

growing on

# CONTENTS

4	The Amara Vision
5	The Amara Brand
8	Our Business Portfolio
10	CEO's Message
14	Board of Directors
17	Operations Review
18	Hotel Investment and Management
20	Property Investment and Development
21	Specialty Restaurants and Food Services
22	Positioned for Further Success
23	Accolades
25	Financial Highlights
26	Corporate Structure
27	Corporate Governance Report
35	Financial Statements
104	Corporate Data
105	Statistics of Shareholdings
107	Notice of Annual General Meeting
	Proxy Form

With the economy gaining momentum,  
the soil is fertile and the time is right.

Let's grow on!

bloom

Time-tested strategies and business principles had seen us grown through challenging times. With brighter days right ahead, we won't just be growing, but blooming.



## THE AMARA VISION

Sharing a common vision and an identical set of values, we strive to deliver a brand experience unique to Amara in our three interrelated core businesses.

The Amara Vision is to be recognised as a leading Asian integrated lifestyle group, with premium brands that exude the value, quality and style of our product offerings, and a warm and personalised service that goes beyond the expectations of our customers.

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**OUR CORE VALUES** allow us to embody the innovative and creative spirit, daring to dream and constantly keeping up with trends. We are committed to providing a quality and superior integrated lifestyle product, delivered with the utmost professionalism and that special touch of Asian hospitality.

**OUR GREATEST ASSET** is our people. We value their contributions and are dedicated to training and bringing out the best in our people.

**OUR ULTIMATE GOAL** is to maintain excellence in all that we do, and offer long term benefits to our shareholders, our customers and our employees.

## THE AMARA BRAND

A home-grown integrated lifestyle group principally engaged in three business areas, namely, hotel investment and management, property investment and development, and specialty restaurants and food services. We are recognised as the creator of innovative hospitality products.



AMARA HOLDINGS LIMITED

## THE AMARA BRAND

### AMARA HOTELS & RESORTS

Amara presents the world with a fresh approach to luxury hotels and resorts.

We promise to enrich, fulfill and inspire our guests with individual experiences that are cherished and memorable.

We are the creator of special moments and unique memories. Our Special Moments Make Memories.

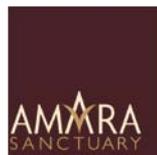
### AMARA SANCTUARY

Amara Sanctuary Resorts are contemporary Asian luxury resort hotels in exotic locations offering a unique environment to relax and rejuvenate.

Amara Sanctuary Resorts blend tradition with modernity and offer sensory experiences in an intimate setting. Spaces are surprising, the service is world class and the experience is as individual as you.

### AMARA SIGNATURE

Amara Signature Hotels are stylish contemporary Asian luxury city hotels, offering a unique environment in which to relax or do business. Amara Signature Hotels bring together the best contemporary architecture and state-of-the-art facilities in a prominent city location, where guests will find stylish interiors, world class service and an experience as individual as you.



## AMARA HOTELS

Amara Hotels are contemporary Asian business hotels offering a friendly environment in which to relax or do business. Amara Hotels offer the latest business hotel facilities in a convenient city location, where guests will find stylish interiors, world class service and an experience as individual as you.



## SILK ROAD

Come and savour the rich and colourful history, and some of the unique traditions of the Silk Road. Experience first-hand the ancient art of tea pouring, and sample the cuisine of the Silk Road where Marco Polo first discovered Asia and where the finest dishes from the orient are created by master chefs. Showcasing the very best of provincial Chinese cuisine, our show kitchen allows you to be a part of the action – a truly individual experience.



## THANYING

In a marriage of centuries old eastern and western influences, tastes and textures are combined into something uniquely Thai. At Thanying Restaurant, we offer you a unique taste of rich, exquisite and royal cuisine. Set your senses alight and experience the balance of flavours that only Thanying Restaurant can bring directly to your table. Within a uniquely Thai ambience, and distinctly Thai service, Thanying Restaurant relives the culinary past when only the most exquisite morsels were prepared and presented with the pomp and richness deserving of royalty. Experience a feast for your senses as Thanying Restaurant presents a uniquely individual Thai experience.



