



LEADING
GLOBAL HOSPITALITY
GROUP OF THAI ORIGIN

A GLOBAL VISION BUILT ON
THAI FAMILY VALUES



CENTARA CREATES **UNFORGETTABLE, QUALITY EXPERIENCES**
FOR GUESTS, WHILST TREATING EACH ASSET AS ITS OWN
TO DELIVER PROFESSIONAL
AND PROFITABLE **PERFORMANCE** TO OWNERS.



OUR STORY

Established 1st Central hotel, now named
CENTARA GRAND
AT CENTRAL PLAZA
LADPRAO BANGKOK



1983

1990



Listed on Stock
Exchange of
Thailand as Central
Plaza Hotel Public
Company Limited
"CENTEL"

Renamed from Central to
"CENTARA HOTELS
AND RESORTS"



2007

2009



Opened first hotel
outside Thailand
CENTARA GRAND
ISLAND RESORT
& SPA MALDIVES

Received
"BEST CHAIN
HOTELS GROUP
IN ASIA" award



2011

2021



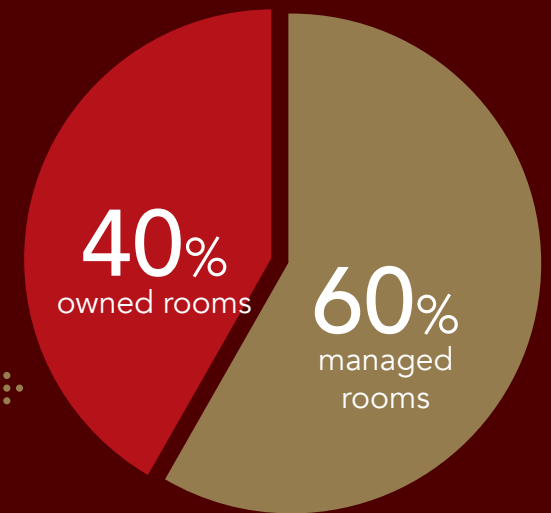
85 operational hotels
and pipeline properties
with **17,000+** rooms in
Thailand and overseas

GLOBAL HOTEL NETWORK

85
HOTELS

OVER
17,000+
KEYS

14
COUNTRIES



CURRENT LOCATIONS

Thailand • Maldives • Oman • Qatar • Sri Lanka • Vietnam • United Arab Emirates



FUTURE OPENINGS

Cambodia • China • Indonesia • Japan • Laos • Myanmar • Turkey

THE PLACE TO BE

Centara's defining qualities are the unique combination of Thainess and Family Values. They form the backbone of all things Centara, from the company's family heritage and service style through to our product and design. Above all, they are the qualities that define the unique guest experiences we provide for our customers.



CENTARA RESERVE

CENTARA
GRAND

CENTARA

Centara
BOUTIQUE COLLECTION

centra
by CENTARA

COSI

CENTARA
HOTELS & RESORTS

CENTARA COMPLETE CARE

All of Centara's hotels and resorts operate under Centara Complete Care, a health and hygiene programme developed to ensure the protection, safety and wellbeing of guests and employees. The extensive programme was devised in partnership with **ECOLAB**, the global leader in hygiene technologies, and **SGS**, the world's leading inspection and verification specialists.

In partnership with

ECOLAB

SGS



Social Distancing

- Appropriate social distancing rules in all areas including protective screens at reception and contactless payment options.
- Reconfiguration of restaurant seating, fitness equipment, and sun loungers.



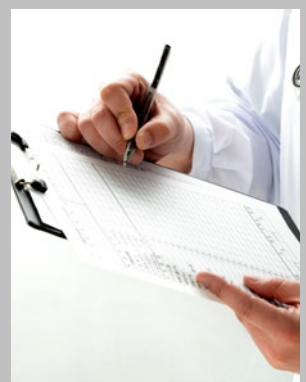
Enhanced Hygiene Practices

- Face masks worn by all service staff.
- Self-service dining restricted, high-touch items removed from guest rooms.
- Sanitising stations placed throughout the hotels, masks made available for guests.
- Upgraded laundry and dishwashing protocols.



