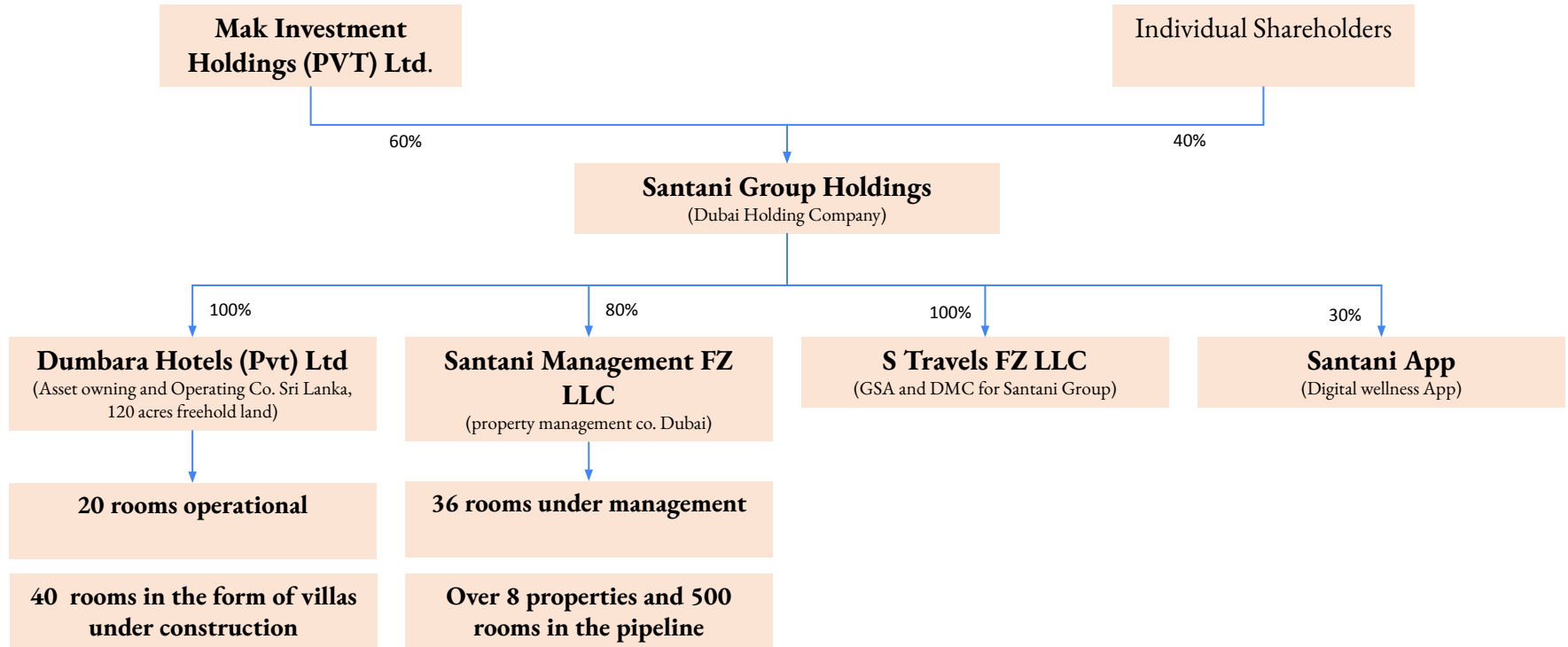




# Santani Wellness Resorts

Luxury for the Soul

# Corporate structure



Note – 20% of Santani Management FZ LLC and 70% of the Santani App company is held by Vickum Nawagamuwage, the promoter shareholder of Santani Group

