SUMMARY

BUSINESS OVERVIEW

Hotel operation

The Group is an operator and consultant of budget hip hotels, being economic hotels with stylish and comfortable environment, in the PRC. During the Track Record Period, the Group has four leased-and-operated hotels under operation. The Group focuses on delivering values to budget conscious hotel guests, such values included stylish design, cleanliness, comfort, friendly service, geographical convenience and safety. When designing the hotels, the Group pays attention on design details as well as placing emphasis on choosing cost effective yet durable building materials which it believes to be indispensable in delivering the aforesaid values to budget conscious travellers. The interior decoration is carefully thought out to create a stylish and modern ambience to the Group's hotels. Providing comfort to its customers is also one of the Group's top priorities. The Group's hotels are budget hotels which use branded mattresses and the beds therein are furnished with fresh, crisp white linen and sumptuous pillows. Each room of the Group's hotels is also provided with 24 hours free broadband internet access, air conditioning and a walk-in shower. The locations of the Group's hotels are strategically selected through a very stringent and detailed process to ensure certain exposure and convenience for the hotel guests.

The Group develops its hotels through leasing of part of existing commercial buildings and converting them into hotel accommodations. This does not only open up a wider choice and increases flexibility in selecting potential sites for new hotels, but also substantially reduces the lead time and start up cost for hotel development when compared to a normal green field hotel project.

The values created by the Group's hotels enjoyed very positive response from the market. To further enhance the loyalty of the customers, the Group launched a loyalty programme which requires customers to pay membership fee for the enjoyment of membership discount. As at 31 December 2010, the loyalty programme had approximately 7,300 members. Customers under the loyalty programme accounted for approximately 14.3% of Total Available Room Nights during the Track Record Period.

Hotel consultancy services

Leveraging on the expertise and valuable experience built up over the years in operating budget hip hotels, the Group has also started to provide hotel consultancy services to Independent Third Parties hotel investors in 2009. The Group's ability to establish low cost yet stylish hotels with competitive room rates appeals to hotel investors. The hotel consultancy services provided by the Group include site selection through site analysis on location, traffic and people flow, questionnaires and environmental analysis, feasibility study, hotel interior design, preparing operating procedures and quality manual that complies with ISO 9001:2008 requirements and providing assistance in selecting contractors for building work. During the year ended 31 December 2010, the Group had entered into four hotel consultancy agreements with two hotel investors for the provision of hotel consultancy services for Da Mei Sha Hotel, WBT Hotel, Gaomiao Hotel and Zhongxin Hotel. In 2011 up to the Latest Practicable Date, the Group has entered into one

SUMMARY

hotel consultancy agreement for the provision of hotel consultancy services for South China Hotel. These hotel investors are Independent Third Parties who do not have any relationship with the Group other than entering into the hotel consultancy agreements with the Group. These hotel investors do not have hotel business experience and therefore engage the Group to provide the hotel consultancy services. During the year ended 31 December 2010, the Group has completed the provision of hotel consultancy services for Da Mei Sha Hotel, WBT Hotel, Gaomiao Hotel and Zhongxin Hotel. The Company is in the process of site selection for South China Hotel.

As the Group's hotel consultancy business has only been launched since December 2009, there can be no assurance that it will generate long term revenue to the Group. Details are set out in the paragraph headed "The Group has a limited operating history in hotel consultancy business and consultancy fee is paid on a project basis" under the section headed "Risk factors" of this document. Further details of hotel consultancy business are set out in the paragraph headed "Hotel consultancy services" under the section headed "Business" of this document and the paragraph headed "Revenue from the provision of hotel consultancy services" under the section headed "Financial information" of this document.

