



A Tailored Approach to Hospitality



Italthai Group Business's Empire

A well-diversified business portfolio and strong allies in developing and delivering a remarkable hospitality experience.



CONSTRUCTION EQUIPMENT

ENGINEERING SERVICES &
CONSTRUCTION CONTRACTOR

HOSPITALITY

LIFESTYLE



ITALTHAI INDUSTRIAL



ITALTHAI ENGINEERING



ONYX
HOSPITALITY
GROUP



MANDARIN
ORIENTAL,
BANGKOK



ITALTHAI
HOSPITALITY



RIVER CITY
BANGKOK

Leadership Team



**Yuthachai
Charanachitta**

Group CEO of
ITALTHAI &
CEO of ONYX



**Saranya
Watanasirisuk**

Head of
Human
Resources



**Wuthivet
Vetchabutsakorn**

Head of
Finance



**Harold
Olaya Leon**

Head of
Operations



**Kashyap
Vora**

Head of
Investment &
Business
Development



**Bharath
Satyavolu**

Head of
Commercial



**Somchai
Kittikraisak**

Head of
Technical
Services



**Niwat
Vaitayamongkol**

Head of
Brand &
Marketing



**Pornthip
Paothong**

Head of
Commercial
Marketing

Existing Portfolio



~ 76% of Portfolio in Thailand, Malaysia and Laos



Amari 17 Properties
6 Countries

- Thailand**
- Amari Bangkok*
- Amari Phuket*
- Amari Pattaya*
- Amari Koh Samui*
- Amari Hua Hin*
- Amari Don Muang
- Amari Vogue Krabi
- Amari Buriram United
- Amari The Tide Bangsaen (2025)
- Laos**
- Amari Vang Vieng
- Amari Vientiane (2024)
- Malaysia**
- Amari Johor Bahru
- Amari Kuala Lumpur
- Amari SPICE Penang
- Bangladesh**
- Amari Dhaka
- Japan**
- Amari Niseko (TBC)
- Sri Lanka**
- Amari Colombo (2024)

* Equity owned properties By AMCO

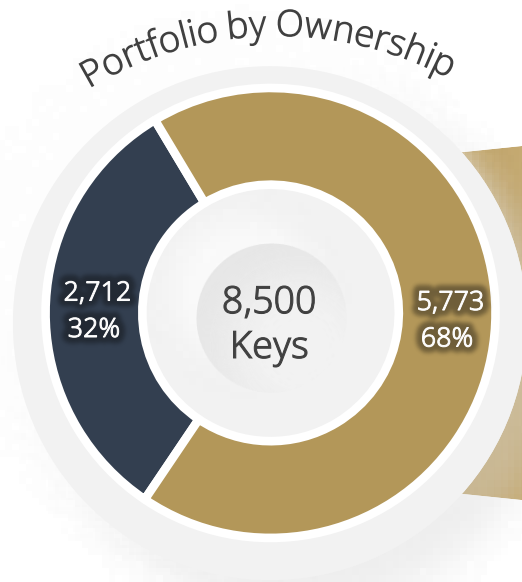
shama 20 Properties
4 Countries

- Thailand**
- Shama Sukhumvit 2 Bangkok
- Shama Lakeview Asoke Bangkok
- Shama Petchburi 47 Bangkok
- Shama Ekamai Bangkok
- Shama Yenakart Bangkok
- Shama Rayong (2027)**
- Hong Kong**
- Shama Central
- Shama Fortress Hill
- Shama Hollywood
- Shama Island North
- Shama Midlevels
- Shama Tsim Sha Tsui
- Shama Hub Metro South
- Mainland China**
- Shama Heda Hangzhou
- Shama Zijingang Hangzhou
- Shama Daqing Heilongjiang
- Shama Hub New City Changchun
- Shama Hub Qiantang Bay
- Malaysia**
- Shama Suasana Johor Bahru
- Shama Medini (2024)

