

TO INSPIRE THE LOYALTY OF TODAY'S SELF-CONFIDENT CUSTOMERS,
FABER UNDERSTANDS THAT THE COMPANY THAT SUCCEEDS IS THE ONE THAT
PROVIDES THE HIGHEST QUALITY OF SERVICES AND PRODUCTS WHICH NOT
ONLY MEET INTERNATIONAL STANDARDS BUT CUSTOMER ASPIRATIONS.

aspirations hotels





SOMERSET MAUGHAM

If you refuse to accept anything but the best, you will often get it.

TODAY'S CUSTOMER IS AN EMPOWERED ONE. HE IS AWASH WITH MONEY AND IS WELL INFORMED. HE IS ALSO SPOILT FOR CHOICE. RECOGNIZING THIS, FABER'S HOTELS DIVISION IS CONTINUALLY SEEKING NEW IDEAS THAT WILL DELIVER WHAT ITS CUSTOMERS DESIRE, EXPLORING STRATEGIC ALLIANCES, AND UPGRADING ITS SERVICES AND STANDARDS.

THE HOTELS DIVISION'S AWARD-WINNING PERFORMANCE WILL FURTHER STRENGTHEN THE HOTELS' POSITION AS WELL AS PROVIDE THEM WITH A HIGHLY COMPETITIVE EDGE IN THE CHALLENGING HOSPITALITY INDUSTRY IN MALAYSIA.

Faber Group Berhad began its illustrious 38-year history as one of the pioneering names in the Malaysian hospitality industry. Over the years, the Company has grown to become one of the leading providers of valued services and products in the hospitality industry. Today, through Faber Hotels Holdings Sdn Bhd ("FHH"), the Group continues to be a key player and a leading name in the hospitality industry, with a total of seven fully operational properties in Malaysia.

Through its strategic alliance with Starwood Hotels & Resorts Worldwide Inc, FHH owns five 5-star international class hotels situated in Langkawi, Penang, Labuan, Subang and Kuala Lumpur. FHH also owns and operates additional two properties in Cameron Highlands and Johor Bahru under its original Merlin name.

FHH managed to achieve the targeted average room occupancy of 59 per cent, and obtained an average rate of RM206.00 for the period under review, which represents almost a RM15.00 increase from its forecast.

Villa Danieli, the Sheraton Imperial Kuala Lumpur's fine dining restaurant situated in an exquisite Italianate setting, remains a firm favourite among the gourmet and corporate dining community. Both the Sheraton Imperial in Kuala Lumpur and the Sheraton Perdana Resort in Langkawi are the clear market leaders in their respective categories of luxury city hotel and luxury resort hotel. As for the other Sheraton hotels, Sheraton Penang Hotel remains very popular with leisure and business travelers, while Sheraton Subang Hotel & Towers is making its presence known with a strong food, beverage and banqueting operation. Finally, at Sheraton Labuan, the hotel continues to cater predominantly to corporate and business travelers, being located adjacent to Malaysia's offshore financial center in East Malaysia. In the year under review, FHH's Merlin property in Johor Bahru remains a popular choice among budget travelers to the south, while its Cameron Highlands property continues to be a major draw as a result of its tranquil setting and cool surroundings.

On 16 June 2001, the Hotels Division won the following Malaysian Tourism Awards – Sheraton Imperial Kuala Lumpur as runner-up for "Malaysia's Leading Luxury Hotel" and Sheraton Hotels & Resorts as runner-up in the "Outstanding Contribution to Tourism Award". The Sheraton Imperial Kuala Lumpur was presented with the "Best Business Hotel in Malaysia Award" at the prestigious Business Asia Magazine and Bloomberg Television "Best Business Hotels in Asia Awards" on 25 September 2001. These awards will further reinforce the hotels' position in the hospitality industry in Malaysia.

FHH is confident that with the Malaysian Government's renewed commitment to the tourism and hospitality industry in the coming year, working in tandem with a more aggressive promotional strategy, the Hotels Division can once again make major contributions to Faber Group Berhad's overall performance.

[Top] The impressive Ballroom of Sheraton Subang Hotel & Towers [Center right] The idyllic Sheraton Perdana Resort Langkawi, a market leader in the luxury resort hotel category [Center left] A magnificent entrance welcomes guests to the prestigious Nusantara Ballroom [Bottom] Sheraton Imperial Kuala Lumpur's Villa Danieli offers fine dining in an elegant Italianate setting