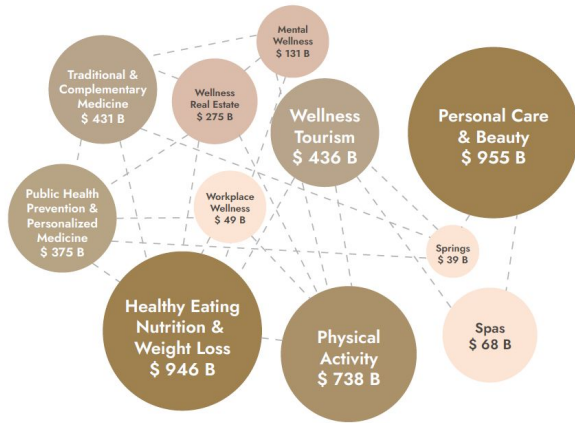




# The Business of Wellness



# Growth of the wellness industry

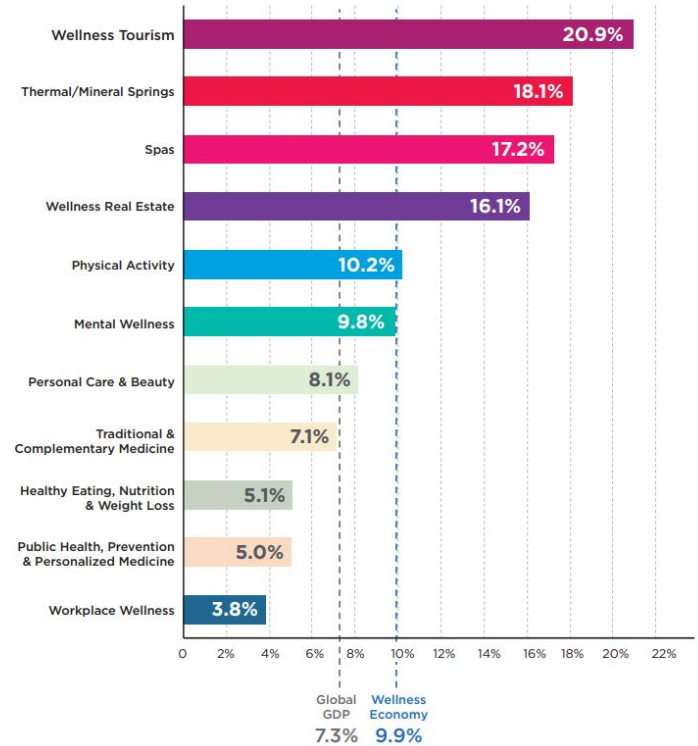


Note:  
Numbers do not add due to overlap in sectors  
Source: Global Wellness Institute

**Wellness industry** comprises of multiple segments with a **total value of USD 4.4 Trillion** as of **2020**.

As a Wellness Resort, **Santani** represents **multiple segments**. While **Wellness Tourism** recorded a **decline** of approximately **40% during COVID**, it is poised to **grow at 20% per annum** from **2020 - 2025**.

**Wellness Real Estate**, which **Santani** represents **grew 22%** during the **pandemic** and its expected to **grow at 16% per annum** over the same period.



However, the industry has been catering primarily to the symptoms such as stress and mental health without understanding the root-cause of universal stress and mental health.

Santani has created the industry-defining philosophy of *Human Sustainability* focusing on the root causes of stress and mental health.





Introduction to Santani



# Santani - The most innovative leader in Wellness

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TIME

GREATEST  
PLACES  
in the  
WORLD

---

VOGUE

BEST  
WELLNESS  
RETREATS  
in the  
WORLD

---

TATLER

BEST  
SPAS  
in the  
WORLD

---

FORBES

MOST  
UNUSUAL  
HOTELS  
in the  
WORLD

---

CONDE NAST  
TRAVELER

BEST  
NEW HOTELS  
in the  
WORLD  
2017

---

TRAVEL  
+ LEISURE

BEST  
NEW HOTELS  
of  
2017

---

DESTINASIAN

THE  
LUXE LIST  
2017

---

TRAVEL  
+ LEISURE

BEST  
INTERNATIONAL  
WELLNESS  
RETREAT  
of  
2021



# Introduction to Santani

Santani has created a **globally recognized brand** around **"Human Sustainability"** and **"Future of Living"** and focuses on **preventative healthcare** with the ultimate goal of **changing the current curative healthcare paradigm** to a **preventative paradigm**. Delivery of this core brand values are augmented through immaculate service, award-winning **"silent" architecture**, our own Michelin-worthy food concept and awe-inspiring natural beauty.

Over **seven years of operation**, the number of **prestigious international accolades** received, **amazing customer reviews** and **unprecedented financial returns** are a testament to the relevancy and sustainability of our concept and brand.