Increased Sanitation

- Increased frequency of sanitation and electrostatic spray disinfection of rooms and public spaces.
- Sanitisation of key cards and high-touch points throughout the hotel.
- Sports equipment and spa treatment rooms disinfected after every use



Training & Monitoring

- All staff trained in updated cleaning and sanitation protocols.
- A team of dedicated hygiene managers appointed to monitor, record, and implement all changes.

Centara Complete Care was designed to follow the stringent guidelines set by the World Health Organisation (WHO), the World Travel and Tourism Council (WTTC) and local health authorities.

MEET THE FAMILY

SIX DISTINCT AND STRATEGICALLY POSITIONED BRANDS

LUXURY

CENTARA **RESERVE**

CENTARA RESERVE

Iconic luxury hotels in unique locations within exclusive and authentic destinations.

UPPER UPSCALE

CENTARA
GRAND

CENTARA GRAND HOTELS & RESORTS

Distinguished upper upscale hotels & resorts in prime locations

UPSCALE

CENTARA

CENTARA HOTELS & RESORTS

Well-appointed upscale hotels & resorts with excellence in service

UPPER UPSCALE/
UPSCALE

Centara
BOUTIQUE COLLECTION

CENTARA BOUTIQUE COLLECTION

Uniquely intimate boutique hotels

MIDSCALE

centra
by CENTARA

CENTRA by CENTARA

Quality, value hotels in the most convenient locations

AFFORDABLE
LIFESTYLE

COSI

COSI

Affordable lifestyle hotels for the tech-savvy, young-minded traveller



CENTARA RESERVE

DESCRIPTION

Iconic, classic luxury hotels

CLASSIFICATION

Luxury

CONCEPT

- Authentic and classic charm meets contemporary style and elegance

LOCATION

Iconic and unique locations in exclusive and authentic destinations

ROOM SIZE

Avg. approx.50 sqm

KEYS

Range 100-200



CENTARA GRAND

DESCRIPTION

Distinguished upper upscale hotels & resorts

CLASSIFICATION

Upper Upscale

CONCEPT

- Locally relevant hotels at the heart of their destination
- Immersive and local experiences

LOCATION

Primary city and beachfront resort locations

ROOM SIZE

Avg. approx.45 sqm

KEYS

Range 350-750



CENTARA

DESCRIPTION

Well-appointed upscale hotels & resorts

CLASSIFICATION

Upscale

CONCEPT

- Essential comfort
- Everyday pleasures and delightful surprises

LOCATION

Selected city and resort locations

ROOM SIZE

Avg. approx.35 sqm

KEYS

Range 150-350



Centara

BOUTIQUE COLLECTION

DESCRIPTION

Uniquely intimate boutique hotels

CLASSIFICATION

Upper Upscale / Upscale

CONCEPT

- Curated and stylish leisure brand
- Authentic, design-centric, individual and local

LOCATION

Urban hotspots and unique coastal or "off-the-beaten track" locations

ROOM SIZE

Avg. approx.40 sqm

KEYS

Under 100



DESCRIPTION

Quality, value hotels & resorts

CLASSIFICATION

Midscale

CONCEPT

- Good quality at great value
- Essential facilities and amenities without the unnecessary extras

LOCATION

Selective city and resort locations

ROOM SIZE

Avg. approx.30 sqm

KEYS

Range 150-300



COSI

DESCRIPTION

Affordable lifestyle hotels

CLASSIFICATION

Economy

CONCEPT

- Modern lifestyle hangout hotels
- 24-hour Freedom, simplicity and connectivity

LOCATION

Lively urban and resort environments, close to entertainment, activities and transport links

ROOM SIZE

Approx. 14-22 sqm

KEYS

Approx. up to 160

PORTFOLIO RANGING FROM PRIME CITY CENTRE HOTELS



Centara Grand & Bangkok Convention Centre at CentralWorld

A woman with long dark hair, wearing a white halter-neck dress, stands on a balcony of a light-colored building with louvered shutters. She is looking out towards the left. The background shows a blurred view of greenery and another building with a red roof.

