



entrepreneurs in **Asia**

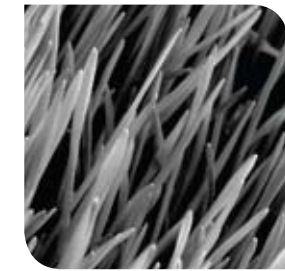


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Entrepreneurs in Asia

Since 1993, the entrepreneurs who own and operate the AppleTree Group have leveraged their accumulated knowledge of the needs of Asia's markets to grow the group both in terms of scale and range of businesses. AppleTree thrive in the challenging environments found in these emerging markets by applying proven, locally tried-and-tested business practices.

Solid, pragmatic knowledge of "what works" leads to genuine synergies among the group's businesses. These existing strengths are combined with emerging market opportunities to create sensible, profitable businesses over the long term.



preneurs

Each a leading expert in his field, AppleTree's group of shareholder-managers are the life-blood of the group. They bring local insight, leadership, professional skills, cross-cultural awareness, creative flair and solid business acumen to their businesses.

Group Structure

AppleTree is a diversified group operating in Vietnam, Laos, Cambodia, Myanmar, Thailand and India. With a resolute entrepreneurial spirit, AppleTree develops in the fast growing South-East Asian region with a focus on three main industries:

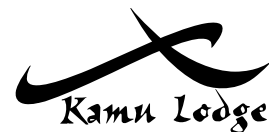
- Tourism
- Property
- Import & Distribution



JEAN-MARC MERLIN



ERIC MERLIN



AppleTree Management

Tourism

Exotissimo Group

Emeraude Classic Cruises

La Résidence Hôtel & Spa

The Press Club

Villa Maly

Kamu Lodge

Import & Distribution

Import / Wholesale (Annam)

- Food
- Wine
- Perfume & cosmetics
- Equipment

Retail

- Gourmet Shop
- The Warehouse

Franchise

- Yves Rocher
- Fauchon

AppleTree Logistics

Property

Archetype Group

IMO Property Group

Nam Thien Loc Construction Co.



OLIVIER COLOMES



HUBERT MOURET



FRANCOIS MAGNIER



JEAN-FRANCOIS CHEVANCE



PIERRE-JEAN MALGOUYRES

1993 Exotissimo Travel opens in Vietnam and Paris.

1994 Joint Venture agreement signed with the Association of Vietnamese Journalists to develop a land plot in downtown Hanoi into the "Press Club."

1995 Exotissimo Myanmar opens for business.

1997 Hanoi Press Club opens for business providing Grade A office space and western restaurants.

2000 Exotissimo Cambodia opens for business.

2001 Exotissimo Barcelona opens for business.

2002 Archetype founded in Vietnam.

The Warehouse distribution business established.

Exotissimo Laos opens for business.

Press Club JV renegotiated into a 100% foreign owned company controlled by AppleTree.

Planning for Emeraude completed.

2003 Archetype founded in Cambodia.

Joint Venture agreement signed with Huong Giang Tourism to redevelop an existing hotel into La Residence.

Exotissimo Thailand opens for business.

The First Warehouse retail store opens in Saigon.

Emeraude built and maiden cruise in December.

2004 Annam Gourmet opens first retail location in Saigon

Kamu Lodge, Laos begins development.

The Warehouse opens for business in Hanoi.

Archetype founded in Thailand.

2005 La Residence Hotel opens in Hue.

Exotissimo opens San Francisco, USA sales office.

Kamu Lodge opens in Laos.

18 Hai Ba Trung building acquired.

Archetype opens 100% owned office in India.

Annam Gourmet opens in An Phu, Saigon.

IMO steps in to execute The Pacific Place development in Hanoi.

Annam Prestige launched to distribute the Lancaster range of luxury products in Vietnam.

