



INFINITE LUXURY  
— LIFESTYLE BY DESIGN —

# CORPORATE P R O F I L E

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## CORPORATE OVERVIEW

Infinite Luxury is a Management Company operating from its corporate office in Phuket, Thailand. The company is specialised in Luxury Hotel Management and Innovative Hotel and Real Estate Project Developments. Being a 100% private and independent company, Infinite Luxury is fully dedicated to meet and exceed the demands and expectations of its clients, investors, developers and brands. Our broad experience and impeccable reputation for credibility, excellence and thoroughness, makes us the perfect partner to meet each projects' complex needs from various stakeholders' perspectives: investors, property developers, owners, architects, construction team, interior designer and consultants.

Infinite Luxury executives are regarded as the leading experts in their respective fields; this allows our clients to benefit from local insights and international expertise. Its unique and holistic business philosophy helps Infinite Luxury attract an extremely influential and high net worth clientele while receiving the industry's highest awards. Among its multiple honours is the 'Best Apartment in the World' accolade bestowed by the International Property Awards and numerous hospitality awards for its flagship development, Kata Rocks.

Our expertise ensures excellence in build quality in-line with Infinite Luxury's quality standards. In addition to construction and project management support, Infinite Luxury is pleased to offer pre-opening and operational management services.

# COMMITMENT TO EXCELLENCE

Infinite Luxury's mission is to achieve the highest level of excellence and create experiences of exceptional quality in all facets of our hospitality business.

Our objective is to be recognised as a company that manages some of Asia's most innovative resorts and residences. We create properties of enduring value, showcasing superior design and finishes, innovative experiences and support them with a deeply instilled ethic of personal service.

Our philosophy on the guest/owner experience is to infuse Infinite Luxury's human touch throughout all guest journeys. This empowers our employees to create meaningful, lasting memories for our guests that generate brand loyalty, guest satisfaction and higher revenue.

## SERVICE CULTURE

Our people are our greatest asset and are at the heart of the Infinite Luxury experience. Colleagues who are passionate about their work are a foundation of our company and allow them to deliver memorable experiences to all. We prioritise both the attitude and emotional intelligence in our colleagues to instil collective knowledge and positive thinking among all.

We take great pride in having developed an energised company culture over the years, with a long-standing reputation for personalised service excellence. This unique culture is achieved by implementing exceptional quality standards and training, creating a work environment that supports and encourages each colleague to develop innovative ideas and experimentation. Moreover, we conduct regular employee satisfaction surveys in order to pursue overall excellence and continuous improvement as an employer. This comes by infusing a sense of pride, dignity and meaningful personal satisfaction in everything they do.

## COMMITMENT TO AN ETHICAL CULTURE

- Prohibition of child or juvenile labour
- Prohibition of forced labour
- Prohibition of discrimination of any kind
- Appropriate labour time management
- Promotion of safe, hygienic workplace and proper health management.
- Provision for fair and impartial compensation
- Respect for worker's rights
- Elimination of bribery and corruption





