

PEERMONT HOTEL, RESORT
MANAGEMENT AND DEVELOPMENT SERVICES

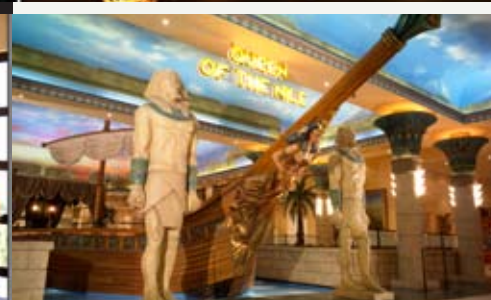
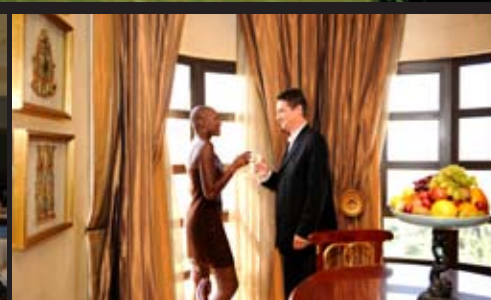


RELAXING STAYS. EXCITING TIMES.



PEERMONT

HOTELS CASINOS RESORTS



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SECTION 1

ABOUT PEERMONT

1. INTRODUCTION TO THE PEERMONT HOTELS CASINOS AND RESORTS

Peermont is South Africa's most empowered hospitality and gaming company. We have an excellent track record in the design, development, management, ownership and operation of multi-faceted integrated resorts, including hotels, casinos, convention centres, retail centres, health spas, restaurants, bars and other sport and entertainment facilities.

Black Economic Empowerment

In May 2007 the Mineworkers Investment Company (MIC) led a consortium that included management, community trusts and the founding BEE partners in a buy-out of Peermont valued at approximately R7.3 billion, the first and largest public to private BEE transaction in South Africa at the time. As a result the effective BEE economic interest in Peermont today is 83.3%, comfortably the largest in the gaming and hospitality industry – and touching well over a million South African lives.

This transaction was awarded the 2008 Barloworld Wits Business School BEE Deal of the Year Award, and has effectively made Peermont the leading and largest Black owned gaming and tourism company in South Africa.

Our competitive status is achieved by combining our Black shareholder control, corporate values and the traditions of our local communities with exceptional service, unparalleled products and incredible attention to detail.

Assets

We operate a total of 14 properties, nine in South Africa and five in Botswana. Collectively, these 14 properties offer 3 254 slot machines, 144 gaming tables and 1 312 hotel rooms. Recent development announcements include a fourth hotel of 248 bedrooms at Emperors Palace, a new hotel, casino and convention resort development in Richards Bay, a new hotel and convention centre at the Rio Casino and Resort in Klerksdorp, as well as refurbishment programmes at Khoroni Hotel, Casino and Convention Resort (previously known as Tusk Venda) and Mmabatho Palms Hotel, Casino and Convention Resort (previously known as Tusk Mmabatho). By design, therefore, we operate in both the casino and hotel markets – different industries with different target markets!

Aspirations

Since 1996, Peermont has enjoyed a high success rate in gaming licence applications, and currently has the second largest number of casino licences in South Africa and Botswana. All but three (3) of the forty (40) gaming licences have been awarded – and therefore organic growth from new casinos will be difficult in South Africa and only made possible through acquisitions or mergers. Similarly our aspirations in hotel developments and management contracts are hindered by extremely high costs of construction, land and scarce site locations.

Our strategic intent, therefore, is to actively seek purchases, joint ventures, acquisitions, or management contracts of casinos and hotels in the African and Indian Ocean regions, as well as South Africa. These regions or countries in turn should enjoy a stable political climate, growing economy, and a stated strategic vision and foreign investment incentive-led foreign policy.



2. TRACK RECORD

Hotel Expertise

Peermont is determined to create value for shareholders and maintain a sustainable competitive advantage by innovating in the hotel sector. Peermont has implemented a streamlined hotel branding strategy from 3 to 5-star gradings to prepare the company for future growth opportunities and maintain consistent operating standards. Our hotel brands consist of the D’oreale Grande - 5-star luxury hotels; Peermont classic 5-star, boutique hotels; Mondazur - 4 & 5-star holiday destinations; Walmont 4-star deluxe hotels; Mondior – contemporary, superior 3-star hotels; and finally, Metcourt – comfortable 3-star select-services hotels. We pride ourselves on superior conceptual design when compared to opposition products, as well as exceeding guests’ expectations.

We employ experienced hotel operators, food and beverage staff, sales and marketing personnel that collectively have vast experience in hotel management – from start-ups, to turnarounds, to rebranding and re-launching in a diverse range of locations and cultures.

Peermont’s hotel repeat visits are legendary, contributing consistently to our impressive average occupancies. Loyalty is built by offering great value for money, consistently superior service that exceeds guest expectations, considerable personal recognition and personal touches that match guest profiles.

Casino Expertise

Peermont prides itself on a substantial and financially successful track record in casino management. The company’s philosophy revolves around providing an exceptional value-for-money experience in slots and table gaming – where low hold percentages provide the player with longer play time and more enjoyment. This dynamic, carefully marketed practise results in increased footfall to our casinos and a disproportionately high market share relative to gaming positions in the market place.

