



ALORIE

12 May 2013

ALORIE ODYSSEY

ALORIE COCOON

ALORIE AZURE

ALORIE URBAN

ALORIE COSMO

To whom it may concern

Dear Officer:

My name is Jean Marc Lafosse and I am the CEO and Founder of Alorie Hospitality Management, in Malaysia www.aloriehospitality.com. Alorie was founded in 2011 in response to a high tech era where speed and efficiency often measure success. We combine state-of-the-art technology with the warmth of the human touch. Alorie is backed by over 100 years of hands-on experience in managing and expanding hotel properties. I am personally proactively supervising the international expansion of the group. Alorie has extensive skills range in creating infrastructure to establishing effective property management to restructuring enterprises who wish to transition from wholly owned / self managed concerns to a franchise base. Simply put, our philosophy is to establish and facilitate an ongoing environment where operators work together with the owner as one team with the aim of building and operating quality properties with the best and fastest return for investors

I have built a reputation as a hospitality authority – growing companies, raising profiles and amplifying profits. I have proven my expertise in Asia Pacific where I have managed groups of hotels for the last fifteen years. I gain a vast knowledge in managing multicultural work environments. Prior to creating Alorie, I was the Vice president of Operations at InVision Hospitality, a company managing 7 properties In Thailand since 2006. Prior to that I was the Vice president of the 22 property Centara Group, the largest group of hotels in Thailand. This included responsibility for developing and introducing the new

Smart Green Hospitality

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Spa Cenvaree concept. From 1997 to 2002 I took the Vice President position of Allson/Sunway Hotels and Resorts, responsible for the management, development and growth of 14 properties and prior to my arrival in Asia in 1985, I assumed managerial roles with international hotel chains in the Middle East and various locations in Africa. I still remain a Vice Chairman for the Tunku Nurul Hayati Foundation for the underprivileged since 1994. The French Government awarded me with the Silver Medal of Tourism in 1999.

I have known Mr. Edgar Vaudeville since 1998, when he was undertaking his first management training in the Sunway resort hotel in Malaysia, where I was the Vice President of the Group at the time.

Mr. Vaudeville's contributions during his first training were impressive as he was already giving training to our staff and conversing with the guests as a true PR natural. Mr. Vaudeville called me many times after his training with us to receive support and advice for important decision in his career. It is in my opinion that Mr. Vaudeville's possesses a unique talent in Marketing, Public Relations and Events. As a mentor of his since the start of his career, I have not yet seen someone as motivated to succeed, talented and a true individual.

In many ways, Mr. Vaudeville satisfied and succeed his tasks always with a touch of creativity. He always wanted to achieve the best in what ever he is doing and I am sure he will be a great asset for his industry in New York. It is with no doubt that Mr. Vaudeville will make a difference and initiate some amazing changes in the United States.

Sincerely,

Jean Marc Lafosse