We have also introduced a **complementary brand - Sama** focusing on **wellness retreats**, and **community**.

These successes have led to **numerous governments & private players**, both locally & globally, **inviting us to establish or manage wellness focussed properties**.

With these global expansions in place, we are **raising capital** and we are inviting you to **partner** with us in this endeavour.



Booking.com



Telegraph

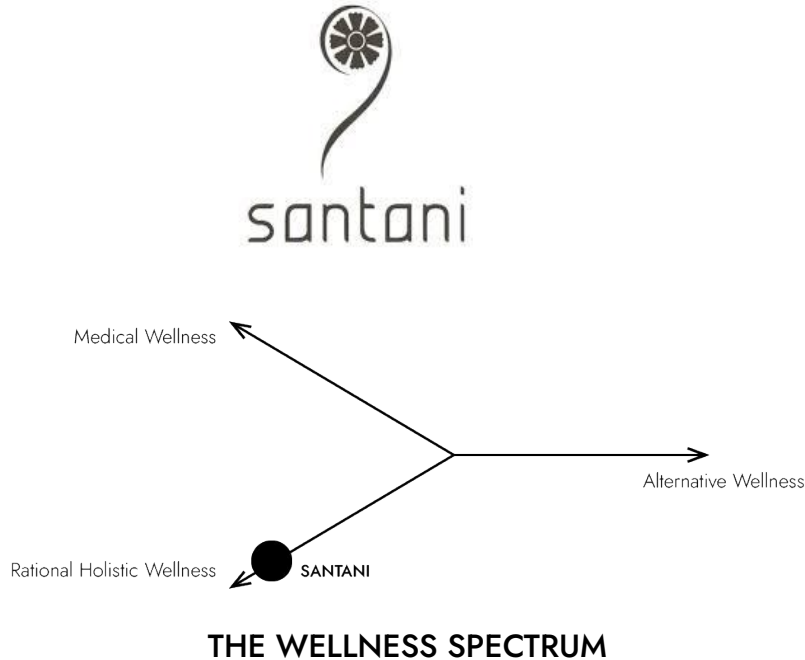


Telegraph expert rating

Expedia.com



# Santani Brand -Overview



**Santani** is a management company **headquartered in Dubai, UAE**. The company opened its **first resort in 2016**, growing its portfolio to **3 properties by 2023**.

USPs:

1. Santani's brand recognition has skyrocketed in the wellness market since its inception in **2016**, winning numerous **international awards and accolades**.
2. Santani's unique **brand philosophy, Human Sustainability**, drives global demand for the brand.
3. Santani's **rational approach to wellness** makes wellness more approachable to a new entree to the category.
4. Santani's **Design Philosophy** merges **architecture and design with wellness**.
5. Santani's **Gastronomic Experience** - "**Rasa Haya**" or Six **Tastes** successfully **integrates** delicious, **gourmet cuisine** with **health cuisine**.



