, must-eats, including the option to tee-off at over 200 golf clubs in Bangkok such as Riverdale, Thana City and Bangkok Golf Club.

For those looking for the ultimate event space, Amara Bangkok also provides state of the art meeting and event facilities including the Grand Ballroom Tanjong Pagar 1 and 2, named after the neighbourhood where Amara Singapore, the Group's flagship property is located, and two function rooms Surawong 1 and Surawong 2. An Executive Club Floor and Lounge have also been designed with the business travellers in mind.

Mr. Albert Teo, CEO of Amara Holdings states: "Bangkok is one of the worlds most dynamic and exciting leisure cities in Asia, so we are delighted that our first Amara hotel in Thailand will be located in the middle of this vibrant and energetic city. We are confident that Amara Bangkok, with its personalised service, unique offerings, exceptional design and dining options will enable travellers to enjoy a new type of luxury all within five minutes reach of the city's main attractions"

Amara Bangkok is now open for reservations. For more information please visit <http://bangkok.amarahotels.com/>

- Ends -

### **About Amara Bangkok**

Amara Bangkok is a stylish new 250 room hotel by Singapore-based Amara Holdings, designed as an exciting lifestyle hotel for both business and leisure travellers. Amara Bangkok is located in central Bangkok, in the Surawong Road area, close to Silom and Sathorn Roads, the key shopping and financial district of the Thai capital.

### **About Amara Holdings Limited**

Mainboard-listed Amara Holdings Limited ("Amara" or the "Group"), a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

## **Hotel Investment and Management**

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel (“Amara Singapore”) in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort, Sentosa, a boutique resort consisting of 140 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group’s debut entry into the resort hotels business. The Group has also made its maiden entry into Bangkok with the soft opening of Amara Bangkok. Strategically located in central Bangkok, this 250-room business and leisure hotel is positioned to be an oasis in this vibrant city. Amara Signature, Shanghai, a 343-room hotel, retail centre and office building scheduled to be completed by 2015, is expected to benefit from its excellent location in the city centre in the Puxi vicinity.

Amara’s solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia’s hospitality industry.

## **Property Investment and Development**

Amara’s Property Investment and Development operations span across retail, commercial and residential sectors. 100 AM, the only lifestyle mall in the westend of CBD, is strategically located to benefit from the rejuvenation of the Tanjong Pagar district. 100 AM enjoys full occupancy for both the 126,000 sq ft Retail Podium as well as the Office Tower, which has another 43,000 sq ft of NLA (to be renamed ‘100 AM Medical.Offices’).

For each of its development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group’s property developments reflects its in-depth understanding of current market trends and needs. Its prized residential developments, M5, Killiney 118, CityLife@Tampines, The Linear, amongst others, underscore the Group’s astute property investment and development capabilities.

## **Specialty Restaurants and Food Services**

The Group's entry into Specialty Restaurants and Food Services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurant have won numerous awards and are choice restaurants in the local dining scene.

*Distributed on behalf of Amara Bangkok by GHC Asia*

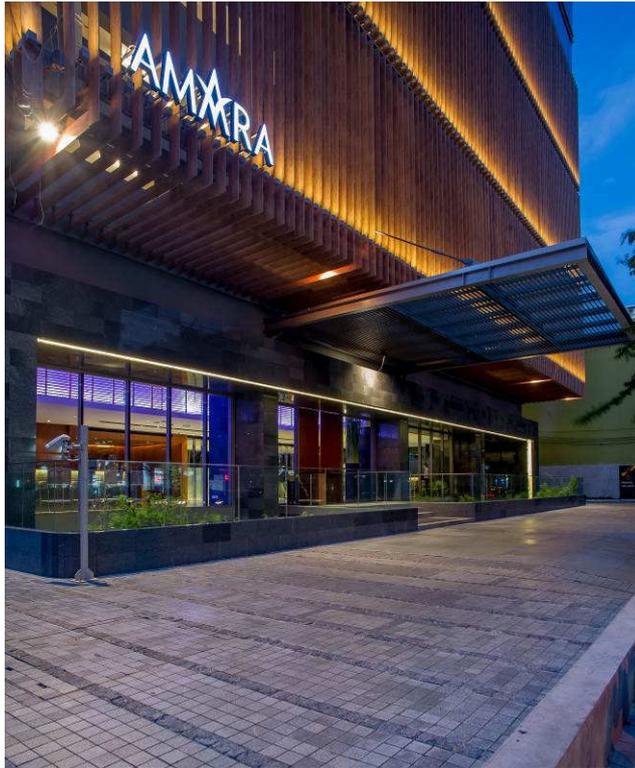
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Amara Bangkok has been designed to encapsulate the essence of contemporary Thai culture, whilst also encompassing its Singaporean roots



Amara Bangkok features an infinity pool on the 26<sup>th</sup> floor of the hotel



AkaAza occupies the 26<sup>th</sup> floor rooftop bar boasting spectacular views over the hotels infinity pool and city skyline.



Amara Bangkok's custom-made air-conditioned Tuk Tuk shuttles guests around in style