



AKARYN
HOTEL GROUP

INTUITIVE LUXURY

COMPANY PROFILE

AKARYN HOTEL GROUP

- Over the last 17 years, AHG has a proven track record of delivering profitable hotels in luxury boutique sector of the industry.
- Our hotels are either part of Small Luxury Hotels of the World (SLH) or Leading Hotels of the World (LHW). Our founder serves on the Board of SLH for the last 16 years as well as serving as the Chairman of the Board for 3 years.
- We are experienced with working for private owners. We are both Owner and Operator. We understand the needs and demands of owners and run all hotels as if it were our own.
- Our recent success has been the launch of the new Aleenta Retreat Chiang Mai in April 2023.
- Our flagship hotel, the Aleenta Phuket, has 15 villas and residences valued at over USD30MM that we have been managing into the rental pool profitably for the owners.
- We have a very “hands on” management style that is focused on delivering premium rate revenue streams, efficient operations which convert into higher than industry standard GOP.

A romantic couple is shown from the chest up, embracing each other on a beach. The man, on the left, has dark, wavy hair and is wearing a white button-down shirt. The woman, on the right, has long dark hair and is wearing a light-colored top with a patterned scarf. They are both smiling and looking down at each other. The background is a bright, slightly hazy beach scene with waves visible in the distance.

OUR PORTFOLIO – ALEENTA

- The Aleenta in Bali Sanskrit means “the Rewarding Life” ...a life well lived, and gift one gives to oneself.
- Aleenta is all about rest and relaxation. Time spend with loved ones to do nothing at all.
- Aleenta is about wellness, looking after oneself, slowing down time.
- Some of the signature Ayurah Wellness Programs:
 - Healthy Living -Lifestyle Evolution
 - Cleansing and Detox
 - Mind Balance & Self-Love
- 3 hotels currently under operations in Chiang Mai, Phuket and Hua Hin

ALEENTA IS A REWARDING LIFE



- Award Winning Five Star Boutique Luxury
- Outside living in Philosophy, letting nature melt into personal space and connecting oneself to the environment
- Personalized and tailor-made service
- Large multi rooms living for multigenerational travelers are available in addition to traditional 1 bedroom suite



- Key feeders for the brand traditionally have been Germany, Switzerland, Austria, USA and we are seeing more travelers from Asia including China, HK, SG, Thailand.
- Destination weddings and filming, Aleenta has hosted Netflix specials, reality TV shows, movies and sport stars
- Strong returning guests, up to 40% of bookings within the brand
- Highest ADR in class between THB10,000 – 45,000 a night

ALEENTA HUA HIN-PRANBURI

SMALL
LUXURY
HOTELS
OF THE WORLD

Considerate Collection



AKARYN
HOTEL GROUP

AKARYN HOTEL GROUP; COMPANY CONFIDENTIAL; WWW.AKARYN.COM



ALEENTA PHUKET-PHANG NGA



THE LEADING HOTELS
OF THE WORLD®



AKARYN HOTEL GROUP; COMPANY CONFIDENTIAL; WWW.AKARYN.COM

ALENTA RETREAT CHIANG MAI



THE LEADING HOTELS
OF THE WORLD

ALEENTA IS EPICUREAN

Aleenta clients are interested in taking care of oneself and through Ayurah Wellness we are answering this.

AYURAH WELLNESS CORE PILLARS



Healthy Diet



Movement / Exercise



Sleep / Rest / Recovery



Mindfulness / Focus /
Stress Management



Social / Community /
Relationship



Beauty / Spa /
Alternative Wellness

OUR PORTFOLIO – THE AKYRA

- 4 hotels under 2 distinctly defined brands: Aleenta & **akyra**
- The akyra under Bali and Sanskrit means “the Source of Light” or the Sun. akyra is active, happening, multicultural, and metrosexual. **akyra** is city center, roof top pool bar, a place to be seen and seen.
- akyra is currently operating in the most sought after locations in Chiangmai.
- The akyra is known for great restaurant and bars, namely the Italics Restaurant and Rise Roof Top Bar in Chiangmai.



