



TIFCO
HOTEL GROUP

**Ireland's leading hotel
management company**

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about us

Tifco is a very **experienced**
hospitality, development and
management company.



No.1
provider of
Conference &
Events space
in Dublin



17
years in
business



26
hotels
18 owned
8 managed



1,500
employees

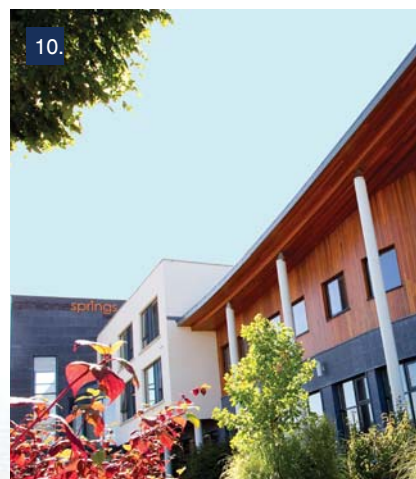


2,583
bedrooms

Tifco Hotel Group owns and operates a portfolio of hotels across Ireland. Tifco Hotel Group currently comprise of the Crowne Plaza Dublin Airport, Crowne Plaza Dundalk, Crowne Plaza Dublin-Blanchardstown, Hilton Dublin Kilmainham, The Parliament Hotel, The Travelodge Ireland collection of hotels, Cork International Hotel, Cork Airport Hotel, The Metropole Hotel, Athlone Springs, Hotel Killarney, The Heritage Killenard and the Holiday Inn Express at Dublin Airport. In addition, the unbranded Clontarf Castle Hotel is also owned and operated by Tifco and was the founding hotel within the Group when purchased as long ago as 1973.

our hotels

Property	No. of Rooms	No. of Meeting Rooms	Conference Capacity	Date of Opening	Tenure
Clontarf Castle Hotel	111	7	600	April 1998	Freehold
Crowne Plaza Dublin Airport	204	25	1,000	Dec 2003	Freehold
Crowne Plaza Dundalk	129	12	400	Sept 2007	Freehold
Hilton Hotel Kilmainham	120	8	150	2007	Freehold
Holiday Inn Express Dublin Airport	114	0	0	Sept 2006	Freehold
Crowne Plaza Dublin-Blanchardstown	188	14	700	Sept 2008	Freehold
The Parliament Hotel	63	0	0		Freehold
Travelodge Ireland (12 Hotels)	901				Freehold
Cork International Hotel	145	10	400	May 2009	Management Contract
Athlone Springs	67	3	400	2007	Management Contract
Hotel Killarney	188	0	0	1967	Management Contract
The Heritage Killenard	97	6	500	2004	Management Contract
Cork Airport Hotel	80	6	200	2004	Management Contract
The Metropole Cork	112	12	300	1897	Management Contract
Innisfallen Hotel	64	0	0		Management Contract
Total	2,583	113			



our services

We have delivered significant improvements in all properties resulting in **increased profitability, reduced costs and increased revenues.**

Short, medium and long term solutions:

- Comprehensive independent review
- Clear focus on enhancing and protecting asset value Fast turnaround of asset
- Sales & Marketing resources
- Full central team to deploy quickly
- Significant cost reductions
- Strong purchasing power
- Full Financial Management/ analysis reporting
- Manage the HR, Quality and Health & Safety functions



financial management

The Financial services we provide include:

Deliver Profit Maximisation

Complete Asset Management

Optimisation of performance of distressed assets

Immediate and detailed examination of the subject Hotel's trading statement to identify any potential cost savings

Reappraisal of hotel management and employee structure to achieve maximum efficiency and best payroll to revenue ratio

Preparation of Annual Budget Plan broken down on a monthly basis

Preparation of monthly management accounts to include cash flow forecasts, trading performance measured monthly against the plan

Identification of all hotel capital requirements to include maintenance and capital projects with supporting justification and payback analysis

Review the hotel's internal controls to ensure that all revenue is recorded properly and no exposure to cash losses are experienced

Identify any leases to third parties and ensure that these are relevant, up to date and in the best interest of the owner

A centralised purchasing and accounting function exists within Tifco Hotel Group; any new property would fit seamlessly into our model. By centralising these functions the hotel would benefit from cost savings on both payroll and purchasing

Through the course of our existing operations we have extensive experience in dealing with banks and their information requirements