2006 Redevelopment of 18 Hai Ba Trung Commences

IMO, acting for French group Casino, opens hypermarkets in Haiphong and Danang, Vietnam

Exotissimo acquires Ambers, Vietnam's leader in offering team building services

Archetype acquires Equator, a Paris-based architecture firm

Annam Gourmet opens first Fauchon outlet in Vietnam

2007 The first Yves Rocher retail store opens in HCMC

The Warehouse opens new retail store in District 5, HCMC

Emeraude Café opens in Halong Bay

The 18HBT building opens for office rental

IMO delivers the 70.000m² Pacific Place building, fully leased on opening

Archetype is ranked 63rd Architecture and Design Company in the world, 10th in Australasia

Exotissimo Laos is granted the first foreign owned travel license in the country

Exotissimo opens its head operational headquarters in Bangkok

Creation of "Archetype Environment" in association with two French groups Cabinet Merlin and Altereo to provide services for water treatment, water management and solid waste management in Asia

2008 Emeraude 2 is launched from shipyard in Hai Phong

Annam completes the acquisition of plots of land in HCMC and Danang for the construction of warehousing and logistics units

The Dong Trieu Tourist Center opens on the road from Hanoi to Halong Bay

The Villa Maly boutique hotel opens in Luang Prabang

Annam Gourmet opens two more shops in the West Lake district of Hanoi and in the Saigon South new city centre

Archetype opens 100% owned office in Dubai, UAE

Exotissimo opens a new travel agency in 18 Hai Ba Trung and in the Saigon South new city centre

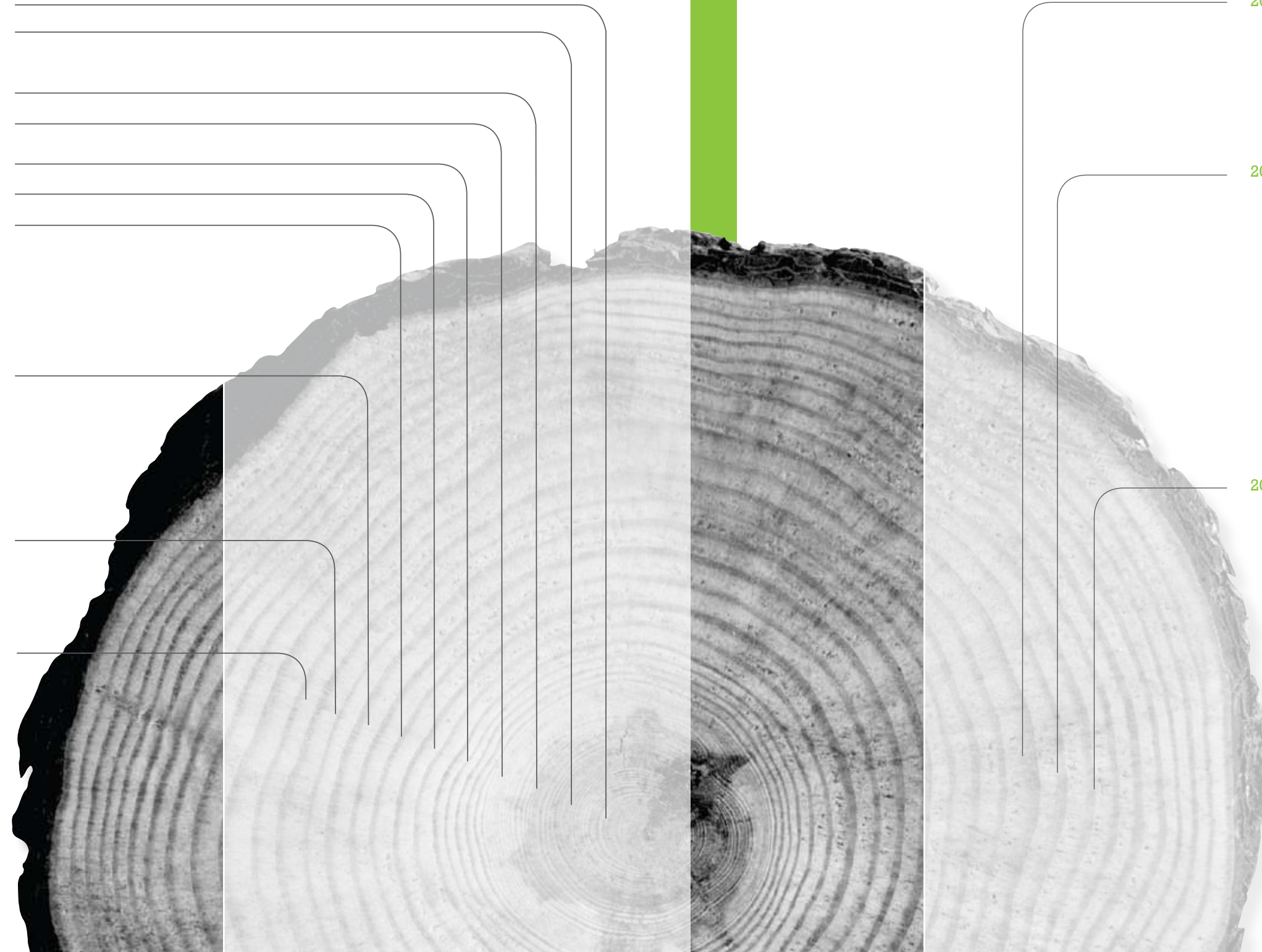
The Nam Thien Loc Construction Company joins the AppleTree Group