Careful research and regular visits to all international gaming shows results in a varied and exciting product line-up in our casinos. Most manufacturer brands i.e. Aristocrat; IGT; WMS; Aruze; Atronic; Ainsworth; and AGI are networked and managed through the latest gaming software, and security and surveillance systems. Slot machine games include video reel, poker and stepper product. Peermont utilises the locally produced GameSmart and Aristocrat Dacom system 7000 in current southern African casinos. A combination of cashless and traditional bill validator slot machines are used. In the majority of our casinos we track play to reward visitors and give recognition.

All Peermont casinos are exceptionally well maintained, with superior hygiene standards being of paramount importance. Security and surveillance deploys state-of-the-art technology and trained personnel throughout the group. This expertise also assists hotel and resort operations with strict security controls for guest peace of mind.

Casino floor plans are carefully mapped out, analysed and then updated regularly if necessary to reflect player preferences and best returns to the respective casino. Where necessary, manufacturer brand ratios are also adjusted continuously.

Peermont offers table games to suit local market conditions, including European roulette (single zero wheel – offering better return odds for the player), Blackjack, Hold ‘em Poker (offered in a flip top table with Blackjack).

Similarly casino staff, the majority of whom have had a long and successful career with Peermont, are familiar with company strategy and are regularly progressed or promoted across the Group to retain skills and impart knowledge. We pride ourselves on careful responsible gaming messaging throughout casino complexes as well as in the public environment.

Financially Astute

Peermont’s financial performance has been consistently strong – the company has delivered 25,7% compounded revenue growth since 2003, and converted this into 29,6% compounded EBITDA growth. With a 2007 pro forma annual turnover exceeding R2,3 billion, the company is poised for further growth in its core business.

Our flagship property Emperors Palace Hotel Casino and Convention Resort, which is strategically located next to O.R. Tambo International Airport, Johannesburg was voted as “Africa’s Leading Casino Resort, 2008” for the third year running in a poll of over 167,000 travel professionals worldwide. This accolade was also bestowed on The Grand Palm resort in Botswana.

The Peermont Group is well positioned to develop within Southern Africa’s expanding leisure and tourism industry.

3. A BRIEF HISTORY OF PEERMONT

1995		Formation of Global Resorts.
1996	April	Sheraton re-launched as The Grand Palm Hotel and Casino Resort.
1998	July	Official opening of Graceland Hotel, Casino and Country Club.
1999	February	Awarded the casino licence for Caesars Gauteng (now Emperors Palace).
2000	November	Caesars Gauteng Hotel, Casino and Convention Resort completed.
2002	December	Opening of the Gaborone International Convention Centre at The Grand Palm.
2003	September	Peermont listed on the Johannesburg Securities Exchange SA.
2004	October	Purchased the hotel as San Lameer – hotel closed for refurbishment.
2005	January	Opening of the Metcourt Inn at The Grand Palm resort.
2005	March	Acquired the Mondior hotel in Gaborone and the Metcourt hotel in Francistown.
2005	March	Buy-out of Caesars Entertainment Inc. Emperors Palace becoming 100% South African owned. Caesars was rebranded as Emperors Palace.
2005	September	Opening of the newly refurbished Mondazur hotel at San Lameer.
2006	February	Opening of the Mondior hotel at Emperors Palace.
2006	August	Acquired controlling interest in Tusk Hotels and Casino Resorts (Rio Klerksdorp, Mmabatho, Venda, Taung, Umfolozi).
2006	November	Announced as the preferred bidder for the casino licence in Mthatha.
2007	April	MIC led consortium (including senior Peermont management) acquires Peermont Global Ltd. Delisting of Peermont Global Ltd from JSE.
2007	July	Peermont Global launched to public as Peermont Hotels, Casinos and Resorts Acquires 2 casino licences in Botswana: Francistown and Selebi Phikwe.
2007	November	Peermont announces construction of new Metcourt hotel at Emperors Palace, new Metcourt hotel and convention centre at Tusk Rio in Klerksdorp, refurbishment programmes at Tusk Venda (Khoroni) of Metcourt hotel and Tusk Mmabatho’s Walmont hotel.
2008	January	Peermont announces construction of new casino resort in Richards Bay, and simultaneous relocation of the Umfolozi casino licence. A Metcourt hotel is to be built in this casino resort.

4. OUR ACHIEVEMENTS

- World Travel Awards 2006: Africa’s Leading Casino Resort – Emperors Palace
- World Travel Awards 2006: Africa’s Leading Casino Resort in Botswana– The Grand Palm
- World Travel Awards 2008: Africa’s Leading Casino Resort – Emperors Palace
- World Quality Gold Crown Award 2007: D’oreale Grande Hotel at Emperors Palace
- World Quality Commitment Gold Award 2007: Peermont Hotels, Casinos and Resorts
- Professional Management Review Diamond Award 2006: Emperors Palace Convention Centre
- Professional Management Review Diamond Award 2006: Executive Lifestyle / Best Casino: Emperors Palace
- Professional Management Review Diamond Award 2006: Best four / five star hotels: D’oreale Grande at Emperors Palace
- PMR Diamond Award 2006: Best Restaurant – Aurelia’s at the D’oreale Grande, Emperors Palace
- PMR Diamond Award 2007: Best Executive Hotel – D’oreale Grande at Emperors Palace
- PMR Diamond Award 2007: Best Casino – Emperors Palace
- Travel Guides and American Express® Accommodation Awards Programme 2008: D’oreale Grande at Emperors Palace has been nominated as a Gold Achiever

Our Locations

1 Emperors Palace Hotel Casino Convention Resort, Johannesburg
D’oreale Grande at Emperors Palace
Mondior at Emperors Palace
Metcourt Laurel at Emperors Palace