SUMMARY

						Total Available	ıble						
				Revenue	•	Room Nights	ıts	Occupancy		ARR		RevPAR	~
Appro	Approxin	cimate	No. of rooms	Year ended	ed	Year ended	p :	Year ended		Year ended	pe -	Year ended	ed
Collinencement date Location	5	•	avalianie Lease tei III	2009	2010	2009	2010	2009	2010	2009	2010	20 09	2010
(w.m.)	(sq.m.)			(HK\$ million)	(HK\$ million)			(%)	(%)	(RMB)	(RMB)	(RMB)	(RMB)
Futian District, Shenzhen 2,000	2,000		87 20 November 2005 – 19 November 2015	5.0	6.2	31,133	31,425	78.8	96.1	183.9	188.1	145.0	180.7
Nanshan District, 7,000 Shenzhen	7,000		192 1 January 2007 – 31 December 2014	10.1	13.2	64,711	67,337	67.2	87.7	191.2	194.3	128.5	170.4
Baoan District, Shenzhen 1,700	1,700		59 1 January 2011 – 30 December 2017	2.1	2.5	19,355	21,535	63.7	89.2	134.3	123.7	85.5	110.4
Luohu District, Shenzhen 2,000	2,000		80 1 February 2008 – 31 January 2018	2.2	5.4	25,011	28,812	40.6	92.6	171.3	175.6	69.5	168.0
				19.4	27.3	140,210	149,109	69.7	92.8	178.9	179.4	124.7	166.6

SUMMARY

The following chart sets forth the business milestones of the Group:

Year		Event/Milestone
2006	November	Mr. Fong commenced setting up the budget hip hotel business in the PRC
	December	Welcome Inn Caitian commenced operation
2007	March	Moon Ko was incorporated in Hong Kong
	March	Triple Leaf was incorporated in Hong Kong
	May	Legend Strategy was incorporated in Hong Kong
2008	April	Welcome Inn Baoan commenced operation
	May	Welcome Inn Nanshan commenced operation
	November	Welcome Inn Luohu commenced operation
2009	October	The Group obtained ISO 9001:2008 certification
	December	The Group started to provide hotel consultancy services to hotel investors who are Independent Third Parties
2010	November	The Group entered into the 1506 CC Strategic Agreement with 1506 CC, a Chinese industry park developer and operator
2011	March	The Group entered into the Shu Yong Strategic Agreement with Mr. Shu Yong, an international contemporary artist

Customers

The Group's customers can be categorised into two types, namely hotel guests and hotel investors under the hotel consultancy agreements who are Independent Third Parties. For each of the two years ended 31 December 2010, the Group's five largest customers in aggregate accounted for approximately 3.0% and approximately 29.6% of the Group's revenue respectively. For the two years ended 31 December 2010, the Group's largest customer accounted for approximately 0.8% and 19.1% of the Group's revenue respectively.

Hotel guests can be categorised into three types, namely guests with contractual arrangements, members of the Group's loyalty programme and individual guests. Individual guests accounted for the majority of the occupancy of the Group's leased-and-operated hotels.

SUMMARY

The hotel investors under the hotel consultancy agreements are Independent Third Parties who are not connected with the Group other than entering into the hotel consultancy agreements with the Group. These hotel investors are not engaged in other hotel development and operation business.

Procurement and suppliers

The main suppliers of the Group comprise of suppliers of disposable amenities, cleansing products and laundry services. The Group has established business relationship with the major suppliers for about two years. For each of the two years ended 31 December 2010, the Group's five largest suppliers in aggregate accounted for approximately 91.0% and approximately 98.3% of the Group's total purchase respectively. For each of the two years ended 31 December 2010, the Group's largest supplier accounted for approximately 39.8% and approximately 51.1% of the Group's total purchase respectively.

Leased properties

As at the Latest Practicable Date, the Group had a total of 12 leased properties in Hong Kong and the PRC for its hotels staff quarters and office premises. There is a defect in the title of the leased property in which Welcome Inn Caitian is located. Details of the defective title are set out in the paragraph headed "Certain property owners are not able to produce certain title documents" under the section headed "Risk factors" and the subsection headed "Properties" under the section headed "Business" of this document.

COMPETITIVE STRENGTHS

The Directors believe that the success of the Group is principally attributable to the following factors:

- Unique interior design;
- Comprehensive quality management system;
- Comparatively short lead time in opening a budget hip hotel;
- Simple management structure; and
- Ready for scalable expansion.

STRATEGIES AND BUSINESS OBJECTIVES

The Group's objective is to enhance the return to its shareholders through exploiting its competitive advantages to grow further with an aim to becoming a leading budget hip hotel provider in the PRC.