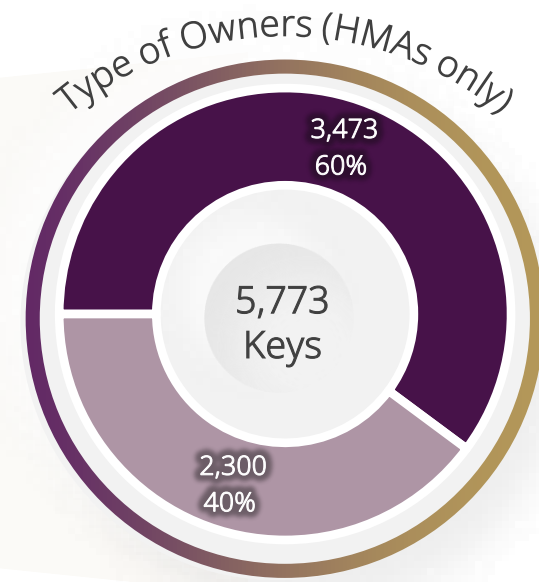
OZO 8 Properties
3 Countries

- Thailand**
- OZO Samui*
- OZO Phuket*
- OZO North Pattaya*
- Inspired by OZO, Emmaline Hotel Nan
- Hong Kong**
- Inspired by OZO, Hotel 108 Hong Kong
- Inspired by OZO, Y Hotel Sheung Wan
- Malaysia**
- OZO George Town Penang
- OZO Medini (2024)
- ORIENTAL RESIDENCE** 1 Property
1 Country
- Thailand**
- Oriental Residence Bangkok*

Portfolio Owner



● Owned ● Managed



● Family Offices ● Institutional Owners

ONYX

Hospitality Group

BRAND PORTFOLIO

HOTELS and RESORTS



LUXURY



UPPER
UPSCALE



UPPER MIDDLE
SCALE

SERVICED APARTMENTS



RESTAURANT



SPA





ORIENTAL
RESIDENCE
BANGKOK





ONYX
Hospitality



Where Tradition Lives On





ORIENTAL
RESIDENCE
BANGKOK

Where Tradition Lives On





The Amari culture proudly celebrates contemporary food, arts, design, architecture, wellness, festivities and fun.

We shine a light on the local culture, embracing it as our own in each of our Amari hotels and resorts across the World.

Wherever we are, wherever you stay, we are here to Brighten Your World.





**A Journey of
Culinary Discovery**



A Warm Welcome



A Family Experience

Amari
BRIGHTEN YOUR WORLD



GREAT FOOD



GREAT SPA



GREAT SERVICE

Amari rejects clichéd cultural expressions in favour of a more progressive philosophy.

This manifests as a passionate commitment to the things that really matter: warm, generous people; creative cuisine; and vibrant, immersive spaces and experiences.

We believe that our unique perspective can bring colour to every destination, and we are committed to embracing and celebrating the diversity of contemporary local culture with our own.





Amari Hua Hin, Thailand



Amari Pattaya, Thailand



Amari Phuket, Thailand



Brighten Your World

Amari in Thailand



Amari Koh Samui, Thailand



Amari Pattaya, Thailand



Amari Bangkok, Thailand

Amari Vientiane (Upcoming), Laos



Brighten Your World

Amari in Laos



Amari Vang Vieng, Laos



Amari Johor Bahru, Malaysia



Amari Kuala Lumpur, Malaysia



Amari SPICE Penang, Malaysia



Brighten Your World

Amari in Malaysia



Amari Johor Bahru, Malaysia



Amari SPICE Penang, Malaysia

shama
hub
SPACE
汇空间

You're never
a stranger at

 shama

We greet our guests with open arms and offer a sense of belonging.
Our guests want a deeper connection with the destination they visit
and to experience a slice of local life.