2 Graceland Hotel Casino Country Club, Secunda, Mpumalanga
Walmart at Graceland

3 Mondazur San Lameer, Southbroom, Kwazulu-Natal

4 Frontier Hotel Casino Resort, Bethlehem, Eastern Free State
Metcourt at Frontier

5 Tusk Mmabatho Hotel Casino Resort, Mafikeng, Northwest

6 Rio Casino Resort, Klerksdorp, Northwest

7 Tusk Umfolozi Casino, Empangeni, Kwazulu-Natal

8 Khoroni Hotel Casino Convention Resort, Thohoyandou, Limpopo
Metcourt at Khoroni

9 The Grand Palm Hotel Casino Convention Resort, Gaborone, Botswana
Walmart at The Grand Palm, Gaborone, Botswana
Metcourt at The Grand Palm, Gaborone, Botswana
Gaborone International Convention Centre - GICC

10 Mondior, Gaborone, Botswana

11 Metcourt, Francistown, Botswana



SECTION 2

PEERMONT BRANDS

1. THE PEERMONT BRAND AND EXPERIENCE

The Peermont brand is synonymous with quality, style and attention to detail. As an established and recognised brand, it adds credibility to any hotel or casino property in which it endorses.

Our philosophy and personality epitomises a ‘generous spirit and a creative soul’ – attributes captured in how we run our hotels and casinos respectively. ‘Generous Spirit’ can be described as being African, Abundant, Welcoming and Caring – while ‘Creative Soul’ is filled with Excitement, Exhilaration, Innovation and Imagination. This is how we want Peermont to be known. This is what sets Peermont apart. We offer experiences relevant to local communities in which we are located, and not mere destinations or activities.

Our promise to our guests is that we will excite them. From conceptual design of expert themes, to construction and the operation of beautiful properties, to crafted special moments and events, to warm African hospitality, and to a world of blitz and glamour that is simply unparalleled – Peermont provides something special through wonderful and diverse teams of people.

We truly offer

Relaxing Stays. Exciting Times.

2. OUR HOTEL BRAND ARCHITECTURE



5-Star
Luxury



6-Star
Palatial / Super Luxury



4 / 5-Star Holiday
Hotels / Resorts



3 / 4-Star
Deluxe Contemporary



4 / 5-Star
Deluxe



3-Star
Select Services



3. OUR HOTEL BRANDS

Each brand enjoys outstanding local and international customer loyalty. Peermont hotels and resorts range from glamorous casino hotels, luxury resort hotels, to tasteful city hotels in close proximity to retail and entertainment venues and business centres.

Peermont Mont Regio

Peermont Mont Regio hotels will be opulent, palatial 6 star hotels where guests are chauffeur driven in luxury cars, and taken care of by highly trained butlers who provide around the clock attention. These hotels offer the ultimate in superior luxury accommodation.



Key Promise

- Exuberant luxury and 24-hour legendary service promising guests a truly unforgettable stay.

Ambiance

- Exclusive and regal.
- Formal and discreet – respect for privacy.
- Opulent indulgence.

Target Market

- Elite / Pedigreed corporate and leisure travellers.
- Aristocrats.
- Eminent celebrities.
- High-worth incentive.

Location Preferences

- Strategically located in exclusive areas.
- First-rate cities, internationally.

Exterior and Interior Features and Design

- Majestic, distinctive and imposing landmark.
- Opulent luxurious finishes and lavish textures – porcelain, marble, gold.
- Exuberant colours, marble pillars and dazzling chandeliers.
- High-quality, intelligent technology.
- Exclusive, lavish, suites (All suite hotel).

Rate Positioning

- Premium / Exclusive pricing.

Service Level

- Abundant / generous level of service.
- 24-hours highly personalized service.
- Outstanding and flawless.



Guest Room Facilities

- Opulent appointed suites.
- Elegant and spacious living and dining area.
- Full service bar with refrigerator.
- Ultimate level of technology in all rooms - 50-inch plasma screen and home theatre entertainment system.
- with Surround Sound, automatic drapery, climate regulation and sheer controls.
- Master bedroom and guest bedroom.
- Extra length King-size beds for added comfort.
- Lofty living room.
- Private dining room.
- Private work station with high-speed Internet access, fax, multi-line telephone and speaker.
- Private elevators for some suites.
- Private cinemas for some suites.
- His and hers luxurious bathrooms with separate illuminated make-up / shaving mirrors.
- Extensive range of spa and bathroom facilities, bath menu with music and oils.
- Opulent linens, terry and robes.
- Pillow menu available with a range of 10 – 13 pillows to choose from.
- Jacuzzi / Spa baths and walk-in showers in all suites.

Hotel Facilities

- Breakfast restaurant with elaborate global menu available a-la-carte or buffet.
- Personal Concierge service with contact prior to arrival.
- Private reception with discreet check-in or check-in in the privacy of your suite.
- 24 hour sophisticated private dining offering an extensive international array of exquisite dishes and treats.
- Personalised menu coordinated with the Private Dining Manager to be served within the suite.
- 24 hour butler service.
- Fine Dining Restaurants – Exceptional cuisine – International choices.
- First-class well equipped fitness centre.
- Same day laundry and dry cleaning service.
- 24 hour tailor service.
- In-house florist.
- Most technologically advanced meeting and conference facilities – finest communication and presentation technology.
- Ballroom and conference suites containing the ultimate in sophistication and equipment.
- Limousine / luxury vehicle chauffeur services.
- Helicopter transfers.
- Disability rooms.
- Magnificent Health Spa – sauna, steam, spa bath, massage rooms and private suites.
- Lavish heated indoor and outdoor swimming pools with water features and private bars.
- Private pools.
- Luscious al fresco gardens.



