

 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand Presentation

 **swiss-belRESIDENCES**

UPSCALE MIDSCALE

- HOTEL APARTMENTS - 5 and 4 star
- BRANDED RESIDENCES - Luxury/Deluxe





Convenience of urban living

Star Rating

- 5 and 4 star Hotel Apartments
- Deluxe Branded Residences

Brand Segmentation

Upscale Midscale

Brand Inspirations

Comfort seekers

- Expatriate living
- Well-appointed lifestyle
- Extended stay travellers

Brand Logo for *Properties*

The Swiss-Belresidences logo has two standard formats: vertical and horizontal. Either vertical or horizontal versions can be used according to the space restrictions or for aesthetic reasons.



Vertical Version



Horizontal Version



Category

Upscale Midscale



Star Rating

- 5 and 4 star hotel apartments
- Deluxe Branded Residences



Brand *Positioning*

Upscale Midscale serviced/branded residences and apartments managed on a fully serviced basis, Swiss-Belresidences offer full service furnished apartment style accommodation and are designed to meet the needs of extended-stay business and leisure travelers and residents.

Brand *Mission Statement*

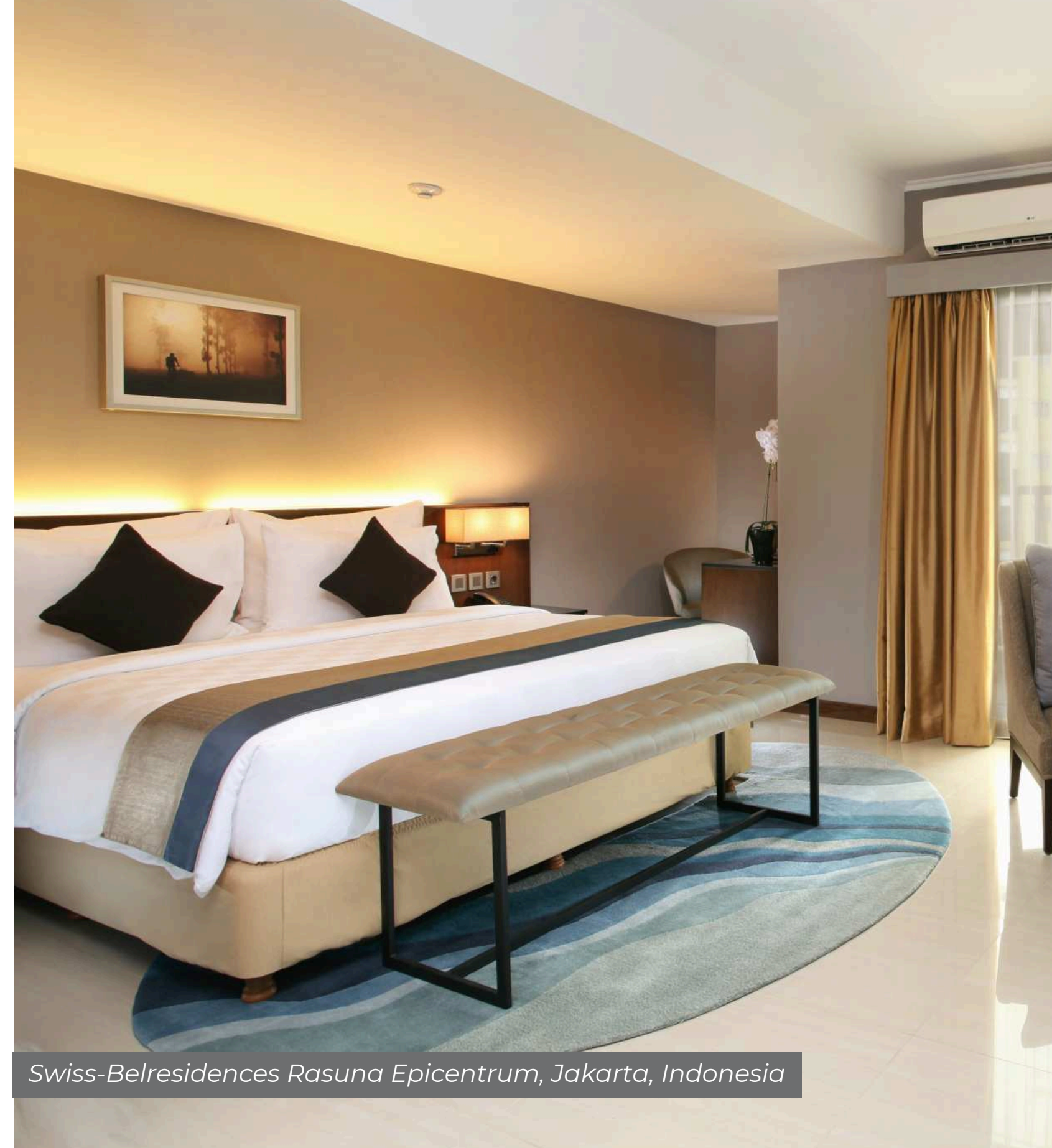
To position the residences as a leader in providing quality, comfortable accommodation in a secure environment with facilities and services adapted to extended stay style travelers



Epic Tower Swiss-Belresidences, Hanoi, Vietnam

Brand *Focus*

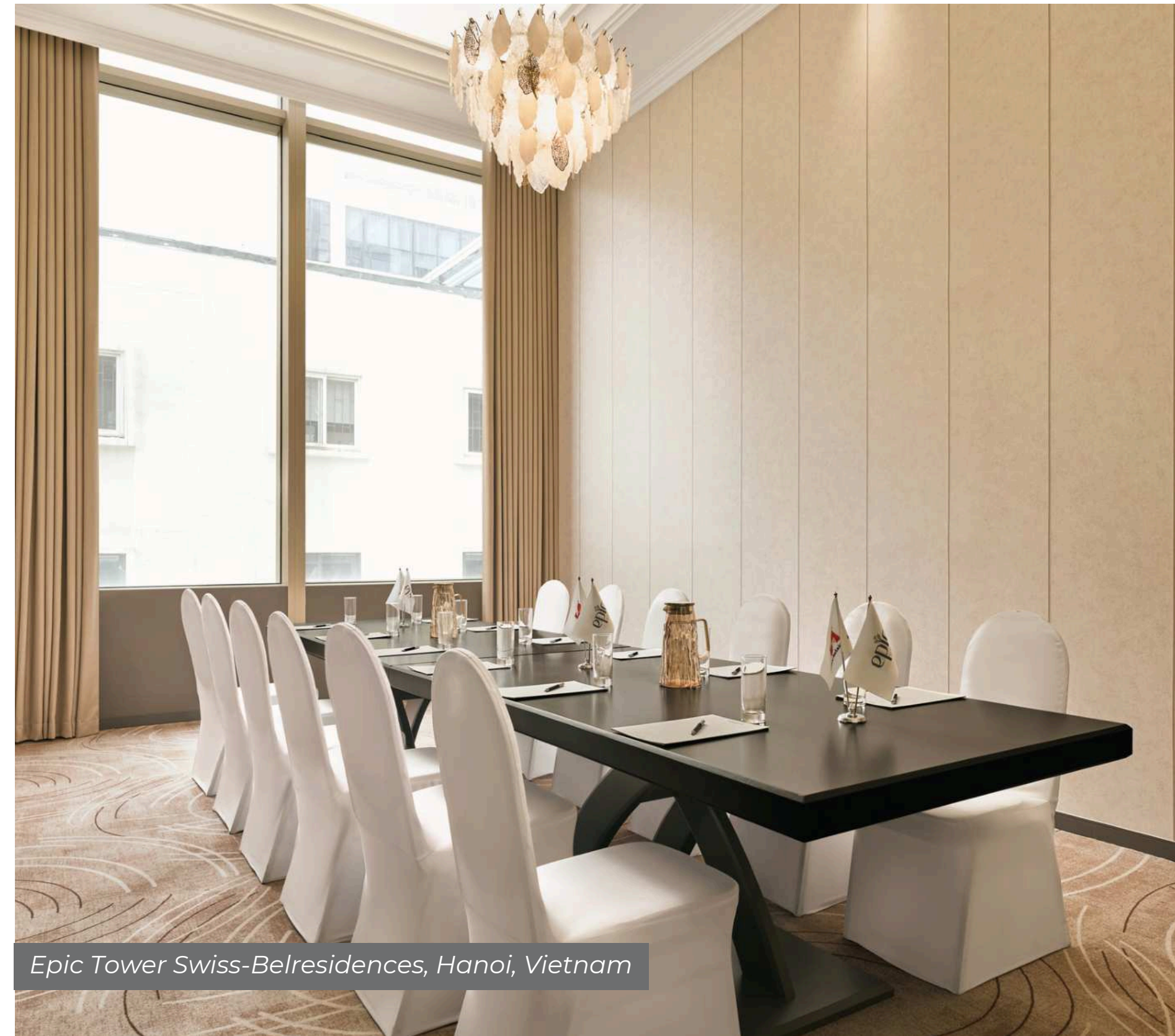
- Targeting extended stay business - leisure travelers and Residents
- Representing the international standard for midscale residences
- Offering functionality with a prime level of comfort
- Providing the latest technology
- Offering limited food & beverage and leisure facilities



