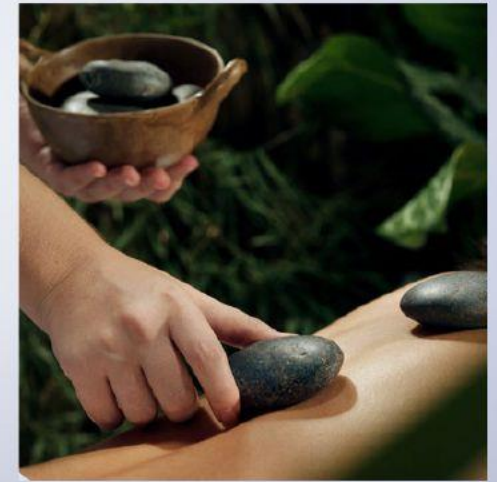


A Tailored Approach to Hospitality



shama
shama luxe
shama hub



ORIENTAL
RESIDENCE
BANGKOK

AMAYA
FOOD GALLERY

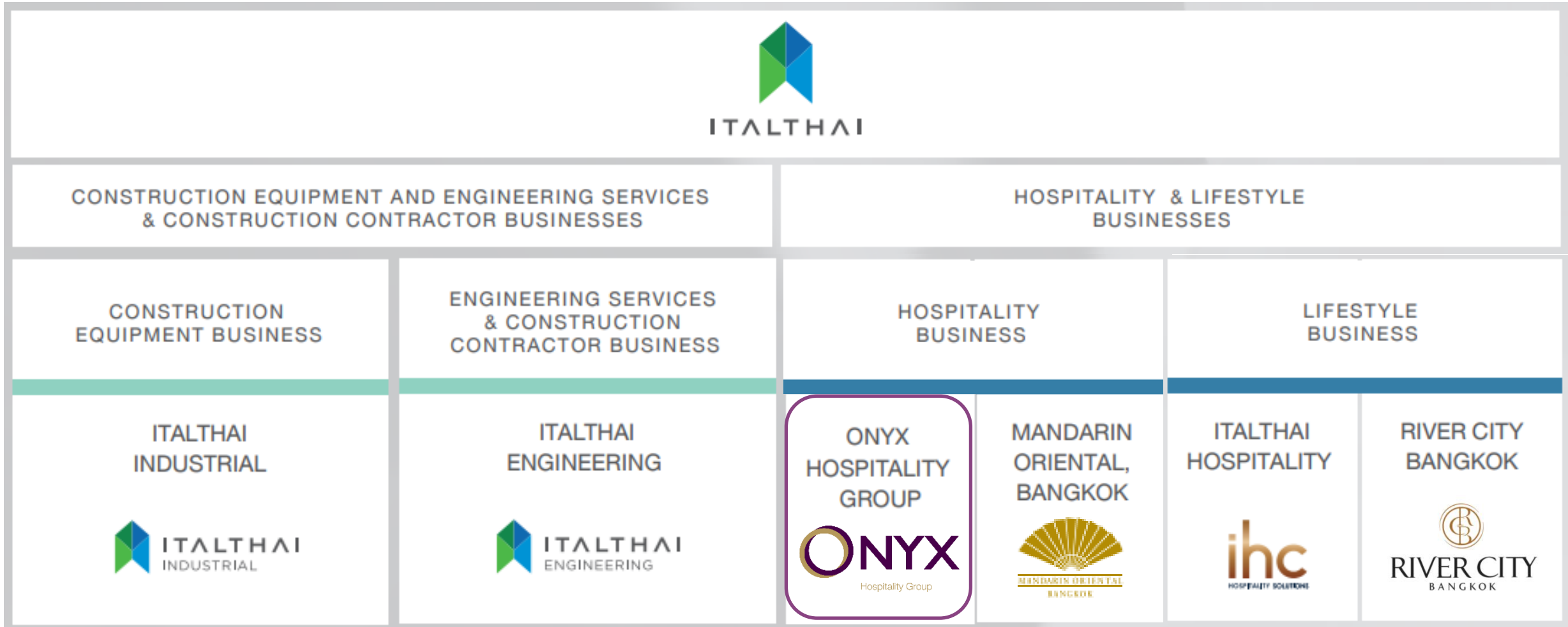
PREGO

breeze
spa
put the bounce in your step

maai



ItalThai Group Business's Structure





**Yuthachai
Charanachitta**

Group CEO of
ITALTHAI and CEO
of ONYX



**Saranya
Watanasirisuk**

Head of Human
Resources



**Wuthivet
Vetchabutsakorn**

Head of Finance



**Somchai
Kittikraisak**

Head of
Technical
Services



Kashyap Vora

Head of
Investment &
Business
Development



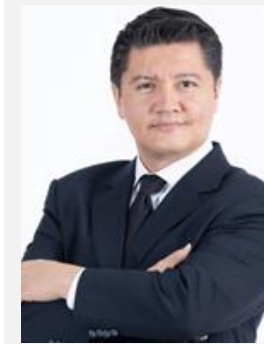
**Chutima
Fuangkham
Kennedy**

Head of
Marketing



**Bharath
Satyavolu**

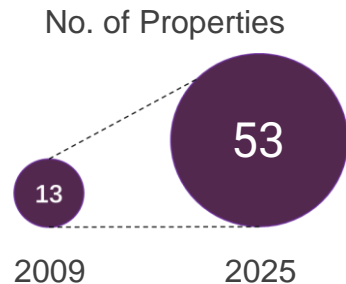
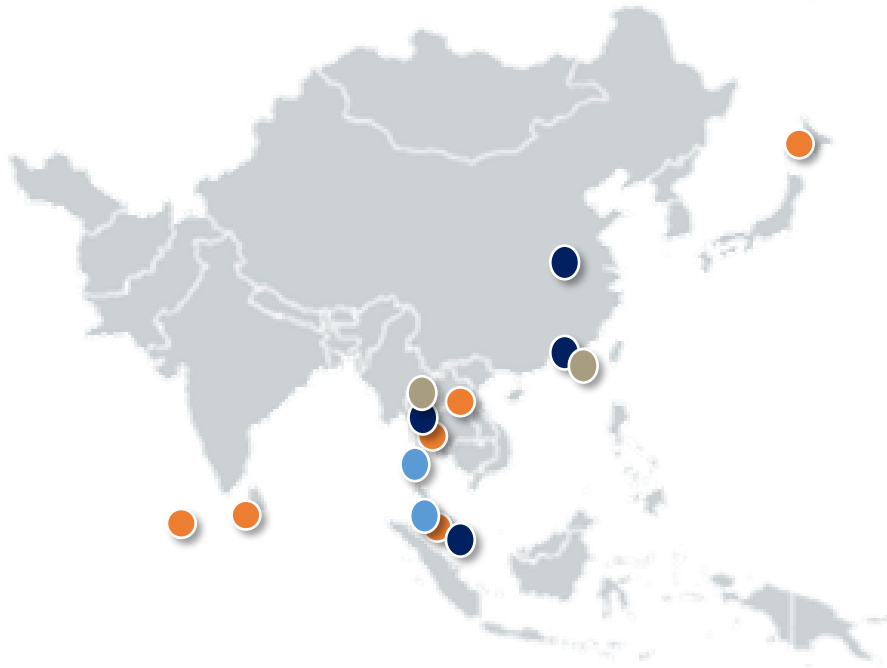
Head of
Revenue
Management



**Harold Olaya
Leon**

Head of
Operations

Existing Footprints



AMARI: 17 Properties, 4,221 keys

Laos

Amari Vang Vieng
Amari Vientiane (2024)

Malaysia

Amari Johor Bahru
Amari Kuala Lumpur
Amari SPICE Penang

Maldives

Amari Raaya Maldives

Bangladesh

Amari Dhaka

Thailand

Amari Buriam United
Amari Don Muang Airport
Amari Hua Hin

Amari Koh Samui

Amari Pattaya

Amari Phuket

Amari Vogue Krabi

Amari Bangkok

Japan

Amari Niseko (2025)

Sri Lanka

Amari Colombo (2024)

