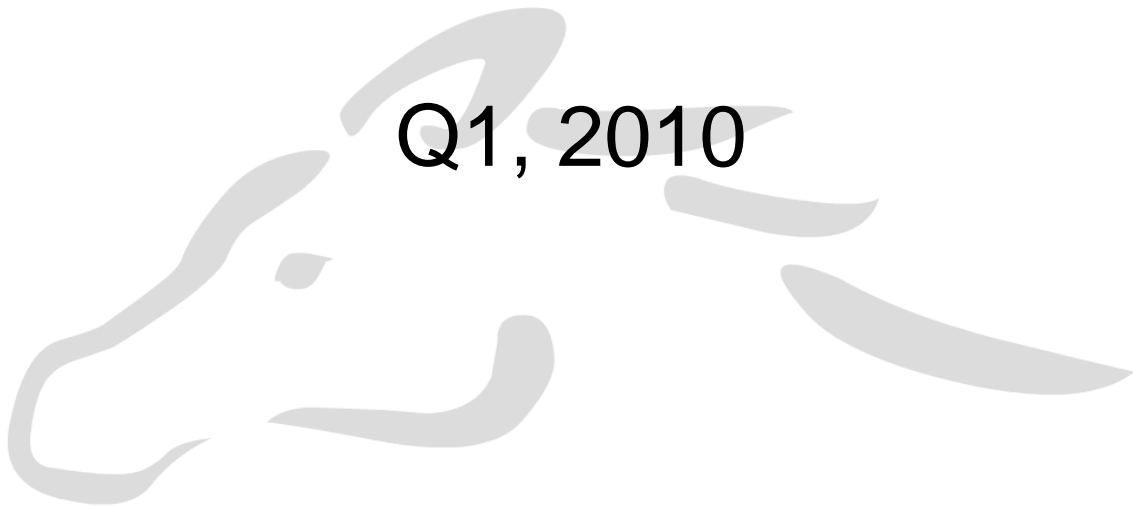




E-Hors Press Kit  
Q1, 2010

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## Company Overview

E-Hors is a hospitality technology provider dedicated to the hospitality industry. We are a one stop solution providing a state-of-the-art hospitality management system, E-HORS (Electronic Hotel Operations and Reservation System), in-house IT consulting, hardware solutions and Facility Management to fulfill your hospitality needs.

By having E-Hors as a single point of contact for a hotel's technology needs, they don't have to worry about dealing with numerous vendors which will save them a lot of time and resources.

E-Hors has a strong presence in countries all over the world with offices in the regions of Asia, Europe and the Middle East. The company is expanding fast and plans to strengthen its position as a leader in Hotel Management Systems globally.

The hospitality industry and technologies are always evolving. Market demands, changes in guest behaviors and many other reasons will always lead to improvements and changes in E-HORS. E-Hors promises the hospitality market and its existing partners 100% customer satisfaction like how hotels desire for their guests.

### **Our Vision**

The hospitality industry needs integrated hotel solutions which will result in higher efficiency, productivity and profits. Our vision is to eliminate "island solutions" which have been negatively affecting hotels' performance for too long.

### **Our Mission**

Provide a single, state of the art, total solution for the hospitality industry that covers all their needs and allows the implementation of modern and innovative techniques which will increase efficiency, productivity and profits of the hospitality industry.

## **Corporate Milestones**

**November 2000** – Professional Web Services (PWS) was established.

**May 2004** – E-HORS (Electronic Hotel Operations and Reservation System) was developed upon request of Summerset Resort for a Hotel Management System. Summerset Resort became the first hotel using E-HORS.

**December 2005** – E-Hors (M) Sdn Bhd was established as a subsidiary of PWS to cater to the operations of E-HORS. With continuous improvements, E-HORS v2 was developed which is a complete ERP solution for hotels with all modules included.

**March 2006** – Paradise Sandy Beach Hotel is the first pilot hotel to use E-HORS v2.

**May 2008** – E-Hors Benelux BV was established in Europe as an E-HORS distributor.

**September 2008** – PT E-Hors Indonesia was established marking E-Hors's first step into Indonesia. Puri Denpasar Hotel in Jakarta is the first property signed with PT E-Hors Indonesia.



