WELCOME TO
137 PILLARS HOTELS & RESORTS

Our hotels in Chiang Mai and Bangkok are passionately curated combining a great team of hospitality connoisseurs and specialists in luxury boutique management. Our vision is to become the #1 luxury boutique hotel management company in Asia giving owners, our colleagues, our guests and partners the very highest standards of operation, marketing, human resources and financial management. To date this has enabled us to lead within our respective five-star markets.

Join us for a legendary journey with 137 Pillars Hotels & Resorts,

Warmest regards,

Christopher E. Stafford
Chief Operating Officer

137 PILLARS JOURNEY

DESTINATION AND PURPOSE
TO BE THE #1 LUXURY BOUTIQUE HOTEL COMPANY IN ASIA

THREE PLANS
TEAM PLAN
DEPARTMENT PLAN
COLLEAGUE PLAN

SEVEN PRINCIPLES
WE ARE ROLE MODELS
WE ARE EMPOWERED
WE ARE ONE
WE ARE CONSISTENT
WE ARE EXPERTS IN CHANGE
WE ARE ENTHUSIASTIC
WE ARE EXTRAORDINARY

We conceptualize, plan and execute luxury boutique hotels, crafting world-class hospitality for owners who share our mission of quality and excellence. We do this by training for consistent delivery on a daily basis using our 137 Pillars Journey.
137 PILLARS
HOUSE
CHIANG MAI

OPENED
23 DECEMBER 2011

THE ELEGANCE OF THE ORIENT - EVERY SENSE OF MODERN LUXURY A WaITS YOU

137 PILLARS
SUITES & RESIDENCES
BANGKOK

OPENED
2 APRIL 2017

ONE OF THE BEST LUXURY 5 STAR HOTELS IN BANGKOK
**MARKETING FUNCTIONS**

- WEBSITE
  - DESIGN & MANAGE
  - DIGITAL MARKETING MANAGEMENT

- E-COMMERCE

- LUXURY TRADE SHOW

- REVENUE MANAGEMENT
  - SOCIAL MEDIA MANAGEMENT
  - PROMOTIONAL MATERIAL DESIGN & PRODUCTION
  - CONTENT DEVELOPMENT
  - COLLATERAL

- MARKETING COMMUNICATION
  - DESIGN & MANAGE
  - DIGITAL MARKETING MANAGEMENT

- PUBLIC RELATIONS
  - REVIEW, ANALYSIS AND STRATEGY
  - PR MANAGEMENT
  - PRESS RELEASE

- MARKETING EVENTS
  - EMPHASIZE BRAND’S DNA
  - STRATEGIC PARTNERS EVENTS
  - MARKETING EVENTS

- DATABASE ENGAGEMENT
  - DATABASE ANALYSIS
  - E-NEWSLETTER

**OUR MARKETING PHILOSOPHY**

**“BRAND”**

BRAND RECOGNITION INTERNATIONALLY AS A “LUXURY BOUTIQUE BRAND” WITH “PASSIONATELY CURATED SERVICES” FOCUSED ON HISTORICAL LINKS AND WITH THE WELLNESS OF OUR GUESTS IN MIND.

137 PILLARS HOTELS & RESORTS HAS A FOCUS ON LUXURY MARKETS, COMBINED WITH A STRONG DNA IN HISTORY, ART, FASHION AND MUSIC, WHICH FORM THE BASE OF OUR EXCITING EVENT CALENDARS.

OUR DISTINGUISHED GUESTS ARE LOVERS OF THE ARTS AND CULTURE, FINE CUISINE, AND HOTELS THAT INSPIRE THE HEART WITH A SENSE OF ELEGANT ADVENTURE.
OUR MARKETING PHILOSOPHY
BRAND EXPERIENCE

• We believe “small things play a big part in our memories”. Our guest journey is passionately curated with an understanding of our guests’ desire and comfort from technical facilities and services design to events design and staff empowerment in order to engage their emotion that later create a long term relationship with the brand.

• Well-being is a pillar that builds the uniqueness of our brand. The “true balance” of Mind, Body and Emotion was designed to enable guests to integrate our “7 Pillars of Wellness” into daily life with exercise, diet, mindfulness, restoration, evolution, expression and social interaction.

• As global citizens we consider the environment and the wellness of guests as our responsibility. Our strong sustainability policy is to enable a minimal impact on the environment, including removal of single-use plastic, infrastructure design for the minimum use of water and electricity, replacing chemical products for organic, and responsible cuisine designed to use local organic produce in order to leave a minimal carbon footprint.

• The history of our original hotel is well documented and a focus for each luxury boutique hotel we operate. We design this DNA into each new 137 Pillars Hotel.