SHAMA: 21 Properties, 2,814 keys

Thailand

Shama Luxe Sukhumvit Bangkok
Shama Sukhumvit Bangkok
Shama Lakeview Asoke Bangkok
Shama Petchburi 47 Bangkok
Shama Ekamai Bangkok
Shama Yenakart Bangkok

Hong Kong SAR

Shama Central
Shama Fortress Hill
Shama Hollywood
Shama Island North
Shama Midlevels
Shama Tsim Sha Tsui
Shama Hub Metro South (2024)

Mainland China

Shama Heda Hangzhou
Shama Zijingang Hangzhou
Shama Daqing Heilongjiang
Shama Hub New City Changchun
Shama Hub West Coast Haikou (2023)
Shama Hub Qiantang Hangzhou (2023)

Malaysia

Shama Suasana Johor Bahru (2024)
Shama Medini (2024)

OZO: 5 Properties, 1,208 keys

Thailand

OZO Samui
OZO Phuket
OZO North Pattaya
OZO George Town Penang
OZO Medini (2024)

ORIENTAL RESIDENCE 1 Property, 145 keys

Thailand

Oriental Residence Bangkok

MOSAIC COLLECTION: 8 Properties, 690 keys

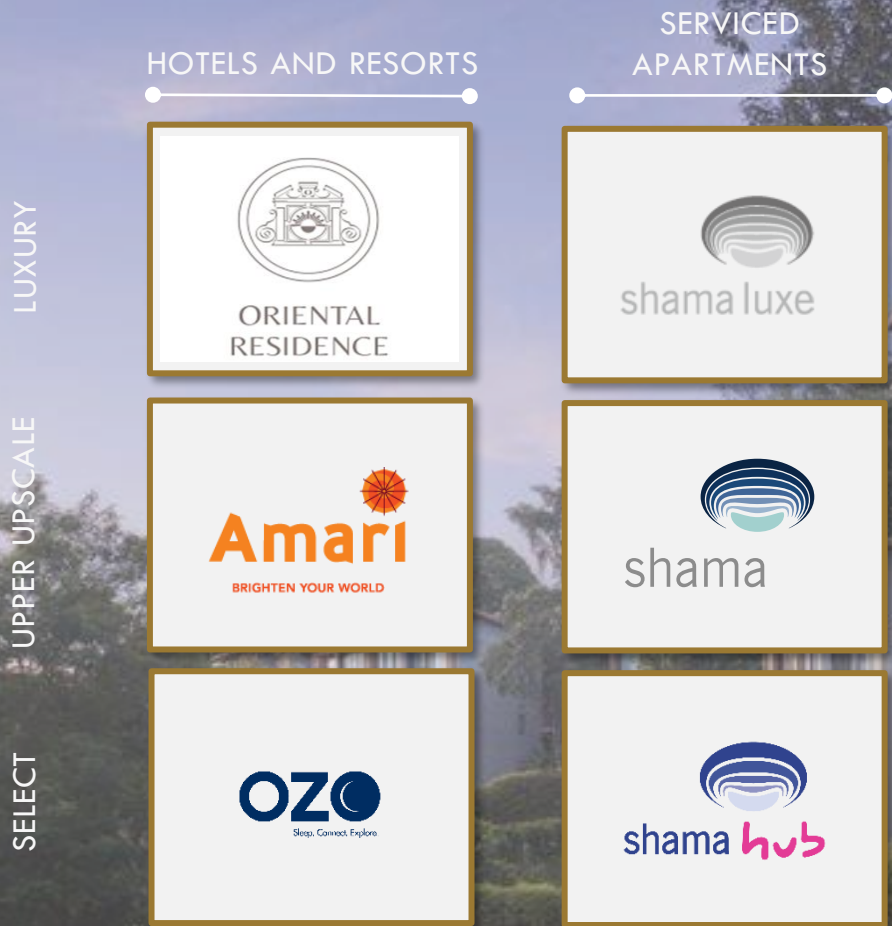
Thailand

Sabai Sabai Chiang Mai
Sabai Sabai Sukhothai
Sukhothai Heritage Resort
The Tide Resort Bangsaen
Emmaline Hotel Nan
Loei Palace Hotel

Hong Kong

Hotel 108 Hong Kong
Y Hotel Sheung Wan

Brand Portfolio





The Amari culture proudly celebrates contemporary food, arts, design, architecture, wellness, festivities and fun.

We shine a light on the local culture, embracing it as our own in each of our Amari hotels and resorts across the World.

Wherever we are, wherever you stay, we are here to Brighten Your World.



AMARI GUESTS

Amari guests are keen to discover new destinations, cultures and people.

They are open-minded & curious to try new things but prefer to be guided by someone in-the know





GREAT FOOD.
GREAT SPA.
GREAT SERVICE.

Amari rejects clichéd cultural expressions in favour of a more progressive philosophy.

This manifests as a passionate commitment to the things that really matter: warm, generous people; creative cuisine; and vibrant, immersive spaces and experiences.

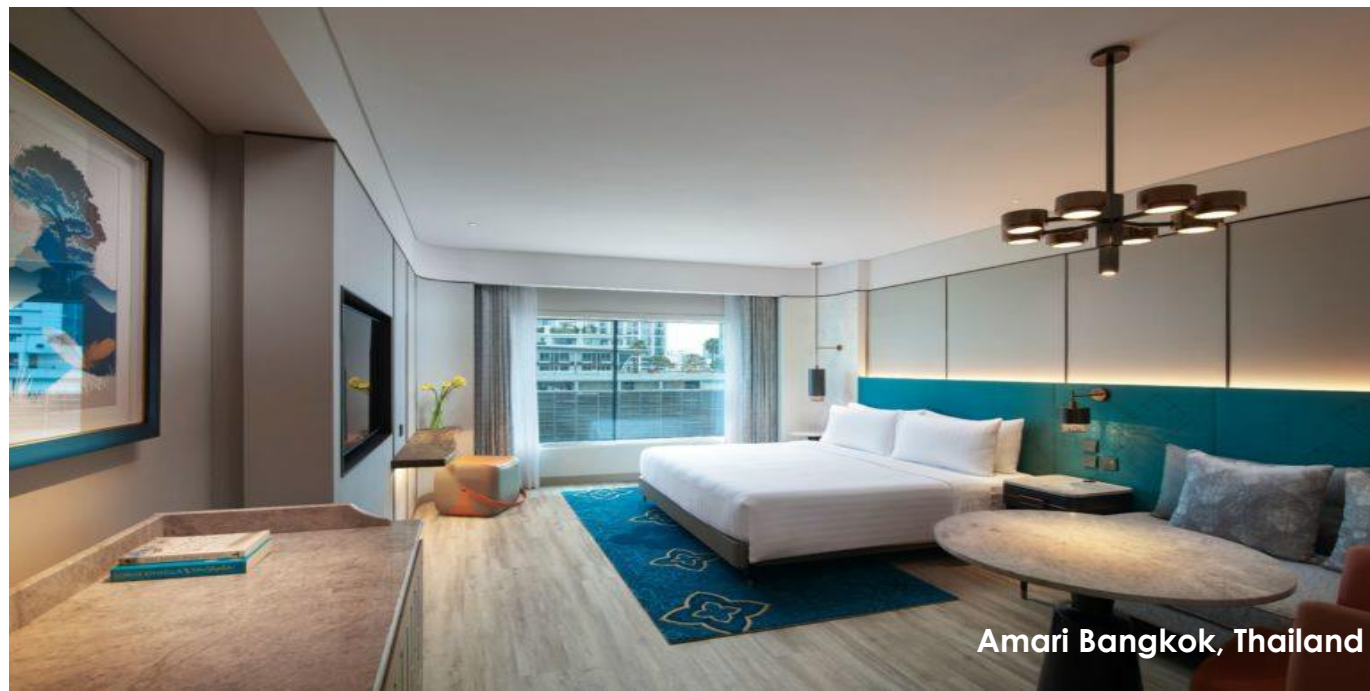
We believe that our unique perspective can bring colour to every destination, and we are committed to embracing and celebrating the diversity of contemporary local culture with our own.