Over the centuries, the concept of the Middle Path has seen multiple interpretations, it describes the way or path that transcends and reconciles the duality that creates life balance which lead to personal fulfilment. In the broadest sense, the Middle Path refers to the enlightened view and a way of life that moderation leads to contentment, and therefore, happiness. Simply put, one should aim to live not too much, not too little AYURAH Wellness adapts this philosophy as well as in practices in hoping to help our guests find their personal Middle Path, a sustainable path to happiness.

AYURAH IS AGE OLD WISDOM IN HARMONY WITH MODERN MEDICINE



Healthy Diet



Movement & Active Lifestyle



Mindfulness



Pampering



Sleep, Rest Recovery



Human Connection

Through the six core pillars, AYURAH Wellness creates an all rounded wellness experience that is balanced and sustainable, so that guests can continue to successfully implement it throughout their lives even after they have left the retreat.

AYURAH WELLNESS JOURNEY STARTS WITH AN ASSESSMENT



WELLNESS ASSESSMENT

- BIOIMPEDANCE ANALYSIS: ALL WELLNESS VITALS
 - Fat Percentage
 - Body Water Percentage - Muscle Mass
 - Bone Mass
 - BMR
 - Metabolid Age
 - Visceral Fat
- BLOOD SUGER CHECK UP
- BLOOD PRESSURE CHECK UP
- SKIN ANALYSIS
- THAI ELEMENT ANALYSIS
- CHAKRA ANALYSIS
- DETAILED WELLNESS REPORT

The background of the slide features a photograph of three individuals practicing yoga in an open field during sunset. The sun is low on the horizon, creating a warm, golden glow. The silhouettes of the people are dark against the bright sky. One person in the center is in a dynamic pose, with one leg extended forward and arms reaching upwards. Two other people are partially visible on the left and right, also in yoga poses.

AYURAH WELLNESS RETREATS

- Full body and mind immersion
- Nutrition advise, consultation and training
- Exercise & Body Recomposition
- Lifestyle Change

WHY AKARYN HOTEL GROUP



OUR SALES AND MARKETING NETWORK IS WORLDWIDE AND GUARANTEED TO GET OUR HOTELS NOTICED BY THE RIGHT CLIENTELE

Our centre of excellence for sales & marketing, voice reservation, GDS and internet sales, is based in Bangkok.

Our dedicated team ensures that new developments get off to a flying start and achieve budgeted occupancy and average room rate from year one onwards by:

- Working with an extensive network of sales and marketing offices located in nine key markets around the globe.
- Pooling resources among all hotels to attend all prestigious international tradeshow guaranteeing an efficient access to the global travel markets.

- ITB Berlin
- TTM Thailand
- Virtuoso Travel Mart USA
- SLH Roadshows:
Germany, Switzerland,
Austria, UK, Japan
- LUXPERIENCE Australia

● Sales & PR Offices

- | | | |
|---------------|---------------|-----------------|
| • Thailand | • Belgium | • UK |
| • China | • Netherlands | • Ireland |
| • Hong Kong | • Luxembourg | • USA |
| • Middle East | • Germany | • South America |
| • Norway | • Austria | • Canada |
| • Sweden | • Switzerland | |
| • Denmark | | |

GLOBAL REPRESENTATION THROUGH ALL KEY MARKETS

CENTRAL RESERVATIONS CENTER / CALL CENTER / REVENUE MANAGEMENT / E-COMMERCE



Our central reservation & call center keeps up with the lightning speed of change in travel technology and booking strategy on your behalf, so you don't have to.

WE PRIDE OURSELVES IN ACCURATE AND ON TIME REPORTING FOR OWNER'S PEACE OF MIND



On time and accurate reporting is key to profitable and successful operations.

Our accounting, controlling and audit teams are GAAP compliant, with solid Financial Controllorship that keeps close to the pulse of operations.

Transparency and accountability are our by words and what we strive to achieve always on time and accurately.

All of our accounts and procedures of the highest international standards:-

- IFRS for International Financial Reporting standards
- TFRS of Thai Financial Reporting standards
- Thai GAAP / US GAAP
- USALI (Uniform System of Accounts for the Lodging industry)

HUMAN RESOURCES AND TRAINING



Training is at the core of our competency.