OUR MARKETING PHILOSOPHY
MARKETING SERVICES

• Tailor-made public relations and media plan with selection of media suitable for each individual property.

• Public relations representation in Europe, Australia and North America.

• Crafting content dedicated for each individual property with a strong sense of destination.

• Crafting events dedicated for each property focusing on history, art, fashion and music.

• Websites, EDM campaigns, digital marketing campaign services.

• Social media services from strategy to implementation and on-going management.
OUR MARKETING PHILOSOPHY

SALES

WITH A STEADY REVENUE GROWTH OF SALES AT 11% AND AN AVERAGE ROOM RATE INCREASE OF 9% YEAR-ON-YEAR, OUR SALES STRATEGIES FOCUS ON QUALITY HIGH SPENDING IN-HOUSE AND INCREMENTAL GROWTH OF THE AVERAGE RATE. OUR STRENGTHS AND SERVICES INCLUDE:

- Working with authentic luxury buyers in the global market looking for experiential travel.
- Participation in luxury trade shows i.e. ILTM, LE Miami, and Pure.
- Sales representatives in targeted luxury markets (US, Australia, Europe).
- Managing sales channels end-to-end with a concentration on performance levels.

OUR ACHIEVEMENTS 2017/ 2018

137 PILLARS SUITES & RESIDENCES BANGKOK

- Our new 137 Pillars Suites & Residences Bangkok, which opened 2 April 2017, won “Most A-List Suites Experience” at the Small Luxury Hotel Awards (520 Hotels worldwide), and featured in the 1st “The Michelin Guide Bangkok” in the “Luxury Boutique” category for hotels in Bangkok.

- Suite occupancies grew from 7% to 42% over 12 months with a revenue growth of 147%.

- Successfully secured long term stay agreement for Residences in the Japanese market with an 8% growth in occupancy and a 10% growth in rate.
AWARDS

2018
- The 100 List
  WORLD TRAVEL MAGAZINE
- The Top 10 Resort Hotels in Southeast Asia
  TRAVEL + LEISURE USA
- No.1 in Asia on Worldwide Reader Poll for Best Boutique Hotels
  SMARTTRAVEL ASIA
- Most A-Listed Suite Experience
  SMALL LUXURY HOTELS OF THE WORLD
- Featured in the First Michelin Guide Bangkok 2018 in the Boutique Luxury Hotels Category
  MICHELIN GUIDE BANGKOK 2018

2017
- #1 The Best Resort in South East Asia
- #2 The Best Resort in Asia
- #10 Top 100 Best Hotels in the World
  TRAVEL + LEISURE USA

2016
- Top 25 hotels in Thailand Best Hotels, Luxury, Romance
  TRIPADVISOR TRAVELER CHOICE

2015
- Top 25 luxury hotels in Thailand
  TRIPADVISOR TRAVELER CHOICE
- 50 Best Hotels in the world
  CONDE NAST TRAVELER USA
- Best Hotel Interior
  INTERNATIONAL PROPERTY AWARDS
- 50 Best New Hotels in the World
  TRAVEL + LEISURE USA

2014
- Best Restaurant Award “PALETTE”
  THAILAND TATLER
- Top 25 hotels in Thailand Best Hotels, Luxury, Romance
  TRIPADVISOR TRAVELER CHOICE

2013
- Top 25 hotels in Thailand Best Hotels, Luxury, Romance
  TRIPADVISOR TRAVELER CHOICE

2012
- Top 25 luxury hotels in Thailand
  TRIPADVISOR TRAVELER CHOICE
- 50 Best New Hotels in the World
  TRAVEL + LEISURE USA

OPERATIONS SUPPORT
INTERNAL AUDIT SERVICES
• Reducing overall compliance costs
• Identify fraud and corruption
• Identifying cost containment opportunities through process improvement
• Train each department leader to understand his/her enterprise

FINANCIAL MANAGEMENT

DESIGN AND CREATION OF THE FINANCE ORGANISATION
• Evaluate the current structure
• Economies of scale: Finance organisation tailored to needs of each property
• Segregation of duty and internal control
• Function and matching with hotel needs
• Financial service center support from Bangkok for each hotel

ADVISE AND SET UP FINANCE AND PURCHASING SOFTWARE
• Evaluate the current software for compatibility
• Finance & Accounting software
• Purchasing & Inventory software

THE ART OF SERVICE AND QUALITY STANDARDS
WE DEVELOP OPERATIONAL SECTIONS FROM BUILDING STRUCTURES; MANAGE THEM FOR SUCCESS, AND CRAFT UNIQUE AND POSITIVE SOLUTIONS FOR OUR GUESTS.