Swiss-Belresidences Rasuna Epicentrum, Jakarta, Indonesia

Brand Concept

- Managed on a fully-serviced basis
- Located in primary, secondary and tertiary cities
- Architectural design combining contemporary and local aesthetics
- Contemporary functional interior design and furnishings
- Latest technology applied
- Limited but well appointed food & beverage and recreational facilities
- Environmentally sensitive residential ambience



Epic Tower Swiss-Belresidences, Hanoi, Vietnam

Branded *Food & Beverage Concept*

Food & Beverage Brand for 4-star property:

- Swiss-Café™
- Swiss-Kitchen™
- Swiss Deli



*Swiss-Belresidences Kalibata
Jakarta, Indonesia*



Swiss-Belhotel Solo, Indonesia



Swiss-Belhotel Cirebon, Indonesia

Key Brand *Standards*



Epic Tower Swiss-Belresidences, Hanoi, Vietnam

Contemporary, functional design, acoustic comfort throughout the hotel, computerized sound and light system ensuring the right ambience at all times, Wi-Fi in all guestrooms, environmentally adapted, art decoration to be functional, fully integrated access and facilities for disabled, limited size public areas



Epic Tower Swiss-Belresidences, Hanoi, Vietnam

Functional lobby, welcoming arrival experience, contemporary reception/concierge facility (pod counter style or desk), lounge seating area with sofas, chairs and low tables, lobby mini mart/ take away/drug store, easy accessible and key-card operated “guest-only” elevators, small business centre with one board room, ladies & gents restrooms, large capacity luggage store

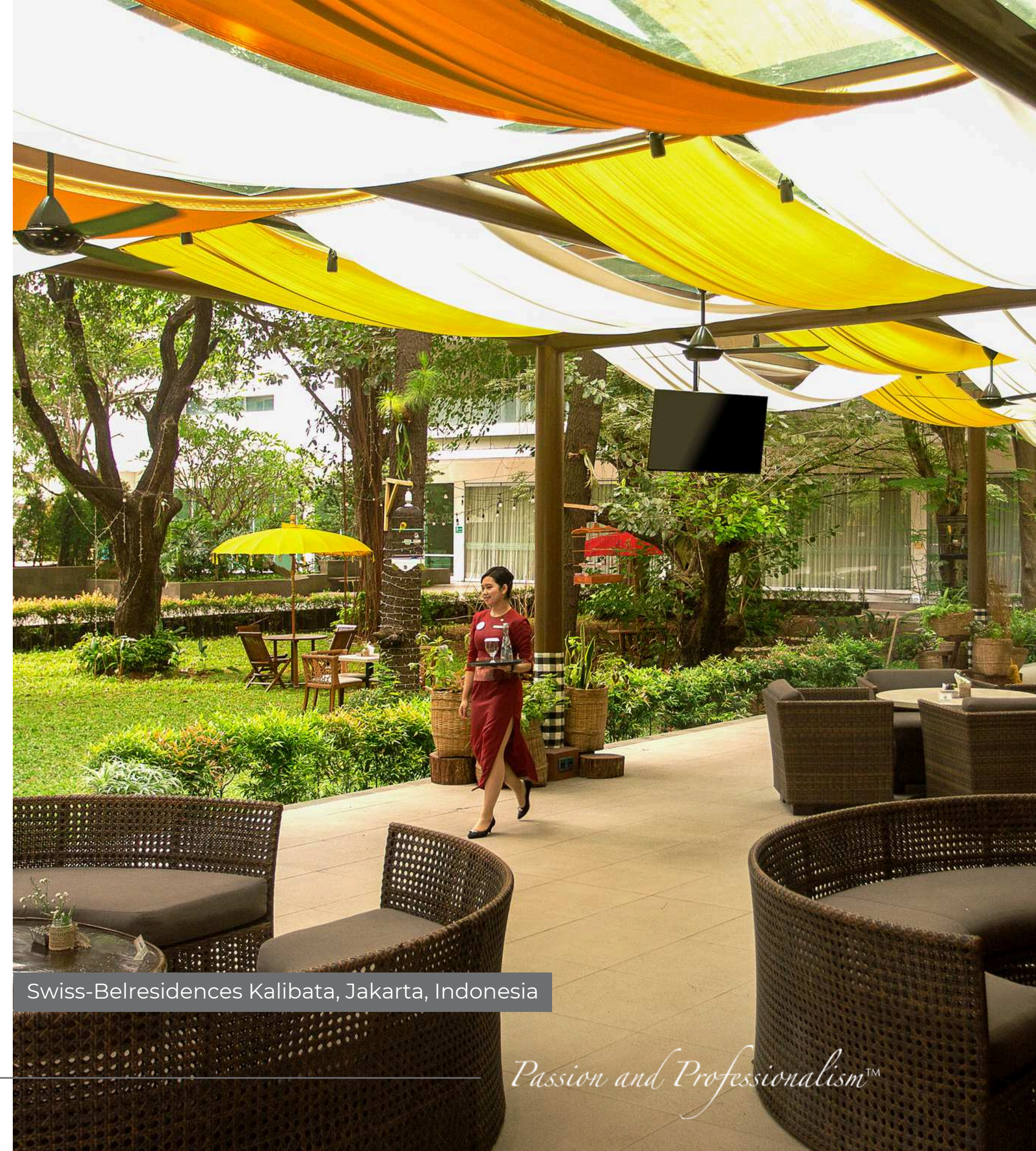


Swiss-Belresidences Kalibata, Jakarta, Indonesia

- Residences sizes range from:
studio 45 - 55 m²
1-bedroom 75 - 95 m²
2-bedroom 120 - 150 m²
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool.