TO TIMELESSLY ELEGANT HERITAGE LANDMARKS

Centara Grand Beach Resort & Villas Hua Hin



Centara Grand Beach Resort & Villas Hua Hin

AND EXOTIC AND EXCLUSIVE
BEACHFRONT LOCATIONS







Centara Ceysands Resort & Spa Sri Lanka



Centara Grand Mirage Beach Resort Pattaya

THEMED RESORTS PRODUCT SPECIALISTS

In 2009, Centara launched Thailand's first themed resort. Today, Centara Grand Mirage Beach Resort Pattaya is TripAdvisor's #1 Family Resort in Thailand with 11 Years in a Row.

In 2021, Centara will open two new purpose-built themed resort, Centara Mirage Beach Resort Dubai, the company's first UAE property, and Centara Mirage Resort Mui Ne, Vietnam, further proof of Centara's unique expertise and experience in development and management of:

- Family-centric hospitality concepts
- Immersive, experiential entertainment and activities
- Water parks and adventure attractions with multi-generational appeal



Centara Grand Mirage Beach Resort Pattaya - The Lost World



Centara Grand Mirage
Beach Resort Pattaya
TRIPADVISOR TRAVELLERS'
CHOICE 2021 NO.1 FAMILY HOTEL
IN THAILAND

Centara Grand Mirage
Beach Resort Pattaya
AMAZING THAILAND SAFETY &
HEALTH ADMINISTRATION (SHA)



FAMILY-FRIENDLY HOSPITALITY

Centara's dedication to serving families is a key element of its brand essence. Family-oriented properties feature facilities and services that address the needs and expectations of parents travelling with kids.



FAMILY-PREFERRED ACCOMMODATION OPTIONS

- Villa and residence options featuring multi-bedroom, multi-bathroom layouts
- Bunk beds situated in a separate children's area
- Food preparation and eating space
- In-room washer and dryer

FACILITIES, AMENITIES AND PROGRAMMING

- Dedicated kids' and family swimming pools
- Water parks and animation programmes
- Dedicated facilities for Camp Safari Kids' Club (young children) and E-Zone (teens) offer scheduled, supervised activities
- Family Club Lounge
- Babysitting service

CHILD-FRIENDLY POLICIES

- Kids Stay and Eat for Free at family resorts
- Kids Play Free, with no charge for Kids' Club activities and free access to water parks.



GENTARA

MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS

PRODUCT SPECIALISTS

From Bangkok's first convention centre to the four high performing centres now in operation and the array of state-of-the-art meetings facilities across the group

Centara, modern day master of ceremonies, has been hosting events for 10 to 10,000 people for over 38 years



