

PRESENTING

ELLE

RESORT & BEACH CLUB
BALI



Return on *Investment*

BROUGHT TO YOU BY
GEONET DEVELOPMENTS INTERNATIONAL

OPERATIONAL SUMMARY

ELLE *Resort & Beach Club*

We forecast to deliver a solid first year of operations, driven by premium room rates, a balanced revenue mix, and efficient cost control.

With 170 suites and 80% occupancy in Year 1, the resort generates over IDR 1.29T in total revenue, achieving a strong GOP margin and net profit of IDR 179B after tax and investor distributions.

HOTEL KEYS	170 keys
OCCUPANCY	80% Year 1
AVERAGE DAILY RATE (ADR)	IDR 13.3M
REVPAR	IDR 10.6M
AVERAGE LENGTH OF STAY	3.0 nights
TOTAL GUESTS	124,440 guests
HOTEL STAFF	346 staff
STAFF-TO-KEY RATIO	2.03
TOTAL REVENUE	IDR 1.29T
ROOMS REVENUE	IDR 179B
F&B REVENUE (INCL. BEACHCLUB)	IDR 488B
SPA REVENUE	IDR 80B
OTHER DEPT. REVENUE	IDR 60.5B



ELLE enters a high-demand market with unmatched beachfront positioning in
Seminyak — a location with only 223 rooms in the pipeline and
no comparable new supply.

ELLE’s timing, brand strength, and scale position it to lead the next wave of
luxury hospitality on the island.

Market Context (Horwath HIL 2024)	ELLE Forecasted ADRs (Opening 2028/2029)
Low Season ADR: IDR9.3M	Standard Room: IDR 9.6M
High Season ADR: IDR14.5M	Regular Suite: IDR16.1M Loft: IDR 18.8M
Average 2024 ADR: ~IDR 13.1M	1BD Suite: IDR 18.8M Penthouse: IDR 33.4M
Seminyak Occupancy: 77%	Average ADR: IDR 13.3M
Bali RevPAR Growth: +14% YoY	2–4 pax suite design increases yield per room
International Arrivals: 6.33M (record high)	Forecasted launch occupancy: 80%

Global data from Knight Frank and Savills show *15–30% price premiums* in ADR and residential sale prices for branded hospitality offerings.

ELLE’s fashion-led brand equity can command rates similar to lifestyle brands like W. Andaz. and Mondrian – often outperforming classic luxury brands in ADR per sqm.

Benchmarking ELLE's ADR Position in Bali's Luxury Landscape

Brand / Property	Location	Brand Affiliation	Brand Power	ADR (2)	Size M2	ADR Premium	Key Attributes
ELLE Resort & Beach Club	Seminyak	ELLE (Fashion Media)	9	IDR 13M	69 - 95	15–30%	Fashion-led identity, beachfront, beach club, wellness, rooftop dining, spa, curated lifestyle, limited supply
Bulgari Resort Bali	Uluwatu	Bulgari Hotels & Resorts	10	IDR 28M	300 (P)	25–35%	Italian luxury, cliffside villas, spa, fine dining, exclusivity, designer heritage
Four Seasons Sayan	Ubud	Four Seasons	10	IDR 29M	170	20–30%	Jungle setting, wellness retreats, riverfront villas, cultural immersion
Four Seasons Jimbaran	Jimbaran	Four Seasons	10	IDR 18.5M	250 (P)	20–30%	Oceanfront villas, sunset dining, spa, family-friendly
Mandapa, Ritz-Carlton Reserve	Ubud	Ritz-Carlton Reserve	10	IDR 30M	100	25–35%	Private villas, rainforest retreat, butler service, elite branding
Amankila	East Bali	Aman Resorts	10	IDR 25M	94	30–40%	Cliff-edge suites, secluded, heritage charm, iconic tiered pools
Amandari	Ubud	Aman Resorts	10	IDR 18M	250	30–40%	Cultural retreat, Balinese design, river and rice terrace views
Capella Ubud	Ubud	Capella Hotels	9	IDR 28.6M	173	30–40%	Ultra-luxury tents, rainforest, wellness, experiential luxury
St. Regis Bali	Nusa Dua	Marriott – St. Regis	9	IDR 9.9M	92	20–30%	Beachfront, 24-hour butler, award-winning dining, wedding destination
Regent Bali Canggu	Canggu	Regent Hotels & Resorts (IHG)	9	IDR 13.8M	76	20-30%	Beachfront luxury, expansive suites/villas, multiple dining and pools , family-friendly.
COMO Shambhala Estate	Ubud	COMO	8	IDR 17.6M	45	15–25%	Wellness, holistic healing, nature immersion, medical-grade programs
Alila Villas Uluwatu	Uluwatu	Hyatt – Alila	8	IDR 15.4M	295 (P)	15–25%	Eco-luxury, cliffside villas, weddings, architecture awards
W Bali – Seminyak	Seminyak	Marriott – W Hotels	8	IDR 8.2M	64	10–20%	Trendy, nightlife, beachfront, youth appeal, strong F&B
Viceroy Bali	Ubud	Viceroy	8	IDR 18M	145 (P)	15–25%	Boutique, valley views, helicopter access, culinary reputation
Belmond Jimbaran Puri	Jimbaran	Belmond (LVMH)	7	IDR 7.3M	100	15–20%	Heritage resort, beachfront villas, romantic, understated elegance
InterContinental Bali	Jimbaran	IHG – InterContinental	6	IDR 6.7M	79	10–15%	Large resort, beachfront, family and event focus, established brand
The Legian Bali	Seminyak	Independent	7	IDR 12.2M	99	15–20%	Beachfront, boutique luxury, elegant simplicity, premium service
Alila Seminyak	Seminyak	Hyatt – Alila	7	IDR 9.7M	78	10–15%	Sleek design, beachfront, good dining, less distinct branding
Katamama Suites at Potato Head	Seminyak	Potato Head / Independent	8	IDR 8.8M	82	15–25%	Sustainable design, nightlife and arts hub, strong local identity
Hotel Indigo Bali Seminyak Beach	Seminyak	IHG – Indigo	6	IDR 6.2M	69	10–15%	Lifestyle hotel, artistic design, strong mid-premium positioning
The Oberoi Beach Resort Bali	Seminyak	Oberoi	7	IDR 11.3M	200	15–20%	Classic luxury, beachfront, quiet elegance, long-established presence
The Seminyak Beach Resort & Spa	Seminyak	Independent	6	IDR 9.7M	75 (J)	10–15%	Good location, decent ADR, lower international brand pull