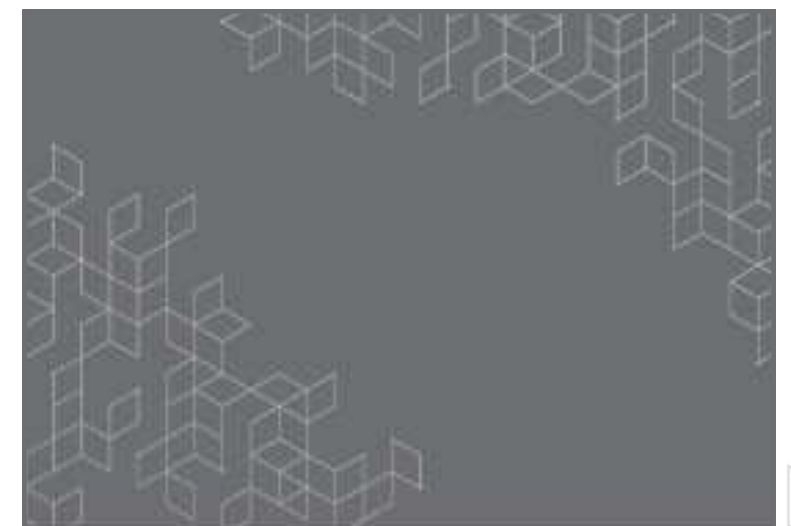
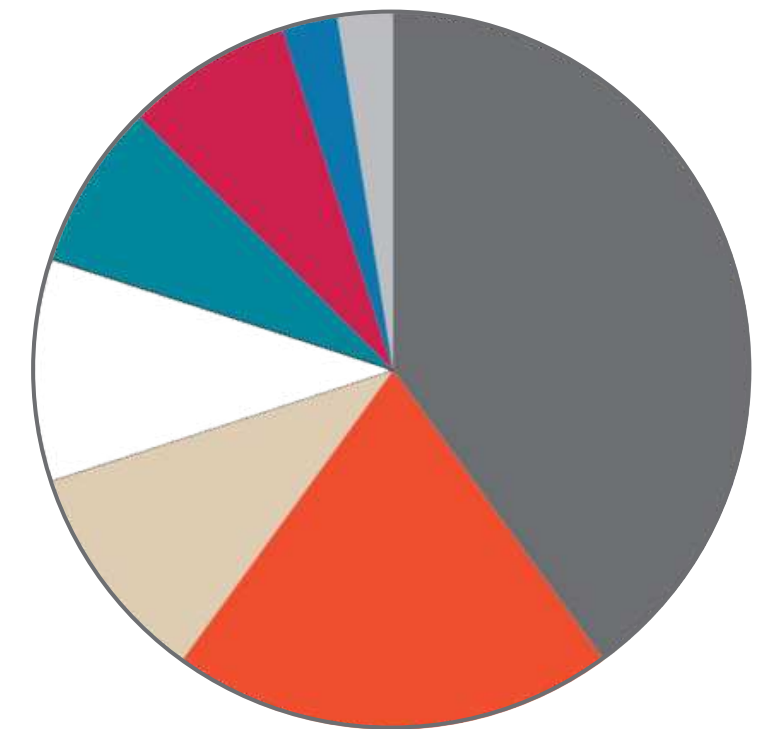
Key Brand Standards

- Reception/ concierge 24 hours
- Business centre access 24 hours
- Housekeeping service including bed linen and bathroom linen change, garbage collection, dusting, vacuum-cleaning (dish/pot washing not included), frequency varies with length of stay
- Laundry, dry cleaning and pressing service, including same day express service
- Mini-mart/drugstore/take-away service hours 6am - midnight
- Swiss-Café™ Restaurant is an all-day dining restaurant with a stylish and modern architecture
- It provides a creative selection of food & beverages of excellent quality and value for money
- Buffets feature live cooking and traditional cuisine
- It will follow the HACCP system to ensure a hygienic environment
- Fitness centre accessible 6am - midnight, Swimming pool accessible 6am - midnight



Swiss-Belresidences Kalibata, Jakarta, Indonesia

Brand *Colour Palette*



Brand Specific Collateral



Adress Line 1
Adress Line 2
Adress Line 3
Adress Line 4
Adress Line 5

Letter Subject


Dear Sir/Madam

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Sincerely,

Building 2685, Road 4650, Block 346,
Al Seef, Kingdom of Bahrain
Tel: +973 66310000
E-mail : resvgbse@swiss-belhotel.com
swiss-belhotel.com





Dear Mr. Lorem Ipsum

Welcome to Swiss-Belresidences City Country.

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Lorem ipsum
General Manager

Building 2685, Road 4650, Block 346,
Al Seef, Kingdom of Bahrain
Tel: +973 66310000
E-mail : resvgbse@swiss-belhotel.com
swiss-belhotel.com



0001

Guest Name _____

Room Number _____

Qty _____



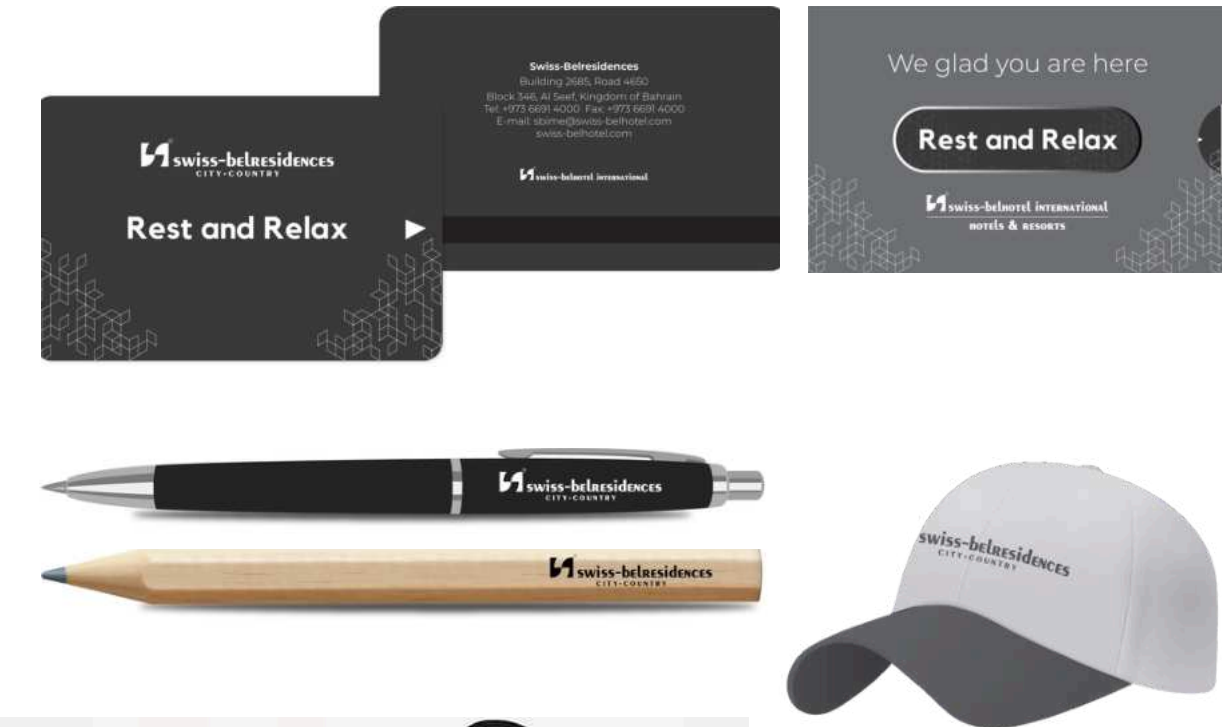
0001

Swiss-Belresidences will keep your baggage during your stay.

Swiss-Belresidences will keep the luggage in the hotel baggage room during your stay. Guest is not allowed to keep their baggage as well as portable and personal goods including television, portable audio, electronic and legal documents at the hotel baggage room. The hotel will not be responsible for any loss or damage to the items deposited in the baggage room.