Peermont D'oreale Grande

Peermont D'oreale Grande hotels are luxury 5-star hotels where guests are greeted with the feeling of contemporary and offered privacy, personalized service, haute cuisine and peerless quality.



Key Promise

- Luxurious comfort.

Ambiance

- Distinguished elegance.
- Dignified, formal friendliness and efficiency.
- Gracious and refined.

Target Market

- Upper-class corporate and leisure travellers.
- International incentive.
- Premium Tour Groups.

Location Preferences

- Strategically located in superior commercial areas.
- Major cities, internationally.

Exterior and Interior Features and Design

- Grand, prestigious and stately.
- Ultra luxurious facilities.
- Plush finishes.
- Spacious, elegant rooms.
- State-of-the-art technology.

Rate Positioning

- High / selective pricing.

Service Level

- Full range of consistently high, personalized service.



Guest Room Facilities

- Luxuriously appointed guest rooms and suites.
- Wired and wireless high speed internet access.
- Personal safe suitable for laptops.
- Twice daily housekeeping.
- Minibar, and some suites with full bar.
- Perculator tea / coffee making facilities.
- State of the art technology in all rooms – TV's, CD / DVD player's, Pay-TV.
- Extra length King-size beds for added comfort.
- Exclusive Peermont "Auraa" bathroom amenities.
- Pillow menu available with non – range of allergenic and orthopedic pillows available.
- Jacuzzi or Spa baths in all suites.
- Elegant pool terrace with feature fountain, cocktail steps, dedicated pool bars and landscaped gardens.

Hotel Facilities

- Breakfast restaurant with elaborate global menu available a-la-carte or buffet.
- Full concierge services.
- 24 hour room service.
- 24 hour butler service in Presidential Suites.
- Selection of fine dining restaurants.
- Well equipped fitness centre.
- Same day laundry and dry cleaning service.
- Professional tailor services.
- High tech, fully equipped Business Centre.
- Significant conference centre with board rooms, theatre and function rooms, all equipped with state-of-the-art communication and presentation technology.
- Limousine / Luxury vehicle services available on request.
- Airport transfers.
- Real-time airport / Flight information.
- Disability rooms.
- Health Spa – Spa bath, sauna, steam and massage rooms.
- Elegant pool terrace with water features, comfort chairs, private bar and lush gardens.

Peermont D'oreale Grande Portfolio

Current Peermont D'oreale Grande hotels:

- D'oreale Grande at Emperors Palace, Johannesburg, South Africa.





Peermont Walmont

Peermont Walmont hotels are contemporary, deluxe 4 star hotels that offer a superior level of comfort with a full range of services and facilities for the upscale business and leisure traveller.



Key Promise

- Tasteful, affordable luxury.

Ambiance

- Professional and semi-formal.
- Friendly and efficient.
- Gracious and courteous.

Target Market

- Premium leisure travellers.
- Senior executive business travellers.
- Premium independent travellers.
- Conference groups.
- Tour groups.

Location Preferences

- Strategically located, typically in commercial areas.
- Convention centres.
- Major cities, internationally.

Exterior and Interior Features and Design

- Urban landmarks, city high rise.
- Tasteful luxurious finishes.
- Urbane elegance.

Rate Positioning

- Medium to high pricing.

Service Level

- Full range of consistent, dependable, efficient service.



Guest Room Facilities

- Comfortable functional guest rooms.
- Television with selected Satellite channels and full Pay-TV.
- Bathrooms with shower and bath.
- Tea and coffee making facilities.
- Electronic Laptop Storage Safe.
- Work Desk with international plug connectivity.
- Suites in the Hotel.
- International Direct Dial Phones.
- Exclusive Peermont "Vidore" bathroom amenities.
- Wired and wireless high speed internet connectivity in the rooms.
- Executive Floor with business services.

Hotel Facilities

- Full English Breakfast Restaurant.
- 24 hour reception and check in.
- Separate Group check in desk.
- Elegant Evening Cocktail Bar.
- 24 hour vending machines stocked with snacks and cold beverages.
- Fax and photocopy services.
- Same day laundry and dry cleaning service.
- Free and convenient parking.
- Wireless connectivity in public areas.
- Up market a la carte restaurant.
- Disability guest rooms.
- Elegant pool terrace with cocktail bar and beautiful landscaped gardens.

Peermont Walmont Portfolio

Current Peermont Walmont hotels:

- Walmont at The Grand Palm (5-star), Gaborone, Botswana.
- Walmont at Graceland, Secunda, Mpumalanga, South Africa.
- Walmont at Mmabatho, Mafikeng, North West Province, South Africa.



Peermont Mondazur

Peermont Mondazur hotels are fresh, contemporary 4 /5-star deluxe resort hotels or resorts that offer a superior level of comfort with a full range of services and facilities.



Key Promise

- Exclusive indulgence.

Ambiance

- Modern and stylish.
- Sociable and efficient.
- Sensual.

Target Market

- Premium leisure travellers / families.
- Premium independent travellers.
- Premium incentive.
- Conference groups.
- Tour groups.

