



ANew HOTELS & RESORTS

Executive Summary

The ANEW History

ANEW Hotels & Resorts is a family-owned business with roots dating back to 1952. The ANEW brand was crafted through meticulous planning, a long-term vision, and a fresh perspective on traditional hospitality values.

ANEW prides itself on placing a high value on each guest's experience, providing the perfect blend of luxury, efficiency, and personalized service.

Our family culture and attention to detail are driven by our dedicated team, who strive to deliver a personal touch to every guest. We own and manage our properties and seek strategic partnerships with properties that align with our long-term sustainability goals.

Our head office is located in Pretoria, with a strong core team comprising individuals from deep hotel backgrounds. The team oversees our group finance, operations, sales and marketing, and revenue management, with regular site visits to maintain clear communication with our properties.

We conduct our business with unwavering ethics, adhering to all legal parameters, and aiming to be world-class in all that we do. ANEW seeks to be the leading locally owned South African hotel brand and values long-term relationships with its partners, creating genuine value for all stakeholders.





THE ANEW BRAND

The ANEW brand has been meticulously crafted to showcase the personal touch and authentic approach in establishing a hotel group that stands out in its uniqueness. The central focus is on people; our core values and unwavering dedication to our passion, while placing emphasis on what is just and right.

THE ANEW PERSONALITY

The ANEW personality is characterized by a grounded and inspiring nature that fosters a personalized and distinct experience for our customers. Our goal is to create a "new home" that offers a continuous feeling of comfort and happiness.

Our inception is rooted in an entrepreneurial spirit and deep & genuine understanding of our customer's holistic travel needs & desires. We provide hospitality solutions with a traditional focus on attention to detail, coupled with a fresh and modern approach.

From Leisure to Business travelers, ANEW caters to the unique needs of guests, to ensure that they have a comfortable and pleasant stay. ANEW knows the value of hospitality, and makes guests feel welcomed, catered to, and cared for.

At all times - ANEW welcomes you.





ANEW HOTELS & RESORTS IN SOUTH AFRICA

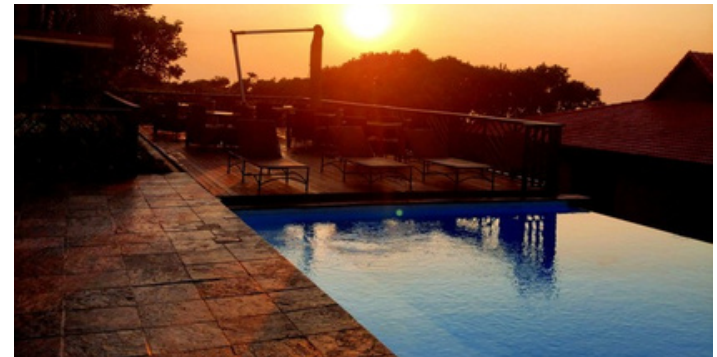
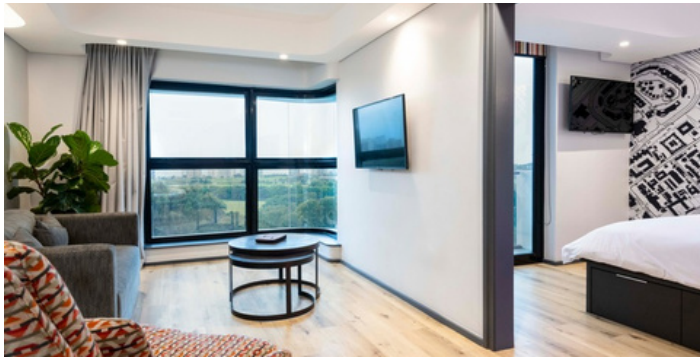
Our 19 properties range from 3 to 5 stars and are located across the country in KwaZulu-Natal; Mpumalanga; Gauteng, the North West Province & Western Cape.



ANEW HOTELS & RESORTS IN SOUTH AFRICA



ANEW HOTELS & RESORTS IN SOUTH AFRICA





Our **VALUES & CULTURE**

Our success is rooted in our people and living our HITEC values every day.