## OUR BUSINESS PORTFOLIO

### HOTEL INVESTMENT AND MANAGEMENT

#### AMARA SINGAPORE

Our flagship city centre hotel, Amara Singapore, is conveniently located next to Tanjong Pagar MRT Station in the thriving Central Business District. The hotel is easily accessible by major transportation modes and within walking distance to fascinating Chinatown, the Tanjong Pagar Conservation District, graded office buildings, foreign and local banks, post offices, shops, as well as dining and entertainment establishments. Our 380-room hotel showcases special touches including a lobby with a minimalist theme, a contemporary Balinese-style resort pool and a collection of chic restaurants including our iconic Silk Road and Thanying Restaurants. Complemented by a host of specially designed rooms, facilities and a spa, our valued guests can enjoy luxurious inner city living at Amara Singapore. Furthermore, the Grand Ballroom with a 500 auditorium style seating capacity as well as four function rooms can cater to events of all scales from weddings and social functions to meetings and exhibitions.

#### AMARA SANCTUARY RESORT, SENTOSA

Amara Sanctuary Resort, Sentosa, our very first boutique resort, provides the ultimate in modern luxury in the quiet seclusion of an exotic tropical garden setting. Specially crafted for discerning individuals who appreciate a luxury retreat with a modern, yet natural twist, the resort offers a well-appointed respite from the urban hustle, one imbued with the unique Amara touch. Set amidst lush tropical greenery overlooking the South China Sea and near the white sands of Palawan beach at Sentosa Island, Amara Sanctuary Resort, Sentosa offers a unique combination of contemporary design and luxurious hotel facilities. Spacious and well-equipped, the resort promises a charm that is all its own.

Amara Sanctuary Resort, Sentosa is nestled beautifully on a hilltop, surrounded by 3.5 hectares of gardens and natural tropical rainforest. Its unique character is derived from an exotic blend of colonial architecture and modern design concepts, as well as comprehensive luxurious hotel facilities that come together to shape an ideal and individual resort experience – whether the stay is for business or leisure.

The resort's 140 beautifully designed guest rooms, Courtyard and Verandah suites, as well as Villas offer the ultimate in comfort, luxury living and state-of-the-art facilities. Each Villa has a tropical fruit garden. Guests may also choose to stay in the privacy and tranquility of the Courtyard and Verandah suites for a

taste of contemporary colonial style. To complement the existing colonial architecture, the deluxe guest rooms are situated in a stylishly designed building that offers contemporary accommodation with superb views of the surrounding tropical landscape.

#### AMARA SIGNATURE SHANGHAI

A mixed development, Amara Signature Shanghai will comprise a 360-room hotel, retail centre and office building. The shopping centre will feature many of Singapore's great brands in food and beverages and entertainment as well as lifestyle retailers. Amara Signature Shanghai is expected to benefit from its excellent location within the city centre as well as Shanghai's renowned status as Asia's leading business and financial centre.

#### AMARA BANGKOK

Amara Bangkok will be our first entry into the "Land of Smiles". This upcoming 251-room hotel in Bangkok is designed as an exciting business and leisure hotel with an emphasis on the use of local Thai materials to create the experience of an "oasis in the city". The full service hotel will feature Amara's signature cuisines in a chic restaurant, a tranquil sunset bar by the rooftop pool for guests to unwind, lobby bar and comprehensive facilities for the MICE business as well as a state-of-the-art wellness level comprising a gymnasium to pamper our guests.

Located in the choice Surawong Road, parallel to Silom and Sathorn Roads, Amara Bangkok is situated in one of the most vibrant areas in Bangkok, an area known for its rich and colourful local entertainment and shopping activities as well as the financial district of Bangkok. This is a strategic location with easy access to and from Suvarnabhumi International Airport, offering convenience to tourists and business travellers alike. Amara Bangkok is scheduled for opening end 2012.

