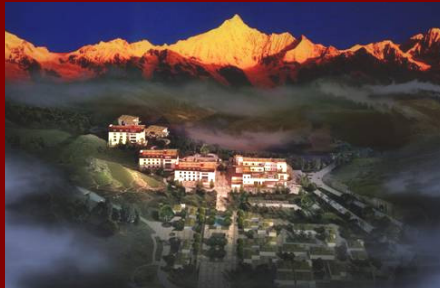




AGON HOTELS AND RESORTS LTD.



End-to-end solutions for the hospitality industry

As a leading hospitality company in Asia, we provide a full suite of professional consulting, management, recruitment, and training services to owners, operators, and investors.

We deliver effective and customized solutions to meet the needs of our clients.

You are invited to review our **Company Profile** as follows.

AGON HOTELS AND RESORTS LTD.

3105-06, 31/F, 248 Queen's Road East, Wanchai, Hong Kong

Tel: (852) 3110 3430

Fax: (852) 3110 2555

Websites:

www.agon.com.hk

www.agonhospitalitycareers.com

Email:

info@agon.com.hk

OVERVIEW

Originally from China, and then to South America in the early 1900's, in North America in the 60's, and then back to the Orient in the 80's, the AGON name has been synonymous with the hotel industry for over 100 years.



Today, after encompassing four generations of hoteliers, AGON is the end-to-end solutions provider for the hospitality industry providing a full spectrum of professional services for leading hotels, resorts, restaurants, clubs, and leisure assets.

Bringing the best practices from our “East meets West” experiences, AGON is represented by a team of seasoned industry professionals and graduates of top hotel and business schools, that have been providing consulting and management services to leading operations throughout Asia.

Capturing the wealth of experience of our people, we leverage the power of integrated, holistic solutions to meet the needs of owners, operators, and investors in the hospitality industry.

We manage these services through our 4 main practice areas: **Consulting, Management, Executive Recruitment, and Training.**

Uniquely positioned, AGON offers:

- Personal attention and dedication of our top executives and each of our people; who all take great pride in the AGON name and its reputation for the highest standards of quality and total client satisfaction.
- Genuine interest in the projects we undertake to see our clients reach their goals and achieve their dreams; we bring a flexible approach to offer customized solutions to varied environments, and we always act in the best interests of our clients with transparency and clear communications.
- A human resource stronghold with the highly-regarded candidate database of Agon Hospitality Recruitment, enabling AGON to efficiently mobilize entire teams of well-qualified experts when necessary.

OUR TEAM

"Always work with professionalism and in the best interests of our clients."

To better cater to our clients' needs and to provide solid support, AGON has built a professional team of seasoned professionals and graduates of internationally famous hotel and business schools.

As industry recruiters, AGON is assured the opportunity to select the best of the best. Each AGON team member is then trained as advocates of our mantra: Always work with professionalism and in the best interests of our clients.

Our people bring an impressive scope of expertise from varied industries, including Hospitality, Business Consulting, Research, Retail, and Design; representing an ideal blend of talent for every AGON client.

Within this pool of expertise, best practices have been learned from famous names such as Hilton, Hyatt, Renaissance, Four Seasons, Westin, Shangri-la, Marriott, Regent, Sheraton, PricewaterhouseCoopers, Deloitte, Louis Vuitton, and others.

Complemented with broad exposure to the industry, regional and local practices, as well as the latest trends, each AGON consultant is well-equipped to deliver on AGON's promises to our clients.



CONSULTING

Supporting our clients in every way possible, AGON provides our expertise through a comprehensive menu of cohesive consulting solutions.

RESEARCH & ANALYSIS

Feasibility Research Studies
Business Plans
Valuations
Information Memorandums

Our reports are detailed tools that explain more than just high-level, macro issues. Delving deeper by combining the intricacies of your project vision with our hospitality expertise allows a **bottom-up** analysis. Owners are directed toward the driving issues behind the big picture towards ultimate success.

PLANNING & DEVELOPMENT

Concept Development
Technical Assistance
Pre-Opening Management
Owner's Representation
Policies and Procedures

Priding ourselves on upholding quality standards while allowing for flexibility; thinking outside-of-the box and presenting innovative solutions are the foundation in transforming visions into reality. In-depth understanding of both Owner and Operator concerns, we provide a peace-of-mind and a true co-operative relationship.