Fractional *Investment*

STARTING AT IDR 702M PER FRACTION

Property	Room Type	Size (M2)	Retail Price	Fractions	Price per Fraction
Beach Club Hotel – Stage 1	Suites A-B (x28)	63-69	IDR 23.7B	20	IDR 1.2B
	Suites C-D (x5)	61-70	IDR 18.9B	20	IDR 9.45M
	One Bedroom Suite (x1)	107	IDR 27B	20	IDR 1.3B
	Two Bedroom Suites (x3)	109	IDR 34.5B	20	IDR 1.7B
	2BR Penthouse w/ Pool (x2)	198	IDR 48.6B	20	IDR 2.4B
Resort Hotel – Stage 2	Standard Rooms (x101)	50	IDR 14B	20	IDR 702M
	Premium Rooms (x6)	67	IDR 23.7B	20	IDR 1.2B
	Pool Access Loft Suites (x6)	70	IDR 27B	20	IDR 1.3B
	Standard Loft Suites (x7)	70	IDR 27B	20	IDR 1.3B
	One Bedroom Suites (x7)	97	IDR 27B	20	IDR 1.3B
	2BR Penthouse w/ Pool (x4)	159	IDR 48.6B	20	IDR 2.4B

UNPARALLELED INVESTOR

Revenue *Mix Sharing*

ROOM/SUITES
TOTAL REVENUE

IDR 663.1B



45%

Room investors receive 45% of net room revenue —
after OTA commissions, taxes, and a 5% sinking fund.

Distributed pro rata based on fractional ownership

UNPARALLELED INVESTOR

Revenue *Mix Sharing*

ROOM / SUITES
TOTAL REVENUE

IDR 663.1B +

F&B / BEACH CLUB
TOTAL REVENUE

IDR 488.1B

WELLNESS / OTHER
TOTAL REVENUE

IDR 151.1B



45%

Room investors receive 45% of net room revenue — after OTA commissions, taxes, and a 5% sinking fund.

Distributed pro rata based on fractional ownership



30%

Room investors share in 30% of Resort & Beach Club Net Profit after Tax (NPAT).

Distributed pro rata based on fractional ownership

AVERAGE INVESTOR RETURNS – 10 YEARS

Fractional *Investor*

ROOM/SUITES
TOTAL REVENUE

IDR 131.4M



11.71%

+

F&B / BEACH CLUB
AVG TOTAL REVENUE

IDR 46.5M



4.15% ROI

TOTAL AVERAGE RETURN ON INVESTMENT 10 YEARS

15.84% p.a.

Fractional Investment *Illustration*

IDR 1.4B – 10% OWNERSHIP IN A STANDARD SUITE VALUED AT IDR 14B

Brand	Development Phase			Operational Phase										Average ROI
	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	
Guaranteed Capital	IDR 112.3M	IDR 112.3M	IDR 56.1M											
Repayment														
ROI %	4.00%	8.00%	8.00%											
Occupancy	-	-	-	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	
Luxury Suite	-	-	-	IDR 95M	IDR 102.6M	IDR 111M	IDR 119.8M	IDR 127M	IDR 134.5M	IDR 142.6M	IDR 151.2M	IDR 160.3M	IDR 170M	IDR 131.4M
Revenue	-	-	-											
ROI %				8.47%	9.14%	9.87%	10.66%	11.30%	11.98%	12.70%	13.46%	14.27%	15.13%	11.70%
Resort & Beach Club	-	-	-	IDR 33.6M	IDR 38.5M	IDR 39.7M	IDR 42.5M	IDR 45M	IDR 47.5M	IDR 50.3M	IDR 53.2M	IDR 56.3M	IDR 59M	IDR 46.6M
Revenue														
ROI %	-	-	-	2.99%	3.43%	3.54%	3.78%	4.01%	4.23%	4.47%	4.73%	5.01%	5.25%	4.15%
Total Return	IDR 112.3M	IDR 112.3M	IDR 56.1M	IDR 128.7M	IDR 141.3M	IDR 150.7M	IDR 162.3M	IDR 172M	IDR 182.1M	IDR 193M	IDR 204.3M	IDR 216.5M	IDR 228.8M	
ROI%	8.00%	8.00%	4.00%	11.46%	12.58%	13.41%	14.45%	15.31%	16.21%	17.18%	18.20%	19.28%	20.38%	15.84%

















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