

PT HOTEL PEMBANGUNAN INDONESIA

GOLDEN OPPORTUNITY

HOTEL OWNERSHIP PROGRAM

KUTA - BALI

THE ISLAND OF PARADISE

SalakHospitality

Hotel Operator and Management Service



01

Hotel Ownership Programs

Golden Opportunity Project of **Hotel Salak The Heritage Group.**





02

Hotel Ownership Program

Hotel Salak The Heritage Groups.

- Hotel Salak The Heritage Group cooperating with banks and financial institutions has great access to find the best 4 star and 5 star meeting hotels in Bali with very low price.
- Big Meeting Hotels in Bali have very low risk as the sources of income come from 2 sources; international tourists and meeting or MICE customers
- The hotel prices will soon increase minimum doubled, could be triple when the pandemic ends which is not too long from now.



03

Hotel Ownership Program

Hotel Salak The Heritage Groups.

- Hotel take over project must be done now before the hotel prices will go back to the normal price.
- Hotel Salak The Heritage which have excellent achievement in operating big meeting hotels, will increase the hotel's value even higher.
- Hotel Salak The Heritage now have 1 best hotel prospect in Bali for the takeover project.

The Strength of **Hotel Salak The Heritage Group.**

- Always on the top 5 rank on occupancy rate among big hotels in Bogor and surrounding.
- Affiliated with the biggest hospitality school in Bogor, Sekolah Tinggi Pariwisata Bogor
- Has more than 20 years experience operating heritage and other modern hotels
- Has international values based on common sense.



05

Hotel Image





06

Hotel Ownership Program

DATA

- Land Area : 3.630 m² (SHM)
- Building Area : 11.966 m²
(approx.)
- IMB : 2011
- No. of Floor : 5 floor



07

Hotel Ownership Program

ROOM

Total Room : 170 Rooms.

- Superior Room : 153 units, (Room size 25 m2).
- Suite Room : 4 units (Room size 73 m2).
- Deluxe Executive Room : 4 units, (Room size 37 m2).

08

ROOM IMAGE





OTHER FACILITIES

- 1 Restaurant (Roots Restaurant).
- 1 Bar Lounge (Harvest Lounge).
- 1 Fitness Center & Spa.
- 4 Meeting Room.
- 1 Ballroom (Capacity up to 400 pax).
- Outdoor Swimming pool.
- Business Center.

10

CAFE & BALLROOM



11

POOL & LOUNGE



UTILITIES

- 3 pcs Elevator
- Electrical Generator
- WiFi
- Parking Lot



Golden Opportunity for INVESTOR

- Investor can join Hotel Salak The Heritage in big meeting hotel take over project
- Investor can use the take over hotel as future opportunity for training and work place.
- Some of the profit can be used to sponsor HR development or training of Investor.
- Bali is the best international tourist destination so the hotel can be symbol of Diaspora Investor.

Investment Units from Hotel Salak The Heritage have 4 types :

- Silver = USD \$ 1,000 per unit.
- Gold = USD \$ 10,000 per unit.
- Platinum = USD \$ 50,000 per unit.
- Diamond = USD \$ 100,000 per unit.

Investment Important References

- IRR estimate from 19% until 25%.
- Payback Period 3 - 6 years .
- The first payment time estimate to investors: First Week of July 2023.
- Profit / Dividend distribution: 80% from the total Profit.
- The remaining of 20% is used for the business development.