Exotissimo opens Berlin and Melbourne sales offices

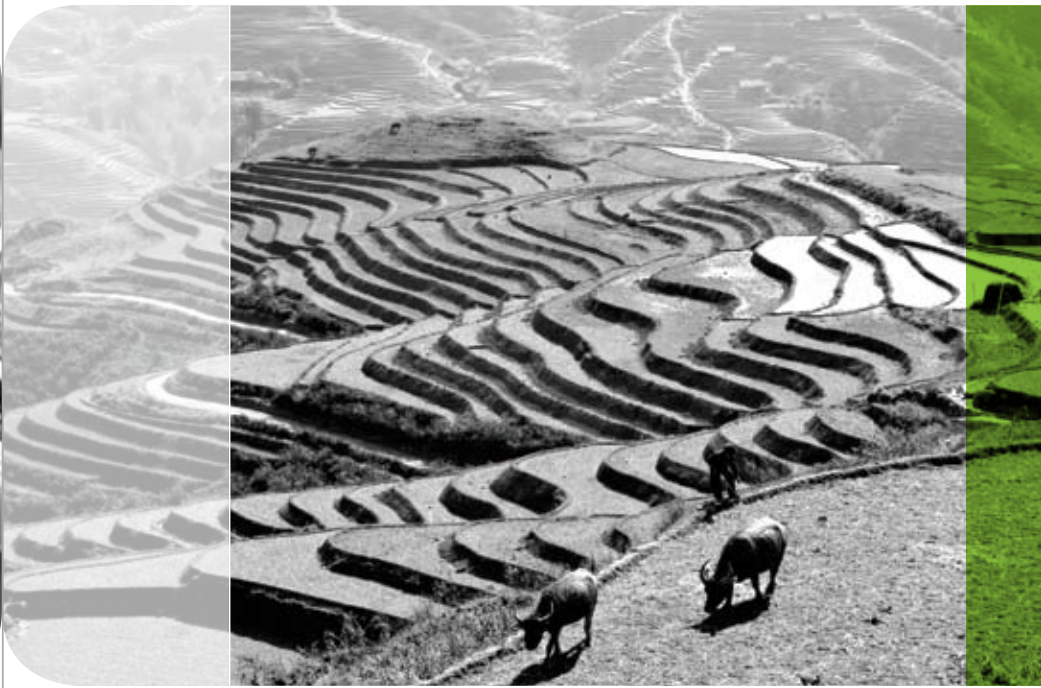
IMO signs EIE joint venture for Haiphong development

