

CREDENTIAL

# Koko Global Hospitality

A PROFESSIONAL HOTEL MANAGEMENT FIRM

**Koko  
Global  
Hospitality**

# About us

KGH is a hotel management firm that combines Thai Hospitality & Japanese Quality.

## Our Service



**No Know-how**



**No Time**



**Low Performance**

Experts in hospitality with standardized procedures.



**Operation with Expertise**



**Hands off**



**Stable Returns**

Owners are only required to participate in monthly meetings.

Centralized operation provides cost efficiency. Effective Sales and Marketing strategies.

## Mission

Spread the “Wow” Experience and “Kaizen” to the Globe  
‘Friends and Family Culture’

**Flexibility**



Flexible comprehensive solutions and a wide array of integrated hotel management services.

**Centralized Operation**



Full Scope Management with less cost and more benefits from economies of scale.

**WOW Returns**



Maximizing both financial performance and emotional satisfaction from a hotel property.

## Our Brands



VIVTEL



**by Koko**



Owner's Brand Creation



## Portfolio

**Total 2,000+ Rooms  
With 35 Properties**

Both Thailand and Overseas

# Kokotel ★★★

We are  
Serving **Friends & Family**



Designed around the concept of Bed and Cafe, Kokotel offers the ideal place to stay for families and assures them of maximum comfort at affordable prices.

## Chill, dine & play

Kokotel provide you a cozy and fun place for everyone to enjoy the moments. Cafe is open to serve you with variety of menus including Thai, Japanese and international dishes. A cup of coffee with a egg benedict is the good morning tips to start a perfect day.



**Kokotel Bangkok Dheva Thonglor**  
Est 2020



**Kokotel Bangkok Surawong**  
Est 2016



**Koko  
Global  
Hospitality**



**Kokotel Chiang Mai Nimman**  
Est 2018



**Kokotel Phuket Nai Yang**  
Est 2021

VIVTEL ★ ★ ★ ★

# Sleepover to Over Sleep



Designed around the concept of minimal affordable luxury and refined indulgence. VIVTEL embodies a distinctive identity built on crafting experiences that is pleasant, comfortable, and memorable.

## *A Place for Honey & Fine Wine*

VIVTEL provides you a sanctuary to be fully present in the moment. We encourage couples and friends to create lasting memories and fostering an environment where you can reminisce about special moments.



Lobby Lounge



Lobby Bar Reception



Room &  
Accommodation

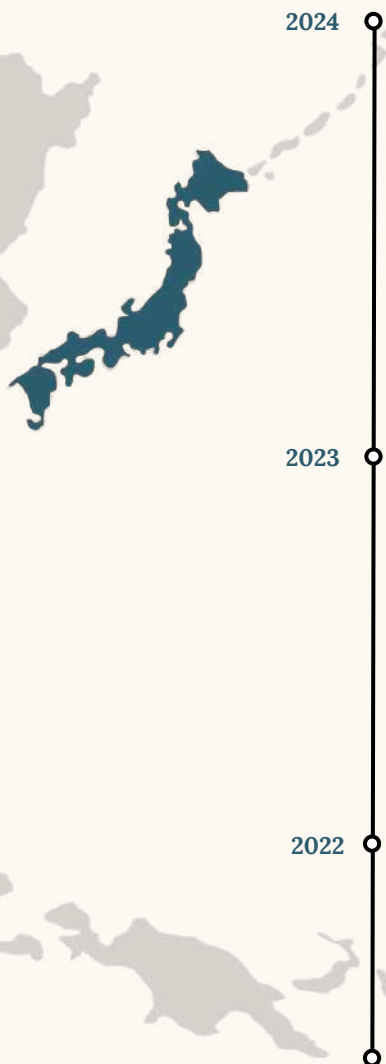
Koko  
Global  
Hospitality



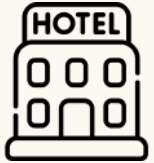
Dining

# Our Portfolio

**Total 2,000+ Rooms  
With 35 Properties**  
Both Thailand and Overseas



# Hotel that fits Our Management

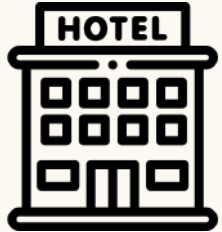


< 50 rooms

**Small hotels**

Aggregators  
Sales channels Revenue  
Management AI

Individual Franchises



50 - 200 rooms

**Medium-size hotels**

Struggle to maximise  
benefits from current  
operational solutions.