Location Preferences

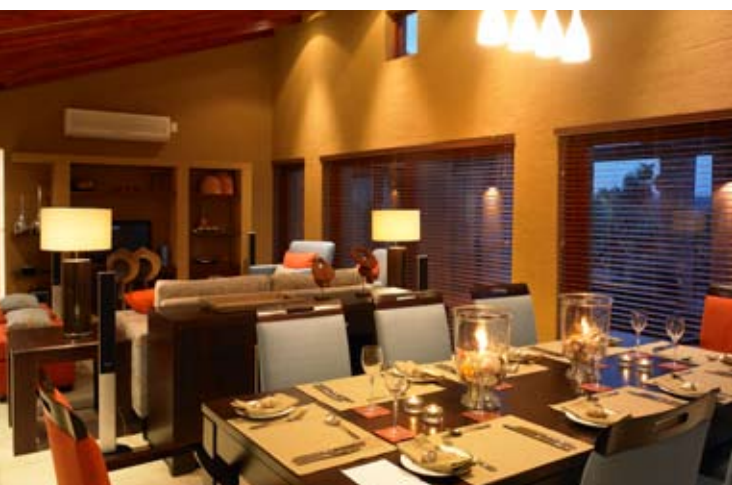
- Up-market coastal areas.
- Heavenly mountain areas.
- Exclusive holiday destinations.

Exterior and Interior Features and Design

- Tranquil and contemporary.
- Sensual and alluring.
- Modern, indulging finishes.
- Inviting and fresh.
- Spacious and cozy.
- Light colours and textures.

Rate Positioning

- Medium to high pricing.



Service Level

- Full range of consistent, dependable, efficient and caring service.

Guest Room Facilities

- Comfortable functional guest rooms.
- Television with selected Satellite channels and Pay-TV system.
- Bathrooms with shower and bath.
- Tea and coffee making facilities.
- Electronic Laptop Storage Safe.
- Work Desk with international plug connectivity.
- Suites in the Hotel.
- Villas managed by the hotel.
- International Direct Dial Phones.
- Exclusive Peermont "Suavi" bathroom amenities.

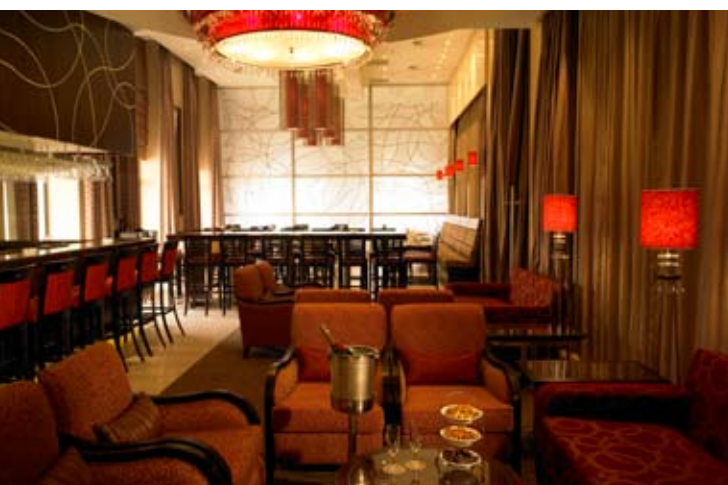
Hotel Facilities

- Full English Breakfast / a-la-carte Restaurant.
- 24 hour reception and check in.
- Elegant Evening Cocktail Bar.
- 24 hour vending machines stocked with snacks and cold beverages.
- Resort facilities / Leisure desk.
- Fax and photocopy services.
- Same day laundry and dry cleaning service.
- Free and convenient parking.
- Wireless connectivity in public areas.
- Up market a-la-carte restaurant.
- Boardroom and high-tech convention facilities.
- Disability rooms.
- Airport transfers.
- Elegant pool terrace with exotic bar and lush gardens.

Peermont Mondazur Portfolio

Current Peermont Mondazur hotels:

- Mondazur at San Lameer, KwaZulu-Natal, South Africa.



PeerMont Mondior

PeerMont Mondior hotels are contemporary deluxe 3 / 4-star hotels that deliver modern quality and comfort, and put style, innovation and the PeerMont attention to details within everyone's reach.



Key Promise

- Popular modern contemporary and stylish quality and comfort.

Ambiance

- Inviting and sociable.
- Relaxed yet professional.
- Friendly efficient service.

Target Market

- Discerning leisure travellers.
- Executive business travellers who do not want or need full-service facilities every time they travel.
- Independent travellers.
- Conference groups.
- Tour groups.

Location Preferences

- Strategically located, typically in metropolitan areas adjacent to motorways and major routes.
- Convention centres.
- Major cities and towns, internationally.
- Airports.

Exterior and Interior Features and Design

- Simple sophistication. Stylish modern.
- Modern and spacious with sufficient finishes.
- Commercial with state-of-the-art technology and stylish business facilities.
- Elegant leisure facilities.
- Optimally designed to suit local conditions e.g. modern African chic for Gaborone, Botswana.

Rate Positioning

- Attractive pricing.
- All extras charged for.

Service Level

- Generous services.



Guest Room Facilities

- Air conditioned guest rooms with extra length double bed or extra length twin beds.
- Flat screen LCD Television with selected Satellite channels and Pay-TV.
- Bathrooms with separate shower and bath.
- Tea and coffee making facilities.
- Electronic Laptop Storage Safe.
- Work Desk with international plug connectivity.
- Flat screen LCD TV's.
- Suites in the Hotel.
- International Direct Dial Phones.
- Exclusive Peermont "Melori" bathroom amenities.
- Disability guest rooms.