IMO is granted development rights on Lam Son Square "golden land"

Yves Rocher store opens in Hanoi



Business sector: Tourism Year founded: 1993 Number of employees: 500
Countries of operation: Vietnam, Laos, Cambodia, Thailand, Myanmar plus sales offices in France, Spain, Germany, US and Australia



Exotissimo Travel

Started in Vietnam in 1993, Exotissimo Travel has achieved international recognition as a highly successful destination management company, with inbound and outbound services. Since its creation, it has developed an extensive network throughout South-East Asia and has opened offices in Myanmar, Cambodia, Laos and Thailand.

Exotissimo Travel has dedicated sales offices in France, Spain, Germany, Australia and USA, as well as representatives in the UK. Exotissimo Travel offers inbound travel services, MICE and adventure travel.



simo travel

From its pioneering days in newly-opened Vietnam to its current status as a leading provider of quality destination management services in South-East Asia, Exotissimo has worked hard to improve its core competencies and deliver genuine value to its partners.

Some of the qualities that set Exotissimo above the rest include: confidence, innovation and flexibility, responsiveness, professionalism, having the best people on the ground, specialist teams for specialist travel, and being a truly international company.

exotiss

Business sector: Tourism Year founded: 2003
Number of employees: 200 Country of operation: Vietnam



Business sector: Tourism Year founded: 1994
Number of employees: 150 Country of operation: Vietnam



La Résidence Hôtel & Spa

La Résidence Hôtel & Spa by Accor is an elegant art décor hotel, formerly the French governor's residence in the 1920's. Nestled on the banks of the Perfume River, the 122-room hotel features Le Parfum, a 178-seat fine dining restaurant, a lobby bar, meeting rooms, a tennis court, a luxury spa and a 30-metre outdoor swimming pool at river height giving the illusion of merging into the Perfume River.

Its incredible location overlooking the Citadel and the Perfume River gives the hotel its uniqueness embracing total serene tranquility.



The Press Club

The Hanoi Press Club is an impressive six-storey property with interiors reminiscent of Hanoi in the prospering 1920's. The bold Indochine modern design and stunning central location facing to the Hanoi Opera House and the Metropole Hotel are the draw cards for this unique place.

Consisting of two food & beverage outlets, The Deli downstairs and The Restaurant upstairs, The Deli exudes coziness and warmth, yet is casual enough for everyday dining whilst The Restaurant is more of a fine dining experience. It also offers MICE facilities with various elegant function rooms giving the flexibility to configure the space to suit all banqueting needs.



Business sector: Tourism Year founded: 2003
Number of employees: 90 Country of operation: Vietnam



Emeraude Classic Cruises

On the calm waters of Halong Bay, Apple Tree has launched a magnificent ship named Emeraude, modelled in the tradition of the grand old single-wheeled paddle steamers of the colonial era. The original Emeraude was one of the flotillas owned by the Roque family who left Bordeaux in 1858 in search of fame and fortune. The fleet cruised along Indochina's waterways and Halong Bay until 1937. One of the great natural wonders of the world and a UNESCO World Heritage Site, Halong Bay is only fully appreciated while meandering among the islands and inlets.

Designed with 38 luxurious cabins, two of which are suites, the 55-metre vessel is equipped with world-class standards of comfort and safety to make this one-night cruise a unique experience.



Business sector: Tourism
Year founded: 2005 Number of employees: 20
Country of operation: Laos



Kamu Lodge

Kamu Lodge is an authentic eco-lodge on the banks of the Mekong just three hours upstream from Luang Prabang. This unique eco-friendly concept in Laos offers 20 comfortable tents with electricity and private bathrooms.

The experience offers many activities, including rice planting and harvesting, learning the Lao method of fishing and other traditional activities.



