

ARTOTEL GROUP AND SINAR MAS LAND ESTABLISHED JOINT VENTURE COOPERATION FOR ROOMS INC. HOTEL BRAND

Jakarta, August 2019, ARTOTEL Group is proud to announce its joint venture cooperation with Sinar Mas Land to establish one joint company with the name of PT SINAR ARTOTEL INDONESIA (PT SAI).

The joint venture cooperation aims to manage Rooms Inc, a hotel brand initially created and owned by SINAR MAS LAND. PT. SAI also strives to expand Rooms Inc. to become a hotel network that expands throughout Indonesia. Also, PT. SAI will manage and expand other hotel brand owned by SINAR MAS LAND.

ARTOTEL Group is very enthusiastic about partnering to manage and expand the Rooms Inc. brand. Rooms Inc. is a design hotel that carries urban and modern lifestyle, which fits the characteristic of ARTOTEL Group's boutique hotel and lifestyle concept. Rooms Inc. will become one of ARTOTEL Group's brand portfolio to offer hotel investors interested to have their properties managed by ARTOTEL Group as the management operator. Through this cooperation, ARTOTEL has added another hotel brand that caters to the economy market segment; hence, covering a diverse range of market with various brands. **ARTOTEL SUITES, ARTOTEL Villa** and **ARTOTEL Casa** for premium / luxury hotel class, **ARTOTEL** and **Curated by ARTOTEL** for upper middle class, along with Lifestyle hotel for lower middle class (economy) with **Rooms Inc.** and **Bobotel** brand.

Currently, Rooms Inc. Hotel has been operating at Semarang city with stylish and trendy hotel facilities complimented with modern technologies appliances, to attract the millennial market segment. Situated on DP Mall, located at Jl. Pemuda Semarang, the hotel is also within 300 meters from Semarang's famous historical building, Lawang Sewu. The hotel has 162 urban rooms, stylish meeting rooms, and special entertainment rooms such as Playroom, digital hub, gymnastic, as well as a rooftop with beautiful scenery of Lawang Sewu and Semarang city.

artotelgroup:

Erastus Radjimin, CEO ARTOTEL Group, adds "Starting from my small talk with Michael Widjaya, CEO Sinar Mas Land, finally there is an agreement to make joint company, PT SINAR ARTOTEL INDONESIA to manage Rooms Inc. hotel brand. We are very grateful and proud that SINAR MAS LAND have seen ARTOTEL Group as the only hospitality management in Indonesia to succeed integrate hospitality industry with creativity and therefore We are the right party that is able to manage all Rooms Inc hotels."

By signing this collaboration as the first step, we will make adjustment to this brand with business module of ARTOTEL Group, with pipe line target of more that 50 hotels that expand around Indonesia in 2022. We hope Rooms Inc. will become Indonesia hotel lifestyle economic brand that very popular by Indonesians and International".

---stay true---

About ARTOTEL Group

ARTOTEL Group is an Indonesia's hospitality company with 4 integrated pilars of Hotel, F&B, Event Management and Curated Merchandise. As a lifestyle brand, ARTOTEL Group offers selection of accommodations, from boutique designed hotel up to premium level, from the mass market accommodation to the luxury. On Hotel industry, ARTOTEL Group offers some hotel brands such as **BOBOTEL, ARTOTEL, CURATED COLLECTIONS, ARTOTEL CASA, ARTOTEL VILLA, & ARTOTEL SUITES**. On Food & Beverage industry, ARTOTEL Group offers an independent management of restaurant, Bar, and Beach Club.

Through Event Management, under the name of **ARTOTEL Project Series (APS)** and Curated Merchandise of **ART of Life (AOL)**, ARTOTEL Group has a vision to support and take part on the growth of Indonesian Creative Industry by supporting local players, collaborate with them through workshop, art exhibition, creative event, and by producing merchandise featuring artwork of emerging local artist.

Property: ARTOTEL Surabaya, Thamrin – Jakarta, Wahid Hasyim – Jakarta, Sanur – Bali, Yogyakarta, Gajahmada – Semarang & Haniman – Ubud. **Curated Collections:** de Braga by ARTOTEL – Bandung, Alpines by ARTOTEL - Batu, & Goodrich Suites- Jakarta. **F&B Outlets:** DOUBLECHIN, BANG BANG, LIDAH LOKAL, ROCA, BART, ARTOTEL BEACH CLUB (ABC), BISTRO DE BRAGA, B10 CAFÉ, FAT ELEPHANT, 11/12 ROOFTOP BAR, SANGKAR, OUT OF THE BLUE, SIXTY.

Pipeline: ARTOTEL : Setiabudi – Jakarta, ARTOTEL CASA : Kuningan – Jakarta, **BOBOTEL** : Gatot Subroto – Medan, Poris 88 – Tangerang. **Curated Collections:** Riz Condo by ARTOTEL – Medan, Huni Huna – Nusa penida, Amber by ARTOTEL – Lombok, Mandalika Beach Club by ARTOTEL - Lombok.

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