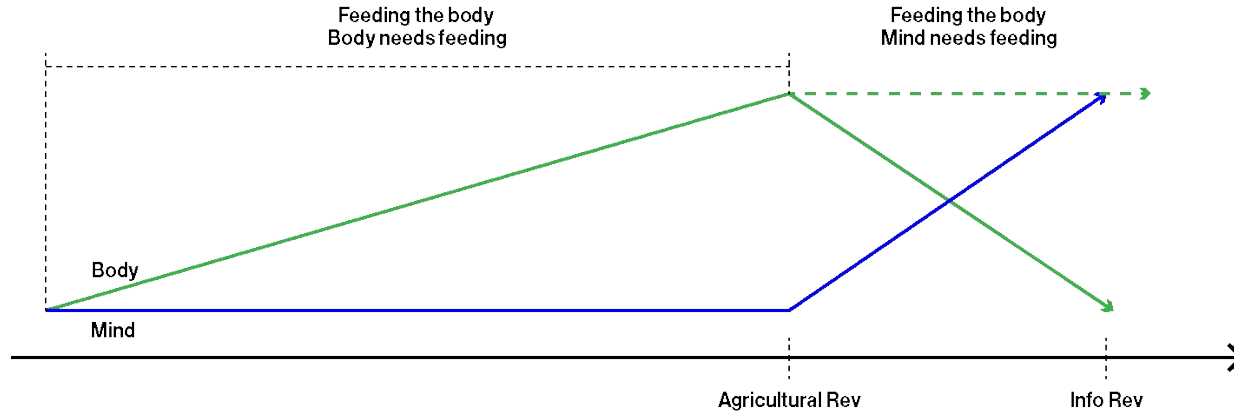


# Human Sustainability

Santani's vision is to enable the transition into a new healthcare paradigm that places importance on preventative care measures - a gaping hole in the modern healthcare system, through our unique wellness philosophy "Human Sustainability."



# Evolutionary mismatch of healthcare.



- We spent the **last 6 million years feeding the physical body** because the **body was at the core of survival**. After the agricultural revolution, the emphasis placed on **the body (for survival) declined**, and is **continuing to decline** past the **industrial** and **information revolutions**.
- The **weight** placed on **the mind** was **minimal** for the **last 6 million years** and takes an **upward turn** after the **agricultural revolution** and has reached its **current peak** during the **information revolution**.
- **However**, we still **feed the body** as if it carried all the weight, and **we don't feed the mind** as if it carries no weight.
- **Modern healthcare** or the **wellness industry** has **not recognized this shift**.

*Santani's philosophy of Human Sustainability has recognized this shift and has created a toolkit and a protocol that addresses the issue. Human Sustainability has refocused fitness to be holistic and comprise of mental, physical & spiritual fitness.*



















# The Pandemic has Redefined what Wellness Should Be

**Post pandemic research** by the **Global Wellness Institute** indicates **major shifts** in how **consumer understand, expect and experience wellness** in the **future**.

They list **7 key new developments** (points 1-6 and 8) that will **drive the future of wellness and living**.

**Santani's Human Sustainability** focuses on **preventative self-care** as its **core wellness philosophy** and perfected its delivery over the years.

Now, **our wellness philosophy** is the **only approach in wellness**, globally, that already **addresses all 7 of these trends**, and extends its bounds by deeply considering Social Wellbeing (point 7).

		SANTANI	COMPETITION
1	Selfcare for self preservation and survival Decentralizing healthcare where the individual takes ownership of their health.	 100%	 50%
2	Prevention as a lifestyle and public health priority Changing the current curative healthcare system to a preventative healthcare paradigm.	 100%	 0%
3	Wellness & Science must move towards each other Evidence based and scientific explanations of wellness must be accepted by wellness practices.	 100%	 20%
4	Learning in to nature for nousihment & healing Incorporating nature as a major component of wellness practices and the healing process.	 100%	 40%
5	Balancing physical and virtual connections To consciously engage in physical and virtual connections.	 100%	 30%
6	Mental Wellbeing takes center stage Information overload since the internet is a new, fast-paced stress humans struggle to handle.	 100%	 70%
7	Social Wellbeing as a facet of mental wellbeing Poor social wellbeing as digital interactions have increased connectivity but not connectedness.	 100%	 30%
8	A global values reset What is the right way to live?	 60%	 50%

