

# HAKKASAN GROUP EXPANDS INTO SOUTHEAST ASIA

## EXPANSION TO DELIVER THREE NEW LOCATIONS IN JAKARTA IN 2016

LONDON (23 November 2015) – Hakkasan Group, the global hospitality company, today announced its plans to expand into South East Asia with the opening of three venues in 2016, creating over 300 new jobs in Indonesia. The expansion is being delivered in partnership with PT Kharisma Jawara Abadi (KJA), a subsidiary of leading hospitality company PT Bukit Uluwatu Villa Tbk (BUVA), and Alila Hotels & Resorts, part of Commune Hotels and Resorts Regional Office Asia.

Hakkasan Group's expansion into Indonesia, its first venture in South East Asia, will involve three of the Group's brands, **Hakkasan**, **Sake no Hana** and **Omnia**, all planned to open in the second half of 2016. Jakarta will see restaurants Hakkasan and Sake no Hana open along with an Omnia club in Alila Hotels and Resorts' newest development, Alila SCBD Hotel. This development is jointly established with PT. Danayasa Arthatama Tbk, the developer of a 45 hectare integrated mixed-use development in the prime area of Jakarta known as Sudirman Central Business District (SCBD). The new restaurants and nightclub will be managed by Hakkasan Group and owned by investors KJA.

This news follows recent openings in Shanghai, Mykonos, Los Angeles and London, which have expanded Hakkasan Group's global footprint. The Group, which employs more than 5,000 people globally, has seen revenues rise by almost 600% since 2012<sup>1</sup>. Also today, it announced that it is taking its Yauatcha brand to the US, with two new restaurants in Houston and Honolulu.

Founded in the UK, Hakkasan Group is headquartered in both London and Las Vegas with over 50 establishments across the US, Europe, Middle East, and Asia. Its stable of brands also includes restaurants Hakkasan, HKK and Sake no Hana and nightclub / day club brand Omnia; which is part of the Group's diversification into a full-suite hospitality company offering both day and nightlife premium services to guests.

**President of Hakkasan Group, Nick McCabe**, said: "As Hakkasan Group's first venture into South East Asia, these developments mark a milestone for the Group and speak to our wider business strategy of moving into high growth markets.

There is significant potential for Hakkasan Group across the entire Pacific Rim and as a result, we are planning aggressive expansion within the region, which will be achieved via our existing portfolio of brands, as well as further diversification through strategic acquisitions and new brand launches.

As the first step in South East Asia, Jakarta presents a fantastic opportunity due to its increasing importance as a luxury destination and the large amount of Indonesian tourism to Las Vegas, which has led to locals being familiar with some of the Hakkasan Group brands.

We are excited to partner with KJA and Alila Hotels and Resorts who are the right fit for us, embodying our vision of delivering industry-defining experiences".

**Andrew Tjahyadikarta, Director of KJA**, said: "It has always been our group's intention to synergize our hospitality developments with the world's best lifestyle brands such as Hakkasan.

Together with Hakkasan Group and Alila Hotels and Resorts, we plan to continuously bring the most exciting day and night-life experiences to our future developments".

**Frederic Simon, CEO of Alila Hotels and Resorts**, said: "We are excited to partner with the Hakkasan Group and BUVA Group in bringing these acclaimed brands to Asia. We see great synergy with what brand Alila stands for and a fantastic opportunity to bring great added value to Alila SCBD Jakarta".

**Santoso Gunara, President Director of PT Danayasa Arthatama Tbk**, said: "We believe that this is the right addition for SCBD, allowing us to offer another world class destination to our stakeholders. We look forward to working with KJA, Alila and Hakkasan Group to bring our guests the latest lifestyle and entertainment trends".

Interior work for Omnia Nightclub will be handled by Rockwell Group, New York while Sake no Hana interiors by Studio Q, Bangkok and Hakkasan will be designed by GBRH out of Paris.

**- ENDS -**

<sup>1</sup> Fiscal year-end report, May 2012.

#### **About Hakkasan Group**

Hakkasan Group is a worldwide hospitality company with establishments located across the United States, Europe, Middle East, and Asia. Its name is taken from its Michelin star restaurant that set the high-level standard for the group's collection of diverse brands. Its 'brand first' philosophy builds restaurant, nightlife, and daylife into world-class lifestyle brands, all with a focus on service, design, innovation, and experience. For more information, visit [hakkasangroup.com](http://hakkasangroup.com).

#### **About PT Danayasa Arthatama Tbk**

PT Danayasa Arthatama Tbk is a real estate company established in 1987 in Jakarta – Indonesia, who owns and develops the Sudirman Central Business District (SCBD), an integrated mixed-use development located in the prime of Jakarta's CBD. With its mission of "To establish SCBD as the best world-class business district in Indonesia", PT Danayasa Arthatama Tbk strives to be a first class real estate company by international standards.

#### **About PT Bukit Uluwatu Villa Tbk (BUVA)**

Founded in December 2000, PT Bukit Uluwatu Villa Tbk (BUVA), a public company, is the holding of a group of companies in the field of hospitality and real estate that includes ownership and management of hotels, villas and F&B operations. Currently, BUVA's portfolio comprises of 2 hotels, Alila Villa Uluwatu and Alila Ubud, Liberte French Restaurant Jakarta, and is currently developing Alila SCBD Hotel, Alila Villas Bintan, and The Cliff, hotel extension, Uluwatu Bali. BUVA is focusing on products with unique design and services, which combines comfort, unique ethnic culture and ecofriendliness. For more information, please visit [www.buvagroup.com](http://www.buvagroup.com)

#### **About COMMUNE**

Commune Hotels & Resorts is an international, multi-brand lifestyle hotel management company which manages and operates Alila Hotels and Resorts, an exclusive luxury brand; Thompson Hotels, a sophisticated lifestyle brand; Joie de Vivre Hotels, a collection of independently branded boutique hotels; and tommie, a new micro-lifestyle hotel brand. The COMMUNE office in Singapore oversees the Asia Pacific development and hotel management for all four brands, with upcoming developments in Indonesia, Cambodia, China, Sri Lanka, India and Malaysia. For more information, please visit the following:

[communehotels.com](http://communehotels.com)

[alilahotels.com](http://alilahotels.com)

[jdvhotels.com](http://jdvhotels.com)  
[thompsonhotels.com](http://thompsonhotels.com)  
[tommiehotels.com](http://tommiehotels.com)

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