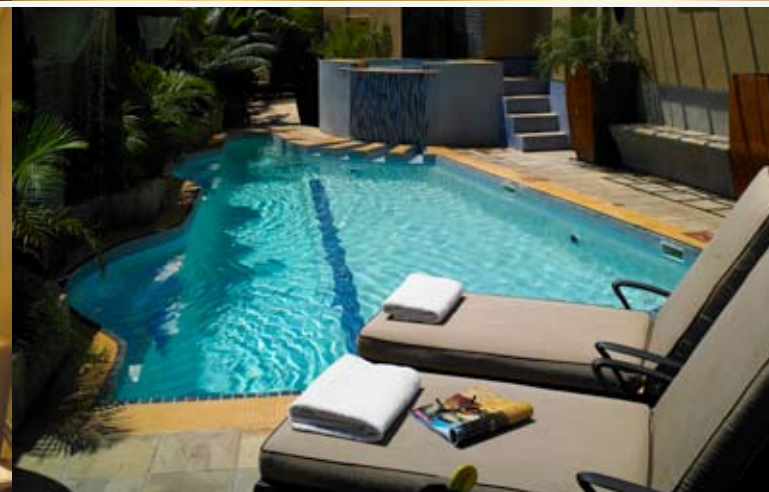
Hotel Facilities

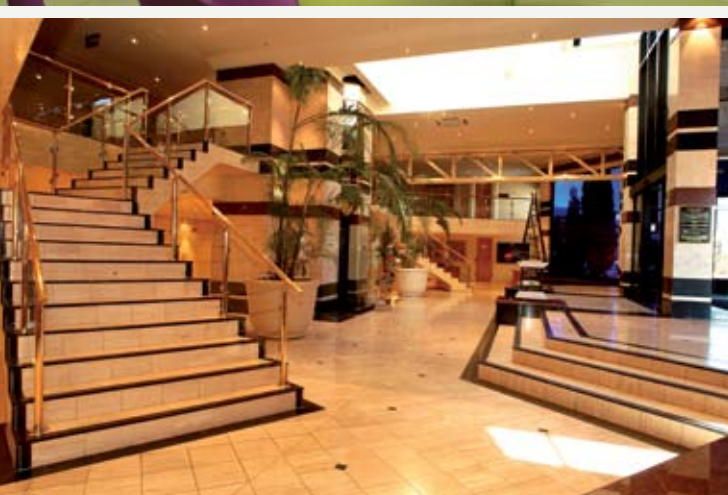
- Generous "Express / Self Service" buffet breakfast restaurant.
- 24 hour reception and check in.
- Separate group check-in desk.
- Elegant Evening Cocktail Bar.
- 24 hour vending machines stocked with snacks and cold beverage items.
- Fax and photocopy services.
- Free and convenient parking.
- Wired high speed internet connectivity in rooms.
- Wireless connectivity in public areas.
- Disability rooms.
- Business Centre.
- Executive Boardrooms in some hotels.

Peermont Mondior Portfolio

Current Peermont Mondior hotels:

- Mondior at Emperors Palace, Johannesburg, South Africa.
- Mondior in Gaborone, Botswana.





PeerMont Metcourt

PeerMont Metcourt hotels are popular, modern, contemporary designed, comfortable select-services 3-star hotels that offer refreshing value for money.



Key Promise

- Stylish, affordable comfort.

Ambiance

- Reputation for quality, flair and warm hospitality.
- Friendly, relaxed, attentive service.

Target Market

- Mainstream business and leisure travellers who do not want or need full-service facilities every time they travel.
- Budget conscience independent travellers.
- Conference groups.
- Tour groups.

Location Preferences

- Strategically located, typically in metropolitan areas adjacent to motorways and major routes.
- Major cities and towns, internationally.
- Airports.

Exterior and Interior Features and Design

- Practical and functional.
- Modern simplicity.
- Modest, compact finishes.
- Intelligent.
- Frugal.
- Optimally designed to suit local conditions e.g. Nautical for Richards Bay waterfront

Rate Positioning

- Value for money.
- All extra's charged for.

Service Level

- Select and limited services.



Guest Room Facilities

- Comfortable and tastefully decorated rooms.
- Air – conditioned room with a double bed or twin beds.
- Flat screen LCD Television with selected satellite channels.
- Most bathrooms with shower only, some rooms with bath and separate shower.
- Tea and coffee making facilities.
- Electronic Laptop storage safe.
- Work Desks with International Plug connectivity.
- International Direct Dial Phones.
- Exclusive Peermont “Eligi” bathroom amenities.
- Wired high speed connectivity in the guest rooms.

Hotel Facilities

- Internet Café’s in selected hotels.
- Generous “Express / Self service” Breakfast Restaurant.
- Elegant Boardrooms in selected hotels.
- 24 hour reception and check in.
- Evening Bar.
- 24 hour vending machines stocked with snacks and cold beverage items.
- Business, fax and photocopy services.
- Sparkling swimming pool in landscaped garden setting in selected hotels.
- On grade and convenient parking.
- Wireless connectivity in public areas.
- Large check in space for tour groups.
- Disability guest rooms.

Peermont Metcourt Portfolio

Current Peermont Metcourt hotels:

- Metcourt Laurel at Emperors Palace, Johannesburg International Airport, South Africa.
- Metcourt at The Grand Palm, Gaborone, Botswana.
- Metcourt in Francistown, Botswana.
- Metcourt at Frontier, Bethlehem, Free State, South Africa.
- Metcourt at Khoroni Thohoyandou, North West Province, South Africa.