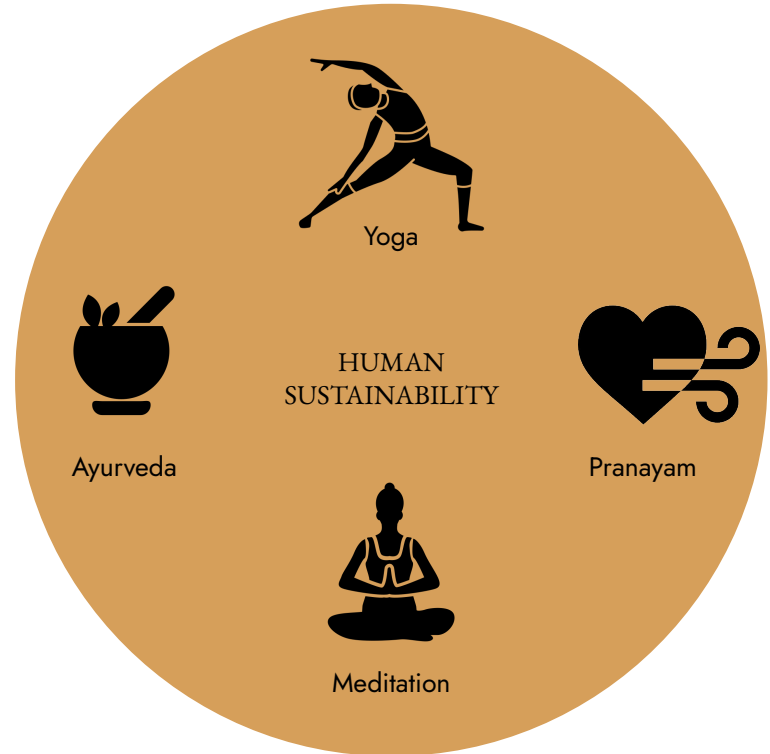




Santani's Human Sustainability Philosophy is based on the ancient healthcare practice, Ayurveda which has a core component of preventative care.

A Unique Wellness Concept, solely curated by Santani

Future Proof and sustainable



Personalisation

Yoga

HUMAN  
SUSTAINABILITY

Ayurveda

Pranayam

Meditation

Nature and Nurture

Design



# Santani brand portfolio

Santani operates three brands and currently have agreements to operate multiple properties in Oman and Saudi Arabia along with many other properties in the pipeline





santani

## SANTANI WELLNESS, KANDY

Santani Wellness Kandy is a 20 room resort overlooking the Knuckles Mountain Range, a UNESCO heritage site.





**KIRANA - A SANTANI VILLA**

Kirana is a 4 room Villa in Bentota, Sri Lanka, with direct beach access and a personalized butler service designed by renowned architect, Channa Daswatte.





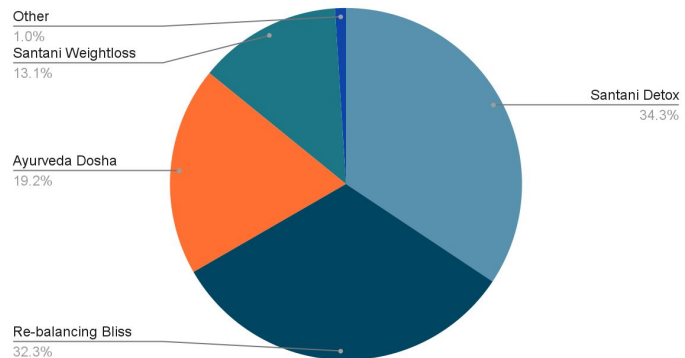
# Santani in Numbers



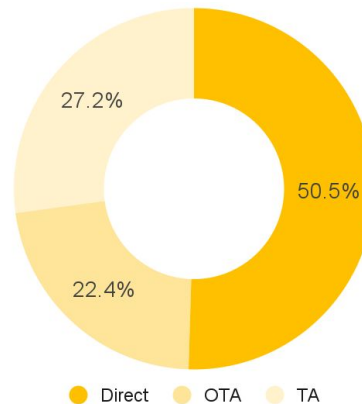
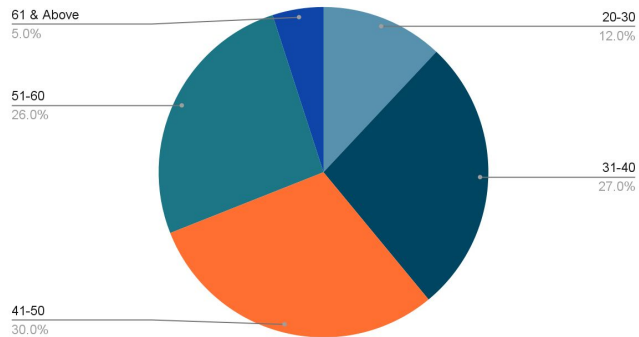
# Target Markets, Channels, Demographics and Products Sold