We work with local talents, transfer knowledge through corporate experts to jump start value creation.

Amongst many positions that we constantly send around to all of our properties are:

- Corporate Chef
- Group Director of Sales
- Group Director of Revenue
- Group Human Resource
- Group Financial Controller & Audit
- Group Director of Operations

RESPECT FOR COMMUNITY AND ENVIRONMENT



"From the day of inception, Akaryn Hotel Group has supported Mother Nature & continues to do so, by doing so, we respect and benefit the Local Communities in which we operate."

"Anchalika Kijkanakorn" on Pure Blue Foundation.

- At the core of AHG, we respect the community we operate in and we preserve the environment where we are.
- Pure Blue Foundation was found 17 years ago, the same day AHG was found. We pledge to be a part of the solution.

SOME OF THE PROJECTS



REKINDLED CORAL — Our staff recently joined forces with the tireless team at Coral Village to help them replenish damaged and bleached corals of the Chonburi coast. We snorkelled alongside the experts from Pure Blue Foundation and assisted with the restoration and replanting of damaged coral, as well as gaining invaluable insights on coral transplantation from the professor of marine science Burapha University.



CARE IN THE COMMUNITY — We've teamed up with the brilliant Foundation for the Welfare of the Mentally Retarded in nearby Klong Toey to support initiatives that foster opportunities for young children with mental health issues and learning disabilities from disadvantaged backgrounds. In October we hosted a lunch for the children and organised a series of engaging and educational activities, including needlework and jewellery-making classes. We also made a donation to support the teachers and the team.



LIFE IN EARTH — Not far from the Thailand-Myanmar border, Pachee River Wildlife Sanctuary is a paradise for nature lovers, bird watchers and trekkers. To ensure the ongoing upkeep and protection of this verdant gem, the akyra Thonglor Bangkok staff recently volunteered to construct earthen buildings within the sanctuary to provide a place for relaxation and work for the Nongyao Forest Protection Unit staff. They can now unwind in comfort while continuing their valiant efforts to conserve the country's untouched nature.

SOME OF THIS YEAR'S PROJECTS



SAY SO LONG TO SINGLE-USE

PLASTICS — As one of the only single-use plastic-free hotel groups in Asia by 2020 well underway, we're inviting you to join us in banishing pesky plastic bottles and bags from our lives. To help you on this honourable adventure, we supply each room at every property with our signature stainless steel water bottle and recycle bag, which you can use wherever you got throughout your stay. You can even buy both items to take home so the memories of your stay and motivation to create a better world linger longer.



PLANT FOR THE FUTURE — Only a 25-minute drive from Aleenta Hua Hin Resort & Spa, visit Thailand's first marine park, Khao Sam Roi Yot and explore some of the Kingdom's most incredible mangroves. Work with park rangers to help reforest this incredible ecosystem and sustain the lives of the countless marine species that call it home. There's a small cost to cover the transfer and a donation of THB30 is required for every tree planted, which goes directly to our Pure Blue Foundation to fund further environmental projects.

TURTLE-Y WORTH IT —

Rescue endangered turtles and release them back into their natural habitat in a rich, rewarding and immersive experience exclusively available to Aleenta Phuket - Phang Nga Resort & Spa. You can also combine this conscience-cleansing activity with culinary indulgences and sheer barefoot luxury for an unforgettable vacation along the tropical shores of the Andaman Sea.



HOLISTIC HERBS — A rich variety of more than 50 herbs are planted, nurtured and cultivated at Aleenta Hua Hin Resort and Spa's dedicated organic farm. Although these are used by both the chef to prepare exquisite Thai dishes and our mixologists to add unique infusions to cocktails, they also feature frequently in our Ayurah Spa treatments. Expect to find everything from coriander to galangal and limes to chillis in the in-house oils and lotions used to during our signature spa treatments, which can be booked directly with reception.



