

PRESS RELEASE  
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**PARADOR HOTELS & RESORTS HOSTS  
“INVESTOR GATHERING” IN BALIKPAPAN**



(English)  
Jakarta, Indonesia  
July 2014

Parador Hotels & Resorts (Parador), a pioneering domestic hotels and resorts management company registered under Paramount Enterprise, hosted breakfasting under the banner Investor Gathering in Balikpapan. The event was held in Balikpapan, East Kalimantan on 10 July 2014. The Investor Gathering was attended by 30 guests, including members of KADIN Balikpapan (Chamber of Commerce and Industry), HIPMI Balikpapan (Indonesian Young Entrepreneurs Association) as well as media representatives from Balikpapan.

The event was also attended by the Chairman of KADIN Balikpapan, Mr. Rendi Susiswo Ismain, who introduced Parador Hotels & Resorts to the community of Balikpapan, being the first time Parador hosts an Investor Gathering in Kalimantan area. Besides introducing ourselves as a new hotel management company, Parador also aims to become a partner in developing Balikpapan, especially in the tourism industry. The economy and businesses in Balikpapan are growing super-fast. Investors have noticed this opportunity with prospects to invest in in the near future. Evidently, the newly built International Airport of Sepinggan as well as increased access to vast natural resources in Balikpapan have offered ample business opportunity.

In his speech, Rendi stated, "I thank you for the invitation and the implementation of this event which is held by the management of Parador Hotels & Resorts. Balikpapan is currently experiencing economic growth above the national average, and it is having a positive impact on the development of business and tourism in Balikpapan. In the future, developments in Balikpapan will have high-demand among investors. Therefore, we are inviting Parador to develop and realize the construction of their new hotel, boosting the hospitality industry in Balikpapan."

Ricky Theodores, Parador's Chief Operating Officer also presented on Balikpapan: "Balikpapan is known as a mining area that has rapidly increased production. The economic growth of Balikpapan looks pretty good. This development is also marked by the renovation of International Airport of Sepinggan, as well as the introduction of additional flights to and from Balikpapan. This is a good indicator of development. Thus, we have introduced Parador Hotels & Resorts here as one of the professional hotel management companies that will become a partner in developing hospitality and tourism in

Kalimantan, especially Balikpapan, followed by Berau and Samarinda. Parador hopes to be better known in Balikpapan and together we wish to promote Balikpapan as an independent business city."

The Investor Gathering is a regular event, and Parador will hold it in other cities such as Palembang, Makassar, and Manado.

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#### ***About Parador Hotels & Resorts***

Established in September 2012, Parador Hotels & Resorts has quickly become a well-recognized name in the hospitality industry. By the end of 2013, Parador had already opened six hotels in Serpong (Tangerang), Magelang (Central Java) and Malang (East Java) – and is managing them all.

Parador has dedicated itself to be the most inspiring hospitality management team, with the ultimate goal of managing hundreds of leading hotels, resorts and residences by 2024. From selected service to luxury, Parador has five brands in its portfolio, including Vega, Atria, Ara, Fame and Starlet. Even though each brand serves a different type of guest, all Parador brands and properties offer the best combination of humble Asian hospitality and professionalism.

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