ON-GOING OPERATIONS

Quality Assurance
Operational Reviews
Turnaround Models

Aiding operations to function at their fullest potential, AGON utilizes our various quality assurance programs in order to identify and rectify pitfalls in efficiency and effectiveness. Our follow-through then combines training, recruitment and/or a complete turnaround model to address all problems; large or small.

Macau, China
SOFITEL at PONTE 16

Business plan for a 5 star, 420 room hotel at Ponte 16 in Macau, China. A mixed development, comprised of hotel, casino, retail and entertainment facilities.

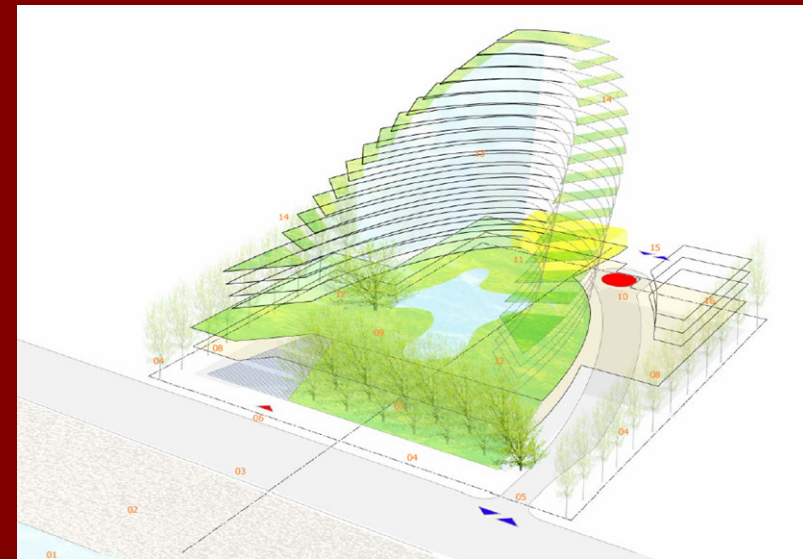
Reviewing the operator's brief and market concepts.

The property opened in 2008 as Sofitel at Ponte 16.



Sanya, Hainan, China

Feasibility study for a 5 star, 300 room hotel development project in Sanya, China.



Kowloon Bay, Hong Kong

Research and detailed financial analysis for a 1,000 room hotel development project in Kowloon Bay, Hong Kong. AGON's work assisted the client to understand the operating projections at the most micro-level.

Applying our expertise and drilling down the research allowed us to perform a sensitivity analysis to explain several scenarios to the client.

These scenarios assisted ownership to review varied operating strategies.



Nankang, Jiangxi, China

Feasibility study and hotel development consulting for a 200 room, 4 star hotel in Nankang, Jiangxi Province, China.



Beijing, China

Schematic master planning design and financial projections for a boutique, hip hotel in Beijing. AGON worked with the project architect to consider how to optimally convert the existing structure to a profitable hotel.



Dehua, Fujian, China

Market and financial analysis for a potential hotel investment located in the "City of Porcelain", Dehua County, in Fujian province.



Zhujiajiao, Shanghai, China

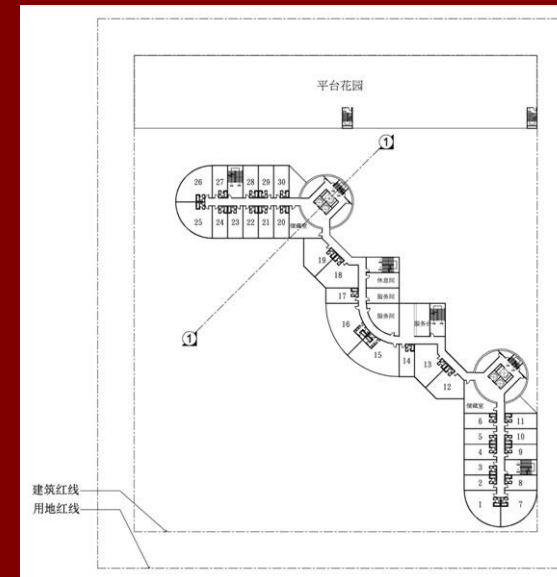
Set within one of Shanghai's best preserved "ancient towns", we explored the development of over 60,000m².

Involved with conceptual planning and management consulting advice for a 5 star and a 4 star hotel development, AGON assisted the client to review the rejuvenation plans for this ancient watertown area.