From hood tours and membership to our golf society
to public transport cards and local retail vouchers,
Shama goes the extra mile to help guests break-down barriers to the
neighbourhood and empower them with the freedom to explore.

A portfolio of
2,500+ units
Across 20 properties



Thailand

Shama Sukhumvit Bangkok
Shama Lakeview Asoke Bangkok
Shama Petchburi 47 Bangkok
Shama Ekamai Bangkok
Shama Yenakart Bangkok
Shama Rayong (2027)

Hong Kong SAR

Shama Central
Shama Fortress Hill
Shama Hollywood
Shama Island North
Shama Midlevels
Shama Tsim Sha Tsui
Shama Hub Metro South

Mainland China

Shama Heda Hangzhou
Shama Zijingang Hangzhou
Shama Daqing Heilongjiang
Shama Hub New City Changchun
Shama Hub Qiantang Hangzhou

Malaysia

Shama Suasana Johor Bahru
Shama Medini (2024)



Freedom to Explore

Shama Sukhumvit Bangkok





Freedom to Explore

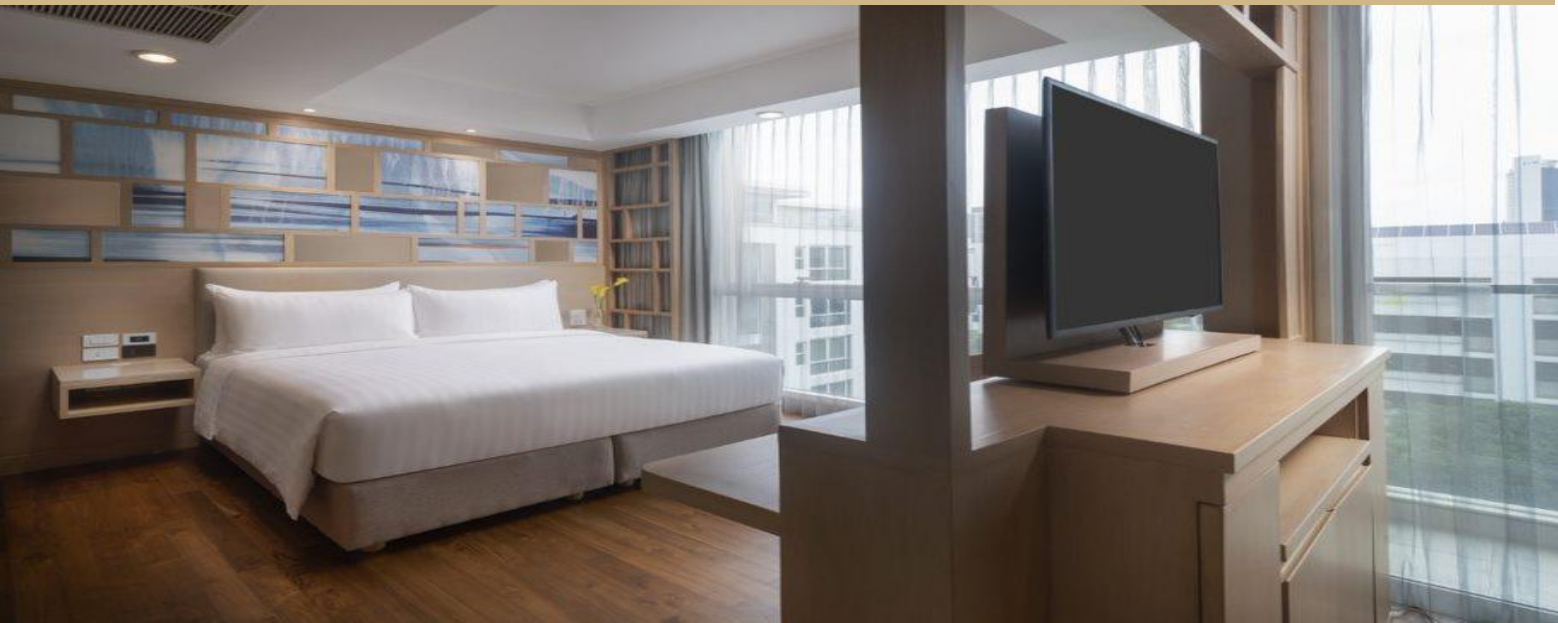
Shama Lakeview Asoke Bangkok





Freedom to Explore

Shama Petchburi 47 Bangkok





Freedom to Explore

Shama Yen-akat Bangkok





Freedom to Explore

Shama Ekamai Bangkok



Exterior Building



Freedom to Explore





Freedom to Explore





Shama Suasana Johor Bahru



Shama Medini, , Upcoming



Freedom to Explore

Shama in Malaysia



Shama Suasana Johor Bahru



Shama Medini, Upcoming

Shama Social Club



Shama Social Club is a global community of travelers connected by a love of exploration and a dedicated program of activities, where regular events, games, experiences and parties are just a click away.



Unpack

Good

Vibes



Hotels & Resorts

Hotels built upon the essentials:
An amazing nights sleep, meaningful connections and the joy of exploration.



BEST

SLEEP

EVER



CHILL

PLAY

CONNECT



LIKE

THE

LOCALS



OZO Pattaya, Thailand



OZO Phuket, Thailand



OZO Phuket, Thailand



OZO Pattaya, Thailand



Unpack. Good. Vibes.

OZO in Thailand



