



SERENA HOTELS

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Press Release

Serena Hotels invests US \$15 million in Rwanda.

Tuesday 12th August 8, 2008- Rwanda's economy is set for a further boost after a leading hotel chain announced plans to increase their investment in the East African country.

Serena Hotels will refurbish and extend the Kigali Serena Hotel in Rwanda at a total cost of US \$15 million.

Speaking at the construction contract signing ceremony held at the hotel with the main contractor Roko Construction, the Managing Director of Serena Hotels Mr. Mahmud Jan Mohamed said the refurbishments are geared towards availing superior services to the customer and at the same time play a pivotal role in the growth of Rwanda's economy.

The project managers, Symbion International were represented by the senior partner, John Cavanagh.

“The continued investment of Serena Hotels mirrors the success story of Rwanda- a story of development and opportunity in Africa. We aim to be one of the catalysts to Rwanda's tourism industry in line with the government's vision,” said Mr. Jan Mohamed.

The 12 month renovation project which has been precipitated by the growing demand for Serena Hotel's services is set to commence on 1st September 2008. It is expected to increase the hotel's guest capacity and offer a wider

variety of health, wellness and beauty services to local and international guests.

Among the key additions will be an ultra modern new wing comprising a total of 44 guest rooms- 28 standard and 16 executive rooms- and a two storey state of the art Maisha Spa facility complete with a contemporary swimming pool.

“Whether out for pure luxury or a swift revitalization, the Maisha Spa facility will offer soothing respite and inner serenity to guests with services ranging from signature massages, to facials and hydrotherapy body care said Mr. Jan Mohamed.

The hotel will remain open during the renovation period and measures will be put in place to ensure minimal interruptions to guests.

“Today’s discerning traveler is looking for an all inclusive experience, whether he or she needs an executive conference, off-site meeting, or luxury accommodation, we want to make them feel at home”, the MD noted.

Known for its excellent services, spectacular views, localized architecture and lifetime experiences, Serena Hotels took over the Kigali Serena hotel in February 2007 and has boosted employment and skill transfer opportunities.

Since then, the five star hotel has not only become the venue of choice for Presidents, diplomats and other guests but attracts tourists and investors from all over the world.

Currently it has 104 air conditioned rooms that range from luxury suites to deluxe rooms and the number is set to increase to 148 after the refurbishment is complete.

Serena Hotels have additionally purchased 27.6 hectares of land in the KINIGI area, and their Architects are currently finalizing designs for a luxury boutique lodge. Construction of the facility will commence early year 2009.



Serena Hotels Managing Director, Mahmud Jan Mohamed (left) shakes hands with Roko Construction managing director, Dragomir Lacic after the construction contract signing ceremony that was held at Kigali Serena Hotel.

Looking on from left to right are the general manager of Kigali Serena Hotel Mugo Maringa, senior partner of Symbion International John Cavanagh, Operations Director of Serena Hotels Alastair Addison and regional engineer of Serena hotels Surrinder Sandhu.