Panyu, China

We conducted a feasibility study and market analysis within Panyu, China. As one of the larger districts of Guangzhou, our client had the vision for an economical, 300 room, 5 star leisure resort.



Macau, China

Financial modeling for a planned hotel in Macau based on AGON's work to develop an optimal facility program including 489 hotel guestrooms, restaurants, banquet facilities, casino, night club, retail and sauna.



Taizhou, Zhejiang, China

Market study, financial modeling, and concept planning for a boutique hotel in Taizhou, Zhejiang Province, PRC. AGON's work also included advisement on layouts, branding, and interior design layouts.



Shangri-la & Deqin, Yunnan, China

Feasibility study for two resort sites in Shangri-la and Deqin, Yunnan Province, PRC.



Haikou, Hainan, China

Star rating upgrade and property renovation study for a lake side resort in Haikou, Hainan Province, PRC.



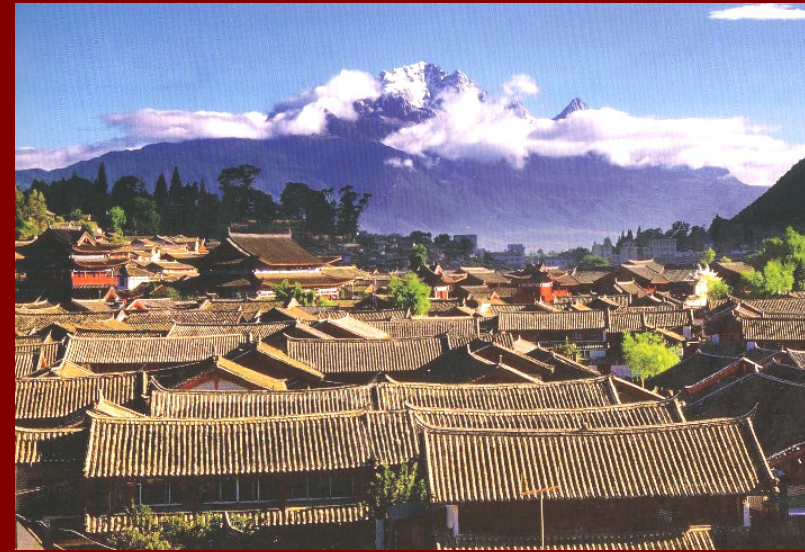
Lijiang, Yunnan, China

AGON was retained as the hotel development and concept consultant for a 5-star, 300 room, hotel and condo development in the United Nations' World Heritage city of Lijiang, China.

AGON's initial role was to complete a business plan including detailed financial projections, facility programming advice, and construction and development budgets.

AGON also provided operation design briefs and management consulting advice for the future ongoing operations of the hotel.

Today, the award-winning hotel is known as the Crowne Plaza Lijiang Ancient Town Hotel with minimal changes to the original concept.



Songjiang, Shanghai, China

AGON was engaged to conduct a market study and concept review of the preliminary design plans for this boutique hotel in Songjiang, on the outskirts of Shanghai near Sheshan.

AGON critically reviewed and advised on the plans and worked with the architect to introduce efficiencies to the operational flow and to develop a specialized and unique product that will match market demands.



Zhujiajiao, Shanghai, China

Building on the market study completed previously by AGON, AGON was engaged to assist with the technical assistance and pre-opening management of this challenging conversion project from national granary site to 5 star hotel.

The hotel has 400 rooms, deluxe villas, spa, and meeting facilities.