THE RESIDENCES COLLECTION

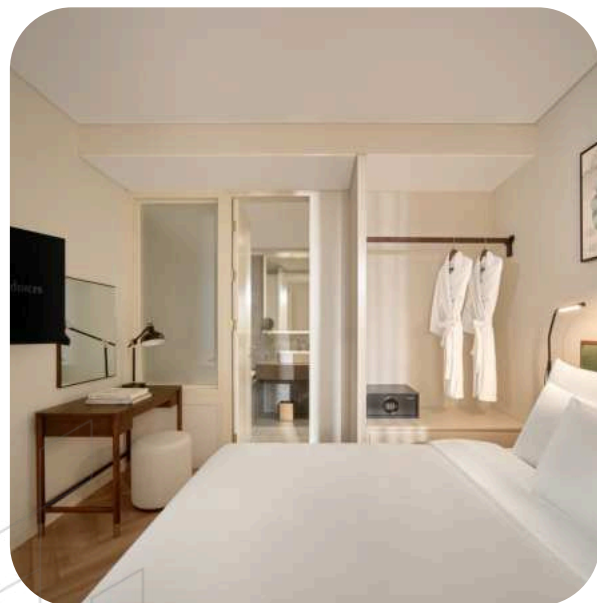
OPERATING PROPERTY

VIETNAM



 Opened 2024

 Guest with needs for business, leisure or relocation with luxury feel



- Located in fast developing technology areas which is known for Silicon Valley of Hanoi
- 150 apartments
- Meeting rooms capacity from 10 to 50 pax
- Swiss-Café™ Restaurant
- SIP Lounge and Foodcourt
- Ensuite bathroom with towels & toiletries
- Modern and well-equipped kitchen
- Kids club
- Roof top infinity swimming pool
- 24-hour room service
- 24-hour security and CCTV surveillance
- Shuttle bus service

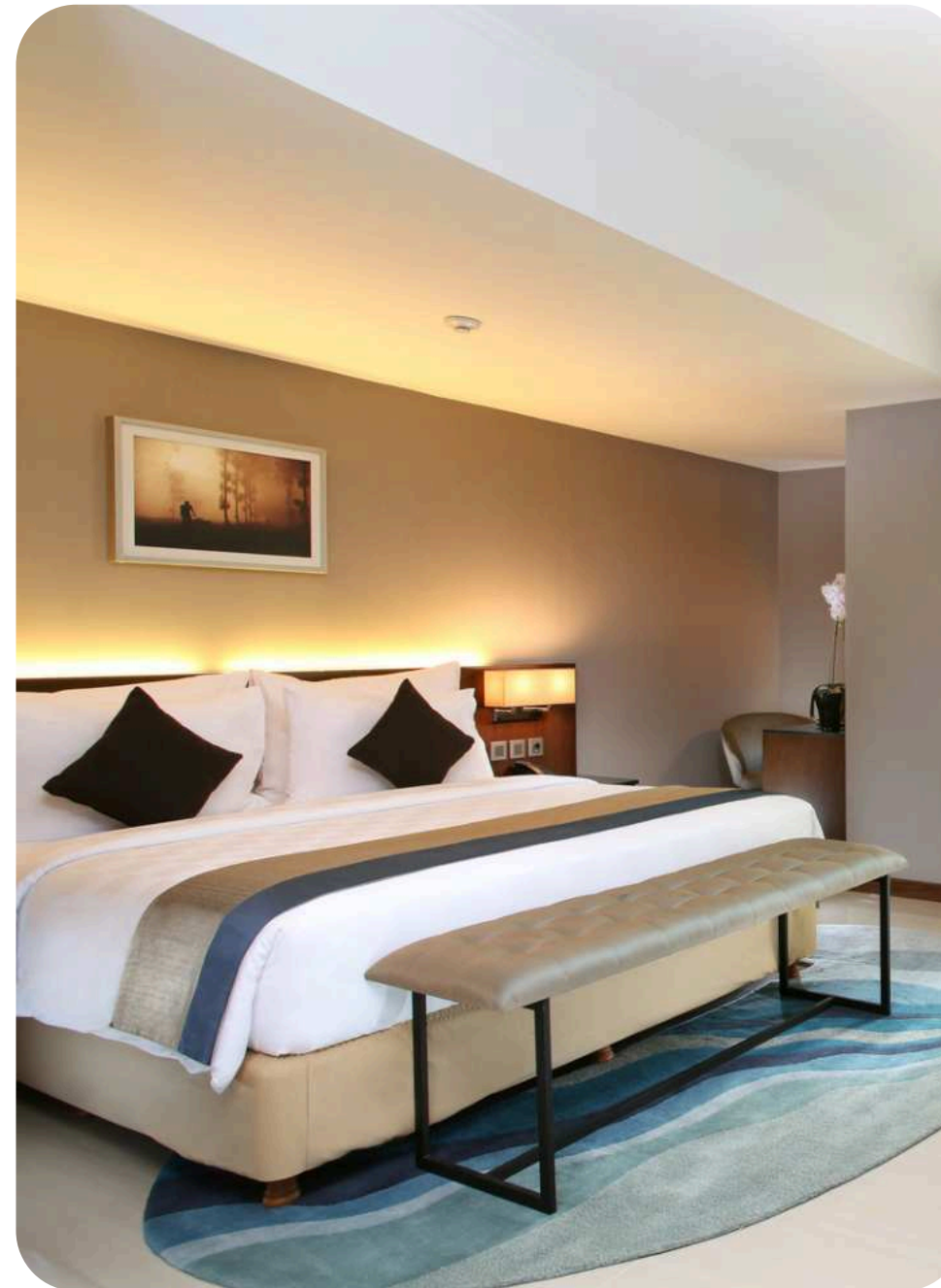
OPERATING PROPERTY

INDONESIA



 Opened 2019

 Business and leisure seekers
and long-stay residents




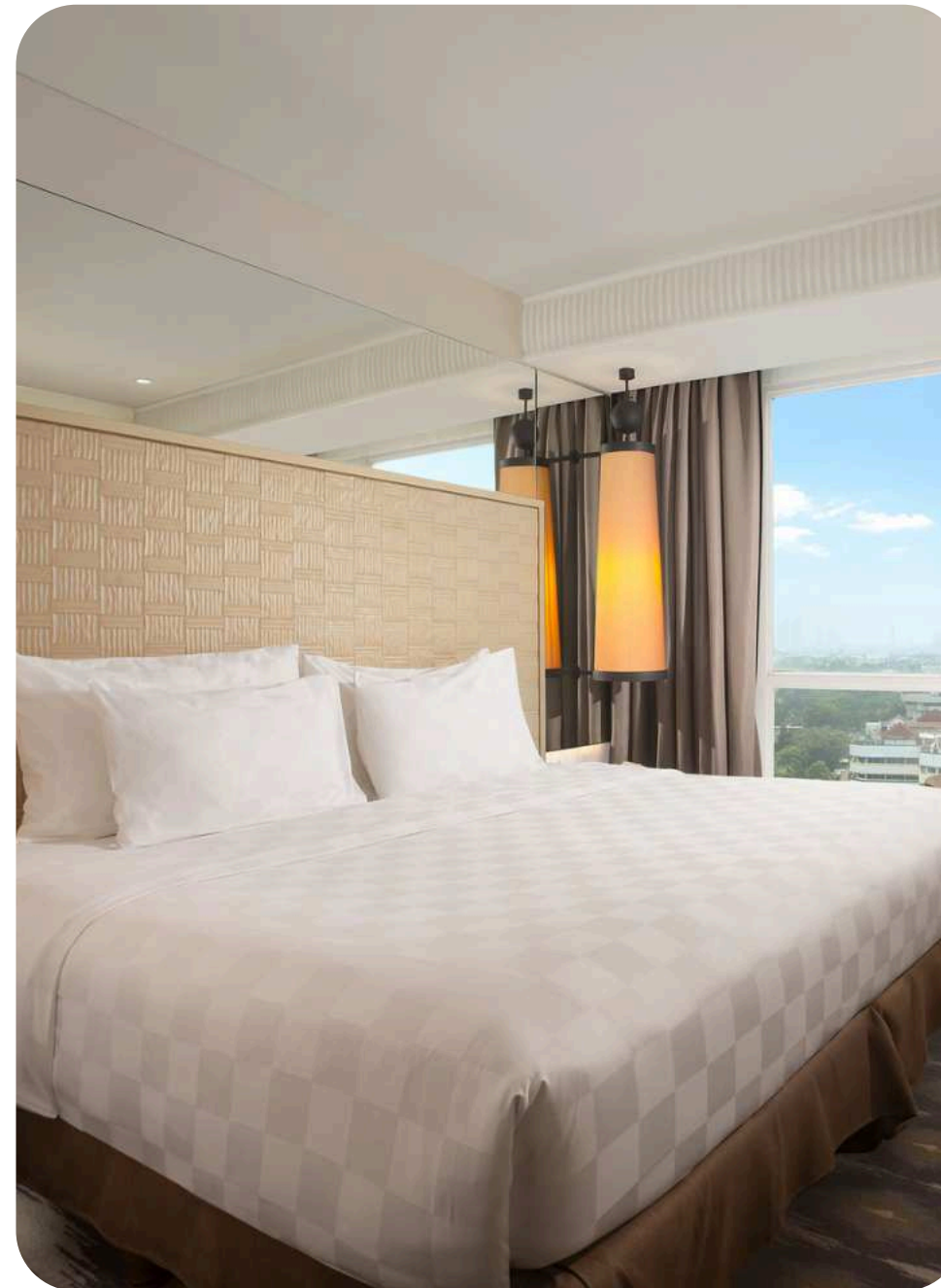
- Located in Kuningan in the heart of Jakarta's Central Business District
- 323 rooms
- Accessible rooms for people with disability
- Swiss-Café™ Restaurant, lobby lounge and bar
- 18 meeting rooms for up to 200 people
- Swimming pool
- Fitness centre and spa
- Business centre
- Parking and valet service
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system