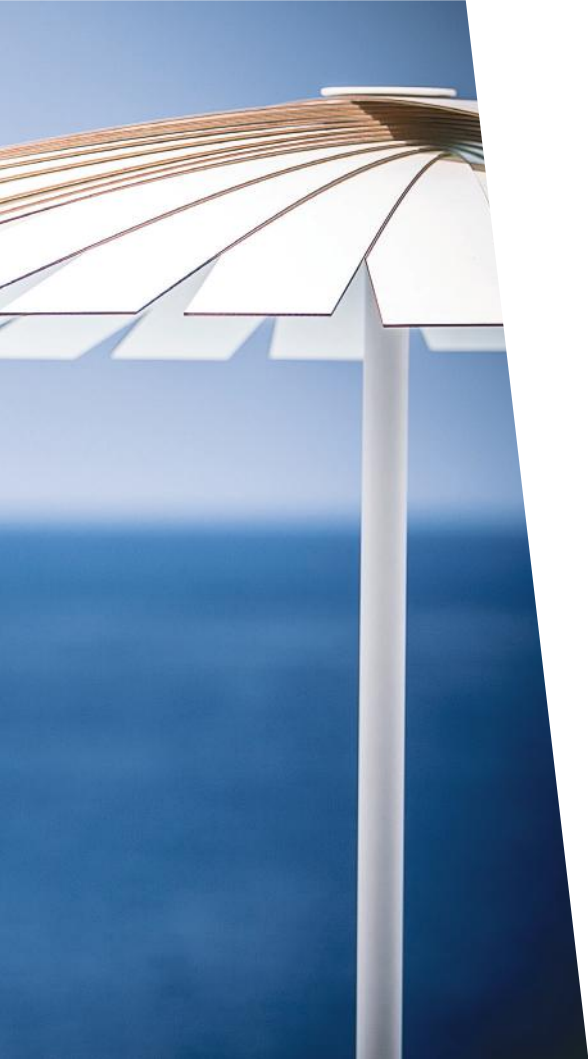
# INFINITE LUXURY KEY EXPERTISE

**RESORT & HOSPITALITY MANAGEMENT** - Infinite Luxury provides hotel management services for unique hotels, luxury resorts, and spas. Infinite Luxury is built on the recognised success of its flagship resort Kata Rocks. It is globally recognized as an innovative, multi award-winning and stylish luxury resort. The managed 'by Infinite Luxury' label adds prestige and builds on its promise to deliver memorable experiences and service excellence to each guest, client and owner, whilst constantly developing revenue streams for owner and investors that contribute to the resort's ROI.

**SPA MANAGEMENT** - As a leading spa management company, we provide development, consulting and management services for spas associated with our hotel and resort properties, both branded or stand-alone. Our in-house design and marketing team can help the process every step of the way, including: designing bespoke spa experiences, layout and operational needs in-line with full brand identity and spa concept to fit your needs and vision. Alternatively, our own spa brand, Infinite Luxury Spa is exclusively reserved for facilities that have the design quality for stand-alone facility or integrated into the resort and residential development.

**MARKETING** - Infinite Luxury integrates its global knowledge with local expertise to create captivating and integrated marketing, raise consumer awareness, exceed targets and ensure the highest level of success across all platforms. Our in-house expertise is based around our talented team of marketing professionals who have an excellent knowledge luxury brand marketing. Our superior knowledge of luxury brand marketing, allows us to offer our clients the following services: brand and visual identity development, photography, video production, copywriting, creative content creation, storytelling, digital marketing strategy, advertising creative development, public relations and communication, print design and collaterals, web development, SEO & SEM, social media marketing and branded apparel production.

**BRAND MANAGEMENT** - Infinite Luxury offers dedicated resort, spa and property development marketing solutions that helps you define your brand and stand out from the crowd. Having an expert team of in-house marketers allows us to craft innovative brand campaigns on par with leading advertising agencies. In addition, we can design iconic marketing campaigns, find the best creative ideas and implement strategies faster. We can create compelling branded narratives for Hotel Owners across a wide range of touch-points that customers connect, engage with, and share. Our brand management strategy is rooted in a comprehensive understanding of our client needs, the current dynamics of the marketplace and the most effective use of new technology and media platforms. It is designed to secure and build brand value and awareness while achieving specific business goals and operational objectives.



### **SALES, RESERVATIONS & REVENUE MANAGEMENT** -

Infinite Luxury has established its own set of sales systems at Kata Rocks to optimize the revenue per available villa and to measure the efforts of its sales force. In addition, to support Hotel Owners, the Group has established sophisticated technology to connect to major global distribution channels and travel internet sites that are used by travel planners and guests alike.

Through the use of advanced yield and revenue management systems, and analysis of business dynamics and market trends, we are able to strategically impact pricing, inventory, selling and distribution strategies in order to drive future revenue generation.

### **EVENT MANAGEMENT** -

Event marketing is another key strategic initiative where Infinite Luxury's in-house expertise shines. It is also one of the most important areas where Kata Rocks and Hotel Owners could leverage great brand synergies and event opportunities. The company has successfully launched the Kata Rocks Superyacht Rendezvous (KRSR) as Asia's top superyacht event, placing Phuket firmly on the global yachting map. The KRSR raised Phuket's global awareness to new level, joining Monaco, St Tropez, Cannes and the Caribbean as the world's most preeminent superyacht destinations. Infinite Luxury's other innovative events include its Collective Series and Culinary Cinema experiences. The Collective Series remains the most highly anticipated and must attend events in Phuket, having created its own fresh identity that celebrates outstanding food, handcrafted cocktails and luxury lifestyle.