Our HITEC values are at the core of everything we do, everything we aspire to do and every guest experience.

HONOUR

We respect, value, and see worth in each other.

INTEGRITY

We are honest and perform to the best of our abilities.

TEAMWORK

We are a team who stands together, by always encouraging each other, communicating well, and holding ourselves and each other accountable for our actions.

EXCELLENCE

We are MAD (Meticulous Attention to Detail) people that strive to constantly improve performance by ex-ceeding expectations.

COURAGE

We believe in having a bold attitude, accepting challenges, and embracing change.





HONOUR
INTEGRITY
TEAMWORK
EXCELLENCE
COURAGE



Our KEY FOCUS AREAS

One of our main strengths is our attention to detail in operations at Hotel level where none of the “little” things are missed or compromised. We pride ourselves with focusing and recognizing the current market trends online, revenue and channel management, making sure to be way ahead of all our competitors.

- With ANEW Hotels & Resorts having its own separate revenue and channel management division, all aspects of revenue management are controlled and watched by the hour.
- A dedicated full Sales & Marketing team, building continual relationships with key people & agents, in all market segments.
- Protecting investor's assets, with stringent quality assessments and audits, making sure to be legally compliant in all aspects.
- Customer feedback is paramount with a highly advanced internal customer survey system hearing from all our guests with non-generic responses and response time from management within 24 hours.
- Building a large loyalty customer base with rewards programs.
- Focusing on the company values and brand to the core.





Why ANEW?

ANEW Hotels & Resorts provides exceptional hotel management services, with over 150 years of combined experience in the hospitality and business industries, we've developed a reputation for being hands-on operators that deliver results exceeding industry standards.

We believe in our brand and our people. We have proven our ability to operate hotels more efficiently than our competitors and deliver superior returns for stakeholders at all levels. We've invested in creating a world class Central Reservations System (CRS) and Customer Management System (CMS), delivering best in class connectivity, uptime, and integrations with both local and international, agents and operators.

We put your property on the map, with a global approach to technology, systems, and distribution. We're continuing to grow market share in both International and Local markets, having fostered lasting relationships with key operators across the globe.





Sales & MARKETING PLAN

ANEW bases its national sales team from Pretoria with very strong relationships with all the travel agents in the Country. ANEW runs regional sales teams throughout the country to ensure the country is covered in all areas. A full sales & marketing plan will be developed for the hotel specifically, incorporating a communications and promotions strategy.

A strategic marketing mix would be analysed and finalized with the following market segments based on potential yield and suitability;

- Leisure Family
- Leisure FIT
- Leisure STO
- Promotions
- Corporate Transient
- Corporate Contracted
- Corporate G & C
- MICE
- Government Individual
- Government G & C
- Associations



