



(HKSE: 2266)

## **PRESS RELEASE**

**[For Immediate Release]**

### **AGORA Hospitality Co., Ltd. Signs the Cross Marketing Agreement with Kosmopolito Hotels International**

**13 March 2012** - AGORA Hospitality Co., Ltd. (President & CEO, Aya Aso, with its registered office in Minato-ku, Tokyo) has signed the Cross Marketing Agreement on 13th February 2012 with Kosmopolito Hotels International ("KHI"), a company incorporated in Hong Kong. With this execution, Agora Hotel Alliance now has 29 hotels in total after KHI's 23 hotels have joined the alliance.

KHI is a hotel company which boasts the highest room occupancy rates in Hong Kong, managing 23 hotels or approximately 6,600 rooms mainly in Hong Kong including those under construction. KHI, listed on the Main Board of The Stock Exchange of Hong Kong since October 2010, currently develops and manages 12 hotels in Hong Kong, 5 hotels in Malaysia, 4 hotels in China, 1 hotel in Singapore and 1 hotel in London. KHI deploys its business with 4 brands: the 5-star Grand Dorsett brand, Boutique Series by Kosmopolito with a record of winning a number of awards and design-savvy interior, Dorsett Regency categorized into mid-level business hotels, and Silka Hotels, a value-led brand.

The business vision of AGORA Hospitality CO., Ltd. is to market and promote the country of Japan via strategic marketing alliance with Asian hotel groups to bring the world closer to beautiful country of Japan; and at the same time to improve the personnel interchange and joint procurement as well as the sales of inbound and outbound guests and promotion of the hotel business in both countries.

With the agreement, AGORA Hospitality Co., Ltd. will further expand the alliance to 40 hotels in total by the end of this year through domestic strategies such as acquisition of hotels, management contracts, business alliance and business support in Japan. The services provided to the accommodation facilities in the alliance are referred to hereinafter.

"Kosmopolito is a hotel business company with the highest occupancy rates in Hong Kong hotel market and has been rapidly growing for several years. Even today, tourists and business persons from all over the world including mainland China visit Hong Kong and it is not an exaggeration to say that one in ten visitors to Hong Kong stays in one of the hotels of KHI. With this alliance, I would like to achieve two objectives. One is to provide the tourists in the world with more experience of the city center and local areas in Japan what we call "a collection of beautiful country Japan" and another one is to reduce costs by making

**Kosmopolito Hotels International**

**麗悅酒店集團**

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the most of the alliance scale exceeding 7,000 in the total number of rooms. By centralizing common business processes, AGORA Hotel Alliance would like to assist member hotels to improve the environment for them to do the best for their guests.” says Aya Aso, President & CEO of AGORA Hospitalities Co., Ltd., regarding the advantages and purposes of the agreement.

## **AGORA Hotel Alliance**

AGORA Hotel Alliance is for mutual development of hospitality business that hotels and ryokan can join with their existing distinctiveness such as regionality and brands. The member hotels can enjoy the scale advantages which are impossible to achieve by one single hotel facility, utilize the services of several supporting functions and share operational resources among hotels in the alliance. In other words, it is the hotel alliance that member hotels can resonate and improve each other and aim for increasing not only their sales but the profits and cash flow.

No initial fee or brand change to join the alliance is required. The alliance’s cafeteria plan makes member hotels and ryokans to use necessary services provided by the alliance.

## **Service Cafeteria of Agora Hotel Alliance**

1. E-commerce control service (sales promotion by online booking and daily management)
2. Media relations and PR (increase media exposure and brand control)
3. Sales (real agents for increasing domestic and inbound tourists)
4. HR Admin Center (centralization of HR business processes)
5. Accounting Center (centralization of accounting business processes)
6. Joint Procurement (procurement of a wide range of products such as guest supplies, linen, and furniture and fixtures)

## **Kosmopolito Hotels International (KHI)**

Company Names: Kosmopolito Hotels International Limited (KHI)  
Representative: Winnie Chiu, President and Executive Director  
Listed on: The Main Board of The Stock Exchange of Hong Kong, 2266

KHI is a hotel business company which develops and manages 12 hotels in Hong Kong, 5 hotels in Malaysia, 4 hotels in China, 1 hotel in Singapore and 1 hotel in London. KHI deploys its business with 4 brands: the 5-star Grand Dorsett brand, which is the flagship of the company, Boutique Series by Kosmopolito with a record of winning a number of awards and design-savvy interior; Dorsett Regency categorized into mid level business hotels, and

### **Kosmopolito Hotels International**

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the value-led Silka Hotels brand.

Total Number of Hotels: 23 hotels including those under development

Total Number of Rooms: 6,600 rooms

URL: <http://www.kosmohotels.com/>

### **AGORA Hospitalities Co., Ltd.**

Company Name: AGORA Hospitalities Co., Ltd.

Representative: Aya Aso

Head Office: 2-16-45 Takanawa Minato-ku, Tokyo, 108-0074

Business Domain: Management, rebranding and development of hotels and ryokan

Affiliates: AGORA Hotel Management Nojiriko Co., Ltd.

AGORA Hotel Management Saga Co., Ltd.

AGORA Hotel Management Osaka Co. Ltd.

Total Number of Hotels: 6 hotels including those under development

Total Number of Rooms: 495 rooms

Hotels under its Management:

#### **Nojiriko Hotel EL BOSCO**

Location: Nojiri Shinano-matchi, Minochi-gun, Nagano Prefecture

Number of Rooms: 60 rooms

#### **Imaiso**

Location: Mitaka Kawazu-cho, Kamo-gun, Shizuoka Prefecture

Number of Rooms: 53 rooms

#### **Nanzanso**

Location: Nagaoka Izunokunishi, Shizuoka Prefecture

Number of Rooms: 33 rooms

#### **Moriguchi Royal Pines Hotel**

Location: Kawahara-cho, Moriguchi-city, Osaka Prefecture

Number of Rooms: 175 rooms

#### **Furuyu Onsen ONCRI \*Grand opening on April 1st 2012**

Location: Furuyu fujimachi, Saga-city, Saga Prefecture

Number of Rooms: 38 rooms

### **Kosmopolito Hotels International**

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Asakusa Business Hotel (tentative) \*Renewal Opening in Summer 2012

Location: Tawara-cho, Taito-ku, Tokyo

Number of Rooms: 136 Rooms

URL: <http://www.agorahospitalities.com/>

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### Contact Information

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