OPERATING PROPERTY



 Opened 2015

 Business and leisure seekers and long-stay residents



- 182 rooms
- 9 meeting rooms and a ballroom for up to 450 people
- Accessible rooms for people with disability
- Executive club lounge
- Swiss-Café™ Restaurant, Jade lobby lounge and bar (indoor and outdoor)
- Coffee shop (indoor and outdoor)
- Laundry and dry-cleaning service
- Swimming pool
- Fitness centre and spa
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Parking space and valet parking service

UPCOMING PROPERTY

EGYPT



Opening in 2026



Well-traveled and successful residents seeking luxury with sustainability



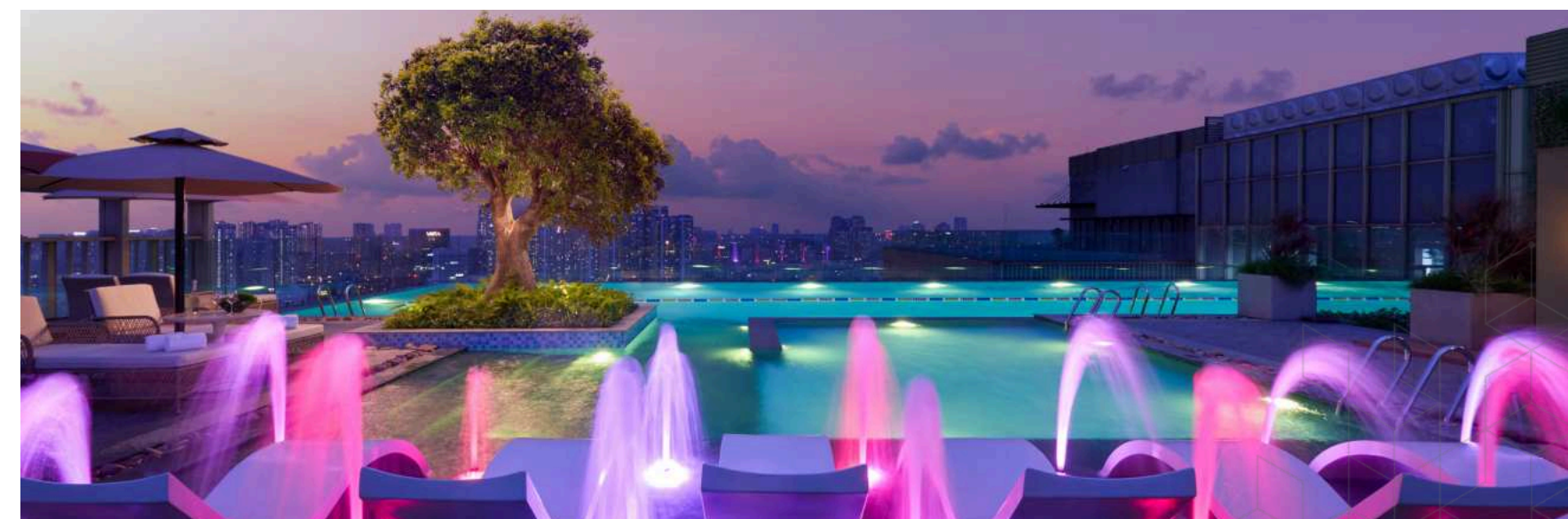
- Located in the prestigious R7 district of the New Capital, overlooking Central Park
- 460 comfortable units
- Landscaped gardens
- Tranquil water features
- Exclusive clubhouses
- Multiple retail outlets
- Diverse restaurants and cafes
- Rivan Tower: a 10-floor residential and administrative building with panoramic city views

Property Image Gallery

Pictures of

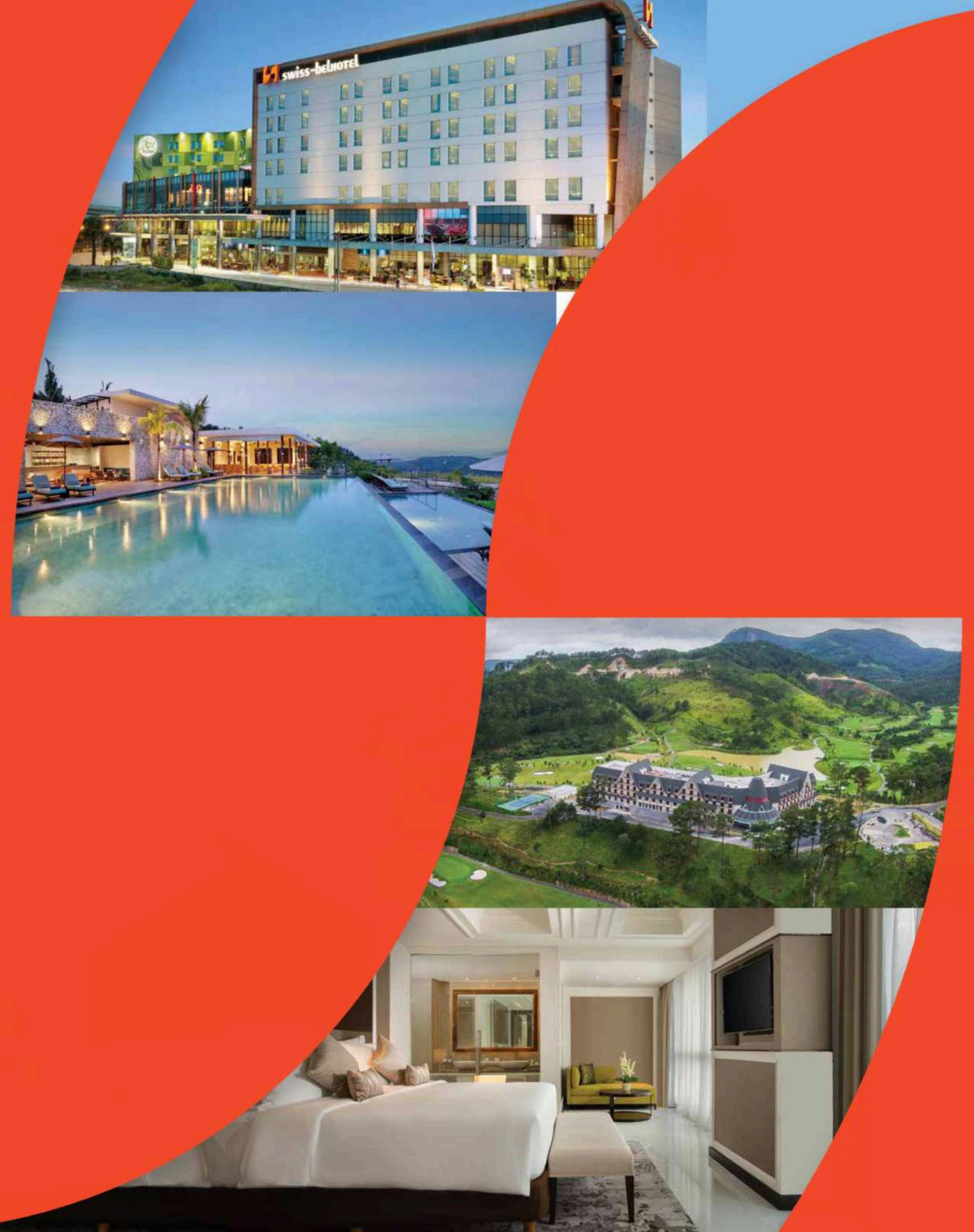
1. Swiss-Belresidences Kalibata Jakarta, Indonesia
2. Epic Tower Swiss-Belresidences Hanoi, Vietnam