Business sector: Tourism Year founded: 2008
Number of employees: 50 Country of operation: Laos



Villa Maly

Located in the heart of the UNESCO Heritage city of Luang Prabang in Laos, Villa Maly is conveniently situated within walking distance of the main historical attractions and places of interest. An "art deco" style residence of charm with an original blend of French colonial furnishings creates an ambiance of staying in a luxury private villa.

The central building was formerly a private residence of nobility, with its original splendour derived from the 1920's, evocative of the past French influence. There are five low rise buildings housing 33 rooms and suites, all with views overlooking the garden and splendid swimming pool.



Business sector: Import & Distribution Year founded: 2004
Number of employees: 150 Countries of operation: Vietnam, Cambodia & Laos



Annam Fine Foods

Annam Fine Food is a wholesale exclusive importer and distributor of high-end food and wine labels in Vietnam. Among other brands, Annam Fine Food provides Barilla, Tabasco, Pepperidge Farm cookies, Kettle Chips, McCormick, Saupiquet and Teisseire.

For beverages, Annam is the exclusive distributor of Georges Duboeuf, Baron Philippe de Rothschild, Chapoutier, Antinori, Joseph Drouhin, Perrier, Teisseire, Roederer, Tree Top, Duvel, Leffe and Yalumba.

Business sector: Import & Distribution
Year founded: 2004 Number of employees: 10
Countries of operation: Vietnam & Cambodia



Annam Prestige

Annam Prestige is the exclusive importer and distributor in Vietnam of famous perfumes and cosmetics brands. The well-known Davidoff, Jennifer Lopez, Lancaster, Joop, Marc Jacobs, Chopard, Kenneth Cole, Adidas, Jovan, Aspen, Celine Dion, Miss Sixty and Beckham are among the selected names. Annam Prestige invests in brand building through carefully selected advertising and promotion efforts.



Annam Prestige

Business sector: Import & Distribution Year founded: 2004
Number of employees: 24 Country of operation: Vietnam & Cambodia



Annam Hospitality Equipment

The Hospitality Equipment division imports and distributes professional kitchen and bar equipment from Roller Grill, Santos, Shott Zweisel Glassware, Transtherm and Vintec refrigeration.

Leveraging the strength of its nationwide distribution network, it provides hotels, restaurants and cafés with modern and reliable equipment, helping them to supply quality hospitality products and services in the fast growing Vietnamese market.



Hospitality Equipment



annam



Annam Fine Food

Business sector: Import & Distribution Year founded: 2002

Number of employees: 76 Country of operation: Vietnam



Annam Gourmet Shop

Annam Gourmet shops: Stylish and exclusive, these retail stores offer connoisseurs the finest Asian and Western delicacies, located both in Ho Chi Minh City and Hanoi. The Company is constantly looking for new business partners around the world, sourcing high quality products to introduce to the Asian market.

Business sector: Import & Distribution Year founded: 2003

Number of employees: 40 Country of operation: Vietnam



The Warehouse

The Warehouse is the pre-eminent wine merchant in Vietnam, offering a comprehensive portfolio of the world's most renowned wine brands. Wines are sourced from both the old and new worlds and represent the very best productions from the greatest regions. They are shipped and stored with care to ensure they are presented in ideal condition for immediate consumption or for further cellaring. A comprehensive catalog of best sellers and special offers is issued several times a year.

The Warehouse also offers a first-class range of spirits, wine accessories, glassware, refrigeration and the latest wine related books and magazines.

Yves Rocher

Yves Rocher is the world leader in botanical beauty care, with over 30 million clients and 1,600 beauty centers worldwide, built up over the last 50 years. Located across five continents, Vietnam is the fifth country representing the brand in Asia. Products are made from natural and active ingredients, which offer every woman a solution at an affordable price.

Our professionals receive ongoing training which allows them to provide up-to-date expert advice on which treatments are best suited to each individual customer.



Fauchon

Founded in 1886 by Auguste Fauchon, Fauchon is one of the world's leading gourmet food and speciality companies. It provides high quality products and service through its 450 retail outlets in 31 countries. Its main markets are France, Japan, Korea and the United States.