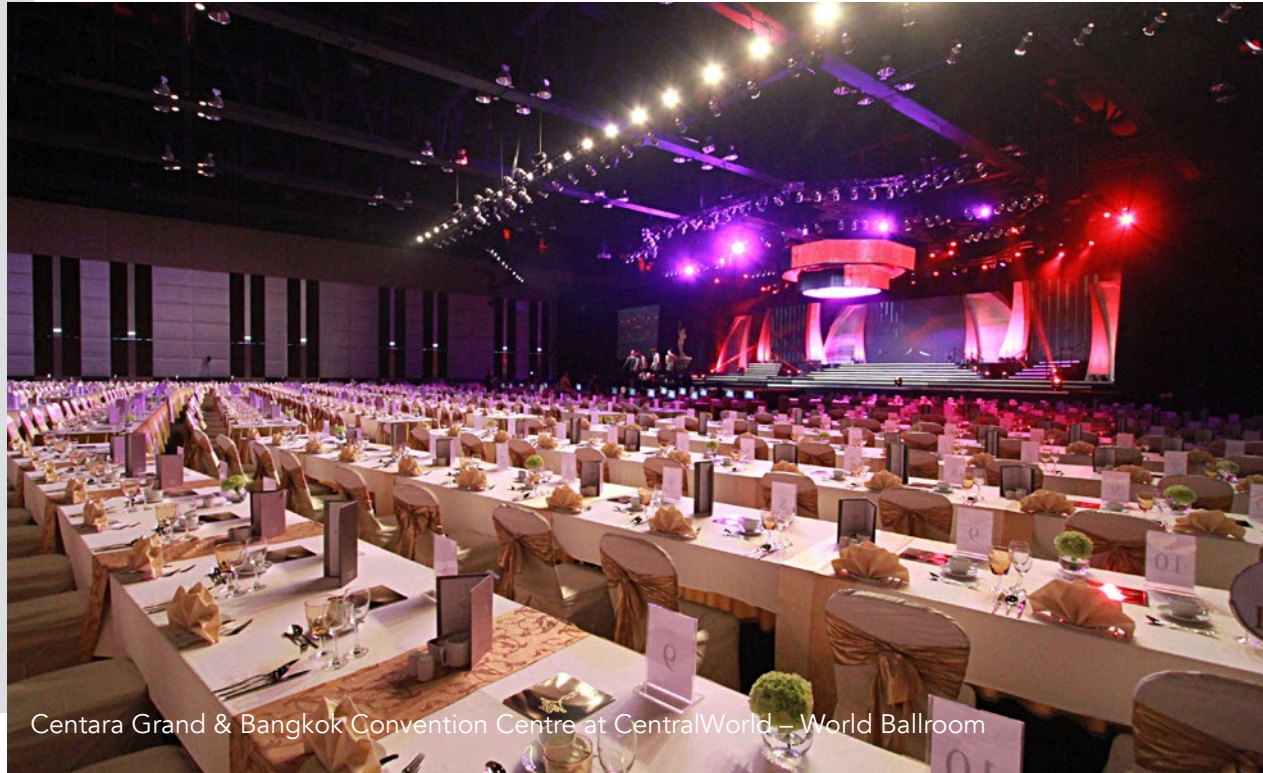
Centara Grand & Bangkok Convention Centre at CentralWorld

Centara Grand & Bangkok
Convention Centre at
CentralWorld
ASEAN MICE VENUE
STANDARD 2018-2020



THAILAND SUSTAINABLE EVENT
MANAGEMENT STANDARD
2020

AMAZING THAILAND SAFETY
& HEALTH ADMINISTRATION
(SHA)



Centara Grand & Bangkok Convention Centre at CentralWorld – World Ballroom

SPA CENVAREE

PRODUCT SPECIALISTS

- Proprietary, award-winning SPA Cenvaree brand
- One of Asia's leading spa operators
- Adds to guest experience and increases profitability for owners and shareholders

SPA Cenvaree - Centara Grand & Bangkok Convention Centre at CentralWorld



SPA Cenvaree - Centara Grand Mirage Beach Resort Pattaya



CRU Champagne Bar - Centara Grand & Bangkok Convention Centre at CentralWorld

WORLD-CLASS DESTINATION RESTAURANTS AND BARS PRODUCT SPECIALISTS

Authentic and innovative Thai and international
- including signature Thai restaurant Suan Bua,
the Japanese Hagi, Spanish UNO MAS and, COAST,
the international beach club and bistro concept

World Renowned bars including rooftop destinations
Red Sky and Blue Sky, and CRU Champagne Bar, one of
world's highest champagne bars, all with unparalleled
360 degree views



