




CONTINENTS
HOSPITALITY GROUP

CONTENTS

▪ About EABG	02	▪ Promising Industry	11
▪ Five Continents	04	▪ Growth Engine	12
▪ Overview	06	▪ Our People	14
▪ Philosophy	08	▪ Consultancy Services	15
▪ Vision	08	▪ Our Brands	16
▪ Mission	09	▪ Palazzo Hotel & Resorts	16
▪ Standards	10	▪ Five Continents Hotels	18



CONTINENTS
HOSPITALITY GROUP

FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY



مجموعة الإمارات للأعمال المتحدة
Emirates Associated Business Group

The story of Emirates Associated Business Group (EABG) started around 30 years ago, with various companies that are now under the group were established. However in 2001, EABG as we now know was founded to focus on key emerging sectors and seek global opportunities that create positive benefits to the local economy, environment and society.

EABG embarks to position itself as a catalyst for innovative opportunities to attract potential global business partners that offer unique value proposition.



As we believe that investing is a long-term proposition, we are open to new business ideas spanning across different sectors and multiple geographies.

EABG epitomizes integrity, diversity, excellence and entrepreneurship, questioning and innovation.

Our culture is represented not only in the statements we make but in the working attitudes, language and ethics that we exuberate. Most importantly our values and business behavior are adaptive and centered around the customers, partners and community requirements without losing focus on our processes and values.

FIVE CONTINENTS

HOSPITALITY GROUP

V.Five continents hospitality group, a subsidiary of EABG, was incorporated in 2007 and our principal Head Quarter office is located in Abu Dhabi, United Arab Emirates.

V. Five Continents Hospitality Group has been molded into the hotel management company for the future, and one of the regional's most ambitious hotel operators with sound operations and representations in major markets around the Middle East and North Africa.

Our proven formula for success begins with a thorough analysis of market characteristics, establishing operating systems based on best practices in the industry in addition to an in-depth understanding of the design requirements to operate an inviting and welcoming facility.



This is based on the guidelines that we have embraced which were set to grab the lion's share of the growing "Wellness" hospitality management industry in the MENA region that travelers prefer and trust as we offer experiences that are authentically local and truly exceptional.



CONTINENTS
HOSPITALITY GROUP

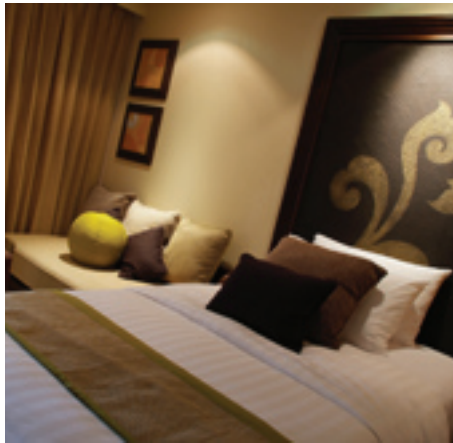
FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY

OVERVIEW

We set new benchmarks to get out Dry-Theme hotels of great appeal to travellers as they provide a culturally unique and relaxing ambiance particularly for those who want to experience the Arabian indulgence in a special environment and socially responsible atmospheres.

All of our high profile properties were built to high standards and offer a spectrum of family oriented amenities that define a brand new architectural statement for the “wellness” moral hospitality.



From ultimate luxury landmarks to cozy boutique resorts, our hotel portfolio includes owned and managed hotels and flaged under our company brand V.Continents & Palazzo.



CONTINENTS
HOSPITALITY GROUP

FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY

PHILOSOPHY

“Inspired by culture.. Recognized by our own touchstones”.

VISION

V. Five Continent will be the premier operator of family-oriented hotels and business hotel throughout Middle East and North Africa with a higher standard of excellence.



MISSION

- We deliver highly personalized service with cordiality and charm as we are committed to exceed the expectations of our guests through our constant dedication to every aspect of service.
- We are committed to the growth and well being of our people
- Pioneering in the industry of family oriented hospitality.
- We reflect the heritage of arabian culture through our emphasis on art, architecture and the surroundings.
- We will take an active role in serving our community.
- We create extraordinary value for our stakeholders.



STANDARDS

The V. Five Continents standard of service is a culture motivated by the belief in fulfilling each request in a bonafide and meaningful way. It empowers each staff member to provide the most attentive service.

We go beyond expectation to achieve the quality of our services that define our inspired brands and hospitality culture.



PROMISING INDUSTRY

Despite the challenges we are clearly targeting a specific market, dry hotel concept which is becoming a very promising industry. A fact derived from increasing number of travellers who have high purchasing power, together with our in-house factors such as local style hospitality, availability of rooms, finest restaurants and meeting facilities, prime locations, affordability and other factors.

We strongly believe that we perform favorably in this mounting business.

GROWTH ENGINE

- With a portfolio poised to double within 3 - 5 years, V. Five Continents brands are heading toward an extraordinary period of regional expansion which represents an exceptional opportunity for developers and business partners.
- Best in class emerging markets platform and pipeline with strong and long term growth prospects around the Middle East and North Africa.
We focus on unique opportunities to create the landmarks of the future.
- Our growth engine is rooted in the quality of our partners.



