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HAKKASAN GROUP ANNOUNCES MULTI-MILLION DOLLAR PARTNERSHIP IN NEW LUXURY BALI RESORT

NEXT PHASE OF EXPANSION INTO SOUTH EAST ASIA IN PARTNERSHIP WITH KAJA GROUP AND ALILA HOTELS & RESORTS

JAKARTA, INDONESIA (8 September 2016) – **Hakkasan Group**, the global hospitality company, today announced plans to open two new venues at The Cliff at Alila Villas Uluwatu. The destination resort will host the world's first OMNIA Dayclub and luxury Japanese restaurant Sake No Hana in Bali with partners **KAJA Group** and **Alila Hotel & Resorts**.

The development of these two brands in Bali is the largest investment of its kind in Indonesia and will generate 150 jobs when they open in Q3 2017, with around 250 additional jobs through the construction of the site.

The Indonesian Government has a target of 20 million tourists annually by 2020 so this is set to increase the demand for luxury hospitality. This dynamic partnership is preempting this with a revolutionary new destination in Bali that will change the face of hospitality in Indonesia and reposition the region as a must-see travel spot for tourists.

This is the next stage in the partnership announced last year, which will also see Sake no Hana, OMNIA Nightclub and Hakkasan restaurant opening in partnership with KAJA Group and Alila Hotels & Resorts in Alila SCBD Hotel, Jakarta. When complete, the three luxury experiences will bring 339 jobs to the capital city.

The partnership and investment from KAJA Group in both Jakarta and Bali totals \$38 million.

It is a continuation of Hakkasan Group's business strategy of taking its brand portfolio into new high-growth markets across the world and demonstrates its commitment to investing in the region.

Once these initial projects are completed, Hakkasan Group intends to expand within Indonesia and across South East Asia to Thailand, Singapore and Malaysia.



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Commenting on the announcement, **Neil Moffitt, Hakkasan Group CEO** said:

"Two in every five tourists visit Bali while in Indonesia and the country's young, and increasingly urban population makes it one of the fastest-growing consumer markets in the world. These factors create a unique opportunity for Hakkasan Group to enter the market at this time.

"For Hakkasan Group, choosing like-minded partners has always been key for us. Alila Hotels & Resorts has the same focus and passion for excellence in culinary experiences and impeccable service while KAJA Group has enabled us to bring this luxury experience to visitors to Bali."

Franky Tjahyadikarta, President Director BUVA Group (parent company of KAJA Group) said:

"Being a homegrown Indonesian company, we are always striving for brand differentiation which drove us to develop the best in leisure destinations; first with hotels and now onto food and entertainment with Hakkasan Group, a global leader in its class. We are incredibly proud to deliver another first in Indonesia and South Asia."

Andrew Tjahyadikarta, President Director KAJA Group said:

"We are very excited to work with Hakkasan Group and Alila. We are certain we can introduce the most amazing day-life and nightlife concepts to the region."

Frederic Simon, CEO Alila Hotels & Resorts, said:

"We are proud to partner with KAJA Group in presenting the renowned Hakkasan Group hospitality brands to the Alila clientele, chalking yet another first in Bali.

"Above all, we are excited to be creating more career and learning opportunities for the local Balinese community which will benefit and support our industry."

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Notes to Editor

About the Cliff at Alila Villas Uluwatu

The Cliff at Alila Villas Uluwatu, Bali, is a luxury addition to the villa estate - an outstanding location to showcase Hakkasan Group's revolutionary restaurant & bar concept made possible through KAJA Group and Alila Hotel & Resorts. Designed by acclaimed WOHA Architects, the resort will host world-renowned day and night club OMNIA and luxury restaurant Sake no Hana in Q3 2017.

www.avuthecliff.com/introduction.html

About Hakkasan Group

Hakkasan Group is a worldwide hospitality company with establishments located across the United States, Europe, Middle East, and Asia and with over 5000 employees worldwide. Its name is taken from its Michelin star restaurant that set the high-level standard for the group's collection of diverse brands. Its 'brand first' philosophy builds restaurant, nightlife, and daylife into world-class hospitality brands, all with a focus on service, design, innovation, and experience. For more information, visit hakkasangroup.com.

About KAJA GROUP

KAJA Group is an Indonesian based hospitality group, which focuses on developing luxury lifestyle venues across Indonesia. Founded by Andrew Tjahyadikarta and Adithya Winata, Kaja Group will continue to grow as a luxury lifestyle developer together with Hakkasan Group and Alila Hotels and Resorts. KAJA Group is a subsidiary of BUVA Group, which develops ultra luxury hotels and resorts across Indonesia.

About COMMUNE and Alila Hotels and Resorts

Commune Hotels & Resorts is an international, multi-brand lifestyle hotel management company, helmed by a talented team of industry veterans, with a growing presence of more than 8,000 employees across the US, Europe and Asia.

It operates Alila Hotels and Resorts, an exclusive luxury brand; Thompson Hotels, a sophisticated lifestyle brand; Joie de Vivre Hotels, a collection of independently branded boutique hotels; and tommie, a new micro-lifestyle hotel brand. Brand Alila now operates 12 properties in Asia and is set to open another 17 hotels by 2018. Together with Commune and Destination Hotels, the group operates more than 100 properties with 38 under development throughout the US, UK and Asia.

Brand ALILA was voted Best Foreign Hotel Brand in 2016 by Conde Nast Traveler USA and Most Innovative Hotel Brand in China's Global Travel Experience Awards by Znanadu. www.alilahotels.com.