Red Sky Bar - Centara Grand & Bangkok Convention Centre at CentralWorld

CONTEMPORARY CITY LIVING





Red Sky Bar - Centara Grand & Bangkok Convention Centre at CentralWorld

ORGANISING AND MANAGING FOR SUCCESS

CENTARA is both OWNER and OPERATOR, TREATING PROPERTIES as ASSETS, not just as HOTELS

- ◎ 40% rooms owned, 60% rooms managed
- ◎ Uniquely placed to understand both roles, especially owner priorities and concerns
- ◎ Actively listens to owners' needs providing flexibility and an honest, personalised approach to achieving common goals

Robust Operational Structure

- ◎ Standards and results-driven Operations culture
- ◎ Driven through Corporate Executive Management and Regional Directors of Operations
- ◎ Accountable General Managers with diverse, relevant and aggressive KPIs
- ◎ Daily, weekly, monthly and quarterly reporting oversight and review

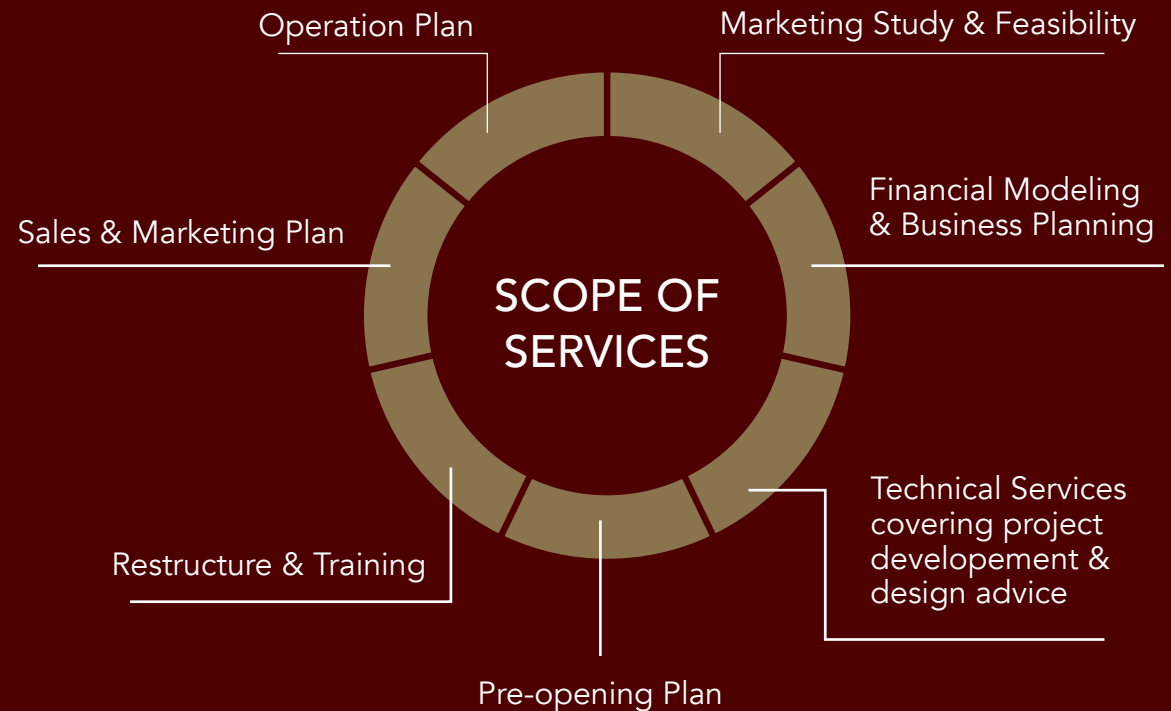


SCOPE OF SERVICES

- On the ground support with International Development offices in Thailand and China, plus representatives in the Middle East and Europe

- First-class service, personalised to each hotel owner and developer

- Owners branding a property or re-flagging an existing asset as Centara are guided step-by-step through the transition process by our dedicated team