Fauchon offers more than 400 kinds of imported gourmet delights to customers. These include chocolates, foie gras, fine wines, champagne, candies, gourmet baskets, and other specialities. Fauchon products are displayed in their own luxury environment, a theatre for taste, pleasure and exception, where products are the stars.



Business sector: Import & distribution Year founded: 2008

Number of employees: 60 Country of operation: Vietnam



AppleTree Logistics

Appletree's logistics division is a dedicated distribution operation serving our businesses across Asia. It services inbound logistics in Vietnam for the distribution companies within the group (The Warehouse, Annam Fine Foods and wholesale, Annam Prestige and Annam Hospitality and Equipment).

This service runs from purchasing with suppliers right through to fulfilling local customer orders. Goods handled include dried goods, wines and spirits, frozen foods and perishables.

Its logistics division handles international sourcing, freight and transport, stock and warehousing and supply chain management from the port to the point of sale - a fully integrated system which allows EDI (Electronic Data Interchange) between companies, business synergies and economies of scale.



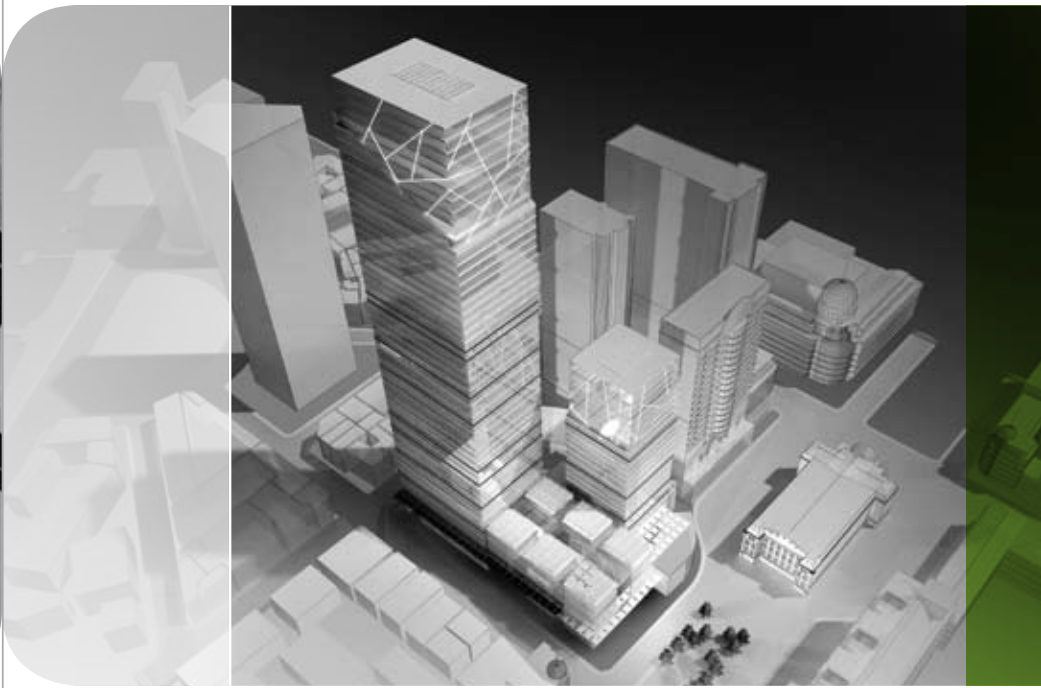
ee logistics

Appletree Logistics has a purpose-built, 9,000 square-metre distribution centre in a prime location in Ho Chi Minh City, and a second distribution centre in Danang. A third location in Hanoi is planned for late 2008. Local distribution is expedited partly with its own fleet of vehicles, partly with subcontractors and local rail, river and sea solutions.

