



## Rebranding of Royal Singosari Kuta

Dear valued partners,

We are pleased to announce that as a part of our local rebranding strategy, our company name has now officially changed from **Grand Hardys Kuta** to **Royal Singosari Kuta**. This name change is part of our deliberate strategy targeted to emphasize the strength of our local ownership and ongoing commitment in hospitality industry. These brands changing will not lessen our 4 stars hotel service standard which is given to guests and partners, instead will even adding values by upgrading our hotel facilities to the standard of 4 stars hotel.

As a result we will be able to provide even more values to you and all of our stakeholders. Once we make the change, you will see Royal Singosari Kuta brand re-introduced in advertising, marketing materials and signage.

We wish to assure you that all current policies that you have with Grand Hardys Hotel Kuta will remain fully valid and continue to be underwritten by **Royal Singosari Kuta**.

The name change does not affect the legal personality of the existing entities which retains its rights and obligations in all existing legal relationships with third parties.

As we further emerge into this exciting phase of growth, we would like to take the opportunity to thank our loyal clients and business associates. Without your ongoing support this exciting evolution of our company would not be possible, and Royal Singosari Kuta looks forward to a mutually positive and productive future with you.

Once again, we appreciate your continued confidence in us and your support. Thank you for your kind attention.

Sincerely yours,

Ketut Wigama  
Hotel Manager