

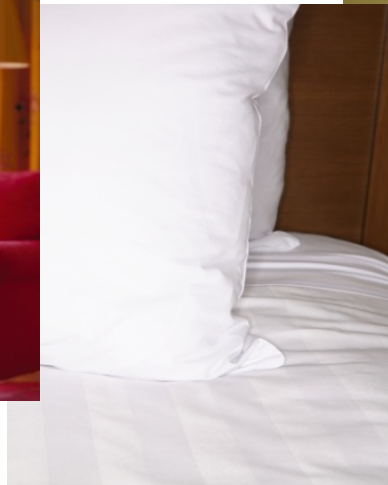


EASTIN
RESIDENCES

VALUE FOR ALL OCCASIONS

BRAND PROMISE

“Value for all occasions.”



BRAND PILLARS

- **Value** - Getting a good deal every time
- **Flexible** - Having choices and solutions which work for both business and pleasure
- **Consistent** - knowing what you can have, can appreciate and that it works every time

BRAND COMPETITIVE SET

Centre Point

President Park

Citadines

Somerset

BRAND TARGET CUSTOMERS

Age:	Young singles between 25-35+
Lifestyle:	Web savvy Low cost air travelers or package bookers Families with young children Regional travelers
Income:	USD30,000 - 50,000 annually
Value:	Always look to obtain the maximum from a visit and getting the right deal
Source markets:	Northern Europe, UK, Hong Kong, Singapore, India, Middle East, Thailand

BRAND CUSTOMER MINDSETS

- Want comfort and convenience at the right price with maximum flexibility and space
- Value hunters
- Great facilities for kids
- Always look to obtain the maximum from a visit and normally the choice of destination as well as purpose and timing will be driven by getting the right deal for extended stay whether for business or pleasure

PRODUCTS & SPECIFICATIONS

- 80 keys upwards (to 500 units)
- Maximum 4 unit types
 - Studio - 55 sqm
 - One Bedroom - 80 sqm
 - Two Bedroom - 110 sqm
 - Three Bedroom - 135 sqm
- Extra Large Closets for all types of units
- Common Laundry room with washers and dryers
- Luxury Bedding and toweling for serviced units
- Gym with 24 hours access (Min 90 sqm)
- Full Fire and Life Safety Systems including sprinkler systems in all residences

PRODUCTS & SPECIFICATIONS - continue

- CCTV on every floor and lift and covers all public areas
- Conference/event facilities that for large properties can double as a business centre (250 units and above)
- Large free form pool with adjacent kids pool
- Playground area for children located adjacent to the pool area
- Internal play area covered or indoor for 250 units and above (table tennis and pool tables etc and bouncy castle etc)
- External Climbing wall (350 units and above)
- 1 ADD Restaurant
- Coffee / Deli Shop with lounge seating - a la Starbucks (250 units and above)

PRODUCTS & SPECIFICATIONS - continue

- Room service - 06.00 to 23.00 hours (24 hours for 300 units and above)
- Free Wi-Fi throughout the residences together with a deluxe TV channel selection
- Internet terminals located off the main lobby for 350 units and above
- Family Mart type shop on premises for 350 units and above
- Spa facilities available for 350 units and above
- Outside sent out Laundry Services available including dry cleaning

CONCEPT OF RENTALS TERMS

- “Serviced” which entails 3 times a week servicing with utilities included in the price and bedding and linen changes twice a week
- “Long Lease” terms ranging from 6 months to 2 years - utilities and bedding etc not included.

UNIQUE SELLING POINTS

- Free Wi-Fi throughout the residences together with a deluxe TV channel selection
- Large free form pool, gym and sport facilities for adults and kids
- Extra Large Closets for all types of units
- Storeroom in the unit for clothes and luggage
- Washing Machine and Dryer in the unit
- Common Laundry room with washers and dryers
- Luxury Bedding and toweling for serviced units
- Full Fire and Life Safety Systems including sprinkler systems in all residences
- CCTV on every floor and lift and covers all public areas
- Conference/event facilities
- Family Mart type shop on premises
- Outside sent out Laundry Services available including dry cleaning

HOW WE REACH OUR TARGET CUSTOMERS

Sales/marketing and revenue management

Accountability:

- Annual Market Positioning plan
- Monthly Sales, Marketing and Revenue Management Report

E-Commerce:

- Brand property websites
- Search engine optimization (SEO) of brand and property websites
- Latest technology booking engine from iStay
- White label Global Distribution System codes reaching travel consortia and consumer cut over powered by TravelClick
- E-marketing through pay per click campaigns
- 3rd party website affiliations with Agoda, Wotif, Expedia, Hotelbed, Gullivers Travel, Booking.com, Orbitz Worldwide, Miki Travel, Travco, Jacob online, Transhotel, Hotel4u.com

HOW WE REACH OUR TARGET CUSTOMERS

Sales:

- Centralized International Travel Trade contracting
- Brand trade show attendance at ITB, ATF, ITCMA, ATM, AIME
- Brand sales missions to China, Japan and Korea
- RFP and Consortia programs process
- International sales offices based at each main source market with Regional Sales & Marketing Office team in Thailand/India/Vietnam for both in bound and out bound
- Sales networks in India to cover the following locations: Mumbai, Delhi, Calcutta and Bangalore
- Centralized key corporate account management
- Complete brand sales process manuals and templates

HOW WE REACH OUR TARGET CUSTOMERS

Marketing:

- Brand identity manual and collateral/advertising templates
- Brand wide partnership marketing programmes
- Centralized International press network
- Internationally segmented database
- Bi-monthly brand wide consumer and travel trade e-news update
- Annual brand targeted advertising campaigns
- Social networking campaign

HOW WE REACH OUR TARGET CUSTOMERS

Revenue Management:

- Complete brand revenue management manual and processes
- Pricing structure guidelines
- Defined market segments
- Standardized Property Management and booking engine configuration standards
- Brand wide core package transient non negotiated programmes
- Central Reservation System and inventory control via iStay
- Weekly Revenue Strategy Meetings which include review of strategies and pricing resulting in 3 month forecasts
- Extranet control and Inventory control standard guidelines

HOW WE DELIVER OUR BRAND STANDARDS

We provide full brand guidelines and manuals as well as the corporate support.

- Brand design guidelines/technical standards
- Brand manuals including; Operations/HR/Finance/Sales/Marketing/PR/Revenue Management/Pre-opening processes
- Brand job profiles
- Brand training programs
- Brand identity

PROFIT/REVENUE DRIVEN AND FLEXIBILITY

We will give minimum operating profit guarantees as the foundation of our management agreements otherwise no fees are payable as well as flexible contract exit clauses should assets sales be executed with requirements of vacant possession.

Solutions made for value construction and renovations on new builds and conversion opportunities for our partners and clients.

“Value for all occasions.”



Thank You