BUILDING FOUNDATIONS
• Restaurant and Bar concepts
• Facilities, plans & setting
• Initiate promotional activities standardise
• Equipment standard design and layout
• Create aligned standards of services and products
• Operational manuals
• Property performance goals
• Technological innovations

137 PILLARS ART OF SERVICE
• Signature services and products
• Brand standards training
• Train for success by professionals and experts
• Standard operating procedures
• F&B marketing plans
• Spa marketing plans
• Suite marketing plans

QUALITY MONITORING AND IMPROVEMENT
• Guest engagement survey
• Property performance analysis
• Ongoing development of products and services
• Associate with professionals and experts for products and service improvement
• Daily hotel quality standards checklists: Attention to detail
• Daily feedback both digitally and personally to senior managers

SOLUTION THINKING
• Provide best practices
• Brand initiatives and programmes
• Individual Development Plan (IDP)
• Coaching and consulting
• Analysis of systems and processes for creation of best practices

INSOURCING PROFESSIONAL SERVICES
• Staff turnover/Resignations
• Highly experienced temporary accounting staff
• Support services for properties with professional staff

INTERNAL AUDIT SERVICES
• Reducing overall compliance costs
• Identify fraud and corruption
• Identifying cost containment opportunities through process improvement
• Train each department leader to understand his/her enterprise
FINANCIAL SUPPORT SYSTEM

OPERATION SERVICES
- Standard operating procedures and brand standards
- Manage mandatory cash funding forecast: cash inflows & outflows
- Develop hotel operating procedures unique to each hotel
- Business process improvement
- Cost and expense saving from bulk purchasing
- Income and expense controls in line with set business plan budgets

REPORTING SYSTEM
- Financial report delivery on time
- Local tax requirements compliance
- Preparation and presentation of annual business plans & budgets

CHRISTOPHER STAFFORD
CHIEF OPERATING OFFICER
- 36 years hospitality industry experience of which 26 are in Asia
- Architects Thailand / Local & Global design development
- VP & General Manager Anantara Group 2000-2007
- Master’s Degree, Macquarie University Sydney, Australia

THANONGSAK THEPAWARAPHRUEK
GROUP DIRECTOR OF FINANCE
- Certified Public Accountant (Thailand)
- Holds a Bachelor Degree in Accountancy with a Major in Accounting and a Master’s Degree in Real Estate Business, both from Bangkok’s Thammasat University.
- Solid experience for more than 10 years in the hotel industry across several leading brands (Marriott, Hilton, ASCOTT) and detailed knowledge of systems.
- He was a Senior Auditor at PricewaterhouseCoopers ABAS Ltd in Bangkok.

NUENGRUETHAI SA-NGUANSAPKAPDEE
GROUP DIRECTOR OF SALES & MARKETING
- Most recently joined from the Meridien Group where she was Director of Sales & Marketing. Previously held marketing roles for Four Seasons Bangkok; Anantara Resort & Spa, Hua Hin; Rest Detail Hotel, Hua Hin; Kirimaya and Muthi Maya luxury resorts, and also Metropolitan Bangkok (Como Group). Responsible for formulating all business and revenue strategies.

ORRANUT STEPHENS
GROUP DIRECTOR OF HUMAN RESOURCES
- An MBA from Bristol University, UK. Orranut has worked throughout Thailand in hotel properties from JW Marriott Phuket and Bangkok, to Anantara Hua Hin and Koh Samui, as well Six Senses Evason Hua Hin. Her HR and training experience has been key to the success of 137 Pillars Hotels and Resorts.
CHAKRIT JATUPORNPISETE  
GROUP DIRECTOR OF OPERATIONS

• He has 26 years experience in Food & Beverage most recently with Le Meridien Airport Bangkok, as previously with JW Marriott in Phuket and Bangkok. Also held key positions in Six Senses Evason Hua Hin as well as Anantara Hua Hin. Works on formulating all F&B concepts and design through to delivery and tasting.

WIBUN SUPHAPCHAROENKUL  
GROUP INFORMATION TECHNOLOGY MANAGER

• Microsoft Certified Professional
• Solid educational background in IT (Computer Science)
• Wibun has been supporting various environments in the hotels & resorts business, working with world recognised brands such as Accor, Pacific Islands Club (PIC), Six Senses, Starwood / Marriott. He recently joined us from Sheraton Grande Macao and St. Regis Macao.

BJORN RICHARDSON  
GENERAL MANAGER

• A Swedish national and seasoned professional, Bjorn has lived in Thailand for more than 20 years and has held senior positions throughout the Kingdom and region. His most recent position prior to joining 137 Pillars Suites & Residences was general manager of Oakwood Residences Bangkok.
• He is fluent in six languages and has senior management experience at The Anantara and Marriott groups in Thailand

ANNE ARROWSMITH  
GENERAL MANAGER

• A British national, Anne brings extensive marketing experience to her role from a sterling career spanning several decades; the majority of which was with Four Seasons Hotels and Resorts in both Asia and the United States of America. Prior to joining 137 Pillars House, she was director of marketing at Four Seasons Hotels and Resorts’ Regent Singapore for the last 11 years.
HUMAN RESOURCES MANAGEMENT

RECRUTING AND HIRING

ANTICIPATE & PLAN

IDENTIFY AND PLAN RECRUITMENT NEEDS.