SUMMARY

Having considered the market potential and evaluated the Group's market position and competitive strengths, the Group intends to achieve its business objectives and further growth through implementation of the following strategies:

- Continue to expand the Group's leased-and-operated hotel portfolio with focus on the Southern PRC;
- Continue to expand the hotel consultancy business;
- Expand the business by offering hotel management services;
- Continue to forge and strengthen strategic relationships with strategic partners; and
- Continue to enhance the awareness of the brand names "悦來客棧" and "Welcome Inn".

SUMMARY

FINANCIAL INFORMATION OF THE GROUP

The following is the financial information of the Group during the Track Record Period. The following information is extracted from, and should be read in conjunction with, the accountant's report set out in Appendix I to this document.

Combined Statements of Comprehensive Income

	Year ended 31 2009 <i>HK</i> \$	December 2010 HK\$
Revenue	19,545,963	37,317,933
Operating lease expenses	(8,420,635)	(7,492,727)
Depreciation of property, plant and equipment	(6,296,756)	(6,368,671)
Employee benefit expenses	(3,482,436)	(4,039,804)
Utilities	(1,330,644)	(1,429,882)
Other operating expenses	(3,322,780)	(4,380,740)
Operating (loss)/profit	(3,307,288)	13,606,109
Finance income	50,425	52,402
Finance cost	(128,476)	(135,844)
Finance cost — net	(78,051)	(83,442)
(Loss)/profit before income tax	(3,385,339)	13,522,667
Income tax expense	(91,480)	(3,973,136)
(Loss)/profit for the year	(3,476,819)	9,549,531
Other comprehensive income:		
Currency translation differences	97,079	548,765
Total comprehensive (loss)/income for the year	(3,379,740)	10,098,296
(Loss)/profit attributable to:		
Equity holders of the Company	(3,187,896)	9,185,202
Non-controlling interest	(288,923)	364,329
	(3,476,819)	9,549,531
Total comprehensive (loss)/income attributable to: Equity holders of the Company	(3,087,951)	9,680,370
Non-controlling interest	(291,789)	417,926
	(3,379,740)	10,098,296
Earnings per Share	N/A	N/A
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SUMMARY

Statements		

	As at 31 D	ecember
	2009 <i>HK</i> \$	2010 <i>HK</i> \$
ASSETS		
Non-current assets	20.552.774	24.212.626
Property, plant and equipment Rental deposit	29,552,774 851,076	24,212,636 934,358
Prepaid operating lease Deferred income tax assets	349,028 1,535,976	295,577 1,529,620
Deterred meeting tan desect	32,288,854	26,972,191
	32,200,034	20,972,191
Current assets Trade debtors, prepayments and deposits	372,176	4,362,218
Cash and cash equivalents	212,110	263,590
	584,286	4,625,808
Total assets	32,873,140	31,597,999
EQUITY		_
Capital and reserves attributable to the equity holders		
of the Company Issued equity	10,000	10,000
Reserves	(14,567,729)	15,275,116
	(14,557,729)	15,285,116
Non-controlling interest	2,393,525	<u> </u>
Total (deficit)/equity	(12,164,204)	15,285,116
LIABILITIES		
Non-current liabilities Provision for asset retirement	2,774,655	3,010,390
Trovision for asset remement		
	2,774,655	3,010,390
Current liabilities Trade and other payables	9,790,040	7,650,011
Amount due to a director	32,171,180	1,338,103
Current income tax liabilities	301,469	4,313,779
	42,262,689	13,302,493
Total liabilities	45,037,344	16,312,883
Total equity and liabilities	32,873,140	31,597,999
Net current liabilities	(41,678,403)	(8,676,685)
Total assets less current liabilities	(9,389,549)	18,295,506

SUMMARY

Combined Statements of Cash Flows

	Year ended 3	
	2009 <i>HK</i> \$	2010 <i>HK</i> \$
Cash flows from operating activities Cash generated from operations Income tax paid	7,580,732	15,055,682
Net cash generated from operating activities	7,580,732	15,055,682
Cash flows from investing activities Purchase of property, plant and equipment Interest received	(564,433)	(171,694) <u>49</u>
Net cash used in investing activities	(564,433)	(171,645)
Cash flows from financing activities Decrease in amount due to a director Consideration paid for acquiring the equity of a subsidiary from a non-controlling	(6,889,056)	(12,438,859)
shareholder		(2,400,000)
Net cash used in financing activities	(6,889,056)	(14,838,859)
Net increase in cash and cash equivalents	127,243	45,178
Cash and cash equivalents at beginning of the year Exchange gains on cash and cash equivalents	84,132 735	212,110 6,302
Cash and cash equivalents at end of the year	212,110	263,590