Centralized Management



> 200 rooms

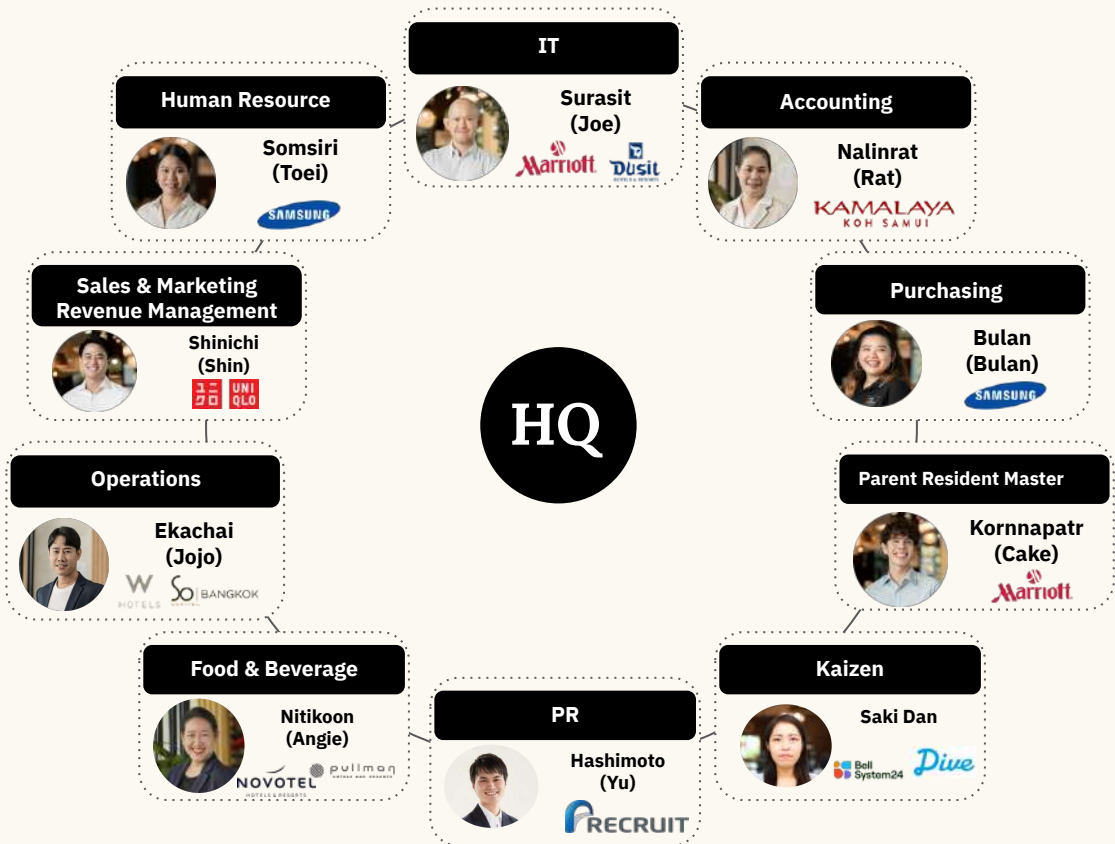
**Large hotels**

Large Chains  
Assignment of GM and  
all Staff at FOH

Traditional Management

# Centralized Operation (CO)

Full Scope Management with less cost and more benefits from economies of scale.