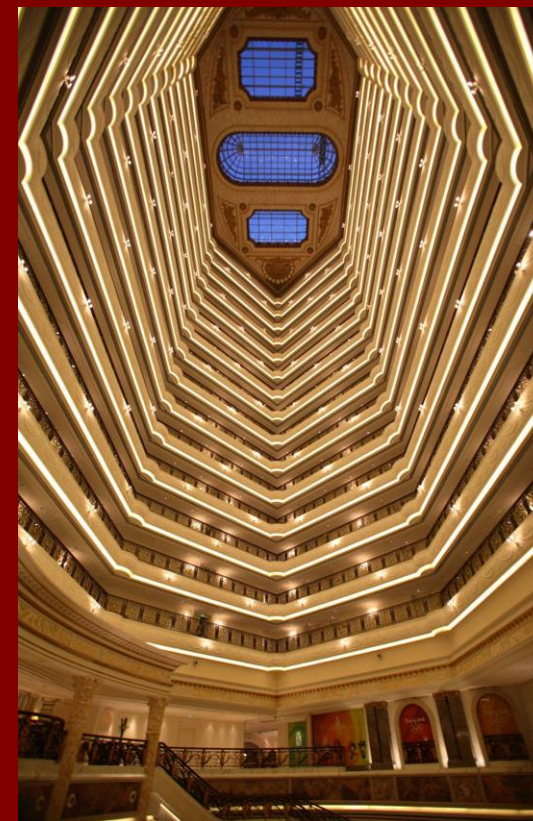
Beijing, China
LEGENDALE HOTEL

The Legendale Hotel Beijing opened its grand doors to the world's most discerning travelers, royalty, and heads-of-state in time for the 2008 Olympics in Beijing. This was a result of years of ongoing planning and design work by the AGON team since 2005, during which AGON provided Technical Assistance and Pre-Opening Management for the landmark property of 143,000 m² GFA:

↳ **Technical Assistance:** AGON provided Technical Assistance to the architects, interior designers, M&E consultants, and other consultants to design the hotel to the rigorous "Platinum 5 star" standard as well as meet operational requirements to allow for efficiency in design.

All told, the Legendale Beijing boasts 391 well-appointed guestrooms (with even the smallest room size at a very luxurious 54 m²), 79 serviced apartments, 126 residential apartments, dining outlets, function facilities, shopping boutiques, and a lavish spa. As well, the property has a breathtaking, internal lobby atrium, and throughout the property, numerous genuine antique art pieces accenting the European design.

Meanwhile, from the operator's perspective, the hotel is well-planned with adequate space provisions, smartly considered service corridors, smooth flow of materials and guests and service staff, and numerous other conveniences improving both the operator's productivity and its presentation to guests.



➤ **Pre-Opening Management:** Throughout the years, AGON regularly made operational decisions including purchasing, staffing requirements, pre-opening budgets, policies and procedures, restaurant concepts and menu planning, property management systems, branding, and the like to prepare the hotel for its esteemed guests.

AGON accomplished this by:

- creating operator briefs explaining operator requirements to designers, constant review of drawings,
- contributing to routine design meetings,
- conducting regular on-site inspections,
- having ongoing communications with all project consultants,
- developing customized management modules for policies and procedures and standards of operation.

All told, AGON's overall accomplishment was to help the owner's vision become a reality: building a unique, customized, ultra-luxury hotel to international standards.



Deqin, Yunnan, China

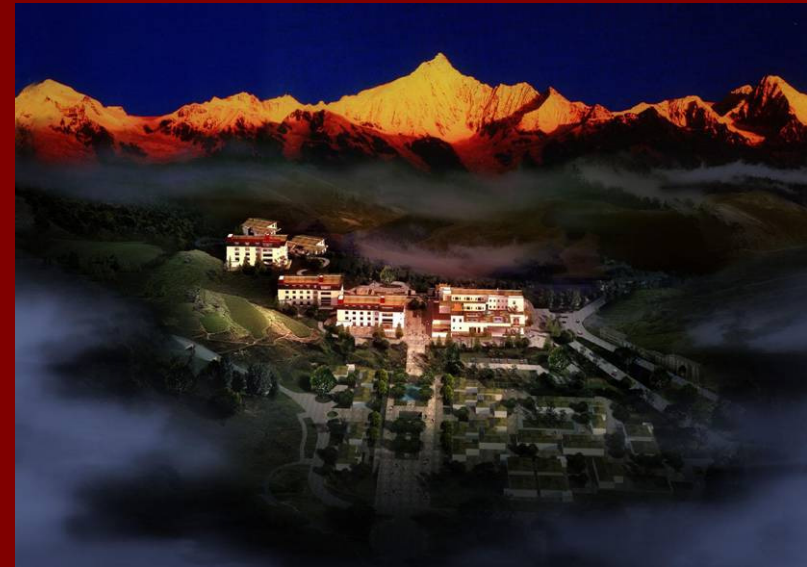
Following AGON's work with respect to financial analysis and conceptual planning for the site in Deqin, Yunnan, AGON is engaged for Technical Assistance and Pre-Opening consulting services to advise on operating standards of design for the resort and on management and marketing strategies.