Pictures of
 1. Swiss-Belresidences Kalibata Jakarta, Indonesia
 2. Swiss-Belresidences Rasuna Epicentrum, Jakarta, Indonesia
 3. Epic Tower Swiss-Belresidences Hanoi, Vietnam

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



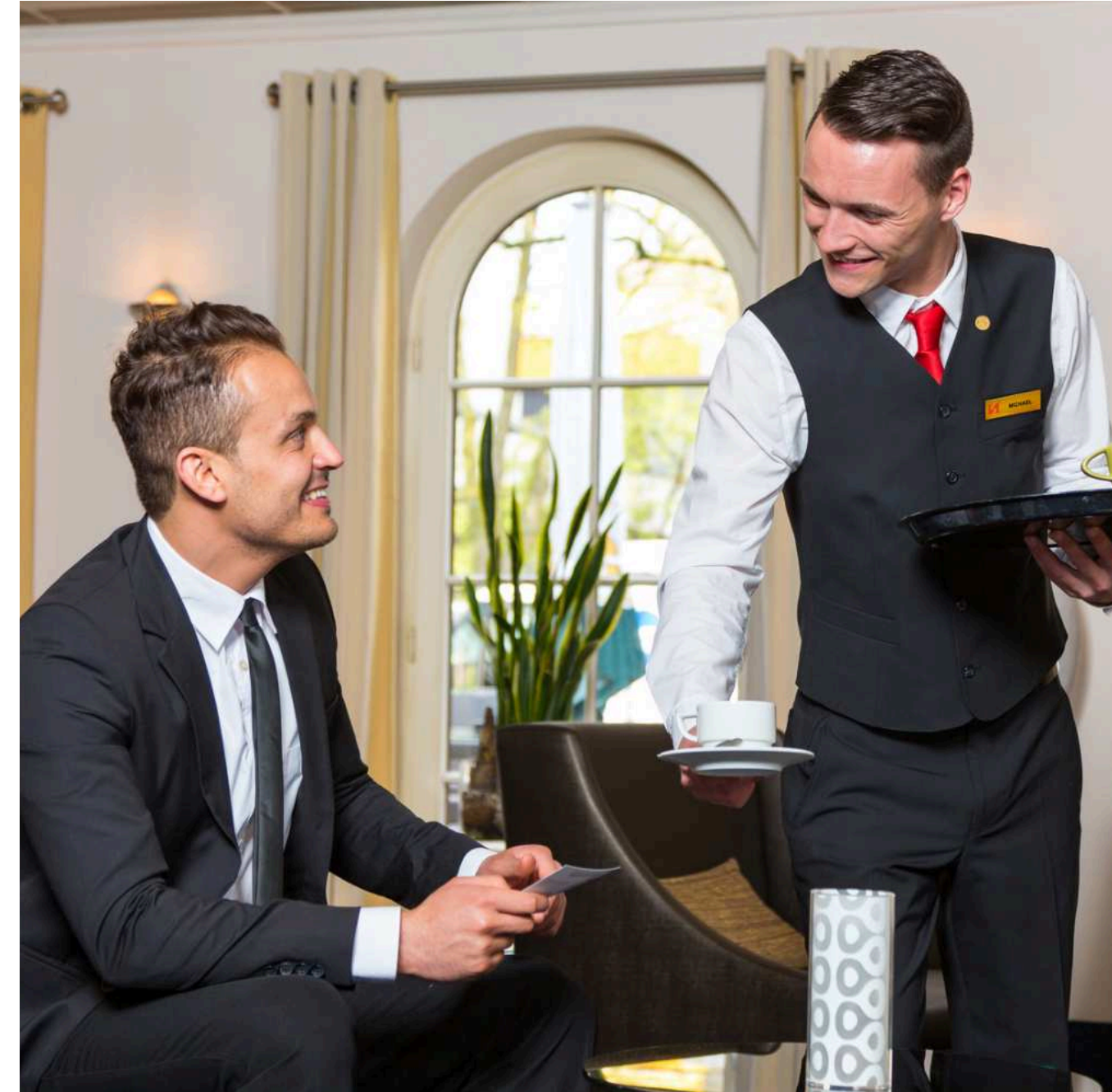
SWISS-BELHOTEL INTERNATIONAL

A Global Group

Founded in 1987, Swiss-Belhotel International is recognized as **the world's fastest-growing hotel management group**. It provides professional expertise and management services for hotels, resorts, and serviced residences.

The Group's unique fusion of **Swiss hospitality PROFESSIONALISM** and its **Asian-inspired PASSION for service** is what truly sets Swiss-Belhotel International apart from other hotel management companies.

Each of the Group's properties proudly carries the hallmark of Swiss-Belhotel International, a symbol that guarantees **quality** and provides **excellent value** to its guests and owners.



Passion and Professionalism™

OUR HERITAGE

The Family behind Swiss-Belhotel International



Matthew Faull

Edward Faull

Gavin M. Faull

Oliver Faull

OUR SENIOR EXECUTIVE TEAM



OUR GLOBAL PRESENCE

150 properties

20 countries

18 brands



OUR BRANDS



OUR BRANDS

Luxury
Star rating:
5+ star luxury



Upper Upscale
Star rating:
5+ and 5 star



Upscale Midscale
Star rating:
5 and 4 star



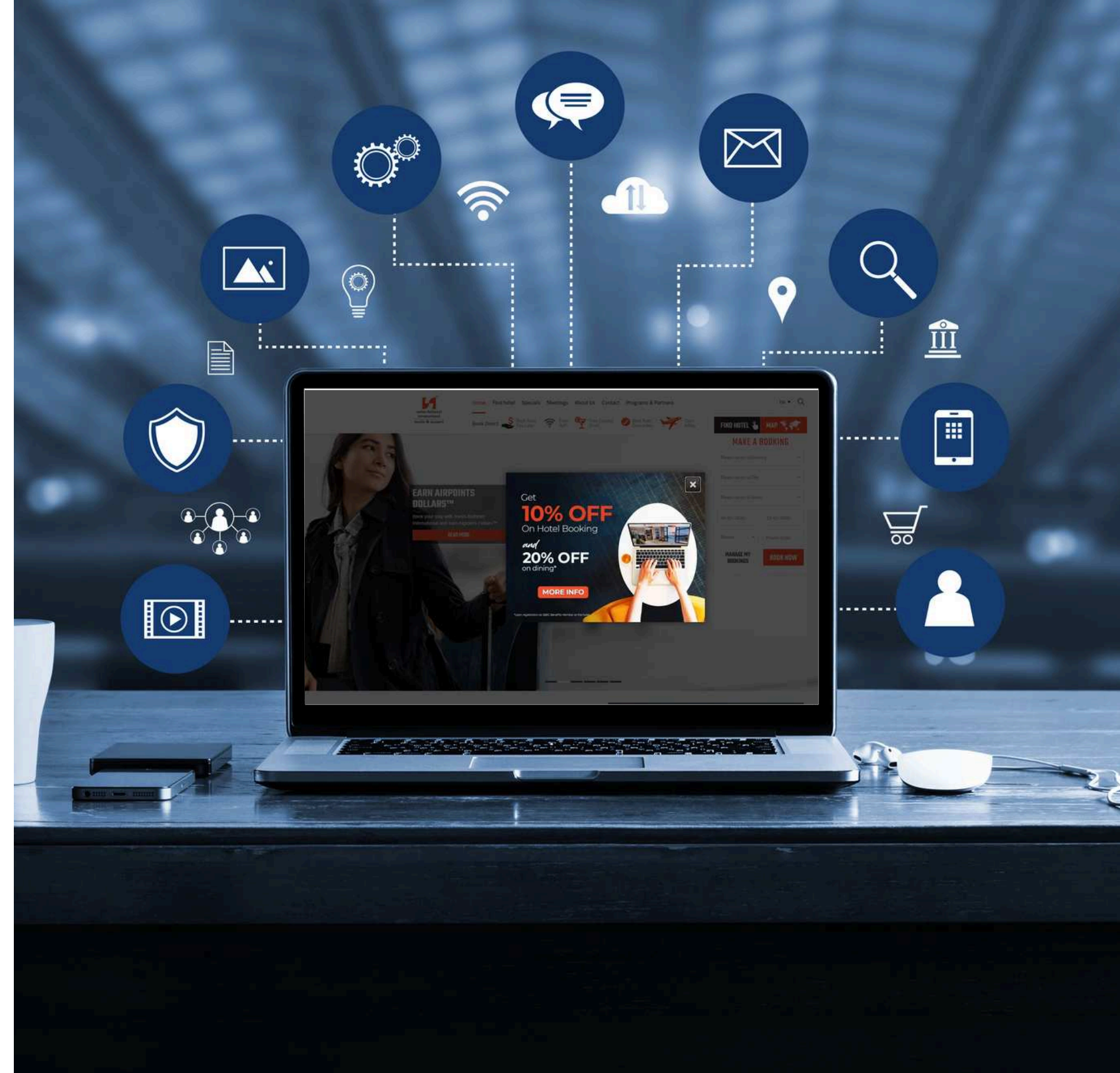
Economy/ Budget
Star rating:
3 and 2 star