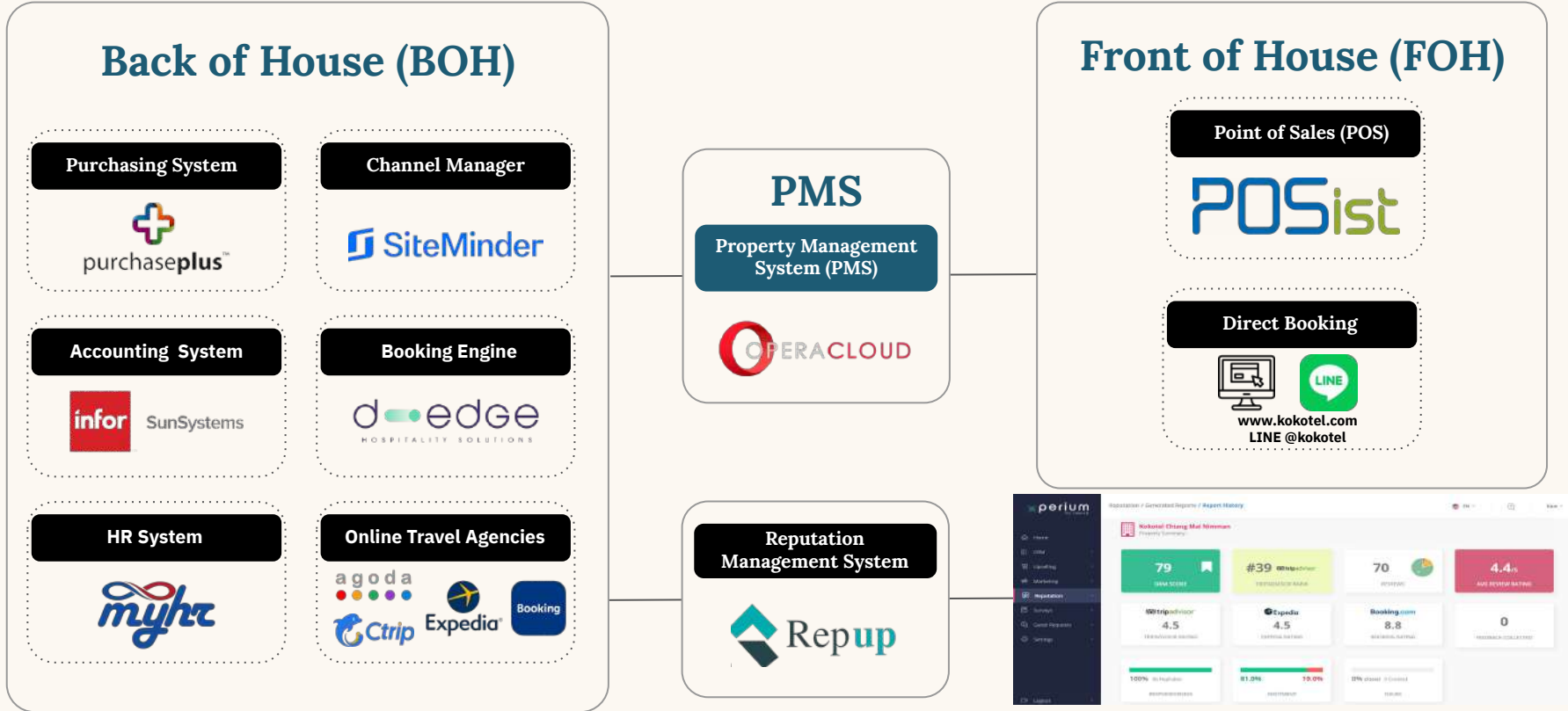


## Expected Benefits

- 
**Lessen Front of House Manning to only essentials.**
- 
**Increased Standard Procedures.**
- 
**Gradual Economies of Scale:** Shared staff, IT systems, sourcings and partnerships.
- 
**Resident Master/ General Manager on Rotation.**
- 
**IT Systems that are continuously enhanced for FREE** (Costs are absorbed by KGH).

# IT Systems

IT Systems that are continuously enhance for FREE (Costs are absorbed by KGH).





# Human Resource

KGH address the difficulties associated with staff management.

## Less Manning

### Typical Operators VS KGH Model

#### Typical Hotel Operators



All Staff at Front of House

#### KGH Model



Staff limited to essentials only.

## Standardized Service

Staying current with hotel operational standards.

### Behavior Training



Equip all staff with a solid foundation through a one-month on-site training.

### Retraining



To ensure continuous brand adherence, solidify standards and foster team unity.

### Internal Audits



PRMs conduct monthly on-site audits, ensuring service excellence and property upkeep.

## Shared Staff on Rotation

Eliminate the challenges of recruitment and staffing shortages and ensuring Operational continuity.

### Resident master (RM)



Staff on Rotation  
RM Training Program

### Assistant RM



Rotate to different roles to train know-how for future RM positions

### KokoStar



Can do multiple roles all at once - minimize cost.

# Sales & Marketing

## Revenue Management

Implement a dynamic rate management strategy with **daily, weekly, and monthly** adjustments to optimize Average Daily Rate (ADR).