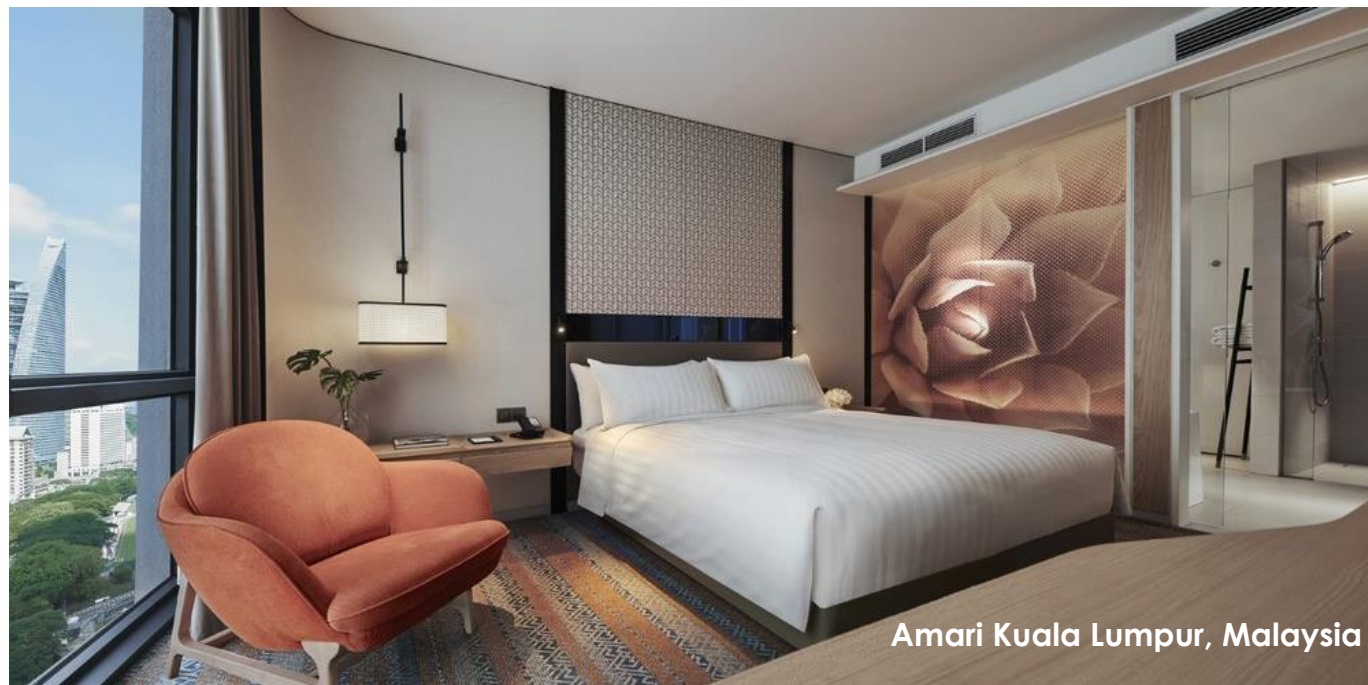
PREGO



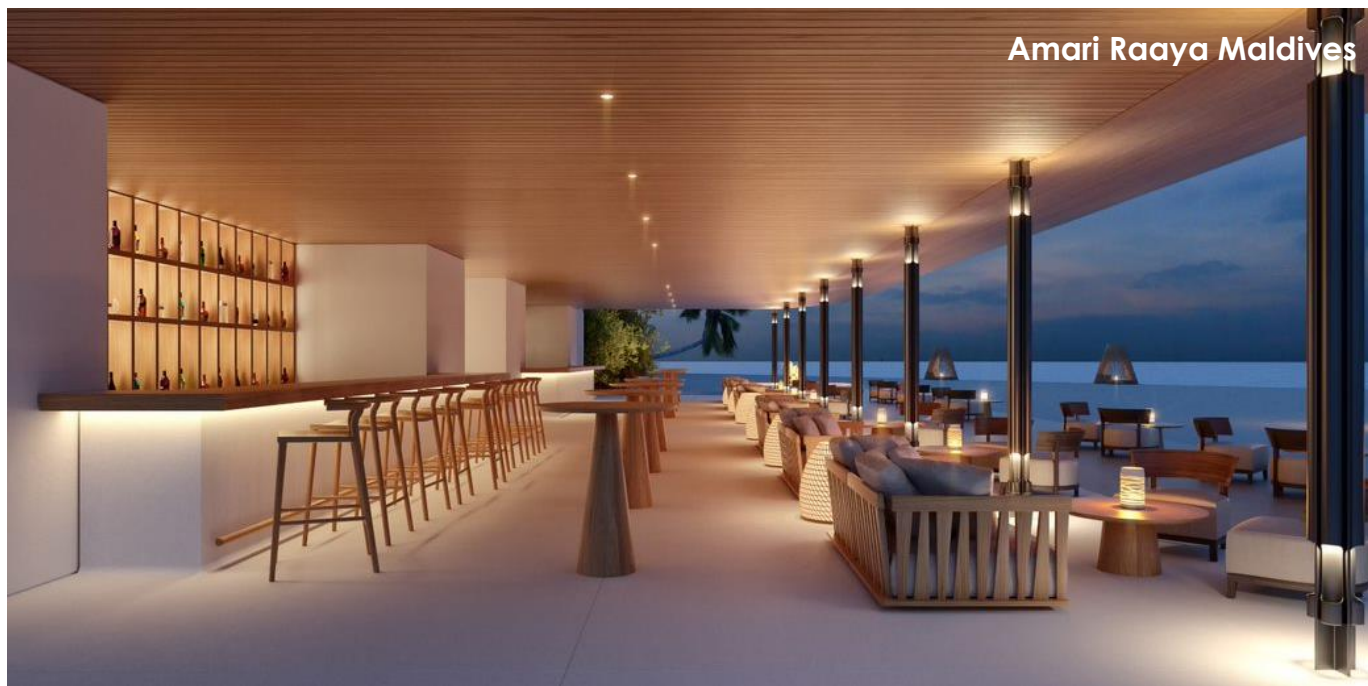
maai



Amari Pattaya, Thailand



Amari Kuala Lumpur, Malaysia



Amari Raaya Maldives

Amari Kuala Lumpur, Malaysia



Amari Johor Bahru, Malaysia



Amari SPICE Penang, Malaysia

PRIVATE PARADISE.
UNFORGETTABLE MEMORY.





You're never
a stranger at



We greet our guests with open arms and offer a sense of belonging.
Our guests want a deeper connection with the destination they visit
and to experience a slice of local life.

From hood tours and membership to our golf society
to public transport cards and local retail vouchers,
Shama goes the extra mile to help guests break-down barriers to the
neighbourhood and empower them with the freedom to explore.

A portfolio of
2,500+ units
across 16 properties



Thailand

Shama Luxe Sukhumvit Bangkok
Shama Sukhumvit Bangkok
Shama Lakeview Asoke Bangkok
Shama Petchburi 47 Bangkok
Shama Ekamai Bangkok
Shama Yenakart Bangkok

Hong Kong SAR

Shama Central
Shama Fortress Hill
Shama Hollywood
Shama Island North
Shama Midlevels
Shama Tsim Sha Tsui
Shama Hub Metro South (2024)

Mainland China

Shama Heda Hangzhou
Shama Zijingang Hangzhou
Shama Daqing Heilongjiang
Shama Hub New City Changchun
Shama Hub West Coast Haikou (2023)
Shama Hub Qiantang Hangzhou (2023)

Malaysia

Shama Suasana Johor Bahru (2023)
Shama Medini (2024)