SUMMARY

The table below illustrates the breakdown of the Group's revenue during the Track Record Period:

		For the year ended	For the year ended
		31 December 2009	31 December 2010
	Note	(HK\$)	(HK\$)
Hotel operations			
 Provision of hotel accommodation 			
services to corporate customers			
with contractual arrangements			
 Guests under commercial sales 			
agreements	(a)	2,751,745	3,975,643
 Guests under intermediaries 			
sales agreements	(b)	349,401	1,658,509
 Guests under long term sales 			
agreement	(c)	620,656	1,216,581
 Provision of hotel accommodation 			
services to customers who have joined			
the loyalty programme	(b)	2,889,486	3,614,002
 Provision of hotel accommodation 			
services to individual guests	(b)	12,226,915	16,206,090
— Conference room rental	(b)	549,011	652,896
— Sale of hotel membership cards	(d)	158,749	361,726
Hotel consultancy services	(e)		9,632,486
Total		19,545,963	37,317,933

Notes:

- (a) The sales to these customers are on credit terms of 30 days.
- (b) The sales to these customers are due immediately upon check-out.
- (c) These customers have to pay deposits equivalent to one month rental in advance. If the deposit is insufficient to cover the respective hotel room rental and other fees, the customer has to pay for the difference at the end of the month or upon check-out, whichever is earlier.
- (d) The sales to these customers are due immediately upon the application of membership cards. The hotel membership is to be renewed every three years.
- (e) The sales to these customers are settled by instalments in accordance with the repayment schedule listed in the sub-section headed "Principal terms of the hotel consultancy agreements" under the section headed "Business" of this document except for one customer which the settlement date for an amount of HK\$564,454 was extended to on or before 30 June 2011 pursuant to the supplementary agreement dated in October 2010.

SUMMARY

The financial performance of the Group during the Track Record Period

The Group experienced significant fluctuation in its net profit during the Track Record Period. The Group incurred a net loss of approximately HK\$3.5 million for the year ended 31 December 2009 and a net profit of approximately HK\$9.5 million for the year ended 31 December 2010. The net loss for the year ended 31 December 2009 was mainly due to underutilisation of the Group's hotel and the high fixed costs in hotel operations. In 2009, the occupancy of the Group's hotels remained low, ranging from approximately 40.6% to approximately 78.8%, since three out of four of its hotels, namely Welcome Inn Baoan, Welcome Inn Nanshan and Welcome Inn Luohu were established in 2008 and their customer base and goodwill required time to build up. The Group's financial results improved for the year ended 31 December 2010 mainly due to the new source of revenue generated from the hotel consultancy business and increased profit margin from the hotel operations as occupancy improved. The risk relating to the fluctuation of the Group's financial results is set out in the paragraph headed "The Group experienced significant fluctuation in its net profit during the Track Record Period and the four months ended 30 April 2011" under the section headed "Risk factors" of this document.

The financial performance of the Group for the four months ended 30 April 2011

Based on the unaudited management accounts of the Group, the revenue generated from the Group's hotel operation for the four months ended 30 April 2011 represented a slight increase compared to the same period last year. The Group has not recognised any revenue from the provision of hotel consultancy services for the four months ended 30 April 2011. Comparatively, for the same period last year, the Group recorded revenue generated from the provision of services under the hotel consultancy agreement for Da Mei Sha Hotel. The Group recorded non-recurring expenses in relation to [•] for the four months ended 30 April 2011. Otherwise, the total expenses of the Group for the four months ended 30 April 2011 is comparable to the same period last year. Given no revenue from the hotel consultancy business was recognised and the Group incurring expenses in relation to [•], the Group was in a loss position for the four months ended 30 April 2011. Excluding the non-recurring expenses in relation to [•], the Group recorded an immaterial loss for the four months ended 30 April 2011.