### Analysis

### Decision & Action

- Rate Changes
- Promotions
- International
- Overbooking

### Data Gathering

- Past Record
- Competitor Prices



## Marketing

Leverage established relationships with **key sales partners.**

### Plan & Set Up

### Release

### Assessment

## Online /Offline Sales

Capitalize on a well-developed network of **sales partners across major markets.** Secured official contracts with 50+ agents from a global pool of over 120 agents globally

### Thailand

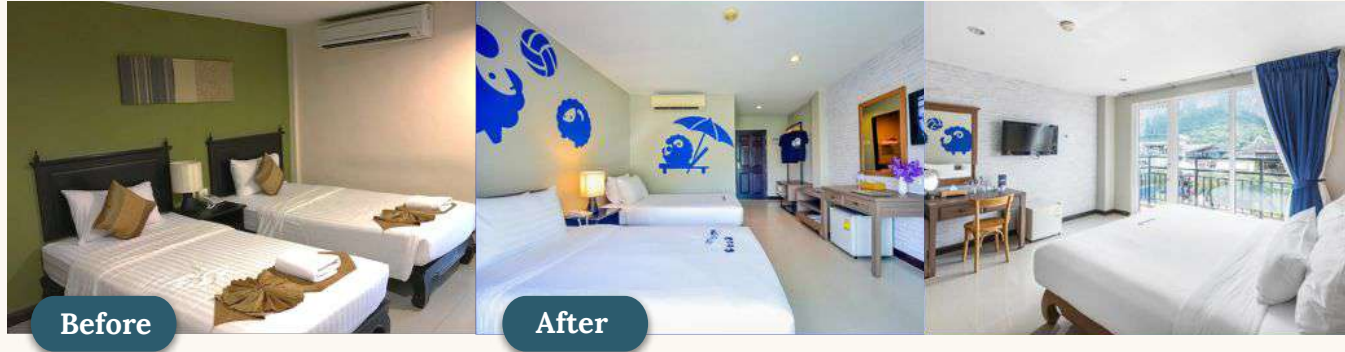
### China

### Other Asian Countries

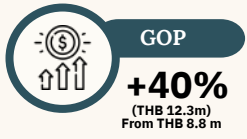
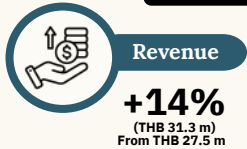
### Europe

# Operational Excellence

Services on parallel with 5-stars hotels



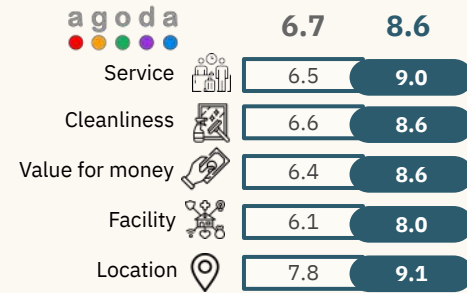
## 'Wow' Financial & Emotional Returns



Kokotel Krabi Ao Nang serves as an excellent illustration of our contribution to **enhancing operations**, thereby driving overall performance and **increasing GOP**.



## 'Wow' Experience



# Pre-Opening Services

# Technical & Pre-Opening Services

1

## Technical & Pre-Opening Service



KGH is owner's representative for **Hotel Design Consultation, Accounting, HR, IT, Purchasing, F&B and Sales.**

### Design Phase

### Construction Phase

1.1  
Feasibility &  
Concept Design

1.2  
Design  
Development

1.3  
Permission  
Drawings

1.4  
Bidding & Cons.  
Drawings

2.1  
Contractor  
Award

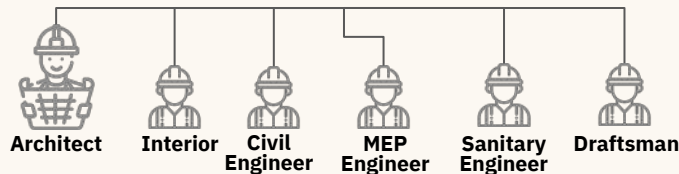
2.2  
Construction  
Period

2.3  
Hotel License  
Permit

2

## Design & Drawing Service

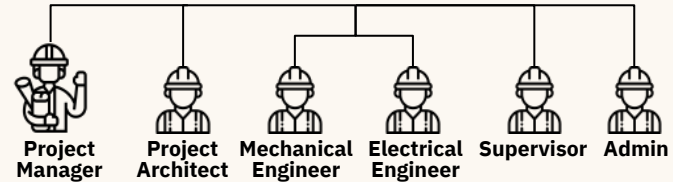
KGH offers initial **Hotel Design Consultation** and **oversees the configuration of hotel functions, for new builds.** This ensures overall effectiveness of the overall final hotel product.  
(Architecture & Engineer phase)