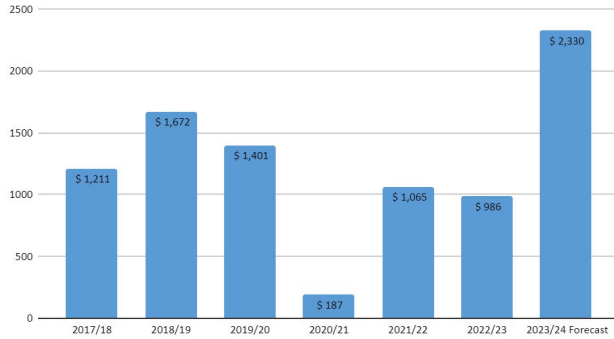
### Package Enrollment Breakdown



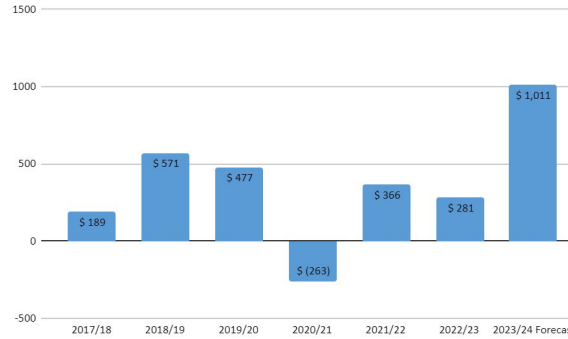
### Age Demographics



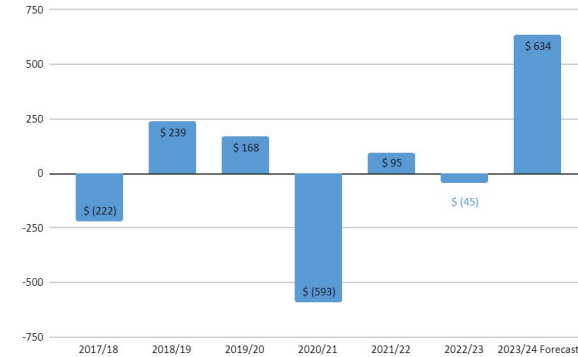
# Performance Highlights



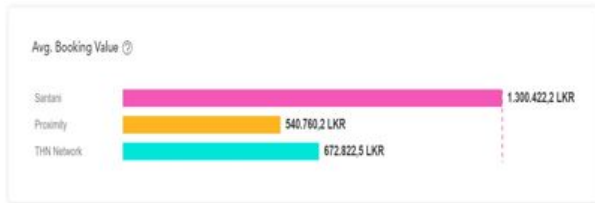
Revenue - USD '000



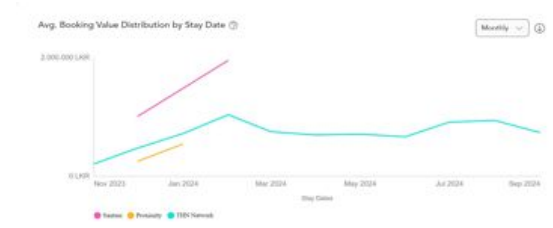
EBITDA - USD '000



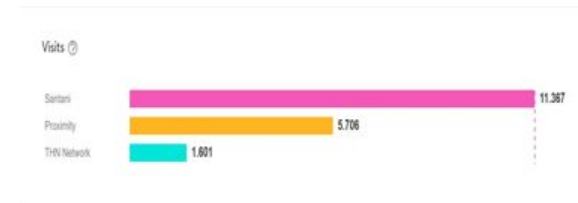
Net Profit - USD '000



Ave. booking value



Booking value trend



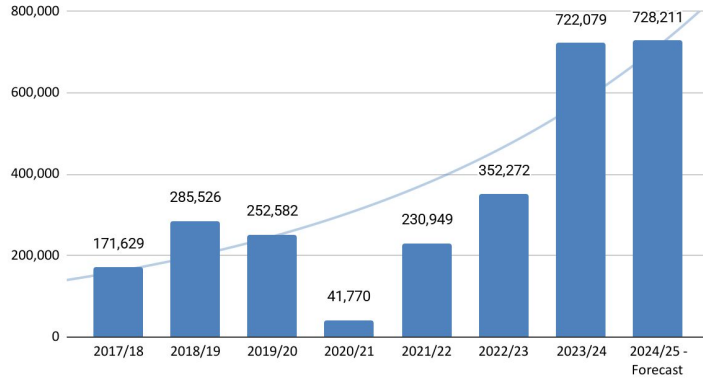
Ave. site visitors per week

**Comparison against competition – Based on hotels and resorts in "The Hotels Network" platform (proximity = local hotels)**