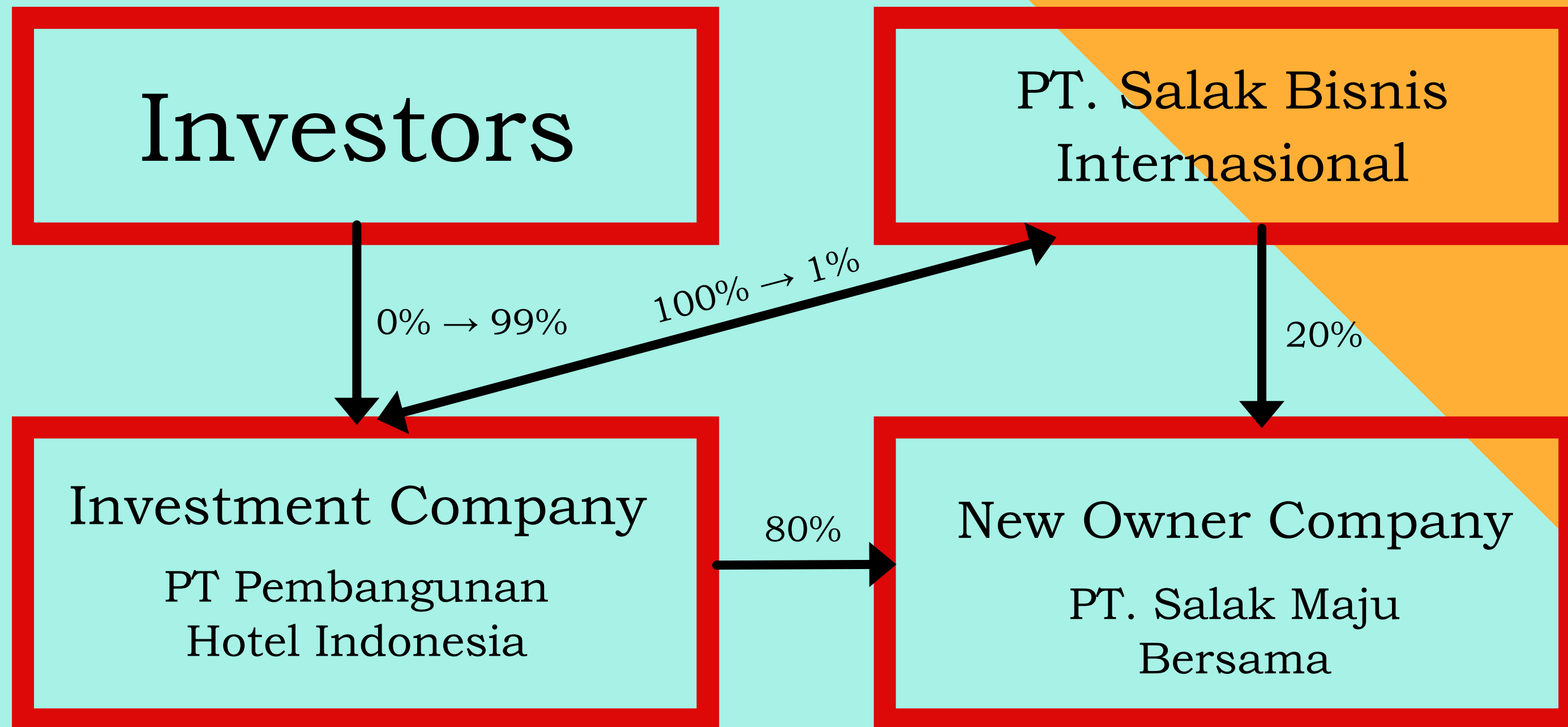
Investment Important References

Payment schedule to Investors :

- First Week of July : Profit Sharing
- First Week of April (the following year) : Dividend



Investment Structure



PUBLIC INVESTMENT SCHEME

- Ownership system is share on PT. Pembangunan Hotel Indonesia (PT. PHI).
- Total PT. PHI share is 80% (Rp. 320 Bio / US\$ 22.857.150) from total hotel project development.
- PT. PHI total no. of share unit are 2.286 pcs (@ US\$ 10.000,00).
- PT. SBI share is 20% (Rp. 80 Bio / US\$ 5.714.300).
- All share put in PT. Salak Maju Bersama (PT. SMB) about Rp. 400 Bio / US\$ 28.571.450 as 100% share ownership of the Hotel.
- Unit investment converted to PT. SMB share.

Note : Assumption US\$1.00 = Rp. 14.000,00

PRICE

- Total Take over Project Dev Price : Rp. 400 Bio
 - Property Price & Development : Rp. 370 Bio
 - Project Mgm & Others Cost : Rp. 5 Bio
 - Commissioning, Pre Ops : Rp.15 Bio
 - Working Capital : Rp.10 Bio

DIAMOND SHAREHOLDER BENEFIT

- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Diamond Privilege Card
- Free stay program, 20 point per year
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- Monthly financial report
- Annual audit report
- Drop & Pick Up Service
- Free city tour 1x per year

PLATINUM SHAREHOLDER BENEFIT

- Profit sharing every year in July
- Annual Devidend of share ownership every April
- Salak Hospitality Platinum Privilege Card
- Free stay program, 10 point per year
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report
- Drop & Pick Up Service
- Free city tour 1x per year

GOLD SHAREHOLDER BENEFIT

- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Gold Privilege Card
- Free stay program, 2 point per year
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report

SILVER SHAREHOLDER BENEFIT

- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Silver Privilege Card
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report

OTHER BENEFIT

- Point Referral System for marketing & member get member
 - Silver 3 Point.
 - Gold 30 Point.
 - Platinum 300 Point.
 - Diamond 600 Point.
- Point converted to cash of US\$ 10.00 / 1 point
- Cash convert will be done after the building take over

FINANCIAL PERFORMANCE

Mostlikely Financial Performance

- IRR : 19.17% - 25.41 %
- NPV : 335.371,85 Bio
- Payback Period : 426.505,25 Bio (3 years)
- Property value increase : 3% per year
- Room Rate : Rp. 1.000.000,00 / night
- Occupancy Rate : 60% - 70%



Thank You