ANEW REWARDS

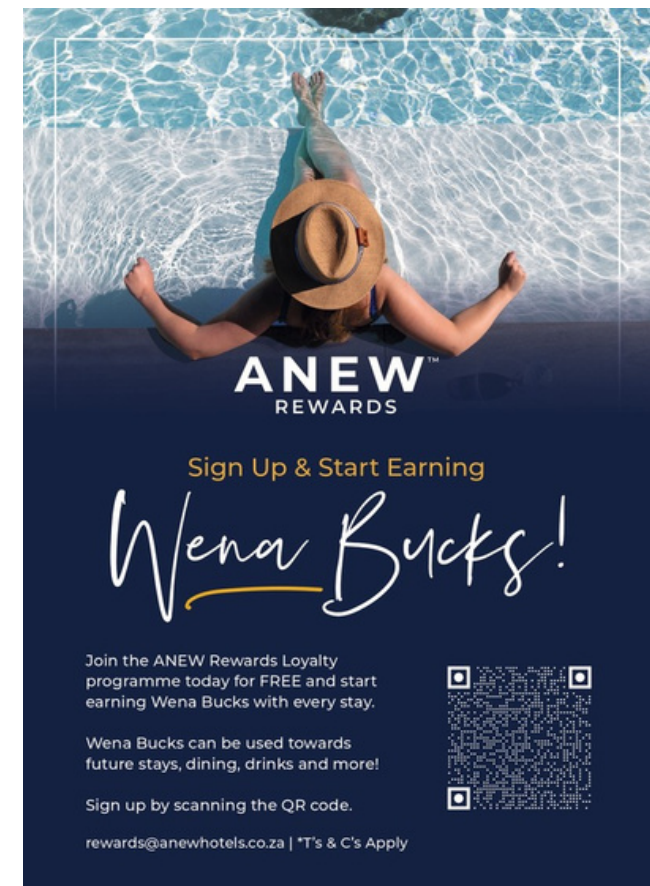
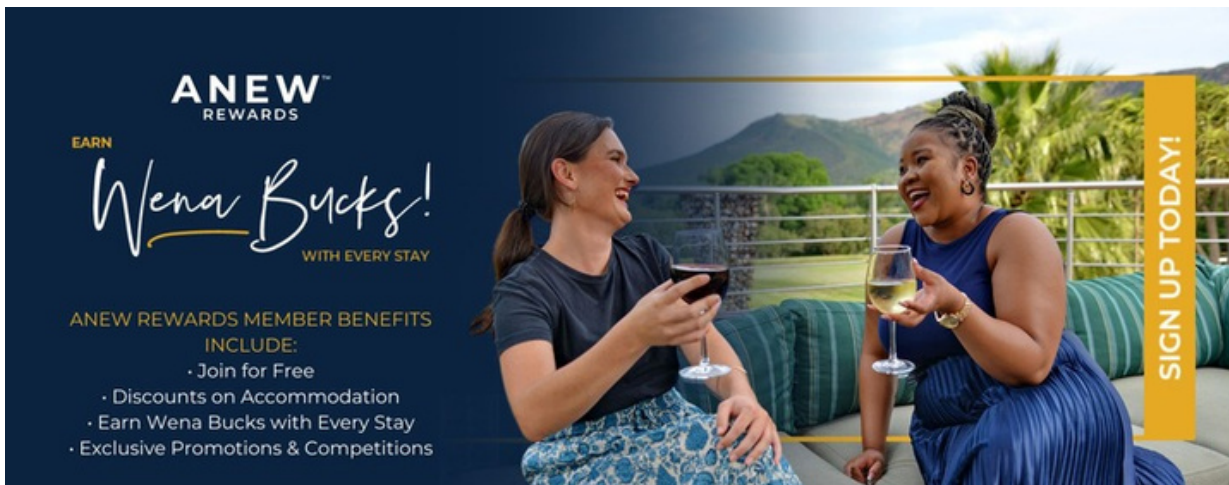
ANEW Rewards is our very own loyalty program designed to reward returning and regular guests at all our properties.

Guests can enjoy discount on direct bookings and earn Wena Bucks with every stay which they can use towards future stays, food & beverage orders, and more!

The more you stay, the more you earn. Sign up to become a Gold Member and accumulate Wena Bucks to move to mid-tier Platinum and ultimately, top-tier Black Membership.

ANEW Rewards Member Benefits:

- Early check-ins
- Late check-outs
- Welcome platters
- Hotel room upgrades (subject to availability)
- Discounts on our “Best available rate”
- Exclusive competitions & special offers





IN CONCLUSION

ANEW Hotels & Resorts offers a comprehensive suite of hotel management services, bringing a wealth of expertise to the table. We own, lease or manage our properties, strategically acquiring right fit partner properties to expand our brand. Our goal is to deliver superior asset management, a uniquely personalised guest experience and sustainable returns.

Our hands-on approach ensures significant value for hotel owners and stakeholders. With our focus on forming mutually beneficial partnerships, we strive to deliver above-market returns, enhanced profitability, consistent and controlled management, and transparent business practices.





ANEW[®]

HOTELS & RESORTS

Thank you for your consideration
FROM THE ENTIRE ANEW FAMILY

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