- Momentum of experience for bringing together the right properties and potential investors.
- We are determined to maximize benefits to our stakeholders, partners, guests, staff and the community in a responsible manner.

OUR PEOPLE

“Hotel industry leaders of tomorrow”

Leadership combined with professional opportunity and personal growth is the foundation of success for V.Five Continents. The Company’s senior executives averages more than 100 years combined of hospitality experience and has built an esteemed reputation upon the management of financially successful hotels. Through these strong leadership role models, and a focus on internal professional development in a competitive atmosphere, V. Five Continents Hospitality Group is building the hotel industry leaders of tomorrow as part of our hotel management team today.

We focus on developing the best talent in the hospitality and hotel management industry that radiates from each of our Senior Executives as we work towards our ultimate objective - enhancing each hotel’s value for the owner and hotel management team.



Consultancy Services

V.Continents will provide its associates technical assistance & utmost support during all pre-contract & post contract stages:

- Project initialization and concept .
- Development & schematic design .
- Tendering & execution .
- Adequate project delivery as per V.Continents quality standards of operation .
- Smooth hand over & pre-opening handling procedures .



CONTINENTS
HOSPITALITY GROUP

FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY

PALAZZO

HOTEL & RESORTS



Palazzo
Hotel & Resorts

Our 5 stars brand, Palazzo Hotels & Resorts is a true experience to luxury space & 5 stars treat, a rare combination of services with passion and a unique experience to match all tastes in its managed hotels & resorts.



The Palazzo will orient all its guests to a generous experience of wellness & healthy oriented hospitality.

Palazzo is committed to a world of class & passion services combined with a culture experience of the Gulf & Middle East that will offer a touchstone to all its visitors, this exclusive treat will always create a unique hospitality experience to all its guests.

FIVE CONTINENTS

HOSPITALITY GROUP



We at V.Five Continents focus & ensure that international service standard are offered to all our valuable guests.

V.Five Continents offers economical and midscale budget hotels with an exclusive touch of excellence & quality, “a guaranteed value for money”.

V.Five Continents hotels branded properties provide a range of facilities that suit all travellers whether on business or leisure with a range of facilities , from lodging to health care fans throughout the Mena region.

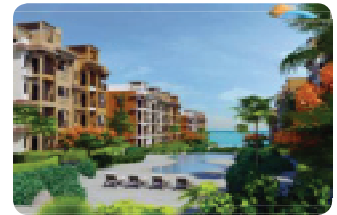


V.Five Continents ascertains you with its unique experience from culture traditions & hospitality.

Emirates Heights

H o t e l & R e s o r t s

- North coast - Egypt.
 - Phase 1 (2011)**
- Kanaria Hotel & Resort (36 Chalet)
 - Phase 2 (2012)**
- 120 hotel rooms and suites Five continents hotel.
- Spa / 1500 m waterfront.
- Golf course.
- Bolivar Walk / 20 restaurants.
- Marina water park.
- Shopping mall.
- internal & external ballrooms.
- Business and convention center.



FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY

Palazzo B A I R O O M

- KSA - Jeddah 7000 sqm.
- 2 separate halls sets up to 800 guests.
- state of art IT and Audio-visual equipments.
- Highly trained staff and meeting professionals.
- Simultaneous interpretation system in six different languages.
- Wi-Fi high-speed Internet access.
- Sound systems with wireless microphone.
- Highly skilled event management team .



RAMADA

P L A Z A

- Kuwait - Kuwait City - Al Salmiyah Road (opening early 2012).
299 units includes :
 - Royal Suites.
 - Presidential Suites.
 - Deluxe Room .
 - Conference hall seats up to 1000 guests.
 - 2 Ballrooms each seats up to 500 guests.
 - Exhibition hall.
 - 3 speciality restaurants and all day dining.
 - Health Club, outdoor swimming pool.
 - Shops.
 - Business center.



Khalidia Hotel Apartments

- U.A.E - Dubai .
- 28 fully furnished hotel apartments with 2 bedrooms.
- 14 fully furnished hotel apartments with 3 bedrooms.
- Shops & Offices.
- All day dining Restaurants, 24 hour room service .
- Outside catering
- Health club and swimming pool.
- Business center



MOUROUJ Hotel Apartments

- U.A.E - Abu Dhabi- Al Muroor Road.
- 48 units includes.
 - Executive suites
 - Family suites
 - Business suites with office .
- Sadaf Iranian restaurant.
- Health club .
- Ayurvedic treatment and Spa
- Business center.





CONTINENTS
HOSPITALITY GROUP

FIVE CONTINENTS HOSPITALITY GROUP

WELLNESS BEYOND HOSPITALITY

CONTACT

Abu Dhabi (Corporate Office)
Al Sahel Tower, Block A , office A105
P.O.Box: 45662, Abu Dhabi, UAE .
Tel.: +971 2 658 2548
 +971 2 658 2549
Fax: +971 2 658 2498
Email: info@vchrg.ae



CONTINENTS

HOSPITALITY GROUP

Abu Dhabi (Corporate Office) - Al Sahel Tower, Block A , office A105 - P.O.Box: 45662, Abu Dhabi, UAE .
Tel.: +971 2 658 2548 / 49 Fax: +971 2 658 2498 www.vfivecontinents.com