OZO Phuket, Thailand



OZO Samui, Thailand



OZO Pattaya, Thailand



Unpack. Good. Vibes.

Georgetown Penang, Malaysia



Key Commercial Capabilities

| | | | | | |
|----------|--|--|--|--|---|
| <p>1</p> |  <p>EXPERIENCE UPLIFT</p> | <p>PERSONALISED EXPERIENCES</p> <p>leveraging data and new technologies to enhance brand value & experience</p> | <p>SEAMLESS CUSTOMER JOURNEY</p> <p>from booking to stay via</p>  | <p>CUSTOMER RETENTION STRATEGY</p>  | |
| <p>2</p> |  <p>DATA DRIVEN OPTIMISATION</p> | <p>CUSTOMER SEGMENTATION ANALYSIS</p> <p>leveraging commercial tools, digital marketing, and business intelligence</p> | <p>ADVANCED REVENUE MANAGEMENT</p>  <p>IRIS By ONYX Hospitality Group</p> | <p>DYNAMIC SALES & MARKETING STRATEGIES</p> <p>formulating an optimal monthly strategy to exceed customer expectations.</p> | |
| <p>3</p> |  <p>LEVERAGE DISTRIBUTION</p> | <p>SOLID BASE BUSINESS</p>  | <p>DRIVE ADR AT THE LOWEST COST</p>  | <p>DRIVE VOLUME</p>  | <p>LOYALTY MANAGEMENT</p>  |
| <p>4</p> |  <p>INTEGRATED MARKETING</p> | <p>ROBUST BRAND MARKETING CAMPAIGNS</p> <p>leveraging offline and online channels to generate demand, build brand awareness and customer engagement</p>  | <p>TARGET PROPERTY ADVERTISING</p> <p>across social media, display, OTAs to capture demand</p> | <p>STRATEGIC BRAND-LEVEL COMMUNICATION ACTIVITIES</p> <p>to support awareness building in key regions</p> | |

Global Sales Agents

We have a strong presence in the key source market.

UNITED KINGDOM

GERMANY,
AUSTRIA,
SWITZERLAND

CHINA

JAPAN

SOUTH KOREA

INDIA:
NEW DELHI

INDIA:
MUMBAI

MIDDLE EAST

THAILAND

SINGAPORE
MALAYSIA

AUSTRALIA

GLOBAL SALES AGENCIES

ONYX Corporate office

ONYX Hospitality Group is confident to perform strongly given a dedicated team of commercial expertise. We pride ourselves on delivering desired results to owners by leveraging our strengths and networks globally.

