



## CORPORATE HEADQUARTERS

Oriens Travel & Hotel Management  
2724 Otter Creek Ct.  
Suite 101  
Las Vegas, Nevada  
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## Capital Structure as of 10/17/11

OTC Markets:	OTHM
Market Cap:	\$ 1.5 Million
Recent Price:	\$ 0.02
Shares Authorized:	200mm
Shares Outstanding:	73,263,180
Public Float:	11,781,047
Insiders Holding:	18,290,639
Fiscal Year End:	December 31

## EXECUTIVE MANAGEMENT

Ken Chua  
*President, CEO and Founder*

Martin Chuah  
*Vice President*

Alexander Anderson  
*Corporate Secretary*

Melvin Pereira  
*Operation Manager (Costa Rica)*

William Aul  
*Corporate Counsel*

## TRANSFER AGENT

American Registrar & Transfer Co.  
342 East 900 South  
Salt Lake City, UT. 84111

## INVESTOR RELATIONS

Kelly Black, President  
Premier Media Services, Inc.  
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## Overview

**Oriens Travel & Hotel Management Corp (OTHM)** – the Next Generation International Hotel Brand Operator ([www.OriensCorp.com](http://www.OriensCorp.com)) – manages the international boutique hotel brand, Hotel PURE™ ([www.HotelPURE.com](http://www.HotelPURE.com)).

Mr. Ken Chua, President & CEO, founded Oriens in 2006. The vision: to present an alternative branding and management solution to hotel owners throughout the world.

In offering its proprietary tools, internet and software solutions to drive and increase room reservations, streamline daily operations and stabilize a hotel's P&L within 90 days, Hotel PURE™ has successfully created a global presence for each of its portfolio properties. In some cases, room sales of its portfolio properties have increased by as much as 37% within 90 days of a hotel property joining the Hotel PURE brand; 42% overall. Through the Hotel PURE™ brand, a hotelier is able to receive all of the benefits generally provided by the major flags, such as the Marriot or Sheraton, at a far lesser cost, without sacrificing premium services; ultimately translating into greater net revenues.

## Key Points

- Oriens currently flags, operates and manages 52 hotels around the world under the Hotel PURE™ brand.
- Oriens has increased its Hotel PURE™ portfolio by 20 new hotels year-to-date.
- Oriens expects to increase its portfolio of Hotel PURE™ branded properties to approximately 100 hotels during 2012 and intends to operate upwards of 320 Hotel PURE™ branded properties within the next 5 years.
- Oriens is currently developing a 60 acre World Class "Green Compliance" destination resort in Costa Rica overlooking the Pacific Ocean in collaboration with Montanas del Pacifico ([www.montanaspacifico.com](http://www.montanaspacifico.com)). The property will be branded and managed under the Hotel PURE™ flag.

## Future Prospects

### Technology

- Oriens is currently testing a hotel booking & reservation mobile application for smart phones and other mobile devices.
- Oriens is currently preparing to launch an integrated internet hotel booking/reservation system allowing all hotels world-wide to be searched and booked powered by the Hotel PURE™ internet booking platform.

*Once both technology components are completed, Oriens will display even greater booking and reservation efficiency for its Hotel PURE brands as well as rival and possibly outperform other Internet hotel booking search engine sites such as Expedia and Hotels.com.*

### Real Estate Acquisition

Oriens is currently exploring funding opportunities to acquire at least 4% of the properties within its rapidly growing portfolio by 2016.

The company's business model inherently identifies undervalued properties, affording Oriens the ability to acquire select properties at 50%-70% discounts. The potential future capital gains in this model are estimated at more than 250% – along with healthy net ROI's of between 15% and 36% annually.



### **Revenue Model**

- **Membership Fees** – Initial sign-up fees to hotel properties joining the Hotel PURE brand ranges between \$10,000 and \$50,000 based on hotel size (# of rooms).
- **Monthly Royalties** – Recurring Revenues of members total gross room sales revenue. Monthly royalties are as much as 8%.
- **Corporate Own Property Revenues** – Hotels owned by Oriens are projected to generate more than \$400,000 per hotel property, per year, base on a average investment of \$2 - \$3 million per property.
- **e-Marketing Revenue**

### **Projected Revenue (5-Yr. Pro Forma)**

<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
2,291,950	22,990,000	51,280,000	82,388,000	119,150,000
<i>Conservative</i>				

### **Hotel Pure Brands**

**Hotel PURE SIGNATURE** - Full Service Properties. 4 - 5 star rating.

**Hotel PURE SELECT** – Full Service Properties. 3 – 3.5 Star Rating properties.

**Hotel PURE EXPRESS** – Limited Service Properties. 2 – 2.5 Star Rating properties.

**Hotel PURE Luxury B&B** – Limited Service Properties.

### **Competition**

Oriens’ principal competitors include other hotel operating companies, hotel brands, and ownership companies all operating national and/or Worldwide.

While many of these competitors are among some of the largest hoteliers in the industry, fortunately for Oriens, these same competitors continuously force individual hotel property operators to perform expensive property improvement upgrades to their hotels. This has placed a huge burden on property owners. When these properties are unable to comply with property improvement requests, the hotel properties are normally DE-FRANCHISED from the brand and left without a flag – and in some cases, without management or internet booking systems to ensure occupancy.

Oriens has and will continue to capture the competitive edge by aggressively targeting and acquiring these specific “de-franchised” hotel properties, assimilating them into the Hotel PURE™ portfolio either as clients or corporate owned properties.

Oriens provides ONE STOP SHOP solutions (OSS) to hotels and resorts. Oriens, through it’s Hotel PURE™ brand, builds a hotel’s individual identity, provides a world wide web presence along with proprietary real time Online Central Reservations System, Property Management System (PMS), Integrated GDS distribution System, Hotel Daily Revenue / Yield Management, Physical Day to Day Hotel Management Services and design consultations.

Properties carrying the Hotel PURE™ flag generally benefit from consistent occupancy rate increases of as much as 42% – a substantially positive impact to the bottom-line.

### **Target Projections**

2016 projections of \$119mm reflect a portfolio of approximately 320 hotel properties – consisting of up to 50 corporate owned properties and 270 franchised/ membership properties.

### **Capital Needs**

**Fund Raising** - \$15,000,000 over next three (3) Years.

### **Use of Proceeds**

**General Operations:** \$1,250,000  
**Hotel Acquisitions:** \$13,750,000

Over the next 3 three years, Oriens plans to acquire 5 hotel properties throughout various cities throughout the U.S. Properties are highly de-valued and are generally distressed due to the loss of its original hotel brand/flag (i.e. Sheraton). We expect to stabilize these properties and benefit from healthy net revenues of 20%-33% yearly, with capital gains of as much as 300%.

### **Typical Competitors**

#### **Holiday Inn Group**

Over 4,500 Hotels  
Annual Revenue: Over \$1,600,000,000

#### **Best Western Hotels**

Over 4000 Hotels  
Over \$500,000,000 in annual Revenue

#### **Sheraton Group**

Approximately 992 Hotels  
Over \$4,700,000,000 in annual Revenue