Culinary Cinema presents an original way to interpret film using the senses via aroma, texture and taste. Bespoke tasting menus that represent an emotion, environment, turn-of-phrase or overall feeling on screen consistently attract sold out audiences. Our event profile gives Infinite Luxury exceptional vision on how it could create more innovative experiences and events, ensuring each one targets specific and unique marketing objectives. windows.

### **PROPERTY SALES** -

Infinite Luxury has built a highly professional team of talented property sales specialists with and expertise in real estate, fractional ownership and hospitality sales management. We have a highly curated database of HNW and UHNW clients that are important perspective clients to target during pre-development and pre-opening sales. We also work with a select number of highly qualified estate agents to develop additional leads both overseas and within Thailand. Prospective first-time buyers also find our fractional ownership programmes appealing as it allows them to generate guaranteed ROI on their investment and be part of the highly sought-after Infinite Luxury Club; a lifestyle driven club exclusively reserved to Infinite Luxury property owners.



**DEVELOPMENT & TECHNICAL SERVICES** - Infinite Luxury aims to expand its footprint in key locations globally working in close association with like-minded partners. Infinite Luxury offers high level local experience combined with international expertise in the following development services for five-star, full-service hotels where our knowledge and technical services understanding adds significant value. These include but are not limited to finance, hospitality pre - development, pre-opening and all technical services. Infinite Luxury provides hotel owners with full technical service assistance in design, FF&E budgets and specifications, project management, training, and coordination of various disciplines during the crucially important development and pre-opening phases.

**SUSTAINABILITY** - In addition to our commitment to service excellence, Infinite Luxury is dedicated to operating its resorts and residences in a responsible and sustainable way. We are committed to empower and support local communities. This is made possible due to the hard work and devotion of our colleagues. Our CSR outreach and activities included a wide spectrum of events such as charity based events, community education, and environmental action such as beach cleaning activities in union with the Phuket Hotel Association. We are also in the process of completing our Earthcheck certification, the world's leading scientific environmental certification management for the travel and tourism industry.



# KATA ROCKS COLLECTIVE SERIES

*An exciting collection of immersive events designed to showcase the resorts' innovative brand and the artistry of our talented culinary team.*

The celebration of luxury lifestyle Kata Rocks' Collective Series has quickly become Phuket's most exclusive themed event and sought after social gathering on the island. Originally intended to energise Phuket's drinking and dining culture with a new perspective, the Collective Series quickly established its own identity as a celebration of outstanding food, handcrafted cocktails and luxury lifestyle.

As an innovative event concept, the Collective Series offer guests an immersive brand experience. More than an event, it is an invitation to experience Kata Rocks artistry and craftsmanship in a breathtaking setting.

Each party is meticulously created and specifically designed as an interactive social experience. All facets showcase exceptional style, mixology, music and entertainment complemented by inspired cuisine ranging from Mediterranean food, traditional American barbecue, Caribbean fare to French gastronomy, served up with generous servings of plain unadulterated fun.







# KATA ROCKS SUPERYACHT RENDEZVOUS

Kata Rocks is also home to the highly coveted Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Oceanco and Burgess and luxury media as the definitive superyacht event in Asia.

Organised every December right after the illustrious Phuket King's Cup Regatta; the three-day invitation-only rendezvous welcomes the leading luxury yachting brands, prestigious shipyards and the most respected brokerage houses.

The Rendezvous also welcomes the crème de la crème from a highly curated guest list that features Kata Rocks villa owners, superyacht owners, the highest-net-worth clientele interested in yachting and luxury lifestyle, industry moguls plus an influential mix of international and regional lifestyle, luxury travel and yachting media over three days of celebration and opulent events. The Kata Rocks Superyacht Rendezvous is the one and only occasion during the year in Asia, to discover the greatness of superyachting in the glamorous setting and rocking vibe of Phuket, known as the 'superyacht hub' in Asia.