CORPORATE MANAGEMENT DISTRIBUTION



PERFORMANCE & OPERATIONAL EXCELLENCE

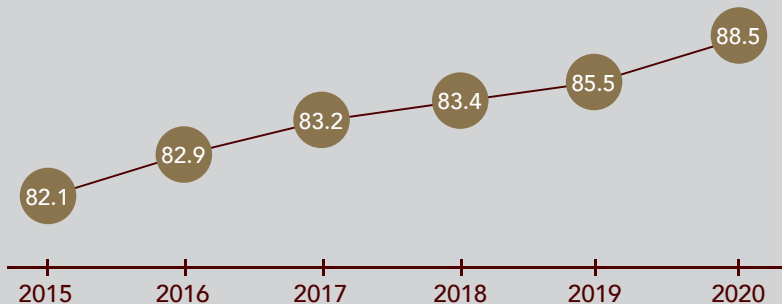
- Operational standards of the highest level
- Facilities and services to meet the expectations of all guests
- 36 years' experience of providing best-in-class tailored service
- Focus on revenue generation and profitability as well as brand standards and compliance

CONSISTENTLY OUTPERFORMING THE MARKET IN RGI

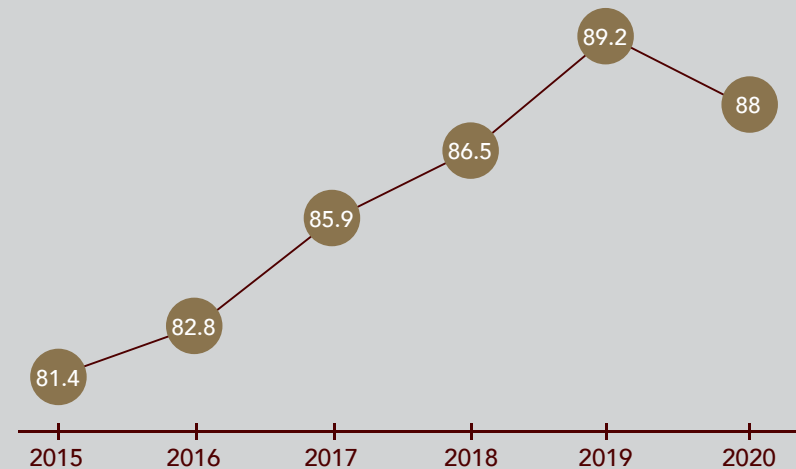
Centara Revenue Generation Index (RGI), 2020 = 1.24

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TripAdvisor review rating



Guest Satisfaction scores



FAMILY VALUE



Lazy river - Centara Grand Beach Resort Phuket

GLOBAL SALES & MARKETING NETWORK



300+
PERSONS

16
OFFICES

COVERING
30+ COUNTRIES
GLOBALLY

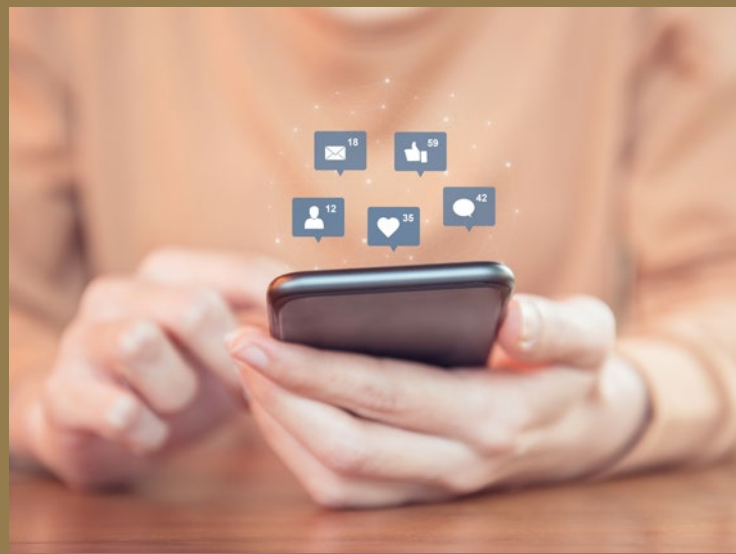
AUSTRALIA • CHINA • GERMANY • RUSSIA • INDIA • JAPAN • KOREA
MIDDLE EAST • SINGAPORE • THAILAND • UNITED KINGDOM