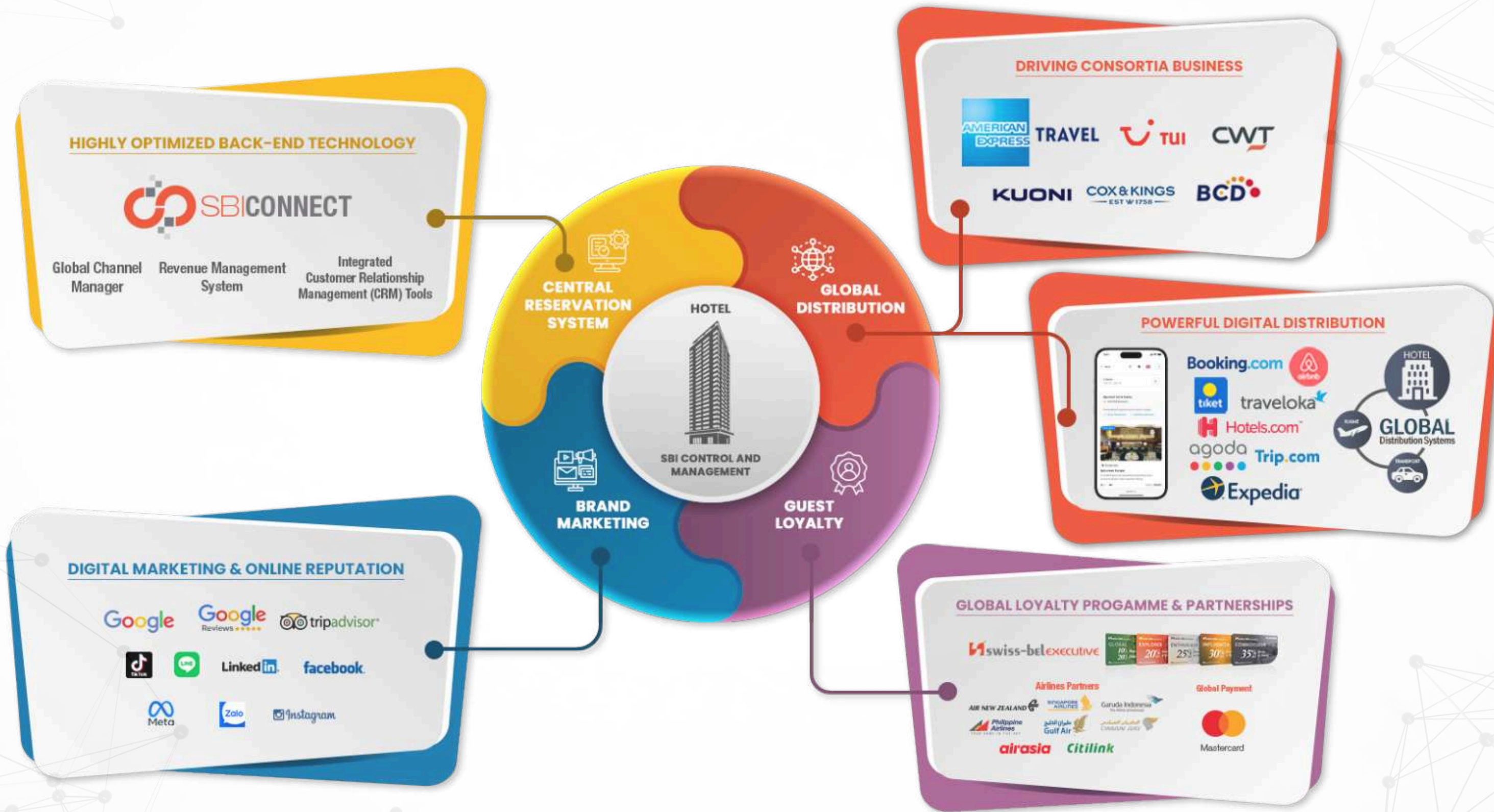
Zest
Star rating:
3 and 2 star



SALES & MARKETING EXPERTISE



SBI'S COMMERCIAL DIGITAL ENGINE



TARGET SEGMENT



Individuals

- Family
- Couples
- Honeymoon Couples



Groups

- Leisure
- MICE (Meetings, Incentives, Conferences, Events) with residents accommodation requirements



Banquet & Conferences

- Corporate Incentives
- Government Conferences
- Trade Shows
- Weddings
- Social Gatherings

BRAND & MARKETING STRATEGY

01



Digital Marketing

Email Direct Marketing
Google PPC
Affiliate Marketing

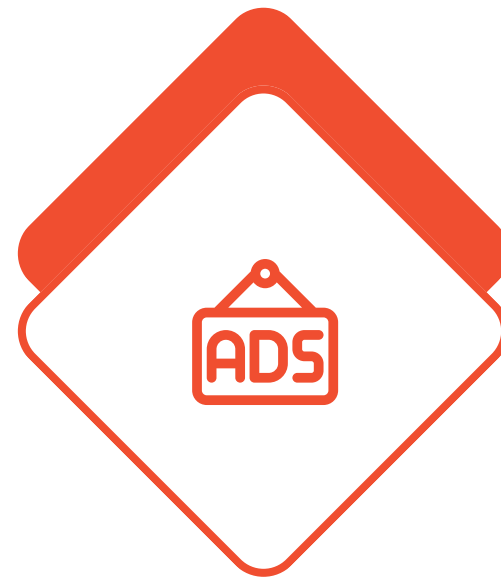
02



Social Media

Meta Ads
Organic Contents
Influencer Collaboration

03



Advertising

Display Ads
Banner Ads
Advertorial

04



Public Relations

Press Release
Media Fam Trip
Media Relations
Editorial Stay
Media Gathering

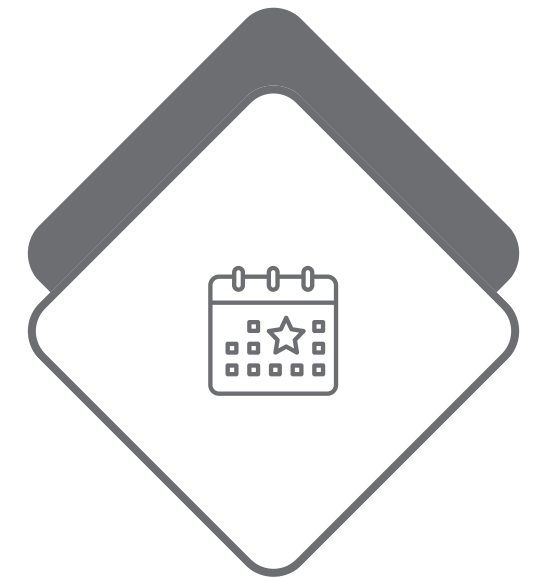
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