The site is a dramatic 3,400metres above sea level, ideally situated to overlook the holy Kawadgarbo Mountain in Tibet. A soft adventure resort, the initial phase will provide a comfortable, cozy retreat from the mountainous outdoors, with later phases to include additional facilities such as residential cabins, commercial units, and more cultural elements.

Liaising with the architect, interior designer, M&E consultant and all other contributing consultants, AGON's role includes advice on how to design and fit-out the resort to meet international standards to ultimately attract and service discerning travelers.

AGON's expanded role also includes assisting the owner with project budgeting and financing, and with considering long range branding strategies.

All told, acting in owner's best interests and being mindful of budget constraints, AGON works to provide creative and flexible solutions while maintaining world-class facilities that generate handsome investment returns.



Sanya, China
HYATT REGENCY

Acting as owner's representative and lead consultant, AGON spearheaded the development of the Hyatt Regency, Sanya, being the main point of contact on the owner's behalf to liaise with the hotel operator, architects, landscapers, and team of other consultants.



NEW WORLD DEVELOPMENT

AGON's Chairman Richard Agon, oversaw 147 hotels world wide, reporting directly to the Chairman of New World Development, including the following:

- ↳ Grand Hyatt, Hong Kong
- ↳ Regent Hong Kong (now the InterContinental Hong Kong)
- ↳ Renaissance Hotels Group worldwide
- ↳ Stouffer Hotels Group throughout the United States

As a result of the structuring and rebranding exercises, the company was eventually publicly listed on the New York Stock Exchange as an attractive investment that eventually sold for over \$1 billion US.



Whistler, Canada
DELTA WHISTLER RESORT

In Whistler, Canada, repeatedly voted as one of the world's top three ski and snow destinations, and host to the 2010 Winter Olympics, AGON's Chairman, recommended the profitable investment of the Delta Whistler Resort to Lai Sun Development and thereafter oversaw the resort's successful operations on the owner's behalf.



Shenzhen, China
PANGLIN HOTEL

AGON was engaged by the Panglin Hotel to manage its relationship with the then incumbent international operator.



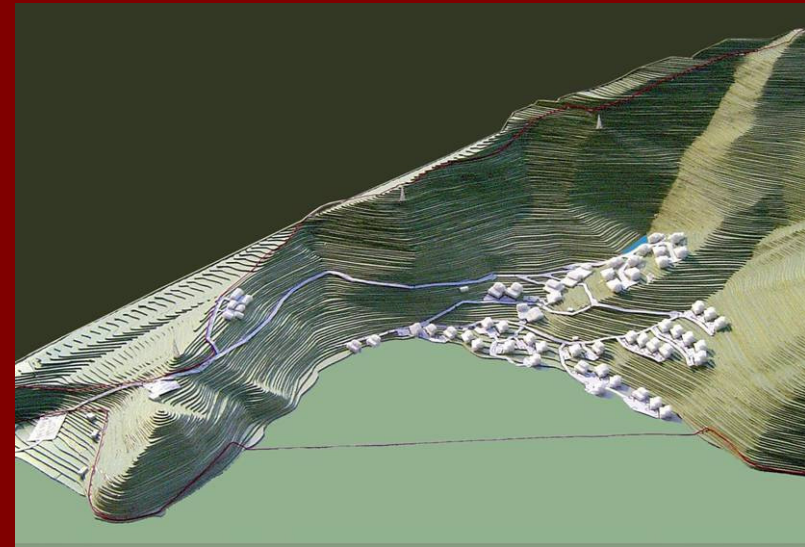
Beijing, China
JW MARRIOTT and RITZ CARLTON

AGON has been acting as the owner's representative for Beijing Hua Mao Surapan Hotel Development Company Ltd. to oversee the management and operation of JW Marriott and Ritz Carlton in Beijing, China.



Yunnan, China

Management contract review and negotiations with a leading resort and spa operator on behalf of owner.