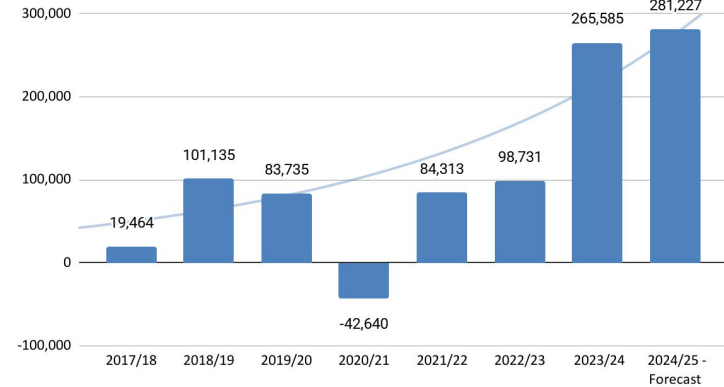


# Projected Net Profit Growth of 39% for Financial Year 2024/25

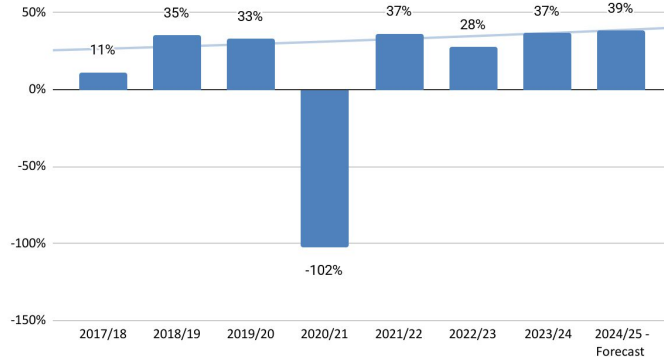
Revenue - LKR 000'



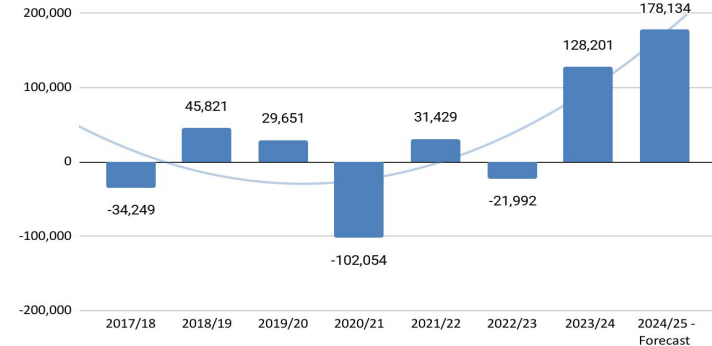
EBITDA - LKR 000'