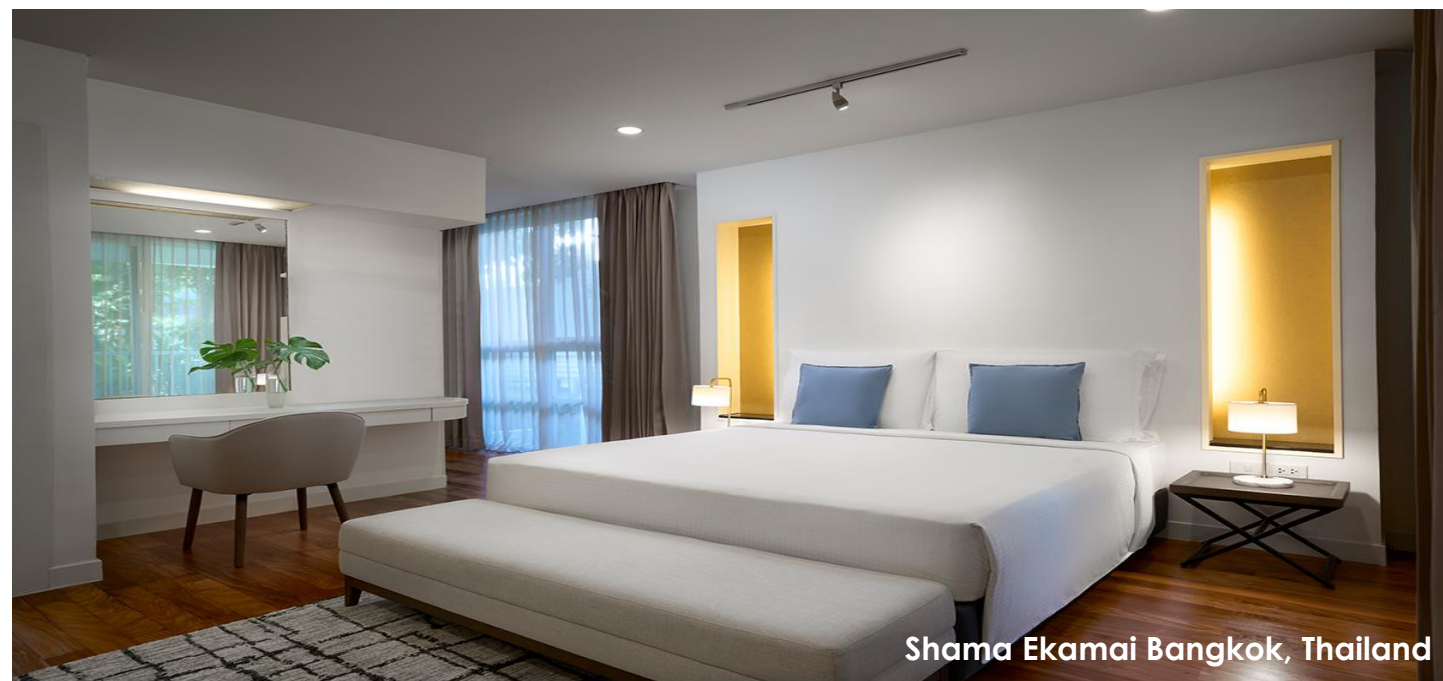


Freedom to Explore

Shama Yen-akat Bangkok, Thailand



Shama Petchburi 47 Bangkok, Thailand



Shama Ekamai Bangkok, Thailand



shama

Freedom to Explore

Shama Yen-akat Bangkok, Thailand



Shama Luxe Sukhumvit Bangkok, Thailand



Shama Yen-Akat Bangkok



Freedom to Explore



Shama Social Club

Shama is at the heart of our community, as much as our community is at the heart of our business.

That's why we've created the Shama Social Club, the perfect opportunity to hangout and meet fellow travelers.

Shama Social Club is a global community of travelers connected by a love of exploration and a dedicated program of activities, where regular events, games, experiences and parties are just a click away.





Reduced risk.
Optimized profit.

Key Statistics*

Daily Rate US\$ 125

Occupancy 80% - 90%

GOP 55% - 65%

*entire portfolio
2016-19

Unpack.

Good.

Vibes.



Hotels & Resorts



Hotels built upon the essentials:
An amazing nights sleep, meaningful connections
and the joy of exploration.

High
Energy
Families

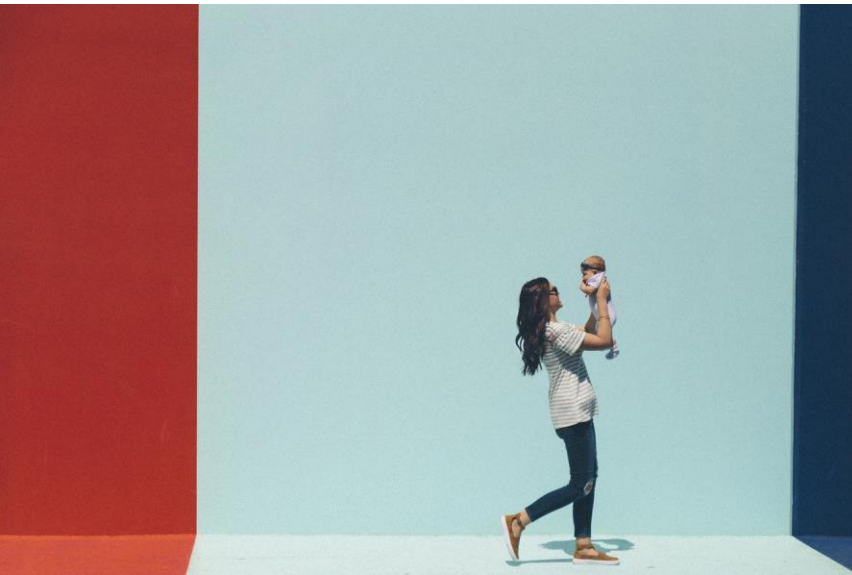
A safe & comfortable base, good food
and fun distractions for the little ones.

Fun
Loving
Travelers

OZO guests are not defined by any age
but united by their fun-loving attitude

Corporate
Road
Warriors

Excellent value in the right location.
No frills, just a quiet room and powerful Wi-Fi









Key Statistics*

Daily Rate of US\$ 115
Occupancy above 80%
GOP approx. 50%

*entire portfolio
2016-19

AMAZING SLEEP.
MEANINGFUL CONNECTIONS.







- Implement **holistic business review framework**
- **Drive and support** short & long-term hotels **performance** (Market Share, TRevPAR & GOP at hotel and functional level)
- **External Operational benchmarking** on our property against a minimum of 4 consolidated competitor properties on revenue / GOP
- **Procurement group sourcing initiatives** to create economy of scale for the Group
- **Self-Controller checklist** is provided for hotel to use them as an internal review process to ensure internal controls
- **Drive the process of Asset Maintenance** & PPM (Planned Preventive Maintenance) programs with Focus on Engineering, Fire Life & Safety, Security Audit
- **Follow on ONYX Operational Standards** & SOPs



Balancing cost containment, revenue generation, business quality & safety , compliance, and value creation

Quantitative Measures	Benchmarks
Value Creation	Market Value of Asset
Financial Performance	Revenue, GOP, EBITDA
Operating Measures	ADR, RevPAR, Occupancy, RGI
Asset Utilization	Capital Expenditure
Growth measures	Change in Asset Market Value Operational Efficiency Improvement

Qualitative Measures	Benchmarks
Developing or Maintaining relationship with stakeholders	Owners, Lenders
Quality	Property Condition Guest Satisfaction Associate Satisfaction Quality scores E Commerce scores Compliance Audit



	OPERATING MEASURES	DESCRIPTION
Top Line	ADR	Average Room Rate
	Occupancy	Hotel Room sold divided by Total Room Available
	RevPAR	Room Revenue Per Available Room
	FB Revenue Per Seat	Outlet Revenues divided by Total Seats
	BQ Revenue Per SQM	Banquet Revenues divided by Total Square Meter
Profit	TRevPAR	Total Revenue per Available Room
	GOPPAR/Margin	Gross Operating Profit per Available Room/ GOP Margin
Return	EBITDA PAR/Margin*	EBITDA per Available Room/ EBITDA Margin
	Return on Net Operating Asset*	EBITDA/Vale of Fixed Asset (excluding Depreciation)

Key business measurement must combine between **Operating Measures** and **Return on Asset** to determine how good of that particular asset.



Why ONYX?



OWNERSHIP.

ONYX has the background in developing and owning hotels as a long-term investor, We understand owner's requirement in terms of ROI and profitability criteria.

TRUSTED PARTNERS.

We are a privately-owned family business established in 1955 and are trusted by well-established property developers in the region.



REPUTED BRANDS.

Our brands are trusted by developers and customers with operational excellence and personalized approach to maximize outcomes.