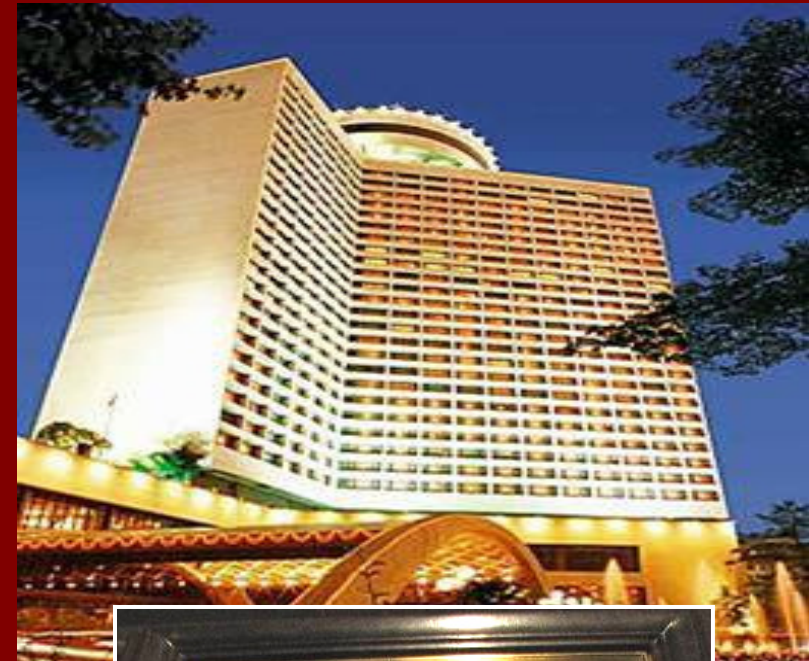
Hong Kong
SINO HOTELS GROUP

AGON's team was engaged by Sino Hotels Group to conduct a silent shopper audit of its group of four Hong Kong hotels to better ensure competitiveness in service quality levels.



Guangzhou, China
GARDEN HOTEL

AGON is retained by the Garden Hotel Guangzhou to assist in its regular quality assurance requirements, made more vital by its commendations as one of China's three "Platinum 5-star" hotels. AGON's assignment is two fold: regular silent shopper audits to review the customer experience and analysis of authentic guest comment cards.



Guam
DAI-ICHI HOTEL

Food and Beverage Consultant

AGON was appointed as a Food and Beverage Consultant to provide food and beverage renovation services for the Guam Dai-ichi Hotel. AGON's scope of work includes:

- ↳ Consultation and design input with the architect and designer
- ↳ Review drawings for traffic flow, operation flow and space allocation
- ↳ Concept development
- ↳ Menu policy
- ↳ Review operating equipment lists
- ↳ Review equipment specifications
- ↳ Review of sub-contractor submissions
- ↳ Review of final operation



Hong Kong, China
BAY BRIDGE HOTEL

Legal Advice

Our team was commissioned by Sino Hotel Group in its litigation case regarding a multi-million dollar hotel investment. As a recognized expert in the field, we reported, advised, and testified in Hong Kong high court on the standards of design and construction for hotels.



MANAGEMENT

Aiming to provide specific solutions that produce results, we treat each property and unique market as a niche that must be communicated to in a strategic and targeted approach.

Our strong belief in **“Co-operative Management”** allows the meeting of mutual objectives through working together with Owners and in the Owner’s best interests. Furthermore we always provide flexible term contract periods, clear and competitive fees and the ability for Owners to communicate directly with our top executives.

Included within our management contracts are AGON’S leading recruitment and training services. Fulfilling the human requirements of many of today’s leading hotels across Asia, Owner’s can count on an internationally trained and experienced executive team.

Daily operations shall be implemented according to our internationally proven standards for quality service. Our quality assurance and training programs have been implemented by some of the top hotels across Asia, and assures that our operations exceed the service expectations of discerning customers.

In today’s market, made level through the internet, every property is easily accessible to the world and room reservations are generated through a comprehensive, optimized web presence: taking advantage of global booking engines, widely-read travel sites, and travel agency networks through carefully targeted customer profiling. As well, reservations are backed by creative marketing campaigns, international promotions, sales alliances, and importantly, traditional pavement-pounding sales teams to drive business across all market segments.

We believe that co-operation is the key to any successful relationship with ownership.

This belief is supported by our contracts that clearly and transparently state YES to the following questions.

As an OWNER, can you...

...select KEY partners of your development team? (Interior Designer, Architect, Engineers)

...APPROVE key members of your management team? (GM, Financial Controller, Director of Sales)

...retain DECISION making power over key concept points? (theme, layout, facility mix)

...control the direction of your hotel?

AGON Pledge to Owners

WORKING WITH YOU, FOR YOU, AND IN *YOUR* BEST INTERESTS, TO REALIZE YOUR DEVELOPMENT VISIONS AND MAXIMIZE YOUR INVESTMENT GOALS.