- Salary & benefit survey
- Manning guide and budget
- Policy and Procedure

TALENT TEAM SELECTION

DETERMINE QUALIFICATIONS AND PRIORITIZE APPLICANTS.

- Recruitment System
- Advertising Recruiting Campaign “Passionately Curated”

SCREEN AND ASSESS

IDENTIFY CANDIDATES AND/OR POTENTIAL TALENT FOR CURRENT AND FUTURE NEEDS.

- Attitude and competency assessment test

INTERVIEW AND SELECT

SELECT THE BEST APPLICANTS FOR THE POSITION. STAR TARGETED SELECTION BEHAVIOR INTERVIEWING CONCEPT.

- S/T = Situation / Task
- A = Action
- R = Result

OFFER AND PRE-HIRE CHECKS

EXTEND OFFER AND CONDUCT PRE-EMPLOYMENT CHECKS IN A WAY THAT IS COMPLIANT WITH COUNTRY LAWS.

- Reference checks
- Criminal background record checks
- Physical checks
- Specific process needs for Expatriates

HIRE AND ONBOARDING

MAKING FIRST POSITIVE IMPRESSIONS FOR THE NEW HIRES.

- Onboarding programme
- 137 Pillars Roadmap
- Departmental Orientation SMILE Journey

COLLEAGUES HANDBOOK

- Guide for Leaders: provides a summary of current company programmes and policies, and is intended a guideline only.
- Local Colleague Handbook: provides a summary of current rules & regulations required by local country laws.

PROHIBITING HARASSMENT & UNPROFESSIONAL CONDUCT POLICY

- Provides colleagues with a professional and congenial work environment, and will take necessary steps to ensure that the work environment remains pleasant for all colleagues.

GUARANTEE OF FAIR TREATMENT

- Provides colleagues with an open door to management where concerns can be resolved fairly, consistently, quickly and privately.

POLICIES AND PROCEDURES

- SMILE Journey is a participative process designed to align your individual goals with 137 Pillars Hotels & Resorts’ business needs and to help you develop career path for success.

HUMAN RESOURCES BRAND STANDARDS

- Should be use as guideline concerning acceptable working norms, company ethics, colleague relations, development, working conditions and employment administration.
- Apply new technology into HR System using Web Self Service i.e., time attendant, leave application, payroll, etc
# Developing World Class Talent

For 137 Pillars Hotels and Resorts

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<th>Foundation and Core Training</th>
<th>Personal Attribute/Attitude</th>
<th>Service Culture Training</th>
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<th>Technical Skills</th>
<th>On the Job Training (Job Enhancement)</th>
<th>Standards &amp; Procedures</th>
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## Human Resources Support

Colleague Plan

“We develop each individual to grow personally and professionally in concert with our full team to build and create lasting trust with our owners, suppliers, guests and each community in which we operate.”

### 137 Pillars Human Capital

**Investing in Our People**

**Passionately Curated**

**Professional**

**Personal**
TECHNICAL SERVICES SUPPORT TEAM

The Technical Services team shall provide technical guidance and assistance within the agreed development and design programmes, and will advise owners and their consultants on the standards, aesthetics, services, and systems necessary for a hotel to operate under the 137 Pillars Hotels and Resorts brand.

SERVICES INCLUDE:

- Master plan and design review and recommendation
- Brand standards review and site visits for brand compliance audits
- Development of positioning statements and business plans for hotel
- Formulation of area schedules adhering to 137 Pillars concept and standard, covering public areas, guest rooms, landscape and the heart of the house.
- Preparation FF&E, OS&E, Specialty Equipment lists and procurement plans
- Advice on FF&E supplier and pricing
- Participation in design meetings (limited set)

SERVICES INCLUDE (CON’T):

- Assistance to owners, consultants, and specialists for commissioning of the property and handover to operations
- Advice on selection of specialist consultants
- Guidance on specifications of specialty systems including Information technology, kitchens and other areas
- Assistance on preparation and review of mock-up rooms

DURING THE PRE-OPENING PHASE:

- Development of sales and marketing plans
- Formulation of pre-opening plans and schedules to guide all parties until opening of the hotel
- Assistance in the development of 137 Pillars standard operating procedures (SOPs) with operations team
- Review of services and scopes, including but not limited to IT and engineering