AWARDS AND RECOGNITIONS



Considerate Collection

SMALL LUXURY HOTELS OF THE
WORLD - CONSIDERATE
COLLECTION

Aleenta Phuket
Aleenta Hua Hin

AWARDS AND RECOGNITIONS



2022 CONDE NAST TRAVELER'S AWARDS:
TOP 20 RESORTS IN THAILAND
Aleenta Phuket-Phang Nga Resort & Spa



2021 CONDE NAST TRAVELER'S AWARDS:
TOP 20 RESORTS IN THAILAND
Aleenta Phuket-Phang Nga Resort & Spa



CONDE NAST TRAVELER'S AWARDS 2020
TOP 20 RESORTS IN THAILAND
Aleenta Phuket Phang Nga Resort Spa



LLM READERS' TRAVEL AWARDS 2021:
BEST HOTELS IN ASIA
Aleenta Hua Hin-Pranburi Resort & Spa
akyra Manor Chiang Mai



GREEN HOTEL AWARD 2021
akyra Manor Chiang Mai



GREEN LEAF FOUNDATION
Aleenta Hua Hin-Pranburi Resort & Spa
Aleenta Phuket-Phang Nga Resort & Spa

AWARDS AND RECOGNITIONS



CONDE NAST TRAVELER READER'S
CHOICE AWARDS 2019 #8 TOP 20 RESORTS IN THAILAND
Aleenta Phuket Phang Nga Resort Spa



HAUTE GRANDEUR GLOBAL SPA AWARDS
2017 WINNER: BEST SIGNATURE
SPA TREATMENT IN THAILAND
Ayurah Spa Wellness



HAUTE GRANDEUR GLOBAL HOTEL AWARDS
2017 WINNER: BEST ALL SUITE HOTEL ON
A GLOBAL LEVEL & BEST BOUTIQUE HOTEL IN THAILAND
akya Manor Chiang Mai



WORLD LUXURY SPA AWARDS 2019
COUNTRY WINNER FOR LUXURY SPA GROUP
Ayurah Spa Wellness



WORLD LUXURY HOTEL AWARDS 2019
SOUTHEAST ASIA WINNER LUXURY BOUTIQUE HOTEL
akya Manor Chiang Mai

AWARDS AND RECOGNITIONS

Akaryn Hotel Group is honoured to have been recognized for our efforts in sustainable hospitality as well as indulgent luxury.

Prestigious awards and recognitions that we are honoured to have received include:

- 2022 Conde Nast Traveler's Awards 2022: Top 20 Resorts in Thailand
- 2021 Conde Nast Traveler's Awards 2021: Top 20 Resorts in Thailand
- 2020 Conde Nast Traveler's Awards 2020: Top 20 Resorts in Thailand
- Highly Commended in the Small Luxury Hotels Awards 2020:2020:'Stay Small, Stay Considerate'
- Smart Travel Asia Awards Best of the Decade Award 2020: Best Boutique Hotels (Beach)
- Winner of Boutique Hotel Awards 2019 : Southeast Asia's Best Beach or Coastal Hotel
- Winner of 2019 World Luxury Hotel Awards
- Winner of 2019 World Luxury Spa Awards
- 2019 Conde Nast traveler Reader's Choice Awards: Top 20 Resorts in Thailand
- Smart Travel Asia Awards 2019 Best in Travel: Top 25 Best Leisure Hotels
- Smart Travel Asia Awards 2019 Best in Travel: No.8 for Best Value Hotels
- Winner of 2019 Southeast Asia's Best Beach or Coastal Hotels
- Winner of Luxury Lifestyle Awards 2019
- Winner of 2018 World Luxury Hotel Awards
- Haute Grandeur Global Spa Awards 2018
- Winner of the 2018 ResponsibleThailand Awards, 'Green Steps' category
- Smart Travel Asia Awards Best in Travel 2018: Top 25 Hotels for Families
- The Bizz by World Confederation of Business 2017 Winner
- World Luxury Hotel Awards 2017 Winner
- Smart Travel Asia Awards Best in Travel 2017: Top 25 Leisure Hotels & Top 25 Family Hotels
- Exotiq Thailand Best of Best 2017: GOLD Award Winner for Krabi Phang Nga's Best Boutique Hotel
- Exotiq Thailand Best of Best 2017: GOLD Award Winner for Chiang Mai's Best Boutique Hotel
- Exotiq Thailand Best of Best 2017: SILVER Award Winner for Hua Hin's Best Boutique Hotel
- Winner for World Luxury Spa Awards 2017
- Haute Grandeur Global Spa Awards 2017: Best Signature Spa Treatment, Best Health Wellness Spa in Thailand
- Haute Grandeur Global Hotel Awards 2017: Best Boutique Hotel in Thailand Best All Suite Hotel on a Global Level
- Winner of The Bizz 2017 by World Confederation of Business
- Travel + Leisure Top 50 Destinations to visit in 2017
- TripAdvisor Traveller's Choice 2017
- Thailand Boutique Hotel Awards 2016 2017 Winner
- World Luxury Hotel Awards 2016 Winner
- Trip Advisor Certificate of Excellence 2016
- International Hotel Awards 2016
- World Luxury Spa Awards 2016 Winner
- Ahead Asia Award 2017 Winner of Guest Rooms
- Thailand Tatler Best Restaurants 2016
- Best in Travel 2016 Hot 25 Leisure Hotels by Smart Travel Asia
- Thailand Property Awards 2015; Winner of Best Hotel Interior Design
- Thailand Property Awards 2015; Highly Recommended of Best Hotel Architectural Design
- Thailand Property Awards 2015; Highly Recommended of Best Hotel Development
- Voted in top 50 Philanthropists Forbes Asia
- Best Luxury Beach Resort Thailand by the LUX 2015 Hotel & Spa Awards
- International Hotel Awards, 5* award in Resort Hotel, Spa Hotel Sustainable Hotel for Thailand in the Asia Pacific region 2014
- Best in Travel 2014 Hot 25 Leisure Hotels by Smart Travel Asia
- Best Design Hotel 2014 China Gold Plate Awards
- Quality Person of the Year Award 2013 Ms Anchalika Kijkanakorn
- Best Overseas Hotel Media Recommendation Award 2013 5th China Best Design Hotels
- Best Small Hotel Thailand International Hotel Awards 2013
- Best Resort Thailand 2013 International Hotel Awards 2013

AWARDS AND RECOGNITIONS

- Best Sustainable Resort 2013 International Hotel Awards 2013
- 2012 World Travel Awards nomination for Thailand's Leading Boutique Hotel
- Best Sustainable Hotel Asia Pacific International Hotel Awards (Bloomberg) 2011, 2012
- Best Small Hotel Asia Pacific International Hotel Awards (Bloomberg) 2011, 2012
- Thailand Government Responsible Tourism Award 2011 For Restoration and Conservation of the Local Environment
- Thailand's Best Small Green Resort/Responsible Travel Awards at WTM 2010
- World's Best Dream Resorts by Der Stern 2009
- Thailand's Boutique Hotel Awards Prime Minister's Award 2010
- Topped A List by TripAdvisor 2009
- Selected in Hot List and Hot Spa by Conde Nast Traveler, 2009
- Selected in Hot List Hot Table Asia by Conde Nast Traveler 2008
- Selected in World's Best Spa Resorts 2007 by Five Star Alliance
- Selected in World's Best Spa Resorts 2007 by Five Star Alliance
- Selected in Hot List and Hot Spa by Conde Nast Traveller 2007
- Voted 1 in Top 10 List by Luxury Travel Magazine 2007
- Voted on the Luxe List 2006 by DestinAsian magazine
- Voted Best Resort & Spa by Vogue magazine Spain 2005
- Voted Best Villa Resort by Lifestyle and Travel magazine 2005
- Voted 1 of 101 World's Best Resorts by Conde Nast Traveler 2004 2005
- Voted in Top 20 Most Romantic Retreats in Asia by readers of DestinAsian magazine 2004 Selected in Hot List and Hot Spa by Conde Nast Traveller 2007
- Voted 1 in Top 10 List by Luxury Travel Magazine 2007
- Voted on the Luxe List 2006 by DestinAsian magazine
- Voted Best Resort & Spa by Vogue magazine Spain 2005
- Voted Best Villa Resort by Lifestyle and Travel magazine 2005
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