“Owner-friendly, realizing we are employed as managers FOR the Owner, and the Owner IS the Owner.”

Shandong, China
FUWAH WEIFANG HOTEL

The Fuwah Hotel, a 5 star property located in Weifang, Shandong Province with over 550 rooms, 12 food and beverage outlets, banqueting facilities, conference centre, and numerous recreational facilities.

As part of our one-year contracted management services, the AGON team re-engineered the hotel's "soft" assets with special attention to the hotel's procedures, training levels, operational equipment, hotel image, as well as its promotion in the Hong Kong market.



Manila, Philippines
BEST WESTERN ASTOR HOTEL

AGON took over management of the Best Western Astor Hotel with 212 rooms in 2004. Upon takeover, AGON implemented its management systems and processes and dramatically turned around its operations to be profitable. For example, in the first year under AGON's management, Best Western Astor Hotel's revenue had increased by 184%, energy cost reduced by almost 40%, and gross operating profits increased by 10 times.

Appreciating AGON's services, the hotel owner wrote:

"We appreciate the efforts and high level of hotel expertise your group has brought to the hotel throughout the years. Your management systems, cost management, human resources support (recruitment and training of staff), marketing strategies, and overall direction for the hotel have proven very successful.

We look forward to future successes together and are pleased to have extended our management agreement with your group for an additional eight years until 2014."

Mdm. M. Borja,
Owner's Representative/ Corporate Treasurer



Shenzhen, China
MISSION HILLS GOLF CLUB AND HOTEL

At Mission Hills, China's premier golf destination in Shenzhen, the AGON team repositioned the resort from a "local" operation, to one recognized internationally that today routinely attracts the world's top golf professionals and is listed in the Guinness Book of World Records as the world's largest golf resort with 10 courses.

AGON repurposed a number of the food and beverage operations, upgraded the policies and procedures, and successfully managed the operation.



RECRUITMENT

Leading Asia in the hospitality recruitment industry, AGON HOSPITALITY RECRUITMENT (the executive search arm of AGON HOTELS AND RESORTS) has spent years building our professional reputation for **integrity, dedication** and **discretion**.

Earning the trust and support of leading hospitality companies in Asia has allowed the amassing of a databank full of Asia's best hospitality talent.

We provide unwavering commitment to understanding the unique human resource needs of our clients and the ambitions and visions of our candidates. Recruitment is a long-term business and our success is measured over a long-term horizon.

- ➔ **DISCRETION** – We ensure confidentiality to our clients and candidates....
- ➔ **DEDICATION** – We are committed to providing the best service...
- ➔ **INTEGRITY** – We are reliable and professional in our approach...



Engaged by international hotel chains, individual properties, and hospitality-related groups for executive placements around the world, a brief list of some of our better-known clients include:

CHINA
HONG KONG
MACAU
TAIWAN
MALAYSIA
SINGAPORE
PHILIPPINES
GUAM/SAIPAN
VIETNAM
THAILAND
INDONESIA
JAPAN
DUBAI
INDIA
MOROCCO
SPAIN



Accor
Aman Resorts
Best Western International
Ctrip.com
Garden Hotel Guangzhou
Hanoi Daewoo Hotel
Harbour Plaza Hotels Group
Hilton Hotels Group
HK Convention & Exhibition Centre
HK Jockey Club
InterContinental Hotels
Jin Jiang International Hotel Group
Leading Hotels of the World
Louis Vuitton Asia Pacific
Mandarin Oriental Group
Marco Polo Hotels
Miramar Hotel & Investment Co. Ltd.
Mission Hills Golf Resort & C.C.
Moevenpick Hotels and Resorts
New World Hotels
Puli Hotel and Spa
Raffles Hotels & Resorts
Regal Hotels International
Ritz-Carlton
Sino Hotel Group
Starwood
Swiss-Belhotel International



TRAINING

Backed by a unique combination of academic as well as industry experience, AGON is uniquely positioned to provide timely, relevant, and results-oriented training to hospitality organizations.

AGON's training roots come from our Chairman's 12 years as a hospitality educator and program head for a well-known hotel management school in Canada where he graduated many of today's top industry leaders – VPs and Presidents of leading hotel chains.

Building on this background in academia, AGON brings together expert trainers and real-world examples to share cutting-edge and practical management techniques and personal development strategies to complement each client's profile and those of their valued people.

