



## **PRESS RELEASE**

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### **AVILLION SIGNS HOTEL MANAGEMENT AGREEMENT WITH BINTANG KENCANA TO OPEN FIRST HOTEL IN JOHOR AND LAUNCHES AVI BY AVILLION**

**PORT DICKSON, 5 July 2018** – Avillion Hotels International Sdn Bhd (AHI), a wholly-owned subsidiary of Avillion Hotel Group Sdn Bhd (AHG) today signed the Hotel Management Agreement (HMA) with Bintang Kencana Sdn Bhd (Bintang Kencana). Bintang Kencana is planning to build a medical specialist centre complete with hotel on 5.41 acres of waqf land in Bandar Baru Uda, Johor Bahru, owned by Majlis Agama Islam Johor.

AHI will be given a fixed 10 years lease to operate and manage the new hotel. It will be consulting Bintang Kencana to ensure Construction Guidelines in respect of Hotel Space Configuration, Hotel Requirements and Design and Construction Materials used are met. Avillion will then operate and provide direct day-to-day management and operations of the planned 153-room hotel once it opens.

The HMA was signed this morning at its flagship hotel, Avillion Port Dickson by Avillion Berhad's Acting Chief Executive Officer, Amirul Baharom, and Dato' Hj. Ahmad Raziff Abu Bakar, the Executive Chairman of Bintang Kencana, witnessed by Tan Sri Dato' Sri Dr. Samsudin bin Hitam, the Chairman of Avillion Berhad.

In conjunction with the signing ceremony, Avillion has unveiled a new brand under AHG, called AVI by Avillion. The introduction of AVI by Avillion is the next step forward for AHG after having over 20 years of experience in building a network of hotels with a strong reputation in service excellence.

"This is a very significant day for us, as this is not only Avillion's first hotel in Johor, but it is also the first hotel to be introduced under the Avi Hotels brand. Avi Johor Bahru will be the sixth property being managed by AHG and we are proud to bring the Avillion Experience to more cities in the country through Avi Hotels," Amirul said in his welcoming speech.

Avillion aspires to become the premier home-grown hotel management services company, where the service and hospitality standards will become the industry gold standard for Malaysian hotels, and a regional benchmark.

“We believe we have something genuine that we could offer, and we are always looking for opportunities to manage more hotels in the country and abroad. We are eager to be in the forefront of Malaysia’s tourism sector, with a chain of Avillion-managed hotels,” Amirul added.

The signing ceremony and unveiling of AVI Hotels logo were held in the presence of Avillion’s Senior Management and the representatives from Bintang Kencana.

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### **About Avillion Hotel Group**

Avillion Hotel Group Sdn Bhd is a wholly owned subsidiary of Avillion Berhad (formerly known as Reliance Pacific Berhad), an integrated travel, hotel and property group listed on the Bursa Saham Malaysia.

Avillion Hotel Group operates a chain of hotels and spa in Malaysia and Indonesia, each one with its own personality and ambiance. This consists of Avillion Port Dickson, aVi Spa, Avillion Admiral Cove, Avillion Legacy Melaka, Avillion Villa Cinta Bali, and Avillion Cameron Highlands. Avillion Port Dickson boasts award winning architecture blending individualism and personality within a natural environment.

For further information, please contact:-

Tengku Nor Azah Tengku Mahmood

Head of Strategic Communications

Avillion Berhad

DL +603 2262 0118 / Mobile +6017 331 5667

[tengkuazah@avillionberhad.com](mailto:tengkuazah@avillionberhad.com)