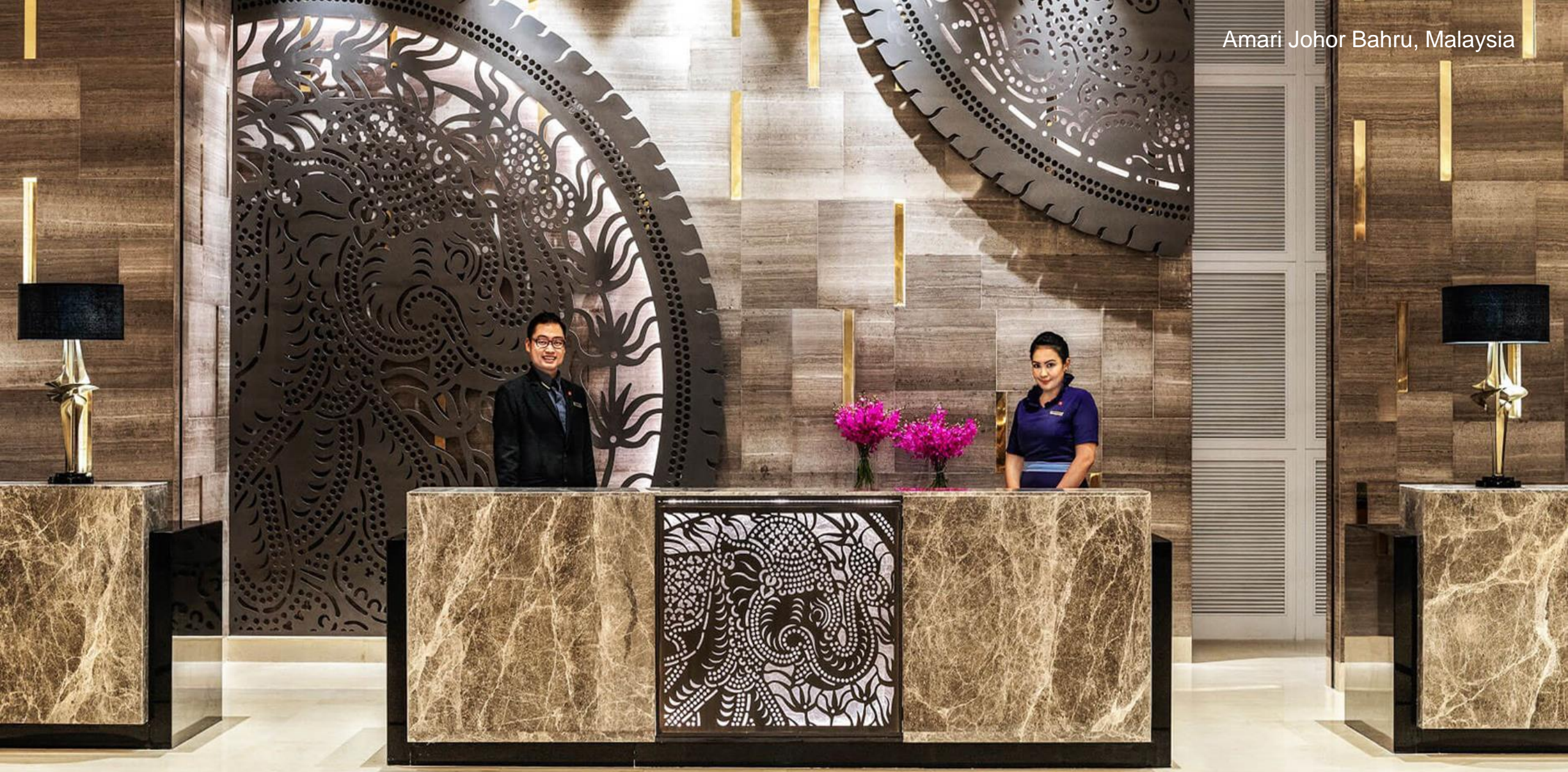
DYNAMIC DISTRIBUTION.

ONYX offers a network of sales and PR offices in key markets and a strong focus on modern distribution technology.



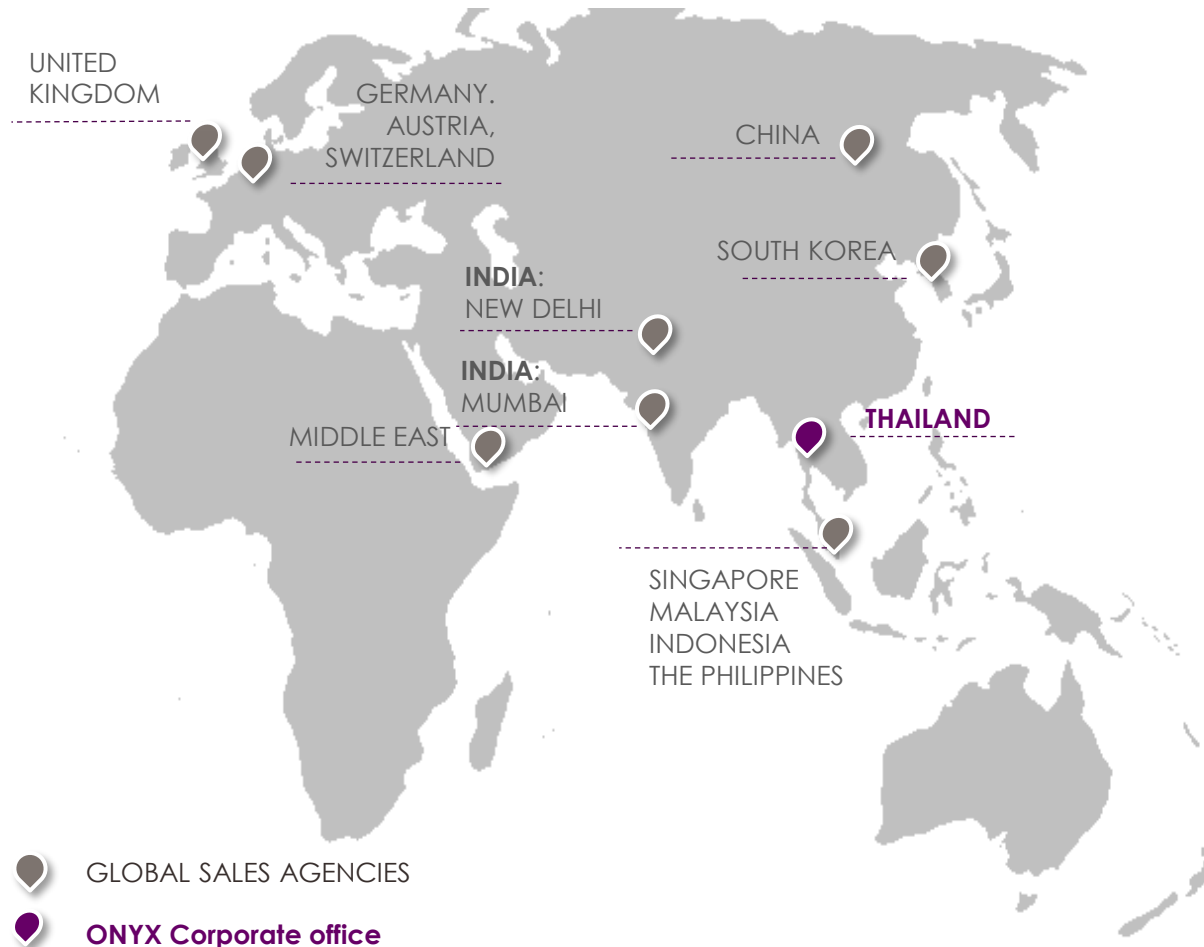
MANAGE WITH PASSION.

We are proud of our status as a key regional player. Our experienced top management engage with developers every step of the way.





We have strong presence in the key source market.



ONYX Hospitality Group is confident to perform strongly given a dedicated team of commercial expertise. We pride ourselves on delivering desired results to owners by leveraging our strengths and networks globally.

Bangkok-based ONYX Corporate office manages all the Global Sales Agencies in key source markets.

All Global Sales Agencies have a dedicated sales representatives for ONYX.