3

## Construction Management Service

(Owner's representative for Construction phase)



Main Contractor,  
Sub Contractor



Government Fee



Hired by Owner

# Pre-opening Work Scope



**Head of Projects and Operations**  
Jojo Ekachai Panngam

Former Opening Team of  
5-Star Hotels

1

## Construction



- Zoning optimizations; Public areas and Room layouts
- Operational Zoning
- Material selection advice

2

## Accounting



- Budget Planning
- Set up Bank Account
- Accounting procedure setup: Chart of accounts and bookkeeping system.

3

## Human Resources



- Hiring
- Training
- Salary, wage and Benefit administration

4

## IT



- Software Applications; Operating systems and databases
- Hardware Applications; Computer, servers, routers

5

## Purchasing



- Technical Specifications
- Vendor Selections (OS&E)

6

## Food & Beverage



- Product Development
- Menu Set up
- Kitchen Infrastructures
- Personnel Training
- SOP Set up

7

## Sales



- Revenue Management Strategy
- OTAs Integration
- Establish offline distribution channels.

# Executive Team



## Rei Matsuda

Founder and CEO

- **MD Dream Incubator (Singapore) (2011 - 2015)**  
Led the Singapore office of a leading Japanese strategy consulting firm, managing client relationships and overseeing project delivery.
- **ORIX Investment and Management (Singapore) (2009 - 2011)**
- **Dream Incubator (Japan) (2002 - 2008)**  
Provided strategic consulting services to clients in diverse industries.
- **Imperial College London (MBA)**
- **Cornell University School of Hotel Administration** (Master of Management in Hospitality)
- **Nanyang Technological University** (Master of Management in Hospitality)
- **Keio University** (BA in Policy Management)



## Nitikoon (Angie)

Vice President of Project and Operations

Hospitality Industry Leadership

- **Director of Rooms, Accor Hotel Chains (2013 - 2015)**  
Novotel Hua Hin
- **Pre-Opening Team Project Director, Five-Star Hotels (2007 - 2013)**  
Pullman Bangkok King Power
- **The Metropolitan Hotel Bangkok (2007)**
- **Conrad Bangkok (2004)**



## Yu Hashimoto

Vice President (CEO Office)

Public Relations Leadership

- **Recruit Co., Ltd. (A Japan-based technology company), (2016- 2024)**  
Led the product development team as a product manager, Managed client relationships in business development
- **Ritsumeikan University & American University**  
(BA in International Relations, U.S.-Japan Dual Degree)
- **Hitotsubashi University (MBA)**

# Shareholders



**Akifumi Kajiyama**  
Director, Relo Vacations, Ltd.



## Relo Group

- A publicly traded Japanese company with a market capitalization exceeding USD 3.4 billion.
- Specializes in outsourcing non-core business functions for clients, enabling them to focus on core competencies.

## Relo Vacations

- Subsidiary of Relo Group focused on hotel operations and investment.
- Currently manages 29 properties within Japan.



**Shuhei Morofuji**  
Founder and CEO, REAPRA PTE. LTD.



## REAPRA

- A Singapore-based venture builder and investment group, established in 2014.
- Led by Shuhei Morofuji, a Japanese entrepreneur with a successful track record, including the founding of SMS (now valued at USD 3.0 billion)
- REAPRA empowers founders to build impactful and lasting businesses across diverse industries.



**Pete Dheva-Aksorn**  
Board Member: Serves on the board of directors for Aksorn Group



## Aksorn Education

Thailand's leading education Company.

## Villa Kunalai plc.

A prominent real estate development company, provider of warehousing and logistics solutions.

## Capital Markets Expertise

Over 10 years of experience in the capital markets, including managing high net worth portfolios at Phatra Securities (2010-2015).



**Koko  
Global  
Hospitality**

[www.kokoglobalhospitality.com](http://www.kokoglobalhospitality.com)



[www.kokoglobalhospitality.com](http://www.kokoglobalhospitality.com)

Email: [development@kokoglobalhospitality.com](mailto:development@kokoglobalhospitality.com)