The overall Total Available Room Nights for the four leased-and-operated hotels of the Group remained stable at 50,160 and 49,353 for the four months ended 30 April 2010 and 2011 respectively. The overall occupancy for the four leased-and-operated hotels of the Group was approximately 86.7% and approximately 80.6% for the four months ended 30 April 2010 and 2011 respectively. The slight decrease in the occupancy for the four months ended 30 April 2011 was mainly due to competition from a new budget hotel nearby Nanshan Hotel which opened in late 2010. The overall ARR for the four leased-and-operated hotels of the Group was approximately RMB167.4 and approximately RMB181.3 for the four months ended 30 April 2010 and 2011 respectively. The increase of the ARR for the four months ended 30 April 2010 was mainly due to the increase in ARR of Luohu Hotel as a result of its increased popularity benefited from its prominent location. The

SUMMARY

overall RevPAR for the four leased-and-operated hotels of the Group remained stable at approximately RMB145.2 and approximately RMB146.1 for the four months ended 30 April 2010 and 2011 respectively.

The Group has completed providing services under four hotel consultancy agreements in the year ended 31 December 2010 which contributed total revenue of approximately HK\$9.6 million for the year, representing approximately 25.8% of the total revenue of the Group. The Group has entered into only one hotel consultancy agreement (i.e. South China Hotel) in 2011 which has yet to contribute any revenue to the Group up to 30 April 2011. The Group is in the process of site selection for South China Hotel. The Group targets to enter into four new hotel consultancy agreements and two new hotel management agreements during the period from the Latest Practicable Date to 31 December 2011. The Company is currently identifying potential target customers and is in discussion with some potential hotel investors for the Group's hotel consultancy and management businesses. However, no specific term has been agreed and the Directors cannot guarantee that the Group will be able to enter into new hotel consultancy agreements or hotel management agreements with hotel investors in the future. The revenue generated from the hotel consultancy business may be subject to fluctuation depending on the success of the Group in entering into new hotel consultancy agreements. Further, since the Group has no experience in engaging in the hotel management services business, the Directors cannot guarantee that it will be successful in generating sufficient revenue to make this business profitable. As such, the financial results of the Group for the second half of 2011 may or may not improve depending on, among other things, whether the Group will be able to enter into the new hotel consultancy agreements and hotel management agreements. Further details of the risks relating to the Group's hotel consultancy services and hotel management services businesses are set out in the paragraphs headed "The Group has a limited operating history in hotel consultancy business and consultancy fee is paid on a project basis" and "The Group lacks experience in engaging in the hotel management business" under the section headed "Risk factors" of this document.

It should be noted that the above unaudited financial results for the four months ended 30 April 2011 may not be indicative of the full year results for 2011. As set out in the section headed "Risk factors" of this document, the Group's business and financial performance may be affected by a number of factors, including, among other things, the risk factors headed "The Group may experience an increase in labour costs", "The Group's financial position and operating results could be materially and adversely affected by its concentration of suppliers", "The Group has an increasing concentration of customers and the loss of any of such customers could materially and adversely affect the Group's business and financial position", "The seasonality of the hotel industry could have a material adverse effect on the Group's revenue and financial condition" and "The financial results of the Group are expected to be affected by the expenses in relation to [•]" under the section headed "Risk factors" of this document.

SUMMARY

No material adverse change

The Directors confirm that, save as disclosed in the paragraph headed "The financial performance of the Group for the four months ended 30 April 2011" of this section, there has not been any material adverse change in the financial or trading position of the Group since 31 December 2010, being the date of the Group's last audited accounts, up to the Latest Practicable Date.

DIVIDEND AND DIVIDEND POLICY

The Group did not declare nor pay any dividends to shareholders of the Group during the Track Record Period.

The payment and the amount of any dividends, if paid, will depend on the results of operations, cash flows, financial condition, statutory and regulatory restrictions on the payment of dividends by the Group, future prospects and other factors that the Directors may consider relevant. Holders of the Shares will be entitled to receive such dividends pro rata according to the amounts paid up or credited as paid up on the Shares. The declaration of payment and amount of dividends will be subject to the Directors' discretion.