**October 2008** – The biggest deal for E-Hors was signed with Best Western International Indonesia to use E-HORS in all opening Best Western hotels in Indonesia. They plan to open 20 hotels in Indonesia by 2010.

**November 2008** – E-Hors's passion for education leads to the employment of E-HORS in two hotel schools - Sekolah Menengah Kejuruan Katolik Mater Amabilis and Surabaya Hotel School in Indonesia.

**December 2008** – The E-HORS Theme Park module is developed and customized to the needs of Bukit Gambang Resort City.

**February 2009** – E-Hors Europe was founded to take care of the operations and clients in Europe.

**April 2009** – An internship program was established by E-Hors Benelux with Hotel School The Hague, International University of Hospitality Management in The Netherlands so students could gain experience in hotel operations and Hotel Management System.





## Customer Solutions

### **E-HORS (Electronic Hotel Operations and Reservation System)**

E-HORS is a hospitality management system which is truly unique in the market. It covers all aspects of a hotel's operations and management. The modules in E-HORS include:

- 1) Front Office
- 2) Housekeeping & Maintenance
- 3) Purchasing
- 4) Food & Beverage
- 5) Point of Sales
- 6) Accounting
- 7) Service Center
- 8) Unit Lease Back
- 9) Sales & Marketing
- 10) Venue & Catering
- 11) Guest Internet Access
- 12) Key Lock System
- 13) Call Charge & Billing
- 14) Theme Park
- 15) Golf module

### **Fully Integrated**

It is a suite of fully integrated applications based on a single database architecture. This will eliminate the need for import or export of files which happens in the case of employing island solutions for different departments.

### **Web Based**

E-HORS is the first 100% web based hospitality solution. It works on a web browser which makes it hardware independent. Hotel employees will be able to access the property's system from anywhere in the world as long as the person has Internet access and proper authorization.

### **Real Time**

Transactions done in the system are all posted real time. For example, any financial transaction will automatically be posted in the Accounting module real time and can be accessed immediately. Management will also be able to access management reports real time.

### **E-HORS List of Firsts**

- First 100% web based hospitality solution.
- First hardware independent solution, preferred is Linux server and clients.
- First fully integrated real time solution without the need for import or export of files.
- First without night audit, closing and manual back up.



- First without the technical need for allocations, E-HORS is 100% real time and works with an open inventory.
- First truly multi property solution.
- First environmental friendly solution; E-HORS is practically paperless.
- First system with a fully integrated IP Phone system.
- First solution that provides full set of reports on-line real time.
- First technical infrastructure that allows remote Facility Management from anywhere to anything.
- First application in Malaysia developed in Flash Actionscript.
- First truly multilingual user interface based on user ID.
- First system with integrated Key Lock system