GLOBAL CONNECTIVITY AND DISTRIBUTION

Access to partners and customers globally through advanced B2B and B2C distribution network

- Industry leading channel management capabilities
- Seamless connectivity to:
 - International travel partners
 - Global wholesale partners
 - Online travel agents
- Dynamic and static rate availability

DIGITAL and CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES



Sophisticated Web and Mobile Platforms

- Brand website built on Industry leading open source content management system
- Customer experience platform and personalisation engine

International Social Media

- Platforms with highest followers among Asian hospitality brands

Leading Loyalty Programme

- Over 7 million CentaraThe1 members globally
- Access to over 18 million CentralThe1 members
- CentaraThe1 members visit Centara hotels 1.2 times more frequently than non-members and spend on average 30% more per stay





Café 247 - COSI Samui Chaweng Beach

“THE HOTTEST NEW BRAND”

In 2019 Travel Weekly Asia named COSI in The Hottest 10 New Lifestyle Hotel Brands list.



Café 247 - COSI Samui Chaweng Beach

DIGITAL PLAYSPACE



CENTRALISED SYSTEMS AND SERVICES

BEST-IN-CLASS TECHNOLOGY PLATFORMS

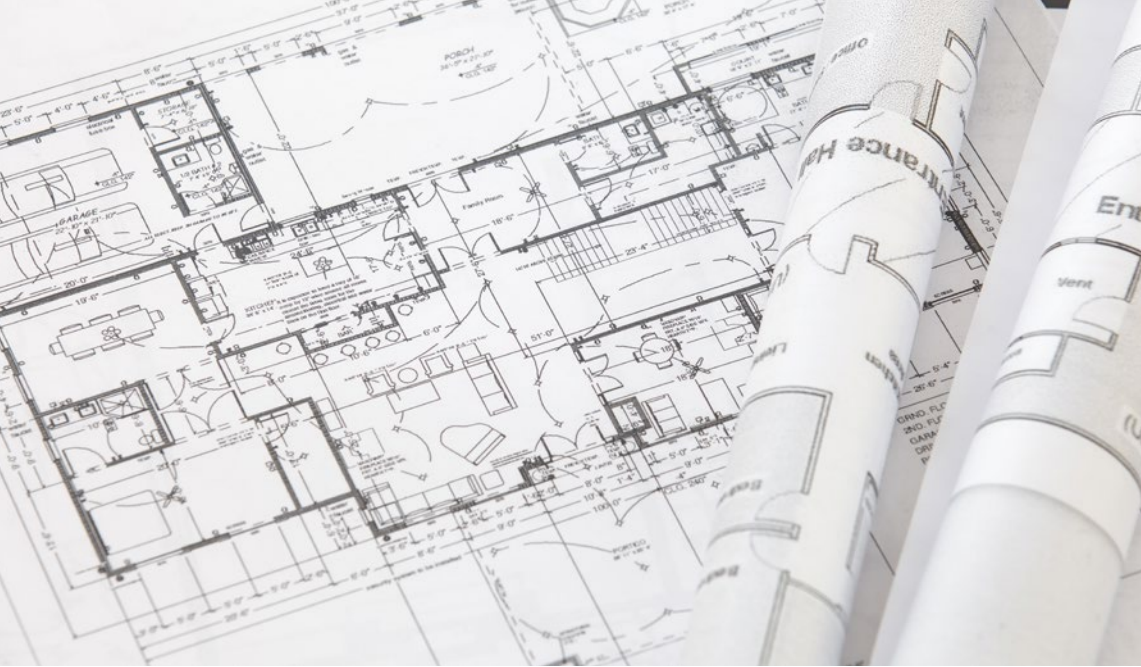
- Market-Leading cloud-based Property Management System with Opera
- Globally leading Revenue Management and Optimisation tool
- Central Reservation System powering the group's sales and distribution
- Human Resources Management