Drive sales activities through targeted international tradeshows, roadshows, local sales missions and key account visits

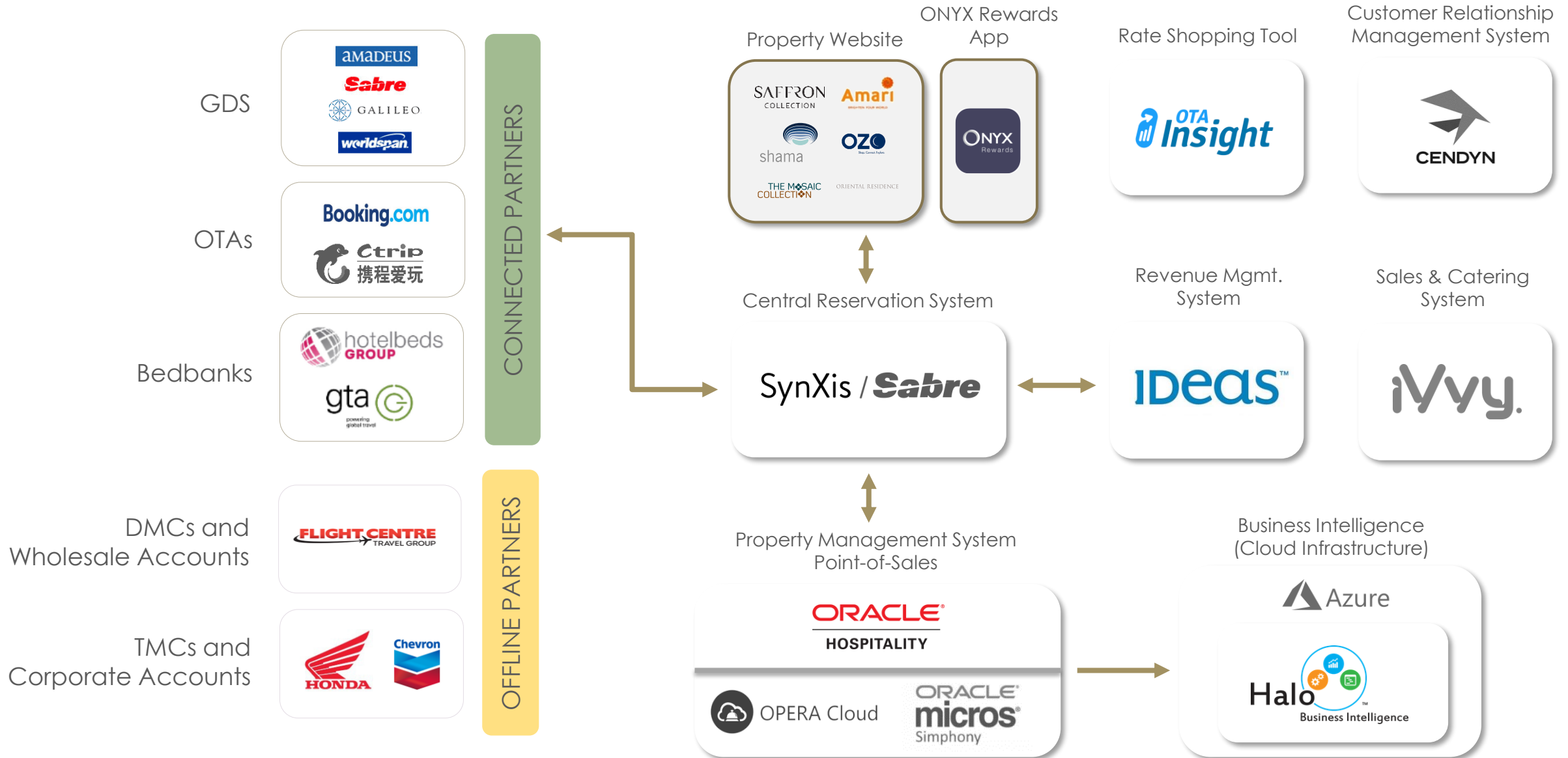
Tradeshows Participation

- ITB – Berlin Germany
- ITB – Asia Singapore
- Arabian Travel Market – Dubai, UAE
- SATTE – India
- Thai Tiew Thai – Thailand
- PATA Exchange – London, UK
- WTM – London, UK

In addition to tradeshow participations, will drive ONYX portfolio through own local and regional roadshows, sales mission and key accounts visits through tapping into GSA networks.



Distribution Channels and Systems





1	EXPERIENCE UPLIFT	<ul style="list-style-type: none"> • Enhance brand value & experience leveraging data, new technologies to deliver personalised experiences • Revitalised brands website experiences and introduced a new mobile experience, elevating on property experiences from booking to stay • Generate demand and grow customer retention through the ONYX Reward program and through partnerships and membership programs such as airlines and local commercial partners
2	DATA DRIVEN OPTIMISATION	<ul style="list-style-type: none"> • Smart customer segments targeting, leveraging commercial tools, digital marketing, and business intelligence • Enhance and optimise “revenue management” with data science to improve revenue capture and market share • Continuously adjust monthly sales and marketing strategies and campaigns to meet the needs of customers and offer more attractive deals than competitors
3	LEVERAGE DISTRIBUTION	<ul style="list-style-type: none"> • Build base business via wholesale, B2B corporate account acquisition and key existing FIT and Group accounts • Drive ADR and lowest distribution channel cost via direct channels; Brand.com and ONYX Rewards • Drive volume via Online Travel Agent (OTAs) or B2C across online systems such as Agoda, Booking.com, Expedia • Leverage repeat business through CRM targeting ONYX Rewards and growing member tiers
4	INTEGRATED MARKETING	<ul style="list-style-type: none"> • Generate demand through robust brand marketing campaigns leveraging offline and online channels with key focus on content marketing to build brand awareness and customer engagement • Capture demand through target property advertising across social media, display, OTAs • Strategic brand-level communication activities to support awareness building in key regions



Loyalty Program for Onyx Loyal Customer



Stay, Earn, Enjoy.



Free Stays

Use your points to redeem free nights stays



Room Upgrades

Upgrade your room from Gold status, subject to availability



Member-Only Offers

Get insider discounts or early access to major sale events before everyone else

460,000 members as of December 2022
with a growth of 10,000 new members per month

- Loyal customer can stay across the hotels under the Onyx Hospitality group and earn onyx rewards point to enjoy member exclusive offers.
- Growing Member tier system to attract repeated stay to get into a higher tier and enjoy greater benefits.

Property Management System and Rooms Manager

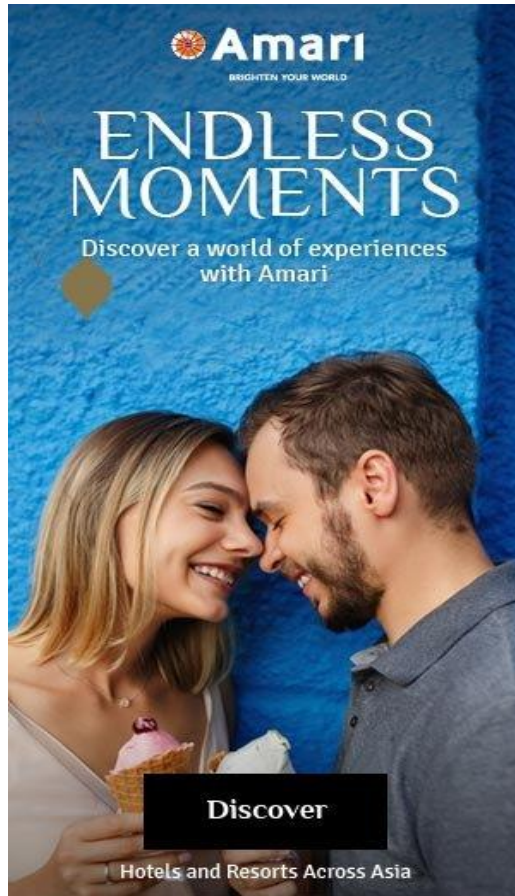


The OKKAMI app allows the customer to:

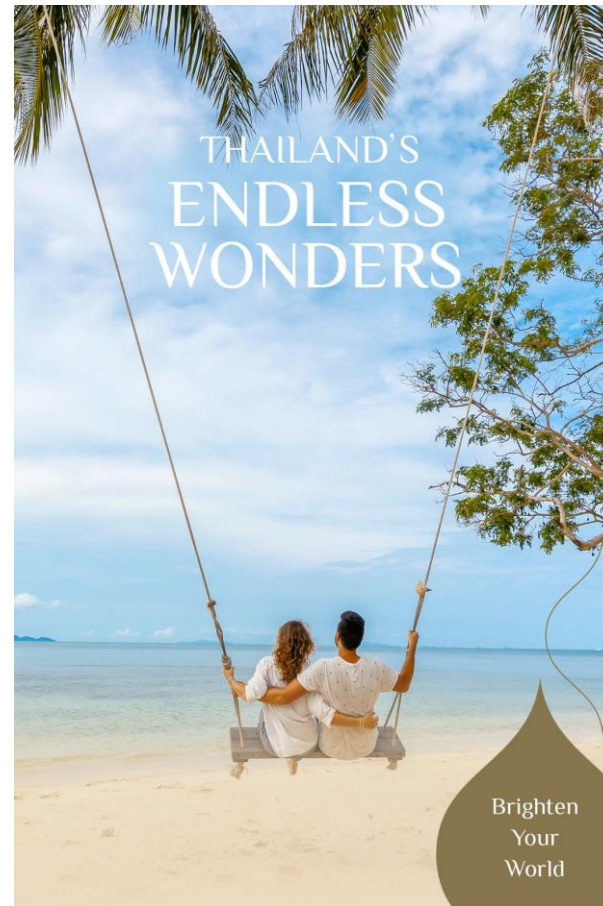
- Book and manage Room, Spas, Wellness reservations
- Connect in real time before or during stay through Live Chat such as, make travel arrangement, ask for extra amenities, schedule a wake-up call or view folio before check-out
- Browse through restaurant menus, book a table or order in-room dining



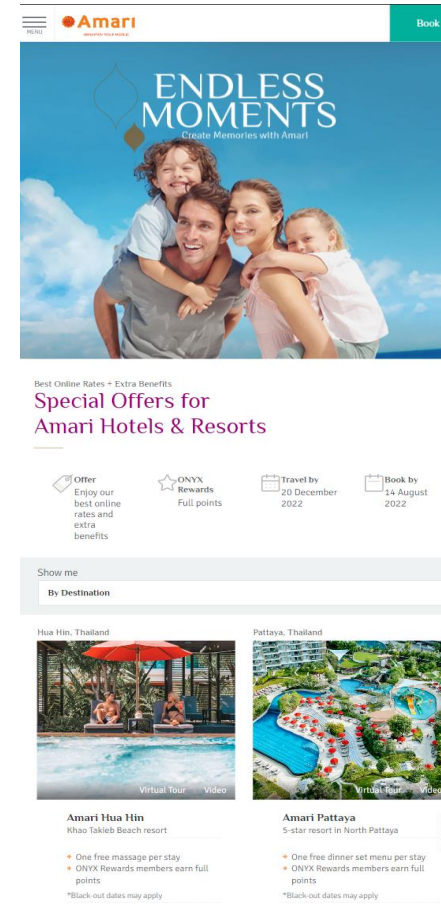
Multi-channel marketing and advertising – driving awareness in key target markets, capture and retain



Strategic Awareness Drive



Engage & Capture through Content Marketing & Offer

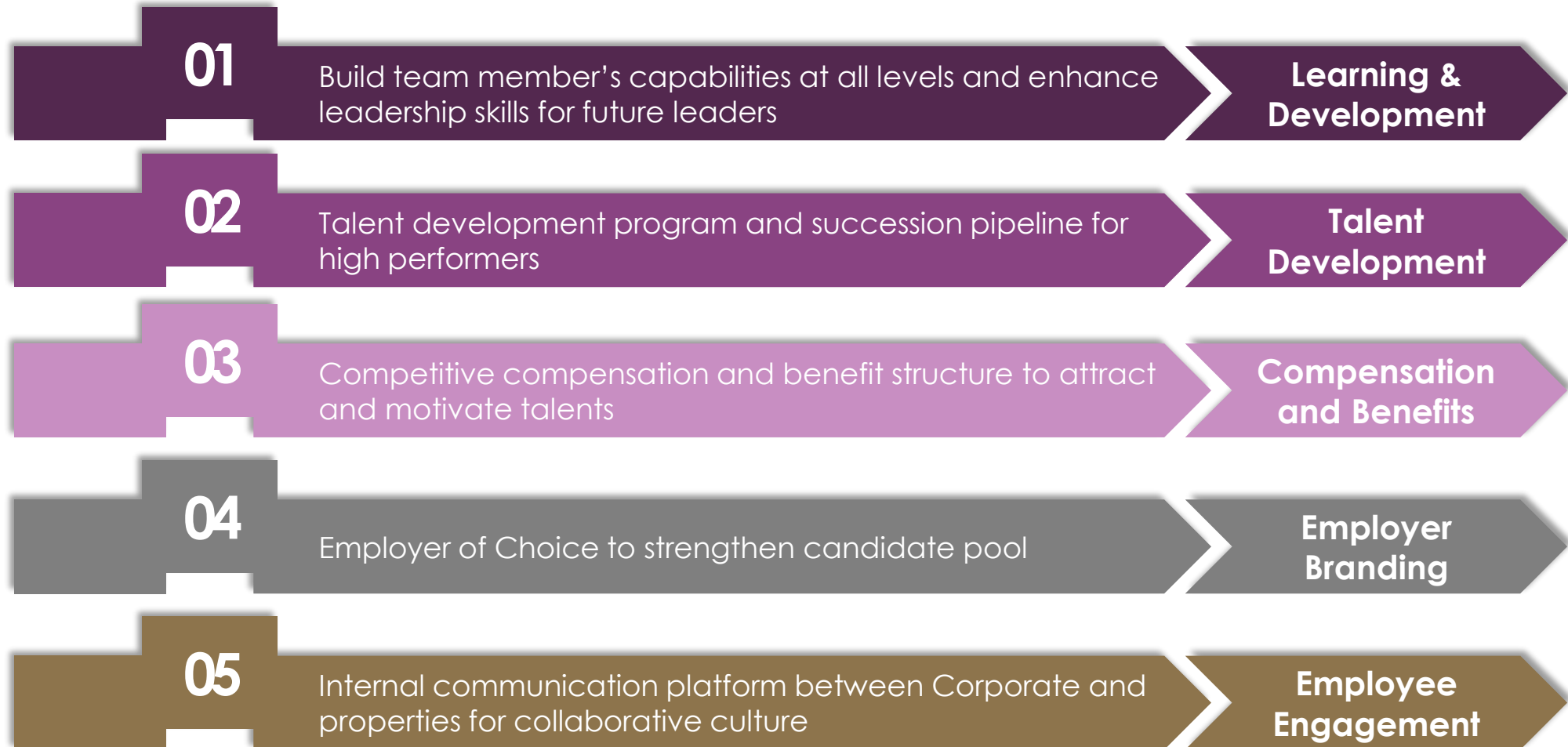


Retain via CRM & ONYX Rewards



OUR PEOPLE IS KEY TO SUCCESS.







Gradually laying the foundation of ONYX Academy, the company's extensive resource library and platform for all Learning & Development Programs, in 2022 alone we have designed, developed, and delivered key programs as follows.



