SIX SENSES DEVELOPMENT AND MARKETING
Development Process

Project Appraisal
- Site evaluation
- Project vision
- Conceptual design brief
- Assistance with feasibility study or market research
- Analysis of competition
- Financial review and models

Concept & Design
- Concept and design guidance
- Technical and pre-opening services
- Consultant selection
- Concept design brief to the design team
- Area requirement brief
- Customer and operational flow chart

Detailed Design & Planning
- M&E guidance
- Compilation of FF&E
- Equipment supplier recommendations
- Preparation of operations manual
- Assistance with budgets and financial planning
- Critical Path analysis and opening countdown
- Regular meetings and review of all designs
- Project consultancy
- Technical input
- Regular review of interior design and finishes
- Computer and software management system recommendations

Construction
- Site visits, troubleshooting and problem solving
- Brand Standard monitoring
- Technical, structural and construction support

Pre-Opening
- Selection of GM
- Recruitment
- Training and management orientation
- Writing operational standards
- Developing packages
- Opening set up and product training
- Pre-opening team training
- Inclusion in Group collateral
- Web presence
- Pre-opening sales and marketing

Opening & Management
- Grand opening
- PR and media launches
- Full management services (Accounting, Administration, Cost control, Day to day operations, Quality assurance, Finance, Insurance, Maintenance, Management staff)
- Inclusion in Group collateral
- Web presence
- Pre-opening sales and marketing
Strong Support from Pegasus Capital Advisors, L.P.

Company Overview

- Pegasus Capital Advisors, L.P. (“Pegasus”) was founded in 1996 by Craig Cogut. The firm has a deep team of more than 60 investment professionals and Operating Partners.
- Pegasus is a provider of structured growth capital primarily in the middle market.
- Pegasus creates fundamental value in its portfolio companies by building businesses, creating jobs and generating long-term growth.
- Pegasus’ predominant investment theme is to invest in businesses affected by the global trends driving resource scarcity related to natural resources such as food, energy and water.
- Pegasus manages approximately $2.5 billion in capital through five private equity funds.

Investment Approach

- CREATING FUNDAMENTAL VALUE: Pegasus plays an active role in business building and portfolio company management post-investment, including intensive work alongside management to establish strategic initiatives, relationships and distribution channels.
- EMPHASIS ON KNOWLEDGE: Talented finance professionals partnering with a diverse, experienced and active team of Operating Partners generates knowledge, which helps to generate returns. Pegasus identifies unique special situation opportunities and applies its core investment skills of creative structuring and business building rather than solely relying on financial engineering.
- LEVERAGING OUR INDUSTRY INSIDERS: Operating Partners assist in understanding industry dynamics as well as regulatory/policy oriented constructs.
- DOWNSIDE RISK MITIGATION: Pegasus brings substantial structuring expertise to each transaction, mitigating downside risk while preserving significant equity upside.
- LOW LEVERAGE: Pegasus builds fundamental equity value rather than producing financial returns through balance sheet engineering.
- PROPRIETARY DEAL SOURCING: Pegasus rarely participates in auctions. Deals are sourced by thematic strategic focus and Operating Partner relationships.

The Firm has made over 80 discrete investments in private and public companies across a wide range of industries.
Organization Structure
Six Senses Clientele

- Couples
- Age range between 36 and 60
- Household Income of USD 100,000+ per year
- Growing family market
- 60% European, 25% Asia Pacific, 10% US and 5% Others
- Repeat guests
Spa Component

Six Senses Spas within our properties are one of anchor attractions which help to increase the length of stay and also leverage the resort ADR’s.

Luxury hotels WITH spas have clear ADR advantage

(Source – STR Global)
Six Senses offices and representation offices
Key Performance

2015 vs. 2013

-14% Decrease in occupancy
+24% Increase in ADR
+7% Increase in RevPAR

Note:
- 2015 & 2014 USD-THB = 34.3
- 2013 USD-THB = 31
### Room Night Production by Region

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>APAC</td>
<td>33%</td>
<td>40%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Room Revenue Production by Region

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>APAC</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
APAC ROOM REVENUE PRODUCTION BY COUNTRY (2014)

- China: 18%
- Hong Kong: 7%
- Taiwan: 3%
- India: 2%
- Japan: 9%
- Korea: 6%
- Singapore: 5%
- Thailand: 4%
- Vietnam: 8%
- Australia: 15%
- USA: 17%
- Brazil: 2%
- South America: 1%
- APAC Others: 3%

APAC ROOM REVENUE PRODUCTION BY COUNTRY (2015)