MANAGED BY EFFICIENT CENTRALISED SERVICE TEAMS

- Revenue
- Reservations
- Sales
- Marketing
- Information technology
- Human Resources





Centara West Bay Hotel & Residences Doha



EXPERT DESIGN & TECHNICAL SERVICES

- Determine ideal positioning of hotel
- Advise on most suitable design consultants including space planning and facilities
- Ensure operational efficiency throughout the property
- Review of technical drawings
- Optimal facility planning to minimise costs
- Provide ongoing property improvement plans to maintain assets and drive continuous profitability

OUR PEOPLE



8,000 globally diverse staff
Over 40 nationalities



Centara employs the very
best in executive talent from
east and west



World class training and talent development
programmes in partnership with world's
leading management and hotel schools

AUTHENTIC LANNA CHARM



Khum Phaya Resort & Spa, Centara Boutique Collection

RECOGNITION IN PRODUCT, SERVICE AND SUSTAINABILITY

23

SUSTAINABILITY AWARDS

- Thailand Sustainability Investment (THSI)
- Thailand Tourism Standard
- EarthCheck Certification - Gold, Silver and Bronze
- Thailand Green Hotel (G Mark)
- ASEAN Green Hotel
- Skål Sustainable Tourism Awards

6

FAMILY HOTEL AWARDS

- Best Hotel for Families
- Best Family Hotels by Smart Travel Asia Award
- TripAdvisor Travellers' Choice 2018 - Top 25 Hotels for Families

14

SERVICE AWARDS

- Certificate of excellence tripadvisor
- Agoda Gold Circle Winner
- Best Adult-Only All-Inclusive Romantic Resort Worldwide 2018
- Best Value New 4-Star Boutique Hotel Asia 2018

4

LUXURY HOTEL AWARDS

- Luxury Family Beach Resort
- Best Luxury Romantic All-Inclusive Resorts
- Worldwide by Hotel of the Year Awards
- Luxury Island Resort Spa
- Luxury Romantic Destination Spa

8

RESTAURANT AWARDS

- Thailand Tatler Best Restaurants
- Bangkok Best Restaurants Awards
- World Luxury Restaurant Award
- Hotel Restaurant of the Year

OUR EXTENDED FAMILY

CENTARA HOTELS AND RESORTS is a member of the **CENTRAL GROUP OF COMPANIES**

Founded in Thailand in 1947, Central Group is a multi-national organisation and one of the largest and most successful conglomerates from Southeast Asia. It comprises nine business units, operates in multiple continents and employs over 80,000 staff globally.

CENTRAL GROUP turnover 2019 was **USD 11 Billion**



CENTRAL DEPARTMENT STORE

CENTRALRETAIL

CENTRAL RETAIL GROUP



CENTRAL HARDLINE GROUP



CENTRAL ONLINE

CENTRALPATTANA

CENTRAL PATTANA GROUP



CENTRAL MARKETING GROUP



CENTARA HOTELS & RESORTS



CENTRAL RESTAURANT GROUP

CENTRAL Group
VIETNAM

CENTRAL GROUP VIETNAM



centarahotelsresorts.com

A member of CENTRAL GROUP

CENTRAL Group

Central
DEPARTMENT STORE
GROUP

CENTRAL
RETAIL



 **COL**
CENTRAL ONLINE

CENTRAL
PATTANA



 **CENTARA**
HOTELS & RESORTS



CENTRAL Group
VIETNAM