

Minor Hotel Group Announces Flagship Anantara for Thailand

Bangkok, 23 December 2014: Minor Hotel Group (MHG), operator of 120 hotels and resorts across Asia Pacific, the Middle East, the Indian Ocean and Africa, has announced that it is set to reflag one of its owned properties, the Four Seasons Bangkok, to its luxury Anantara brand. Located in prestigious Rajadamri in central Bangkok's Siam district, Anantara Siam Bangkok Hotel & Spa will join the brand's Thailand portfolio on 1 March 2015. Minor Hotel Group will make a significant investment to enhance the hotel.

Strategically located in the heart of central Bangkok, opposite the Royal Bangkok Sports Club, the hotel is within close proximity to the main business, nightlife and shopping districts, Lumpini Park, and many of the city's key cultural attractions, providing the ideal base for the business or leisure traveller.

Facilities at the 354-key hotel, which has become a preferred destination for luxury travellers, include seven restaurants and bars, a spa, a gym and an outdoor swimming pool. For business guests, extensive meeting and event rooms offer flexibility for large and small events, with the ballroom seating 400 for a dinner dance and 550 in theatre style.

The General Manager of Anantara Siam Bangkok Hotel & Spa will be Ms Titiya Chooto, who is currently General Manager at Four Seasons Resort Chiang Mai and before that was Hotel Manager at Four Seasons Hotel Bangkok, hence bringing considerable experience and knowledge of the property with her to the new role.

For William Heinecke, CEO and Chairman of Minor International, the rebrand of this prestigious hotel is the culmination of a life-long dream to operate a flagship property in the heart of the Thai capital. Anantara was founded by Mr. Heinecke and was launched in 2001 as part of a long term strategy for MHG to develop its own brand offering discerning travellers unique experiences of indigenous luxury in some of the world's most enchanting destinations. Since the brand's launch it has now grown to a portfolio of over 30 highly acclaimed properties in eight countries, with a strong future pipeline of over ten hotels and resorts.

Built in 1978, the property launched as a Peninsula hotel prior to being sold to Regent Hotels in 1982. Four Seasons assumed management of the hotel following its acquisition of Regent Hotels in 1992. The Regent Bangkok was owned by Rajdamri Plc, which Minor Hotel Group acquired 100% of in 2001. The hotel was then rebranded as Four Seasons Hotel Bangkok in 2003. Over the past 22 years, the property has become an integral part of the community, hosting a Cancer Care Charity Fun Run every year and

most recently the 15th Annual World Gourmet Festival, both in association with the Thai Red Cross in support of local causes.

Minor Hotel Group and Four Seasons will continue to work together for years to come to provide a premier luxury hotel experience in Thailand to discerning travellers at three award-winning resorts; Four Seasons Resort Chiang Mai, Four Seasons Resort Koh Samui, and Four Seasons Resort Tented Camp Golden Triangle.

William E. Heinecke commented, *“Owning this prestigious hotel in the heart of Bangkok and working with the fantastic team during its time as Four Seasons Bangkok has been an amazing journey. I am looking forward to continuing the journey in the next stage of this property’s life as Anantara Siam”.*

Dillip Rajakarier, Chief Executive Officer of Minor Hotel Group, added, *“Minor Hotel Group is excited to make the announcement of the transition of this prestigious property in central Bangkok to our core luxury Anantara brand. The property will make a superb addition to the brand’s portfolio. We also look forward to continuing the journey with the team of Associates who have ensured the success of the hotel over the last 22 years and who will be an integral part of Anantara Siam Bangkok moving forward”.*

About Minor International: MINT is a global company focused on three primary businesses including restaurants, hotels and lifestyle brands distribution. MINT is one of Asia’s largest restaurant companies with over 1,600 outlets operating system-wide in 21 countries under The Pizza Company, Swensen’s, Sizzler, Dairy Queen, Burger King, Thai Express, The Coffee Club, Ribs and Rumps and Riverside brands. MINT is also a hotel owner, operator and investor with a portfolio of 120 hotels and serviced suites under the Anantara, AVANI, Oaks, Per AQUUM, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International brands in Thailand, Australia, New Zealand, Maldives, Vietnam, Tanzania, Kenya, the Middle East, Sri Lanka, China, Malaysia, Indonesia, Cambodia, Zambia, Botswana, Namibia, Lesotho and Mozambique. MINT is one of Thailand’s largest distributors of lifestyle brands focusing primarily on fashion, cosmetics and contract manufacturing. Its brands include Gap, Esprit, Bossini, Charles & Keith, Pedro, Red Earth, Tumi, Zwilling J.A. Henckels, ETL Learning and Mysale. For more information, please visit www.minorinternational.com.

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