- China: 27%
- Hong Kong: 6%
- Taiwan: 3%
- Australia: 12%
- Vietnam: 8%
- Thailand: 4%
- Singapore: 5%
- Korea: 4%
- Japan: 7%
- India: 3%
- Brazil: 3%
- South America: 1%
- APAC Others: 2%

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2015 vs. 2012

OTA: +74%
SS.COM: +58%
ONLINE: +65%
New Website Functionality

- CMS Based Content
- Social Media Integration.
- Reviews - on-site property reviews
- Booking Engine Integration – Trust and Six Senses
- Overlays to view images, text and video content while on the same page.
- SEO/SEM Structuring and landing pages
- Google Analytics
- New photo gallery
- Spa pages and offers
- Enhance sharing possibilities (social media)
- Central offer page – offers on top navigation
- Online press/trade registration & download section
- Mobile launch
- Language sites (2 full sites in CH and RU plus 10 mini sites in JA, KO, FR, DE, ES, TH, VI, AR, IT, PT)
- e-newsletters - brand and spas, e-database expansion
www.sixsenses.com and SEO/SEM

- Add H1 tag on homepage and property page
- Keywords on pages
- Keywords on URL
- Images with descriptive ALT text
- Reciprocal links with stand alone spas and partners
- Additional individual key pages, i.e. Map, Location, Reviews
- Meta data on new individual pages
- Internet Marketing Program, fixed-cost performance-driven solution.
- Pay Per Click (PPC) advertising campaign
- Display advertising campaign
- SEO/SEM campaigns at brand level and resort levels
- SEO/SEM campaigns in English and other key languages
Display Campaign Banner Examples

Brand Banner

Resort Banner
Social Media

- Integrate all channels / all campaigns
- Social channel analysis
- Calendar development
- Social guidelines – hosts and PR leaders
- Best practices
- Grow fan base and engagement
Corporate Identity

Brand Guidelines & Logos

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## Corporate Identity

### Resort Collateral

<table>
<thead>
<tr>
<th>In - Villa Items</th>
<th>Stationary Packet</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Villa Compendium</td>
<td>Bookmarks</td>
</tr>
<tr>
<td>Activity Compendium</td>
<td>Weekly Activities Leaflet</td>
</tr>
<tr>
<td>Food and Beverage Compendium</td>
<td>Meeting Room Notepad</td>
</tr>
<tr>
<td>which also In Villa Dinning</td>
<td>Message from room attendant and butler</td>
</tr>
<tr>
<td>Six Senses Spa</td>
<td>Turndown Notes</td>
</tr>
<tr>
<td>Green Book</td>
<td>Toiletries</td>
</tr>
<tr>
<td>Compendium</td>
<td>Water Tags</td>
</tr>
<tr>
<td>In-room Entertainment</td>
<td>Laundry List</td>
</tr>
<tr>
<td>Guest Registration Form</td>
<td>Laundry Bag</td>
</tr>
<tr>
<td>Welcome Letter</td>
<td>Wet Bag</td>
</tr>
<tr>
<td>Honeymoon Letter</td>
<td>Guest comments</td>
</tr>
<tr>
<td>Map of resort</td>
<td>Departure letter</td>
</tr>
<tr>
<td>Note Pad for guests</td>
<td>Final Bill</td>
</tr>
<tr>
<td>Telephone Template</td>
<td>Resort Signage</td>
</tr>
<tr>
<td>Notecard</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>F&amp;B Items</th>
<th>F&amp;B Menu's in the Outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beverage Menu</td>
</tr>
<tr>
<td></td>
<td>Special menus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children Items</th>
<th>Activity Invitations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Registration for Children clubs</td>
</tr>
<tr>
<td></td>
<td>Disclaimer forms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activities Items</th>
<th>Indemnity Forms</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Confirmation Letters</td>
</tr>
</tbody>
</table>

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**SIX SENSES HOTELS RESORTS SPAS | MEDIA COVERAGE**

**Traveller**

A week in Hanoi on Suck Bac at Four Seasons.

**European Spa**

Each bespoke library is intended to connect guests to their environment, in order to their intelligence and strengthen the spa or resort's brand association. The company's clients include Six Senses Yoo No in Thailand (picted), Coworth Park in Ascot, UK and Six Senses Zighy Bay in Oman.

**MailOnline**


**Tatler**

Spa Guide 2014

**HOTELS by DESIGN**

The pull of Sis Jenesu Lepaire is the allure that's made hotel design4.

**MailOnline**

Seeking the rejuvenation of spa, more interesting and unique USL are explored.

**Traveller**

A week's island escape in Koh Samui | Fours Seasons.

**MailOnline**

Seeking the rejuvenation of spa, more interesting and unique USL are explored.
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