As its distribution network and processes mature, it will offer logistics services to customers beyond the Appletree group, leveraging its unique expertise in local markets.

appletree

Business sector: Property Year founded: 2005
Number of employees: 30 Countries of operation: Vietnam, Cambodia & Laos



IMO Property Group

A real estate development service company based in Hanoi, Ho Chi Minh City, Phnom Penh and Vientiane. It provides services to local and international investors interested in the formidable opportunities offered by the fast growing South-East Asian markets. IMO provides the full range of real estate development services from land negotiations to a finished product, including initial feasibility studies and programming, bidding and contracting support, construction monitoring, as well as marketing and sales.



property group

IMO is committed to remaining at the forefront of property development in Vietnam and the region, both in terms of architectural style and turnkey business practices.

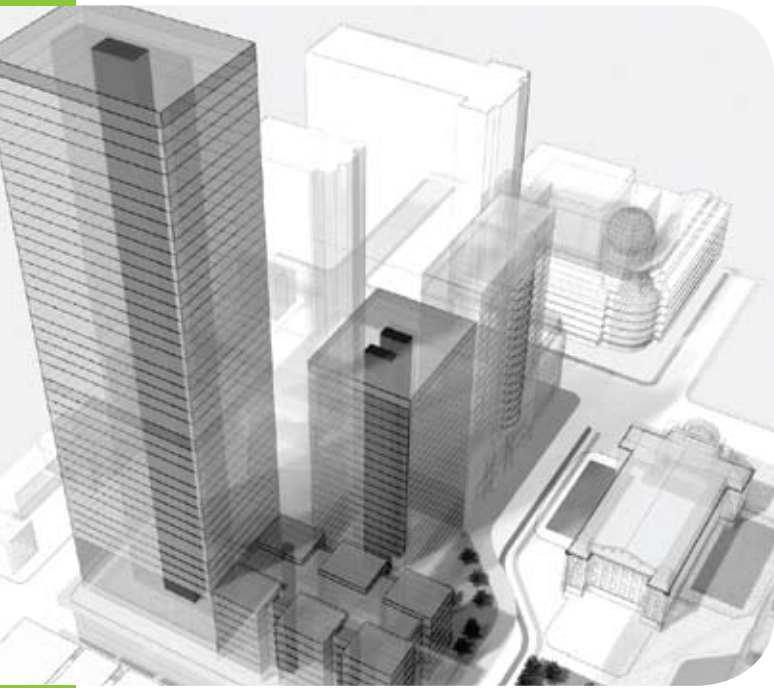
The most significant obstacle to development in today's market is access to land. This is where IMO's expertise comes into play. Its team of seasoned professionals has all the requisite tools to unlock the value of real estate in the countries where it operates. Quality, cost-effective measures, modern design, profitable practices and efficiency are the quintessential hallmarks that differentiate IMO from its competitors.

imo pro

Business sector: Property

Year founded: 2002 Number of employees: 350

Countries of operation: Vietnam, Cambodia, Thailand, India, Dubai & France



Archetype Group

Archetype Group is a multi-disciplinary construction consultancy headquartered in Ho Chi Minh City, with offices in Hanoi, Hue and Hai Phong. After growing as the leading architecture, engineering and project management consulting firm in Vietnam, Archetype Group has expanded in France as well as in Asia and the Middle East, with offices in Cambodia, India, Thailand and Dubai.

Managed by European professionals, Archetype Group currently counts over 350 internationally and locally qualified architects, engineers and project managers. Core services portfolio includes: architectural design; structural and mechanical and electrical designs; urban and master planning; environment expertise; and project and construction management services.



ype group

The name Archetype Group embodies its expansion and diversity and acknowledges its rapidly emerging status as a key player in Asia. Archetype has secured an enviable Asia-wide reputation delivering superior projects from conception to design, construction and completion.

Projects include: design and management of high and medium rise commercial, office and apartment buildings, hotels and resorts, airport, healthcare, education, infrastructure, environment, water treatment, energy and industrial facilities.

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