



MEDIA RELEASE

ROWSLEY TO BUY FAST-GROWING HOTEL MANAGER ARIVA IN ASIA EXPANSION

- *Founded by industry veterans Cameron Ong and Jean-Claude Erne*
- *More than 6,500 room keys under management and in pipeline*
- *Acquisition will bring expertise and market access to drive growth in Rowsley's hospitality business*

Singapore, 7 September 2016 – Rowsley Ltd. is poised to expand its hospitality business in the Asia Pacific region with its planned acquisition of fast-growing hotel management and consultancy firm, Ariva Pte. Ltd.

Founded in October 2008 by industry veterans Cameron Ong, formerly Chief Executive Officer and Managing Director of CapitaLand's The Ascott Group, and Jean-Claude Erne, formerly Senior Vice President, Product, Process and Procurement and Managing Director in Europe at The Ascott Group, Ariva currently has more than 6,500 room keys under management and in the pipeline, spread over 47 properties across the Asia Pacific region.

Rowsley signed a conditional sale and purchase agreement with the vendors, Mr. Ong, Mr. Erne and Phyllis Lee Sok Fang, to buy the entire issued and paid-up share capital of Ariva for up to S\$10.6 million. As part of the deal, Messrs Ong and Erne will continue to lead and grow Ariva as Executive Chairman and Executive Director respectively, post-acquisition.

Payment will be by way of cash and the allotment and issuance of new Rowsley shares at an issue price of S\$0.15 each. The final purchase price is subject to terms and conditions set out in the sale and purchase agreement



which includes the achievement of cumulative net profit after tax target of S\$5.2 million up till December 2019.

The Ariva acquisition is financially profitable and its contribution to the Rowsley Group is expected to increase over time as Ariva's assets under management grows rapidly. It will also bring to the Rowsley Group additional industry expertise and market access to accelerate the growth of Rowsley's current hotel brands, in particular Hotel Football and Café Football, into the Asia Pacific region.

Rowsley marked its foray into hospitality in late 2015 with three acquisitions in the UK. It acquired 75% interests in Hotel Football, Café Football as well as GG Collections Private Limited, a hospitality company. It also announced the proposed acquisition of a 50% stake in Finestday Limited, the company that owns the Stock Exchange Hotel in Manchester. The Manchester hotels will have a total of 168 room keys with 134 rooms currently in operation under Hotel Football.

Ariva manages hotels and service apartments under its own and associate companies' brands namely *ARIVA*, *AMAR* and *LOUIS KIENNE* as well as third party brands.

Rowsley said: "We are delighted that we are able to attract veterans like Cameron and Jean-Claude, who together have more than 60 years of hospitality experience, to join Rowsley. They have a proven track record in value creation, expertise in turning around distressed assets and making strategic investments. These skills will be invaluable for the expansion of the Group's hospitality business in Asia."



The proposed acquisition is not expected to have any material impact on the net tangible assets or earnings per share of the Group for the current financial year ending 31 December 2016.

- The End -

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