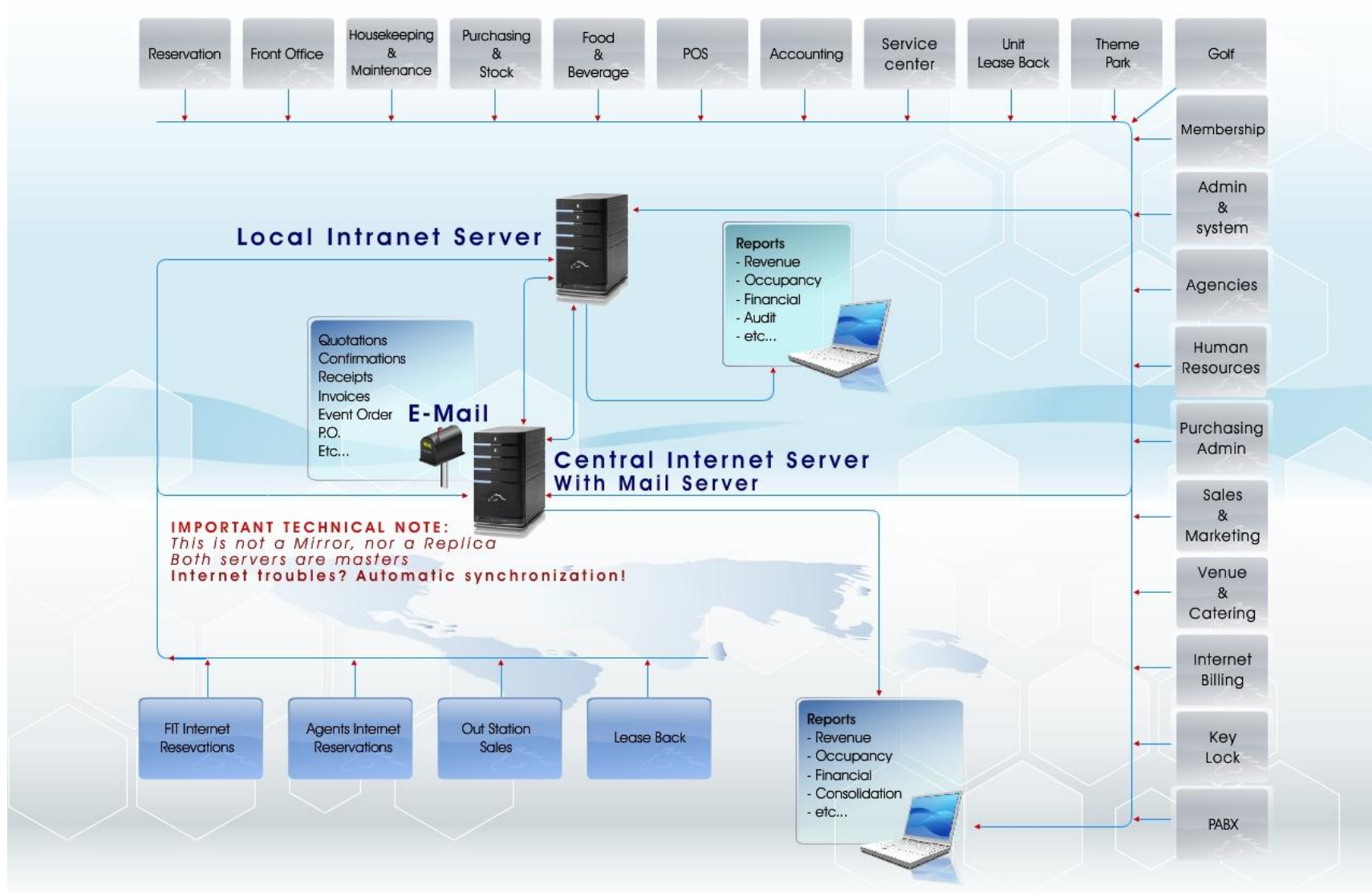
#### **Hardware Solution**

E-Hors strives to create a strong partnership with its clients. We recommend hardware solutions which will work best with our system, E-HORS, and cost effective.

#### **Facility Management**

To reduce the number of problems that may arise from dealing with multiple vendors, E-Hors can be your single point of contact for all IT services needed in a hotel or resort. The E-Hors Facility Management guarantees 24x7 system monitoring, virus protection and network monitoring. Just with the cost of one IT staff, E-Hors provides high end services around the clock, 7 days per week.

## Conceptual overview



## E-HORS Fact Sheet

### Important technical facts:

- ONE total solution with all modules integrated.
- Fully web based.
- Real time data is available online, local as well as central.
- Available 24 hours per day. No shutdown and back up procedures, no night audit.
- When the local server is down, the central server takes over; 99.99% uptime
- Synchronization between central and local server on transaction level.
- Additional automatic back up based on customers demand (hourly, daily, etc).
- High level security using fixed IP addresses and firewalls.
- Usage of state of the art tools and the open source concept.

### Important financial facts:

- E-HORS in combination with a professional website increases revenues and margins.
- E-HORS decreases communication costs (fax & phone) significantly.
- E-HORS decreases the costs of stationery dramatically.
- E-HORS decreases the overall IT costs.
- E-HORS decreases the overall cost for human resources.
- E-HORS does not require any significant investment in hardware.
- The ROI of E-HORS is so eminent and immediate that the purchase of E-HORS can be made based on “cash flow neutral” installments.
- E-HORS optimizes management info, being available online real time. Even multiple properties are automatically consolidated. There is no need to manually consolidate the information and data is available without delays.

### Important operational facts:

- E-HORS increases the efficiency of each and every department.
- Data is always real time and available from everywhere at anytime.
- E-HORS increases the service level to guests.
- Full guest history increases marketing opportunities like e-mail actions.
- E-HORS gives control over agents & tour operators.
- Learning cycle for hotel staff is extremely short.
- Total implementation within 3 months (including website).



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