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## PRODUCTS AND SERVICES

SWAN, a 'ces' 85%-owned subsidiary, is a multi-service company providing integrated and affordable solutions to the hospitality industry. SWAN can help hoteliers manage their properties smarter, more competitively, and more cost effectively, all under the banner of one comprehensive service company.

The primary driver of success is SWAN's ability to improve the operating performance of the clients' hotels. It has established a proven track record of helping hotel owners maximise profitability and increasing the value of their assets.

SWAN tailors practical and profitable solutions for owners and operators to address current challenges of the hospitality industry. It focuses on providing individualized service to each of the clients to meet specific operating requirements of their respective hotels.

The SWAN team offers a host of value-added services and expertise in all facets of hotel operation through its four business divisions: Richfield, Sceptre, Shield and Source.

### RICHFIELD HOSPITALITY SERVICES (HOTEL MANAGEMENT)

Richfield is an established independent hotel management company. With three decades of experience, it provides a full complement of management services to hotels from limited service properties to full-service and resort hotels.

Richfield provides expert assistance that allows clients to capitalise on its many years of hands-on experience and industry technological advances. The diversity of hotels and brands requires expertise in many different systems and technology platforms, which Richfield is well-equipped to offer, with its extensive experience in various franchise systems.

Richfield achieves superior operating results through intense focus on its strong commitment to guests, employees and owners. In managing these hotels, we fully utilize the strength of our company's resources and years of experience to increase the value of each property, by augmenting its competitive position within its market. The results are an increased profitability to the owner and an upgraded and enhanced experience for each guest.

Services offered by Richfield include:

- Operations Improvement
- Sales & Marketing Consulting
- Revenue Enhancement
- Asset Preservation
- Management of Franchise Affiliation
- Forecasting and Yield Management
- Human Resources Management
- Accounting

Richfield is currently managing a portfolio of 25 hotels consisting of 6 internationally recognized hotel brands as well as a number of prestigious independent hotels. The brands in our portfolio include Choice, Country Inn & Suites, DoubleTree, Holiday Inn, Ramada and Sheraton. Through the diversity of hotels and brands, Richfield has developed extensive experience in and knowledge of many franchise programs.

The primary driver of success is SWAN's ability to improve the operating performance of the clients' hotels. It has established a proven track record of helping hotel owners maximise profitability and increase the value of their assets.

Efforts to maintain existing client relationships and maximise profitability at the property and corporate levels, have culminated in the successful positioning of Richfield as a fundamental component of SWAN. Richfield is positioned to continue expanding its portfolio of management contracts for 3rd party hotel owners.

#### **SCEPTRE HOSPITALITY RESOURCES (RESERVATION DISTRIBUTION)**

Since 1987, Sceptre has been helping small chains, hotel management companies as well as independent hotels and resorts increase their sales and profits through GDS representation, private-label voice reservations and consulting services.

The significant advantages provided by Sceptre are its state-of-the-art technology, the user friendliness of its systems and its consultative support function. Its team of industry professionals provides personalized expertise and guidance to each client, ensuring that hotels maximize the revenues they derive from the various distribution channels. Today, Sceptre is serving more than 150 properties located around the world.

The current portfolio of services includes:

- Distribution and Revenue Management Consulting and Analysis
- Electronic Marketing and Channel Management
- Global Distribution System Representation
- Private-label voice reservations
- Consortia Submission Service
- Travel Agents' Commission Settlement

This suite of services provides an unparalleled solution for the hotelier to increase revenues and gives its clients the electronic-distribution power typical of branded or franchised hotels as well as the best reservation system available in the industry.

The combination of Sceptre's expert assistance, and its array of services and products, can greatly enhance its clients' abilities to achieve significant increases in reservations derived through the various electronic distribution channels.

Utilizing the Hotel Factory technology platform, Sceptre's clients can make changes in availability, rates, and information within the system and have the information appear within the distribution channels within minutes without any further human intervention or action. This means the hotel staff can maintain greater control and capitalise on market conditions with greater agility than with any other system.

#### **SHIELD (INSURANCE AND RISK MANAGEMENT)**

Shield provides risk management and insurance services to hotel. Recognizing the unique risk profile of the hotel industry, Shield advises hotel management teams on how to lower its overall cost of insurance through pro-active programmes to mitigate risks at their hotels.

In addition, Shield is able to help individual hotel obtain more cost competitive insurance policies through its portfolio of numerous hotel clients (due to better risk diversification and stronger buying power).

#### **SOURCE (PURCHASING AND PROCUREMENT)**

Source delivers purchasing and procurement services to hotels across USA, with focus on delivering lower operating expenses to hotels and higher return on investments to owners.

Source offers hoteliers significant cost savings and economies of scale through its extensive number of national account agreements which are organized to support specific areas of need within each hotel such as Food and Beverage; Rooms Operations; Engineering and Energy; Administrative, Furnishings, Fixtures, and Equipment.