Bangkok-based ONYX Corporate office manages all the Global Sales Agencies in key source markets.

All Global Sales Agencies have a dedicated sales representatives for ONYX.

Customer Retention Programs

Loyalty Program for Onyx Loyal Customer



Welcome Points



Member Rates



Free Stays



Dining & Spa Discount



Partner Benefits



Seamless Wifi



Room Upgrades



Early Check-in & Late Check-out



24hrs Check-in/ out

+25,000

new members per month

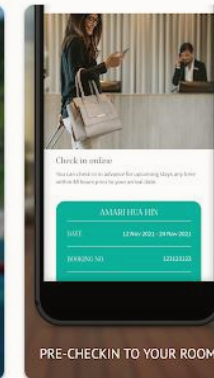
1M+

members

A Bond Beyond Stay

Growing Member tier system to attract repeated stay to get into a higher tier and enjoy greater benefits.

Property Management System and Rooms Manager



The OKKAMI app allows the customer to:

Book and manage

- ✓ Room, Spas, Wellness reservations

Connect in real time (Live Chat)

- ✓ Make travel arrangement
- ✓ Ask for extra amenities
- ✓ Schedule a wake-up call
- ✓ View folio before check-out

Customize their culinary journey

- ✓ Browse through restaurant menu
- ✓ Book a table or order in-room dining

Key accomplishment of people excellence

Investing in the people and creating a positive culture are our keys to success.

ONYX Academy

Supervisory & Leadership Development Programs



Brand Immersion Workshop

Performance Management & KPI & IDP Setting

Generic Property Training Programs



The Revitalized Living Our core value

The HR Asia Awards



(One of 73 Winners)



HR Asia®
DIVERSITY,
EQUITY & INCLUSION
AWARDS 2023

(One of 15 Winners)

ONYX Hospitality Group has achieved double success in the HR Asia Awards: being included within the highly regarded 'HR Asia Best Companies to Work for in Asia 2023' as well as the 'HR Asia Diversity, Equity & Inclusion Awards'. These accolades hold immense significance across the Asian business landscape, with participation in the Awards from some of the world's most renowned Fortune 500 companies.



Luxe Global Awards 2023

- Amari Bangkok
- Amari Don Muang Airport Bangkok
- Oriental Residence Bangkok
- Shama Lakeview Asoke Bangkok



Tripadvisor Travelers' Choice Awards 2023

- Amari
- OZO
- Oriental Residence Bangkok



The Haute Grandeur Global Awards 2023

- Amari Bangkok



Luxury Lifestyle Awards 2023

- Amari Kuala Lumpur, Malaysia.



Outstanding Hotel Chain Partner Awards 2023

- ONYX Hospitality Group



Thailand Tourism Awards 2023

- Amari Phuket
- OZO Chaweng Samui

Sustainability Initiatives



EV Charger Station -
[PTTOR]
(MOU for All Hotel Brand)



Energy Earnings -
[GRUNDFOS]
Chiller & Condensing
Pump



Coffee Capsule in
Guest Room - [DOI
CHAANG COFFEE]
(MOU for All Hotel
Brand)



Rooftop Herb
Garden



Coffee ground to
neutralize
the smell of cigarette
buds



Wooden key card
and room amenities -
[Sustainability & Eco
Friendly]



Let's thrive together

CONTACT US



Kashyap Vora
Head of Investment and Business
Development
ONYX Hospitality Group

kashyap.vora@onyx-hospitality.com



Nattaporn Ratanasingha
Director, Business Development
and Strategy
ONYX Hospitality Group

nattaporn.r@onyx-hospitality.com



Bongkoj Vajaranant
Manager, Business Development
ONYX Hospitality Group

bongkoj.v@onyx-hospitality.com

www.onyx-hospitality.com



 A MEMBER OF
ITALTHAI GROUP