Through its efforts the Kata Rocks Superyacht Rendezvous has placed Phuket firmly on the global superyacht map.

*Perfection is achieved not when there is nothing more to add,  
but when there is nothing left to take away.*

ANTOINE DE SAINT-EXUPÉRY, 1939





# DIRECTORS' PROFILE



**RICHARD POPE**  
CHIEF EXECUTIVE OFFICER

Richard Pope is the Chief Executive Officer of Infinite Luxury and Kata Rocks. He is a British-born entrepreneur, property developer and businessman with over 30 years of industry experience. Pope has developed and managed several highly successful construction and real-estate companies, initially in London's most prosperous areas and more recently in Phuket.

Richard has built Infinite Luxury into a dynamic organisation of leading professionals from a variety of industry sectors including: design and construction, real-estate development and sales, resort operations and luxury property management.

Kata Rocks' enormous success has positioned Infinite Luxury as a leading contender for future property development and resort management projects in the Asia Pacific and other luxury destinations around the world. Richard is also the Chairman of Hemisphere, a superyacht management company, based in Monaco.

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**KWANCHAI ASWAWONGSONTI**  
EXECUTIVE DIRECTOR

Kwanchai Aswawongsonti is the Executive Director of Infinite Luxury. With a strong legal background Kwanchai plays an important role in mitigating risk management while monitoring good corporate governance.

Originally hailing from Bangkok Kwanchai uses his strong international legal background and financial project management experience to successfully structure high-end property development deals and numerous world-class acquisitions and mergers. Kwanchai maintains a strong network with authorities, high net-worth and institutional investors.

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**PATTANAN KHOOROON**  
DIRECTOR OF CORPORATE AFFAIRS

Pattanan (Nook) Khooaroon has over 15 years of experience in administrative roles within the luxury hospitality and maritime sectors. Prior to joining Kata Rocks she was Assistant Purchasing Manager at The Residence by Richmond Group in Cherng Talay, Phuket. She then joined the original pre-construction in 2008 as Procurement Manager at Kata Rocks.

In 2010 she was promoted to Executive Administrative Manager, Infinite Luxury and remains one of our longest standing employees. In this role Nook offers guidance to the management and directors, concerning administrative matters that include but is not limited to recruitment, negotiations, transactions, contracts, and compliance.

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**DAVID FROST**  
PROJECT DIRECTOR

David Frost is the Project Director for Infinite Luxury. He assumed this position in 2012, following his appointment as Project Manager for Kata Rocks in 2010.

Originally trained as a designer, David has managed numerous projects with a strong design emphasis, before moving into management. Prior to this David's extensive work experience took him to Australia, Europe, the Middle East and more recently within Southeast Asia working in the retail and hotel/resort leisure sectors.

This provided him with a solid background around which Infinite Luxury built its highly professional in-house team of skilled architects, interior designers, engineers, CAD operators and on-site supervisors and inspectors.

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# AWARDS AND ACCOLADES

Infinite Luxury, the development and management brand behind Kata Rocks is an industry leader recognised by top travel publications and awards bodies for its excellent design and architecture, creative sales and marketing and service excellence.

Kata Rocks has won more than 70 International Property and Hospitality Awards including the prestigious title of 'Best Apartment in the World' at the London awards and "Asia's Leading Villa Resort" at the 2015 World Travel Awards. In 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious Conde Nast Travelers 2016 Readers' Choice Awards.



## KATA ROCKS

Luxury Lifestyle Awards Winner 2020

Traveller's Choice, 2021  
TripAdvisor

Traveller's Choice, 2020  
TripAdvisor

TripAdvisor Certificate of Excellence 2019

2018 Recognition of Excellence by HotelsCombined

Best Luxury Honeymoon Destination, 2017  
Kata Rocks voted the World's Best Luxury Honeymoon Destinations by flightnetwork.com

Haute Grandeur Global Hotel Awards, 2016  
Kata Rocks voted Best Villa Resort (Global)

World Luxury Hotel Awards, 2016  
Luxury Private Pool Villa Thailand

Condé Nast Traveler's 2016 Readers' Choice Awards  
Kata Rocks voted as one of 25 best hotels in South East Asia