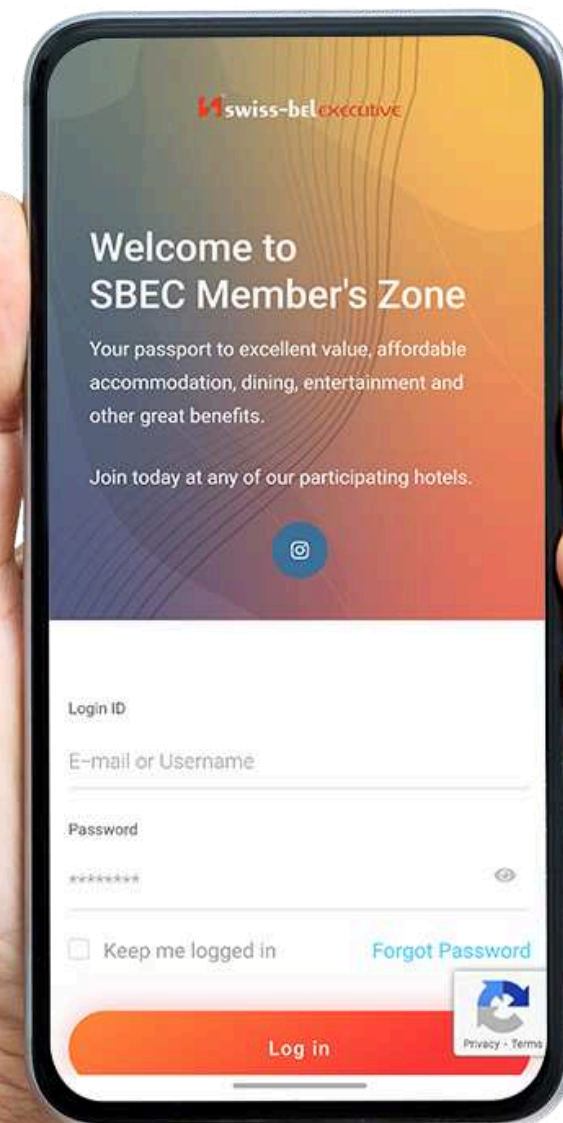
Marketing Events

Influencers Gathering
Corporate Gathering
Travel Agent Gathering

OUR GLOBAL LOYALTY PROGRAMME

swiss-belEXECUTIVE

More than
2 Million Members
and
5 Million Members
target this year



YOUR MEMBERSHIP IS IN YOUR PALMS

- A whole host of savings and VIP services in Swiss-Belhotel International Hotels and Resorts.
- A unique combination of uncompromising quality, convenient location and dedication to providing value.
- Great benefits especially dedicated to offering you affordable accommodation, dining and entertainment.

**Discount on
Room and
Dining**

**Discount
Based
Programme**

**Immediate
Gratifications**

**Benefits
Applicable
Globally**



Owner's Card

OUR GLOBAL LOYALTY PARTNER

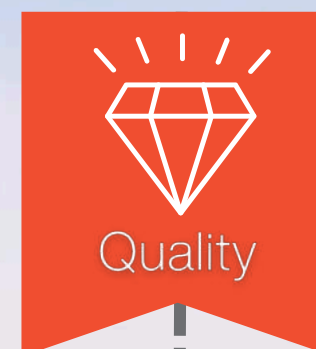
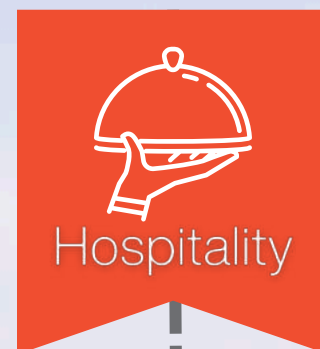
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe





PERFECTION

The foundation of Swiss-Belhotel International is its passion for hospitality, emanating from its Swiss heritage. It exudes its perfection by showing genuine attention to all the details which go into making a memorable experience.

**We conduct regular Operational Audits
Mandatory Score maintained at 85% for all
properties.**





HOSPITALITY

With high standards of Swiss Hospitality, Swiss-Belhotel International is warm and welcoming with a spirit of homeliness and a feeling of appropriate familiarity and friendliness. Be surrounded by people who truly care.



Guest Satisfaction and online reputation measured by an International Benchmarking tool "Review Pro" achieved

91.6% guest satisfaction globally in 2024.



QUALITY

Swiss-Belhotel International embraces qualities and values that are quintessentially Swiss. All properties deliver on this promise in some of the most exotic locations in the world.

We conduct Yearly Brand Standard Audits.

Global average score of 93% achieved in 2024.



HEALTH & SECURITY

Just like the Swiss Country, Swiss-Belhotel International ensures a safe environment, ever dependable and always secure. Allowing its guests and residents to fully enjoy their stay, to experience the wonder of the destination or conduct the businesses with confidence.

HACCP* certified hotels ensuring Food Safety standards. Cleanliness, Hygiene and safety protocols in association with internationally certified standards of

**“Safe Travels” by WTTC
(World Travel and Tourism Committee)**

*Hazard Analysis and Critical Control Points



IN ALIGNMENT WITH THE
GLOBALLY RECOGNISED:





TRAINING

Switzerland is known for its education standards.



Swiss-Belacademy ensures that upgrading skills, technologies in line with changing times, while maintaining the highest quality of hospitality standards, is the basis of the continued training and education. Our staff is ever-ready to meet the guest expectations.

2 Hospitality Industry
Training Leaders:



eHotelier



3000+

Individual lessons

300+

Course subjects

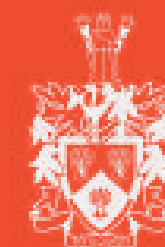
9000+

Number of
staff-students

85.5%

Staff
engagement rate

**Certification Affiliation
Registered in England**



**Institute
of Hospitality**



SUSTAINABILITY

Swiss-Belhotel International ensures that its properties are enhancing techniques which will work towards the co-existence of environment, economy, and society.

Detailed Sustainability Checklist established at hotels emphasising their role in Community, Environment, and Economy.

70% achievement of checklist actions is mandatory for every branded property.



COMPANY PERFORMANCE STATISTICS



Gross Operating Profit

City Hotels - Primary	GOP at 35%
City Hotels - Tertiary	GOP at 40-45%
Resorts	GOP at 40 - 50%
Residences/Long stay	GOP at 45 - 55%



STR Benchmarking

- Revenue Ranking of 1 or 2 from 5 in Competitive set
- RGI (Revenue Generation Index) at 110 +



Room Profitability

78-82%
of Room Revenue



Food & Beverage Costs

City Hotels	28%
Resorts	32%



BEST IN CLASS FOR TRAVEL/TOURISM/HOTELS

More than 64 AWARDS over the past 15 years (including below):

- Hotel & Resort Management of the Year at the Travel Trade Excellence Awards 2025 by Travel Daily Media
- Legacy Family Business Award Asia Pacific 2024 at the Family Business Association Excellence Awards 2024
- EY Entrepreneur of The Year 2024 New Zealand Family Business Award
- The Most Excellence in Sustained Partnership Award at the GarudaMiles Loyalty Summit 2025
- Excellence Award in the Sustainable Hospitality category from ESG Business Awards 2024 in Hong Kong
- Indonesia's Leading Tourism Business Leader at the Indonesia Travel & Tourism Awards 2022/23
- Best in Class for Travel/ Tourism and Hotel/ Resort Category Interactive Media Awards
- Indonesia's Leading Global Hotel Chain Indonesia Travel & Tourism Award
- Outstanding achievement in Web Development Hotel and Lodging Standard of Excellence - Web Marketing Association

Swiss *Professionalism* with Asian *Passion*



swiss-belhotel.com