

PRESS RELEASE

To be released immediately

JHL Collection Redefines Excellence in Hospitality Management

JHL Collection has become a pivotal player in Indonesia's hospitality management industry.



Jakarta — In the ever-evolving hospitality industry, dynamism and relentless innovation have become the cornerstones of successful management. Since it was founded in 2020, JHL Collection has emerged as a pivotal player in hospitality management in Indonesia.

JHL Collection prides itself on being more than just a hotel operator; it acts as a catalyst for tailored experiences, ensuring that every guest's needs are met and exceeded. Aspiring to be the Light in Hospitality, JHL Collection lives by its guiding principles of LIGHT management: Limitless, Integrity, Growth, Helpfulness, and Thinking Outside the Box. These exemplary values are woven into every aspect of



JHL Collection's operations, from personalized bespoke service to the pinnacle of luxury hospitality.

JHL Collection offers a business model focused on providing consultative services in hotel development, technical assistance, procurement, human capital development, and sales and marketing. With a diversified portfolio of hotels under various brands, each carefully curated to remain relevant in the ever-evolving market landscape, JHL Collection empowers its partners to determine how they wish to market and position their properties. JHL Collection also demonstrates exceptional business acumen by identifying and generating demand in previously untapped markets. A prime example is the establishment of JHL Solitaire, the first five-star hotel in the Gading Serpong area. Additionally, JHL Collection extends its innovative reach with adventure-themed resorts at JSI Megamendung. Looking ahead, JHL Collection plans to launch the first lifestyle hotel in the emerging area of Pererenan, Bali.

In running each of the JHL Collection-managed hotels, the company employs great teams to oversee day-to-day operations. Each team member is carefully selected from a pool of potential applicants. This rigorous selection process ensures that each hotel performs optimally while maintaining its unique brand identity. It is also combined with the group's famous strategies rooted in a performance-driven culture and strategic workforce deployment to foster a healthy working environment and achieve business excellence.

To navigate new challenges and adapt to the industry's dynamic nature, JHL Hospitality relies on its core principles of flexibility and adaptability. This strategy includes keeping the business ahead of market trends, integrating technological advancements, and responding to shifting consumer behaviors. As a result, JHL Collection can proactively adjust its strategies and offerings to meet the evolving needs of guests and clients.

With a stellar team, advanced strategies, and practical solutions as the foundation of its operations, JHL Collection aims to expand its domestic and international footprint over the next five years. To achieve this goal, JHL Collection is keen to recruit a savvy hotel entrepreneur who shares the group's vision to manage their properties and drive them to the pinnacle of business success. Simultaneously, JHL Collection continues to innovate in delivering exceptional service, leveraging technology to enhance guest experiences and fostering collaboration within the JHL Collection family to solidify its position as a leading hospitality management company.

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About JHL Collection

JHL Collection is a leading hospitality management company committed to advancing innovation and design within the industry. Recognized for its exceptional hotel offerings, ranging from luxurious villas, resorts, and hotels to serviced apartments across 5-star, 4-star, and 3-star categories, JHL Collection guarantees top-tier hospitality experiences. In addition to its operations in Tangerang, Bogor, and Bali, JHL Collection has expanded its footprint.

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