New hotels – opening beginning 2009:

- Metcourt at Emperors Palace, Johannesburg International Airport, South Africa.
- Metcourt at Rio, Klerksdorp, North West Province, South Africa.



SECTION 3

DEVELOPMENT AND SERVICES

1. PEERMONT DEVELOPMENT AND EXPANSION FOCUS

- Sub-Saharan African and Indian Ocean hotel development and management contracts, casino projects and convention centres that deliver a generous IRR.
- We tend to focus on projects that have potential to be refurbished, upgraded, Brownfields or Greenfields that have land capacity for further development and the “right” address.
- Hotel projects with a minimum of 80 keys.
- Projects that are located in a stable political environment and a sound economy.
- Partnerships with ‘like-minded’ investors that have integrity and are interested in very strict quality control.
- Projects that can yield a minimum of 40% EBIDTA and an IRR of 18%.
- Projects that can match our brand strategy in major cities and towns, close to major tourism attractions or airports, or in industrial or suburban nodes.

2. PEERMONT SERVICES WHEN DEVELOPING A NEW HOTEL / RESORT

During the design, construction and pre-opening phases in developing a new hotel or resort, Peermont provides extensive services:

Site Evaluation

A survey of the local market and infrastructure is conducted to evaluate conditions and regulations that will affect the project.

Market Surveys

To assess opportunities presented by a specific site a number of key economic, social, and political issues are analyzed.

Consultants

The Peermont Development Team recommends qualified design consultants, and reviews the owner-selected consultants and their qualifications. Once the team is selected, the Development Department guides, reviews, and monitors the planning, design, construction, and outfitting of the hotels. This includes providing design assistance to the consultants and supplying detailed specifications for furnishings and equipment.

Concept Design

To determine the concept and size of the hotel or resort, the Peermont Development Team prepares a project description the preliminary design statement and a space utilization program (the preliminary area program). The concept is then developed and amplified during meetings among the major creative consultants, architects, interior designers, landscape architects and the Peermont Development Team.

Design Development

The Peermont Development Team continues to provide assistance in the production of the conceptual design. When it is completed, the architects and interior designers proceed with their respective phases of the project’s design. These incorporate Peermont’s back-of-house layouts as well as specialized operational features.





Design Presentation and Mock-up Rooms

The interior design concepts and full-scale mock-up guest rooms are presented by the interior designers and the contractor for review by the owner, the design and operational teams and the Peermont Development Team. This is the culmination of earlier reviews and meetings between the interior designer and the Peermont Development Team.

Construction and Outfitting

During the construction period, a project manager is seconded to the project, ensuring that the hotel is completed in accordance with the approved designs and with Peermont's design standards and criteria. In addition to ensuring close adherence to the agreed upon designs, the on-site project manager also assists the owner to monitor the selection, procurement, and installation of all furnishings and equipment, including the hotel operating equipment. Finally, the project manager is the leader during the hand-over of the hotel, as well as the official liaison with the Peermont pre-opening team.

During the design and construction phases, additional tasks are undertaken to assure the profitable operation of a new hotel.

Prudent Financial Management

This includes budget preparation, cash flow analysis, internal controls, financial restructuring, inventory control, revenue analysis and forecasting.

Food and Beverage

Data gathering for projecting profitability includes: calculating the availability of fresh and seasonal products; assessing the local competition; and determining local food and beverage preferences and trends.

Human Resources

Staffing-up activities include: estimating staffing needs, determining the availability of local personnel, assessing the need for training and for employee housing; preparing an outline staffing guide; and creating payroll cost analyses.

Peermont Group Marketing

Peermont Group Marketing creates an innovative marketing and communications plan that offers unique selling propositions and includes market positioning within a market segment strategy, pre-opening advertising and promotions, opening launch function, brochures, collateral, Public Relations, database marketing, website development, Internet and direct marketing and measurement of marketing spend against returns. The local and international sales teams initiates the sales effort by seeking advance bookings.

SECTION 4

MANAGEMENT SERVICES

1. PEERMONT MANAGEMENT SERVICES

Peermont hotels has a proven track record in optimizing revenue and cost productivity for sustainable profit growth. Hotels managed by Peermont consistently achieve excellent results in global quality evaluations. Our existing hotels are operating at high occupancies with exceptional average room rates being achieved. REVPAR (revenue per available room) has increased steadily as occupancies have benefited from strong macro economic conditions in South Africa and Botswana, and we have been able to enjoy reasonable rate increases in most market segments.

Although Peermont's hotel branding strategy was only launched in 2005, we have been able to demonstrate rapid success especially in the economy / select services market segment for its Mondior and Metcourt brands. Occupancies have increased to 80% plus in 2006, while the new Mondior at Emperors Palace started to enjoy consistent occupancies in excess of 90%. The Metcourt at The Grand Palm had averaged 77% occupancy to date. Peermont hotels' repeat visits are legendary, contributing consistently to our impressive occupancies. Loyalty is built by offering great value for money, consistently superior service that exceeds guest expectations, considerable personal recognition and personal touches that match guest profiles.

Peermont intends to capitalize on these strong brands and is confident of delivering exceptional returns to property owners as well as to Peermont itself. The success of our hotel operations to date provides a strong platform for us to do so. Our Peermont Head Office Management infrastructure is superbly equipped and experienced in offering our services to you.

2. CO-ORDINATED MARKETING

Peermont's marketing services has a proud record in achieving a high level of market awareness off a low cost base and participate in a co-ordinated marketing effort to ensure a cohesive programme and to build upon brand recognition throughout the world.