Dividends may be paid only out of the Group's distributable profits as permitted under the relevant laws. To the extent profits are distributed as dividends, such portion of profits will not be able to be reinvested in the Group's operations. There can be no assurance that the Directors will be able to declare or distribute any dividend in the amount set out in any plan of the Board or at all. The dividend distribution record in the past may not be used as a reference or basis to determine the level of dividends that may be declared or paid by the Group in the future.

RISK FACTORS

Risks relating to the Group's business

- If the Group's future expansion is unsuccessful, the business of the Group may be adversely affected
- The Group may not be able to successfully identify, secure or operate additional hotel properties
- The Group's success is dependent on the retention of certain key personnel
- The Group has a limited operating history in hotel consultancy business and consultancy fee is paid on a project basis
- The Group may experience an increase in labour costs
- Majority of the Group's revenue comes from the Shenzhen operations
- The development of new hotels is subject to a number of risks beyond the Group's control, including insufficient growth in demand for hotel rooms

SUMMARY

- The Group may not be able to obtain sufficient funding for its capital expenditure and other funding requirements in a timely manner or on acceptable terms, which could limit its capacity for future business development
- The Group has recorded net current liabilities
- The Group experienced significant fluctuation in its net profit during the Track Record Period and the four months ended 30 April 2011
- The Group's historical financial condition may not be treated as an indication of its future profitability
- The Group lacks experience in engaging in the hotel management business
- The Group's financial position and operating results could be materially and adversely affected by its concentration of suppliers
- The Group has an increasing concentration of and reliance on major customers and the loss of any of such customers could materially and adversely affect the Group's business and financial position
- The financial results of the Group are expected to be affected by the expenses in relation to [●]
- The Group intends to refurbish or further develop the existing leased hotel properties which could result in cost overruns or disruptions of the leased-and-operated hotel operations
- The Group may not be able to register the existing brand names
- The Group's insurance coverage may be insufficient to protect the Group against potential liabilities arising during the course of the operations
- Prohibited activities, accidents or injuries in the Group's hotels may adversely affect the Group's reputation and hold the Group liable
- The Group may not be able to renew the leases with the hotel property owners and the rent for the leased hotel properties may increase
- Certain property owners are not able to produce certain title documents
- A few lease agreements have not been registered according to relevant PRC rules and regulations
- The Group may be subject to fine due to delay in full payment of registered capital
- The Group may be required to pay up any outstanding social insurance, or subject to penalties for any irregularities arising from the contribution to the social insurance.

SUMMARY

Risks relating to the hotel industry

- The hotel industry is subject to intense and growing competition
- The Group's business may be adversely affected by a reduction in travel or discretionary consumer spending as a result of a downturn in the PRC or the global economy
- The Group's financial and operating performance may be adversely affected by adverse weather conditions, epidemics, natural disasters and other catastrophes, wars, the threat of terrorist attacks and the occurrence of international or political crises
- The seasonality of the hotel industry could have a material adverse effect on the Group's revenue and financial condition
- The Group's co-operation with third-party websites and other hotel reservation intermediaries may adversely affect the Group's margins and profitability
- The Group is subject to renewal of various licences and various hotel industry, health and safety, and environmental laws and regulations that may subject the Group to liability
- Fluctuations in the price of disposable amenities, cleansing products and laundry services

Risks relating to the PRC

- Adverse changes in economic and political policies of the PRC government could have a material adverse effect on the overall economic growth of the PRC, which could adversely affect business of the Group
- Governmental control of currency conversion and fluctuations in the value of the RMB may affect the value of investment, the Group's ability to remit the dividend to the shareholders and the ability of the Group's PRC subsidiaries to obtain financing
- PRC regulations on loans and direct investments by offshore holding companies to PRC entities may delay or prevent the Group from using proceeds received from [•] to make loans or additional capital contributions to the PRC subsidiaries of the Group
- PRC legal system embodies uncertainties that could limit the legal protection available to Shareholders and the Group
- The Group may be classified as a "resident enterprise" of the PRC which could result in unfavourable tax consequences to the Group and the non-PRC Shareholders
- The Group may experience difficulties in effecting services of legal process, enforcing foreign judgment or bringing original actions in the PRC