

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 AUD\$119M in total revenue, achieving a strong GOP margin and net profit of AUD \$16.6M after tax and investor distributions.

HOTEL KEYS	170 keys
OCCUPANCY	80% Year 1
AVERAGE DAILY RATE (ADR)	USD \$740
REVPAR	USD \$593
AVERAGE LENGTH OF STAY	3.0 nights
TOTAL GUESTS	124,440 guests
HOTEL STAFF	346 staff
STAFF-TO-KEY RATIO	2.03
TOTAL REVENUE	USD \$71.7M
ROOMS REVENUE	USD \$36.8M
F&B REVENUE (INCL. BEACHCLUB)	USD \$27.1M
SPA REVENUE	USD \$4.4M
OTHER DEPT. REVENUE	USD \$3.3M



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.

<i>Market Context (Horwath HIL 2024)</i>	<i>ELLE Forecasted ADRs (Opening 2028/2029)</i>
Low Season ADR: IDR9.3M / USD\$593	Standard Room: USD\$587
High Season ADR: IDR14.5M / USD\$894	Regular Suite: USD\$980 Loft: USD\$1,145
Average 2024 ADR: ~USD \$726	1BD Suite: USD\$1,145 Penthouse: USD\$2,025
Seminyak Occupancy: 77%	Average ADR: USD\$805 (~AUD \$1,234)
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	USD \$738	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	USD \$1,554	300 (P)	25–35%	Italian luxury, cliffside villas, spa, fine dining, exclusivity, designer heritage
Four Seasons Sayan	Ubud	Four Seasons	10	USD \$1,616	170	20–30%	Jungle setting, wellness retreats, riverfront villas, cultural immersion
Four Seasons Jimbaran	Jimbaran	Four Seasons	10	USD \$1,029	250 (P)	20–30%	Oceanfront villas, sunset dining, spa, family-friendly
Mandapa, Ritz-Carlton Reserve	Ubud	Ritz-Carlton Reserve	10	USD \$1,670	100	25–35%	Private villas, rainforest retreat, butler service, elite branding
Amankila	East Bali	Aman Resorts	10	USD \$1,398	94	30–40%	Cliff-edge suites, secluded, heritage charm, iconic tiered pools
Amandari	Ubud	Aman Resorts	10	USD \$1,006	250	30–40%	Cultural retreat, Balinese design, river and rice terrace views
Capella Ubud	Ubud	Capella Hotels	9	USD \$1,591	173	30–40%	Ultra-luxury tents, rainforest, wellness, experiential luxury
St. Regis Bali	Nusa Dua	Marriott – St. Regis	9	USD \$550	92	20–30%	Beachfront, 24-hour butler, award-winning dining, wedding destination
Regent Bali Canggu	Canggu	Regent Hotels & Resorts (IHG)	9	USD \$770	76	20-30%	Beachfront luxury, expansive suites/villas, multiple dining and pools , family-friendly.
COMO Shambhala Estate	Ubud	COMO	8	USD \$978	45	15–25%	Wellness, holistic healing, nature immersion, medical-grade programs
Alila Villas Uluwatu	Uluwatu	Hyatt – Alila	8	USD \$854	295 (P)	15–25%	Eco-luxury, cliffside villas, weddings, architecture awards
W Bali – Seminyak	Seminyak	Marriott – W Hotels	8	USD \$458	64	10–20%	Trendy, nightlife, beachfront, youth appeal, strong F&B
Viceroy Bali	Ubud	Viceroy	8	USD \$1,001	145 (P)	15–25%	Boutique, valley views, helicopter access, culinary reputation
Belmond Jimbaran Puri	Jimbaran	Belmond (LVMH)	7	USD \$409	100	15–20%	Heritage resort, beachfront villas, romantic, understated elegance
InterContinental Bali	Jimbaran	IHG – InterContinental	6	USD \$376	79	10–15%	Large resort, beachfront, family and event focus, established brand
The Legian Bali	Seminyak	Independent	7	USD \$678	99	15–20%	Beachfront, boutique luxury, elegant simplicity, premium service
Alila Seminyak	Seminyak	Hyatt – Alila	7	USD \$542	78	10–15%	Sleek design, beachfront, good dining, less distinct branding
Katamama Suites at Potato Head	Seminyak	Potato Head / Independent	8	USD \$492	82	15–25%	Sustainable design, nightlife and arts hub, strong local identity
Hotel Indigo Bali Seminyak Beach	Seminyak	IHG – Indigo	6	USD \$347	69	10–15%	Lifestyle hotel, artistic design, strong mid-premium positioning
The Oberoi Beach Resort Bali	Seminyak	Oberoi	7	USD \$628	200	15–20%	Classic luxury, beachfront, quiet elegance, long-established presence
The Seminyak Beach Resort & Spa	Seminyak	Independent	6	USD \$542	75 (J)	10–15%	Good location, decent ADR, lower international brand pull