EBITDA %



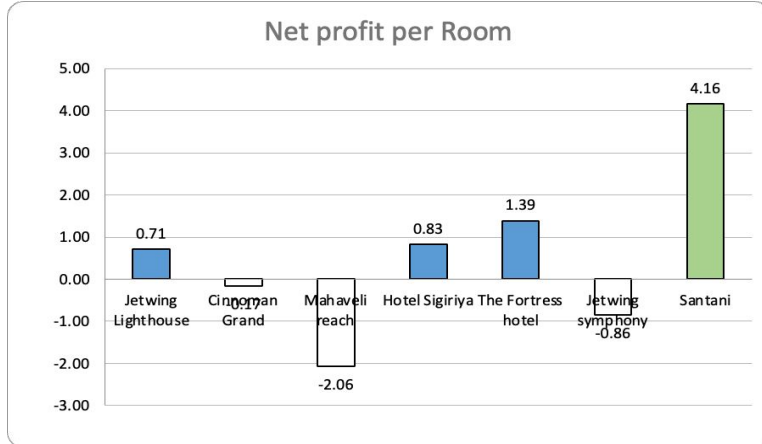
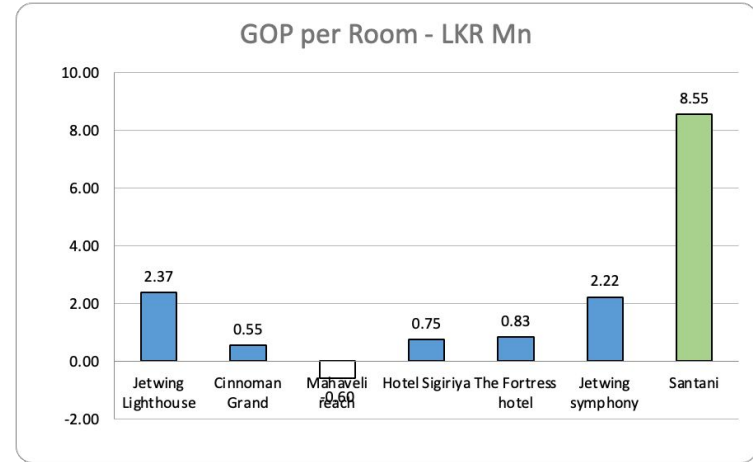
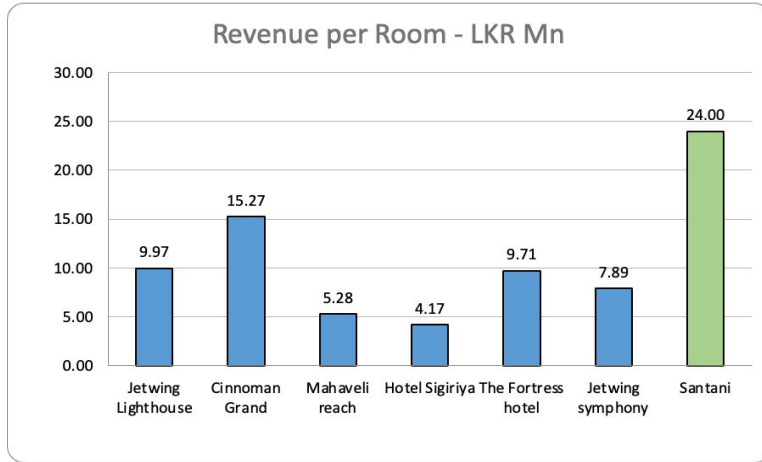
Net Profit - LKR 000'



Note - 22/23 net loss is because of higher depreciation as we revalued our assets to reflect market value

The forecasted impact of the exchange rate reduction on LKR revenue recorded in the books, is a negative LKR 54 million.

# Industry comparison



Compared to publicly listed hotel companies in Sri Lanka, Santani is showing superior results. GOP or EBITDA per room is **261%** more than the next best performance while NP per room is **486%** more.

Results are based on 9 months performance ending 31 Dec, 2023





Santani Management Properties



# Management Contracts

<b>Project Name</b>	<b>Status</b>	<b>No of Rooms</b>
Kirana - A Santani Villa, Sri Lanka	Under Management	4
Santani Wellness Kandy, Sri Lanka	Under Management	20
Santani Residences Kandy, Sri Lanka	Under Construction, Management Contract Signed	40
Santani Wellness Taif, Saudi Arabia	Head of Terms Agreed. Land being finalised	80 - 100
Santani Residences Croatia	Land being finalised. Santani to take over the full project.	100 villas + 100 room hotel
Sahha Salalah, Oman	Head of Terms agreed. Existing Property	112 rooms
Santani Wellness Jabel Shams, Oman	Head of Terms signed. Land finalised. Architect selection ongoing	85 rooms
Santani Wellness Tangier, Morocco	Head of Terms and MOU Signed	40 rooms

Apart from the above, multiple early stage negotiation are ongoing for Santani branded properties in Dubai, India, Rwanda, Kenya, Maldives, Italy, and Sri Lanka





Santani Jabel Shams, Oman





Santani Jabel Shams, Oman





Santani Residences and Resort, Zadar, Croatia





Santani Residences and Wellness Resort, Taif, Saudi Arabia



Santani Wellness Resort, Taif, Saudi Arabia





Thank you.