International Hotel Awards, 2016 – 2017  
International Five Star Hotel

World Travel Awards, 2015  
Asia Leading New Resort  
Asia Leading Villa Resort

Online Travel Agency Awards, 2015  
Certificate of Excellence from TripAdvisor  
Award Winner from Booking.com

World's Best Hotels, 2014 – 2015  
Best International Hotel Marketing  
Best Hotel Marketing Asia Pacific  
Hotel Marketing Thailand  
Best Small Hotel Asia Pacific  
Small Hotel Thailand  
Spa Hotel Thailand  
Resort Hotel Thailand  
Hotel Website Thailand

Thailand Property Awards, 2013  
Best Condo Development (Phuket)

International Property Awards Asia Pacific, 2012 -2013  
Best Apartment Thailand  
Best Developer Website Thailand  
Highly Commended Development Multiple Units Thailand  
Best Development Marketing Asia Pacific  
Best Development Marketing Thailand  
Best Developer website Asia Pacific  
Best International Development Marketing

World's Best Asia Pacific, 2011  
Best Apartment  
Best Developer Website  
Best Development (Multiple Units)

International Property Awards, 2011  
Best Apartment Asia Pacific  
Best Developer Website at Asia Pacific  
Best Apartment Thailand  
Highly Commended Development (Multiple Units) Thailand

International Residential Property Awards, 2010  
Best International Apartment  
Best Apartment Asia Pacific  
Best Apartment Thailand  
Best Development Thailand

## INFINITE LUXURY SPA

Haute Grandeur Global Spa Awards, 2021  
Best Boutique Spa in Asia  
Best Destination Spa in Asia

World Luxury Spa Awards, 2020  
Luxury Romantic Destination Spa – Thailand

World Luxury Spa Awards, 2019  
Luxury Romantic Destination Spa – Thailand

World Luxury Spa Awards, 2018  
Luxury Romantic Destination Spa

Haute Grandeur Global Spa Awards, 2017  
Best Boutique Spa in Thailand  
Best Signature Spa Treatment in Asia

World Luxury Spa Awards, 2017  
Luxury Boutique Spa: Global Winner

World Luxury Spa Awards, 2016  
Best Boutique Luxury Spa Asia  
Best Luxury Emerging Spa Thailand

Luxury Spa Asia, 2015  
Best Boutique Luxury Spa

World Luxury Spa Awards, 2015  
Best Boutique Luxury Spa Asia  
Best Luxury Emerging Spa Thailand

## KATA ROCKS RESTAURANT

Wine Spectator's Restaurant Awards, 2021  
Wine Spectator Award of Excellence

Wine Spectator's Restaurant Wine Awards, 2019  
Wine Spectator Award of Excellence

World Luxury Restaurant Awards 2019  
Luxury Boutique Resort Restaurant

World Luxury Restaurant Awards 2019  
Luxury Waterside Restaurant

TripAdvisor  
TripAdvisor's Certificate of Excellence 2019

World Luxury Restaurant Awards, 2018  
Kata Rocks Oceanfront Clubhouse Luxury Scenic Setting, Continent Winner: Asia

Wine Spectator's Restaurant Wine Awards, 2017  
Wine Spectator Award of Excellence

World Luxury Restaurant Awards, 2017  
Kata Rocks Oceanfront Restaurant Luxury Scenic Setting, Continent Winner: Asia

Thailand Tatler Best Restaurants, 2017  
Awarded as one of the best restaurants in Thailand

China Wine and Spirits Awards (CWSA), 2017  
Double Gold Medal award for The Kata Rocks Gin (Spirit of Kata Rocks)

Melbourne International Spirits Competition, 2017  
Silver Prize Award for The Kata Rocks Gin

Thailand Tatler Best Restaurants, 2016  
Awarded as one of the best restaurants in Thailand

Phuket Best Burger Competition, 2016  
Winner of the 2016 "Phuket's Best Burger" competition

Thailand Tatler Best Restaurants, 2015  
Awarded as one of the best restaurants in Thailand

# CORPORATE CONTACTS

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