Group Marketing Services

The Peermont Group Marketing Team focuses on building equity of all Peermont brands and oversees the Group's corporate profile and brand-specific marketing. The Group Marketing Team is also responsible for advertising, public relations, direct marketing, brochure and other collateral development, database marketing, website management, Internet marketing, branded programmes, and measurement of marketing spend against returns.

National Sales

The national sales division services Peermont's major accounts, building long-term relationships and increasing market penetration via customer-driven marketing initiatives. The domestic travel industry is also carefully nurtured. Peermont is one of the leaders in the groups and conventions market, and a specialized team ensures that the Group continues to grow in this sector.

International Sales

The International Sales Team builds relationships with inbound tour-operators and international wholesalers to ensure global exposure for all Peermont brands. These efforts are supported by the Group's participation in the world's major travel forums, including ITB-Berlin, World Travel Market in London, and Indaba in South Africa. Peermont enjoys preferred status by the TOURVEST group, is a preferred hotel





group to many South Africa's incoming tour operators, and have relationships with various outbound tour operators, e.g. Gullivers Travel (UK and China), Thomas Cook (UK and India), Akilanga (France), Queensbury (South America), etc.

Promotional Marketing Activities

A range of marketing programmes is designed to stimulate ongoing consumption of each hotel brand, especially in terms of weekend and seasonal business. The domestic leisure market is extremely seasonal, and this is effectively counteracted by creative marketing programmes such as "FunStays", which offer value-added weekend and holiday packages and are available at all Peermont hotels.

Customer Management

Peermont has a customer-focused strategy that consists of:

- Understanding our guests' needs and wants to guide sales, marketing and services.
- A customer relationship management strategy, which is the operational strategy and implementation plan that assists us in being customer-focused.

One of the most important initiatives of the Customer Management programme is the deployment of customer insight across the Group. We must understand our customer better, their needs, perceptions and expectations. Applying this knowledge, we supply customers with the most relevant information, targeted marketing campaigns, improved offerings and appropriate service delivery.

Our strategy to become more in touch with customer needs focuses on:

- Capturing and collecting quality customer data that assists us to identify, understand and segment key customer groups more effectively.
- Integrating and consolidating disparate sources of consumer data into a central data repository.
- Turning data into marketing insights, and insights into actions.
- Applying insight and innovation to sales, marketing products and service to more accurately address guests' needs.
- Reaching the right customers with the right message, through the right channel at the right time.

3. FOOD AND BEVERAGE

The Food and Beverage division plays a major positioning and revenue-generating role within the Peermont Group.

Many of Peermont's restaurants and chefs consistently win awards and accolades, and the top chefs are members of the prestigious South African Chefs Academy. To be assured of satisfying the growing numbers of international guests coming to South Africa, the division constantly reviews its menu range and refines the wide variety of dining options it offers.

Training of Food and Beverage division staff is a key priority and Peermont has a competency-based training scheme for kitchen staff that allows students to develop culinary skills and ultimately obtain a recognized qualification.

4. EFFECTIVE PURCHASING

Peermont, by virtue of its size, enjoys considerable buying power and has negotiated substantial trade discounts and favourable settlement terms with its suppliers. The large volumes of goods moving through the Peermont Group annually mean that substantial economies of scale are achieved and partners with the Group can expect similar benefits. The outsourcing of food procurement to specialists in this field has further contributed to improved pricing.

Peermont’s continued search for quality is reflected in the Purchasing Department’s activities and its staff is dedicated to obtaining the best quality products at the best price. The Purchasing department acts for each brand in the group, and each hotel is provided with a detailed purchasing manual to facilitate and simplify the purchasing manual to facilitate and simplify the purchasing procedure at unit level.

Peermont values its suppliers and regards them as an integral part of its core business. Peermont is committed to building long-term sustainable relationships with all suppliers and recognizes the need to develop and comply with mutual beneficial contracts. Although best prices and quality of service are undoubtedly important factors, organizations are also assessed for their wider business, social ethical, commercial equity and environmental practices.

5. CENTRAL RESERVATIONS

Peermont has a state-of-the-art Central Reservations system. It permits immediate bookings, modifications, confirmations and cancellations. Bookings can be done via the Central Reservations Call Centre, or on-line on the www.peermontres.com. The website includes the following features:

- User profile (log in).
- Individual bookings / Amendments / Cancellations.
- Promotion Codes.
- Block codes for conference delegates to book their own rooms.
- Client ID for corporate clients, travel agents and tour operators to access their negotiated rates.
- Multiple room types.
- Summary of all future bookings.
- Multiple payment options.
- Deposit / payment debited against credit card.
- 3D merchants with very favourable transaction / Commission rates.
- Online tool for bank reconciliations.
- BAR rates.

6. GLOBAL DISTRIBUTION SYSTEMS

Partners will be able to get access to preferred rates due to Peermont’s affiliation with Global Distribution Systems used by travel agents world-wide. These include:

- Worldspan
- Galileo
- Amadeus
- Sabre
- Apollo

7. BENEFICIAL MEMBERSHIPS

The Peermont Group is a member of the following institutions:

- SITE – Society of International Travel Executives.
- SATSA – South African Tourism Services Association.
- FEDHASA – Federated Hospitality Association of Southern Africa.
- TBC – Tourism Business Council.
- SAACI - SA Association of the Conference Industry.
- EXSA - Exhibition Association of South Africa.
- MICE Club.
- ICCA - International Congress and Conference Association.

For further information, please visit www.peermont.com or e-mail info@peermont.com





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CENTRAL RESERVATIONS

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