Supervisory & Leadership Development Programs (5)

HEIGHT
Leadership & Supervisory Foundation

The **FACILITATOR**
BOOTCAMP

JOB COACH
On-Job Skill Trainer Certification

Brand Immersion
Workshop

Performance Management &
KPI & IDP Setting

Generic Property Training Programs (4)

BRIGHTEN
SERVICE CULTURE PATHWAYS
MASTER TRAINER CERTIFICATION

BRIGHTEN
SERVICE CULTURE PATHWAYS

SET SAIL
FIRST-DAY ORIENTATION

The Revitalized
Living Our Core Values



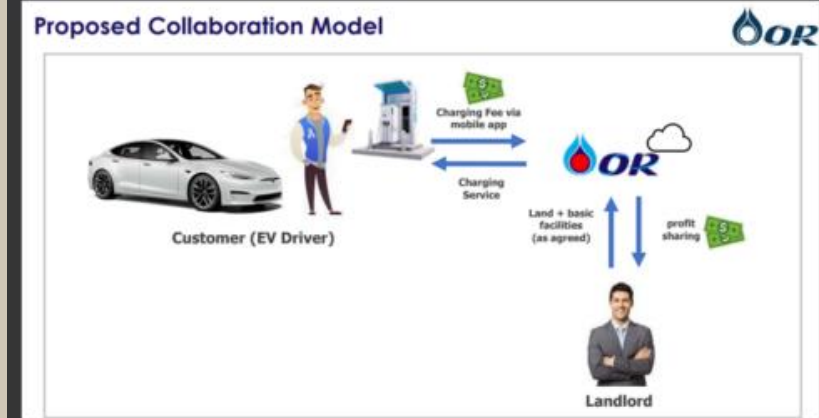
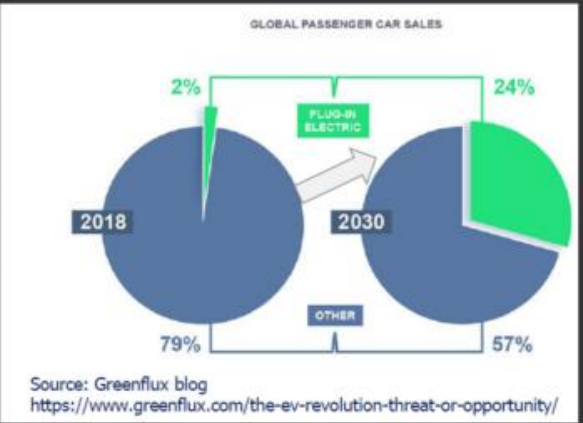
OZO Samui, Thailand

EV Charger Station - [PTTOR]

(MOU for All Hotel Brand)

PTTOR Market Cap
THB 315 bn

EV Market status update



MOBILITY

Strengthen Our Mobility Platform to Cater to Future EV Needs



ptt station
Now **31** stations are equipped with EV chargers
2021 **100**
2022 **300** (Cumulative)

mobile application
for customers to connect to our EV charging stations

Provide EV maintenance service
at FIT Auto service stations

Coffee Capsule in Guest Room - [DOI CHAANG COFFEE] (MOU for All Hotel Brand)



Capsule ESPRESSO SUPREME

Net Weight 55 grams
(10 Capsules x 5.5 grams)
100% Nespresso® Compatible Coffee Capsules

DESCRIPTION

กาแฟเอสเปรสโซ่ Supreme จากเมล็ดกาแฟอาราบิก้า 100% ที่ปลูกในสวนกาแฟของไร่ชาอังคณา ซึ่งเป็นสวนกาแฟที่มีพื้นที่ปลูกกาแฟอาราบิก้า 100% และได้รับการรับรองมาตรฐาน ISO 9001:2015

GLOBAL CERTIFICATIONS

www.doichaangcoffee.co.th

Doi Chaang Holding Corporation Co., Ltd | 76 Soi Ladprao-Wanghin 52, Ladprao-Wanghin RD, Ladprao, Bangkok, 10230 Thailand Tel. 02-9311804 Fax. 02-9311803 info@doichaangcoffee.co.th

Capsule PEABERRY CLASSIC

Net Weight 55 grams
(10 Capsules x 5.5 grams)
100% Nespresso® Compatible Coffee Capsules

DESCRIPTION

กาแฟเพาเบอรี่ Classic จากเมล็ดกาแฟอาราบิก้า 100% ที่ปลูกในสวนกาแฟของไร่ชาอังคณา ซึ่งเป็นสวนกาแฟที่มีพื้นที่ปลูกกาแฟอาราบิก้า 100% และได้รับการรับรองมาตรฐาน ISO 9001:2015

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DOI CHAANG COFFEE CAPSULE

CORPORATE PACKAGE



DOI CHAANG CAPSULE COFFEE
COMPATIBLE WITH NESPRESSO® MACHINES





DOI CHAANG COFFEE CAPSULE

100% COMPOSTABLE

MADE FROM CELLULOSE COMPOUND



OK compost **VINÇOTTE**

- VINÇOTTE certified compostable capsules
- Natural capsule made from cellulose compound
- 100% sustainable materials coming from the refuse of the papermilling
- 100% compostable with 0 impact on the environment

HELPING TO PROTECT OUR ENVIRONMENT



COMPOSTING CYCLE
Average temperature 16°C



www.doichaangcoffee.co.th

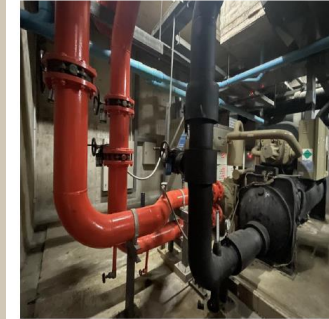
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Energy Earnings - [GRUNDFOS]

Chiller & Condensing Pump

What is Grundfos Energy Earnings?

- A shared energy saving program where Grundfos invests in the new equipment and shares only the realized saving.
- Hotel receives a guaranteed % of the realized savings.
- Zero financial investments and no technical risk.
- Pump replacement, installation and commissioning offered as an all-inclusive subscription.
- We split the energy savings according to our agreement.
- After the shared saving period (5 years), the solution belongs to the hotel.



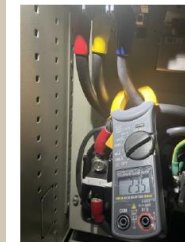
Chiller Systems
3x



Cooling Towers
3x (6 cells)



Chiller Pumps
6x



Spot measurement of power consumption on both pumps.

Operating cost comparison (condenser pumps)



Existing operating cost:
24kW x 24 hrs. x 365 days x 3.60 THB =
*THB 756,000 cost per year



New operating cost:
15W x 24 hrs. x 365 days x 3.60 THB =
*THB 473,000 cost per year

Target savings

- ✓ 9 kW saving per hour (37% reduction)
- ✓ 78,000 kW annual energy savings.
- ✓ THB 283,000 saving per year.

be think innovate

be think
innovate

GRUNDFOS

GRUNDFOS

Pumps consume 10% of the world's electrical power – too much of it is wasted

This World Environment Day, switch to Grundfos' energy efficient pumps to save on electricity, CO₂ and operational costs

Act NOW and save. Discover how at in.grundfos.com/energy



Room Amenities - [Sustainability & Eco Friendly]

(On progressing of implementation)



Use biodegradable bathroom amenities or save money with eco-friendly alternatives



Amari Pattaya, Thailand



Opportunity	HOT and MA	Project Profile	Construction	Pre-opening	Opening
<p>Development Team explores feasibility.</p> <p>Technical Services reviews site and conceptual planning if new build, or design feasibility for branded conversion projects.</p>	<p>Development Team propose Heads of Terms outlining key commercial agreements.</p> <p>Development Team negotiate and sign Management Agreement.</p>	<p>TS interprets brand, profile and product design to best suit opportunity.</p>	<p>TS monitors product, brand compliance, FLS and M&E throughout the duration of the construction.</p>	<p>TS helps transition project into Operations mode.</p>	<p>Operations leads opening process with support from all departments.</p>



Project Management

- Establish master project plan for each project
- Align on internal and external communication
- Proactive planning and follow up of key project priorities
- Maintain accurate reporting of pipeline hotels

Commercial

- Drive the commercial pre-opening journey
- Establish commercial critical path
- Visibility > Positioning > S&M Execution > Opening
- Support the hotel team development and planning

Recruitment & Training

- Lead manning guide and benchmarks
- Lead key hotel colleague recruitment
- Lead the master training plan and integration plan
- Support with task force and trial stay planning

Information Technology

- Lead the Pre-opening IT structural planning
- Lead the IT budget and installation plan
- Lead the IT system integration, testing and training

Food & Beverage

- Lead the concept planning and design
- Operationalizing F&B concepts and positioning
- Support with menu engineering and colleague training
- Support with final F&B setup and trial runs





• CONTACT US



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ONYX Hospitality Group

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Nattaporn Ratanasingha

Director, Business Development and Strategy
ONYX Hospitality Group

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