### SPECIALTY RESTAURANTS AND FOOD SERVICES

#### THANYING RESTAURANT

Since its inception in 1988, Thanying Restaurant has devotedly recreated culinary history by offering the most exquisite Royal Thai cuisine fit for the royalties. Meticulous effort is put into the preparation and the presentation of each dish. Moreover, each Thai Chef has his/her own area of specialties, served in the tradition of Thai court cuisine. To top it off, Thanying's most famous dessert buffet offers a grand finale after a sumptuous feast. It consists of delicious seasonal fruits that have been thoughtfully peeled and seeded, as well as traditional Thai sweets, all of which are beautifully presented at the counter decorated with

delicately carved fruits skillfully executed by our Thai Chefs. The flagship Thanying Restaurant has a seating capacity of 164 and is located at Amara Singapore.

Opened in July 2007, the outlet at Amara Sanctuary Resort, Sentosa gives guests the option to dine indoors in the elegant dining room or alfresco at the large outdoor terrace set amidst a herb garden. The garden grows many herbs used in the restaurant's food preparation.

#### **SILK ROAD RESTAURANT**

Established in November 2001 and located at Amara Singapore, the flagship Silk Road Restaurant is a full-service restaurant concept featuring selective cuisines that stretch along the historical Silk Road in China, namely, the provinces of Sichuan, Shaanxi, Liaoning and Beijing. A team of highly specialised and trained chefs ensure that the original unique flavour and taste of the dishes are maintained with the judicious use of specially imported spices and sauces. Whilst providing excellent service standards, the service staff are also knowledgeable about the culinary customs and history of the dishes served in the restaurant. Since its inception, the restaurant has won many accolades and rave reviews from discerning locals, tourists and Chinese expatriates alike, who are well-travelled in China and keen to enjoy authentic Chinese cuisine.

Silk Road of the Sea, opened in December 2007 at the seafront of Palawan Beach, Sentosa is a restaurant serving cuisine tracing the culinary footsteps of explorer Marco Polo on his journey home from South China Sea to the Mediterranean.

#### **PROPERTY INVESTMENT AND DEVELOPMENT**

##### **AMARA CORPORATE TOWER**

Amara Corporate Tower, a 12-storey office building, is strategically located at 100 Tras Street and is a stroll away from the Tanjong Pagar MRT Station. Easily accessible by bus or car, Amara Corporate Tower is also located close to diverse amenities such as major local and foreign banks and post offices.

##### **100 AM**

The existing four-storey Amara Shopping Centre is currently undergoing asset enhancement works and upon completion will be branded as 100 AM. The timely refurbishment of this property will complement the new profile of shoppers, tourists and young residents who frequent the Tanjong Pagar area for work and live among the fast growing developments in the location. This area is gradually being developed for inner-city living, has displayed much promise and growth with a cluster of high-end residential

developments and hotel developments shaping up the vicinity. 100 AM, the only full-fledged shopping centre in the area, will stand to benefit from the rejuvenation of the Tanjong Pagar district.

New additions to 100 AM include FairPrice Finest which will be situated in the expanded basement of the mall, a food court at the top level as well as an alfresco dining environment with an offering of new trendy restaurants and bars located along Tras Street.

The refurbishment is slated for completion in the second quarter of 2012.

##### **KILLINEY 118**

Situated in the prime residential enclave of District 9, Killiney 118 is the latest addition to the Amara Group's residential development projects. This 6-storey freehold boutique development comprises 30 units of 1 and 2-bedroom apartments, and appeals to singles and couples seeking the tranquillity for their homes and proximity to Orchard Road.

Developed by Creslin Pte Ltd, a subsidiary of Amara Holdings, Killiney 118 is within walking distance of the Somerset MRT Station and just minutes away from the Central Business District. With the new integrated resorts at Sentosa Island and Marina Bay only minutes away, residents will enjoy exciting retail choices and a myriad of lifestyle shops in new world class malls in the vicinity, as well as the entertainment choices located close by.

Designed by award-winning team of ip:li architects firm and Atelier Ikebuchi firm, the property's interior is furnished with quality fittings, featuring signature brands such as Miele and Grohe.

Tapping on the popularity of boutique developments focussed on city living, Killiney 118 offers great investment value for investors with its freehold status and valued accessibility. This uniquely exclusive boutique development also features a rooftop swimming pool and barbeque pits, fitness centre and landscaped environment to create a tranquil haven within the city.