All transactions are in Indonesian Rupiah (IDR). Foreign currency amounts are for reference only.

Fractional *Investment*

STARTING AT USD \$39,000 PER FRACTION

Property	Room Type	Size (M2)	Retail Price	Fractions	Price per Fraction
Beach Club Hotel – Stage 1	Suites A-B (x28)	63-69	USD \$1,320,000	20	USD \$66,000
	Suites C-D (x5)	61-70	USD \$1,050,000	20	USD \$52,500
	One Bedroom Suite (x1)	107	USD \$1,500,000	20	USD \$75,000
	Two Bedroom Suites (x3)	109	USD \$1,920,000	20	USD \$96,000
	2BR Penthouse w/ Pool (x2)	198	USD \$2,700,000	20	USD \$135,000
Resort Hotel – Stage 2	Standard Rooms (x101)	50	USD \$780,000	20	USD \$39,000
	Premium Rooms (x6)	67	USD \$1,320,000	20	USD \$66,000
	Pool Access Loft Suites (x6)	70	USD \$1,500,000	20	USD \$75,000
	Standard Loft Suites (x7)	70	USD \$1,500,000	20	USD \$75,000
	One Bedroom Suites (x7)	97	USD \$1,500,000	20	USD \$75,000
	2BR Penthouse w/ Pool (x4)	159	USD \$2,700,000	20	USD \$135,000

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UNPARALLELED INVESTOR

Revenue Mix *Sharing*

ROOM/SUITES
TOTAL REVENUE

USD \$36.8M



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

USD \$36.8M +

F&B / BEACH CLUB
TOTAL REVENUE

USD \$27.2M

WELLNESS / OTHER
TOTAL REVENUE

USD \$8.4M



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

USD \$7,300 p.a. +

F&B / BEACH CLUB
AVG TOTAL REVENUE

USD \$2,590 p.a.

WELLNESS / OTHER
AVG TOTAL REVENUE



11.71%



4.15% ROI

TOTAL AVERAGE RETURN ON INVESTMENT 10 YEARS

15.84% p.a.

Fractional Investment *Illustration*

USD \$78,000 – 10% OWNERSHIP IN A STANDARD SUITE VALUED AT USD \$780,000

Brand	Development Phase			Operational Phase										Average ROI
	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	
Guaranteed Capital	USD \$6,200	USD \$6,200	USD \$3,100											
Repayment														
ROI %	4.00%	8.00%	8.00%											
Occupancy	-	-	-	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	
Luxury Suite	-	-	-	USD \$5,300	USD\$ 5,700	USD \$6,100	USD \$6,600	USD\$ 7,000	USD \$7,500	USD \$7,900	USD \$8,400	USD \$8,900	USD \$9,500	USD\$ 7,300
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	-	-	-	USD \$1,870	USD \$2,150	USD \$2,210	USD\$ 2,400	USD\$ 2,500	USD \$2,700	USD \$2,800	USD \$3,000	USD \$3,200	USD \$3,300	USD\$ 2,600
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	USD \$6,200	USD \$6,200	USD \$3,100	USD \$7,200	USD \$7,900	USD \$8,400	USD\$ 9,000	USD\$ 9,600	USD \$10,100	USD \$10,800	USD \$11,400	USD \$12,000	USD \$12,700	
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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