Offering an array of customizable training modules and managed learning programs, AGON focuses on making learning innovative, fun, and profitable.

Some clients that have enjoyed these advantages include:



HOTELS, CLUBS & CASINOS

Ambassador Hotel, Taiwan
Century Hotels International, Hong Kong
Fuwah Weifang Hotel, China
Goldlion Group, China
Sino Group of Hotels, Hong Kong
The American Club Hong Kong
Panglin Hotel Shenzhen
Legend Hotel Saigon
GuiYang Trade Point Hotel
Best Western Astor hotel
Hong Kong Business Aviation Centre
Wynn Macau Resort

UNIVERSITIES & INTERNATIONAL GOVERNMENT AGENCIES

School of Hotel and Tourism Management of
The Chinese University of Hong Kong
School of Hotel and Tourism Management of
The Hong Kong Polytechnic University
SaigonTourist Holding Company (Hotel and Tourism)

INDUSTRY EVENTS (Guest Speaker)

2005 International Themed Hotel Development (Gudou)
Conference, China
Asia Pacific Hotels and Resorts Conference, Singapore
Hospitality Space Asia Conference 2007
China Hotel Development and Financing Conference 2008, 2009,
2010
Kuala Lumpur Hospitaliv & Leisure Conference 2009



PRINCIPALS

Richard Agon, CHA, CHAE, Chairman, Chief Executive Officer

A Hong Kong born Chinese, Richard has over 40 years of diversified hotel and related industry experience. He holds the distinction of being one of the first five hotel executives in the world to obtain both the Certified Hotel Administrator (CHA) and Certified Hospitality Accountant Executive (CHAE) industry designations.

He was the program head and instructor for 12 years at one of Canada's leading hotel management schools, and has graduates that now hold key positions in the hospitality industry worldwide, including a past Chairman of the Hong Kong Hotels Association.

He has worked in several countries including Hong Kong, Canada and China and has completed numerous assignments in the United States, Europe, Southeast Asia and Australia for a range of hotel classifications.

Richard partners his academic experience with over 25 years of practical experience in the industry. From the front office, rooms, food and beverage, sales and marketing to the executive boardroom, he is equally adept at day-to-day operations as he is with planning and strategic decision making.

Relocating to Asia, Richard later took the challenge of joining international conglomerates in senior head office roles. This included his role as President and Chief Executive Officer of NYSE publicly-listed Renaissance Hotel Group where he was instrumental in the listing process. As well, as Owner's Representative for international conglomerates, he worked with major international hotel companies, oversaw and was responsible for a portfolio of over 140 hotels worldwide, and bought and sold properties and hotel chains. Notable properties he oversaw included the Grand Hyatt Hong Kong and the Regent Hong Kong managed by Hyatt International and Regent respectively.

He began his own hospitality consultancy firm in 1996 and today is Chairman and Chief Executive Officer of Agon Hotels and Resorts Ltd. He and his group offer innovative, end-to-end solutions to hotel investors, operators, and hoteliers in the areas of hotel management, consulting, recruitment, training, and general sales.



Darryl Agon, Executive Director

After graduating with a Bachelor of Commerce degree from the University of British Columbia, Darryl worked for two of the leading “Big 4” consulting firms.

Originally beginning his hospitality operations career in catering and later with hotels and the Regent brand name in the Front Office, he relocated to Hong Kong where he has been a hospitality consultant for the past several years.

As an Executive Director of Agon Hotels and Resorts Ltd., he is responsible for the delivery of end-to-end solutions to hospitality clients, spanning each of the group’s practice areas.

He has led several project teams including market studies and development planning and design for various hotels and resorts in Hong Kong, Macau, Beijing, Shanghai, Lijiang, Shangri-la, Guangzhou, Sanya, Jiangxi, Fujian and Zhejiang. He has also overseen hotel management operations in Philippines.

He has also been provided other general hospitality consulting services to leading hotel groups and investors including assisting with customer satisfaction reporting, quality assurance initiatives, and legal reports.

Darryl has also been a guest speaker at various industry conferences ranging in topics from hotel design and development to hotel star-rating requirements to recruitment.

Combining his business acumen with hospitality experience and overall creativity, he brings unique perspectives and holistic solutions to each of AGON’s clients.



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AGON HOTELS AND RESORTS LTD.

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