Preparation for Sale of Asset if applicable

Accounting



- Nominal ledger management and control
- VAT compliance
- Liaison with external auditors in the preparation of statutory accounts
- Cash management
- Accounts payable
- Accounts receivable

Reporting



- Nominal ledger management and control
- VAT compliance
- Liaison with external auditors in the preparation of statutory accounts
- Cash management
- Accounts payable
- Accounts receivable

Budgeting and forecasting



Cash flow preparation & management



corporate recovery & insolvency

Tifco has the necessary
**resources to
manage the
operation of
a distressed hotel(s)**

in addition to completing many of the
tasks required of a Receiver including,
Short, medium and long term solutions:

- Full range of accounts personnel including Chartered and Management Accountants.
- Proven track record in managing hotels in receivership or under administration/examinership.
- Highly experienced Cost Controllers and Internal Auditors with experience in revenue & cash management, inventory control, stocktaking and fixed asset register management.



Once appointed by a bank/receiver, Tifco could take control and/or assist with the following duties:

- Ensure all necessary items/information are made available e.g. all accounting records, bank accounts, cheque books, keys, security codes, passwords, contracts, licenses etc.
- Complete a full inventory of fixed assets, stocks etc.
- Manage security risks
- Ongoing management of creditors
- Complete full cash counts including reconciliation of the deposit ledger
- Open new bank accounts
- Set up new service provider agreements
- Take control of all accounting issues such as day to day cash/revenue management, debt collection, pay critical vendors etc.
- Prepare a complete set of accounts for the company including profit and loss and a fully reconciled balance sheet properly supported by schedules of accruals, prepayments etc.
- Manage redundancies (if required) and/or continued processing of weekly/monthly payroll
- Cash flow Statements

procurement

Our portfolio of hotels makes Tifco Hotel Group one of the **largest buyers of food, beverage, utilities and hotel consumable products in Ireland.**

All our hotels, including those held under management contract, benefit from this scale each of which consistently achieve margins well above industry levels.



Our intergrated Oracle application allows:

- Professional online tendering
- Central database of products ensuring quality products and services at low unit prices
- Full history of units purchased benefitting future negotiations which results in higher volume discounts

Our Scale

2,583 bedrooms

- + Largest Conference & Event venues
- + High Volume Food & Beverage outlets
- = Unrivalled Purchasing Power/ Immediate Results



sales & marketing

We can provide

a professional, experienced National & International sales team

Sell and confirm business for all properties

Sales leads and referrals from sister hotels

Conference and event sales expertise

Revenue and yield management

Compilation of strategic Sales and Marketing Plan

Established and recognised Tifco brand name

Discounts and Added Value

Centralised Media Buying

Substantial Discounts on Rate Card

Strategic Media Plans

Brand building and awareness

Tactical advertising & promotional campaigns

Group Advertising & Promotional Campaigns

Group Conference & Leisure Campaigns

Increased Exposure to National and International Markets

Resulting in reduced cost per hotel

Professional / Experience Creative Design Partners

Press, Radio, Online

Brochures and Marketing collateral

PR Management

NEWSPAPER

BUSINESS

Economic Growth

TIFCO
HOTEL GROUP

CONFERENCE • MEETINGS • EVENTS
IRELAND'S
No.1
CHOICE
SIZE • SCALE • CHOICE

CROWNE PLAZA
BRENDALE

CROWNE PLAZA
DUBLIN-NORTHWOOD

CLONTARF CASTLE
HOTEL

THE BURLINGTON
HOTEL

CROWNE PLAZA
BLANCHARDSTOWN

PARKNASILLA
HOTEL & SPA

CORK INTERNATIONAL
HOTEL

Johnstown House
HOTEL AND SPA

www.tifcohotels.ie

Crowne Plaza Dublin Northwood • Crowne Plaza Blanchardstown • Crowne Plaza Dundalk
The Burlington Hotel • Clontarf Castle Hotel • Cork International Airport Hotel
Johnstown House Hotel and Spa • Parknasilla Resort and Spa

economic growth." Warning that higher inflation and weaker economic growth could be in store, that is keeping a close eye on the subprime mortgage crisis and recent spike in oil prices.

He also expressed concern that the rise in energy prices - oil is now trading at about \$96 a barrel - could lead to both higher inflation and weaker levels of economic growth.

In his testimony, he said the government would "act as needed" in order to make sure that it can keep inflation under control as well as maintain sustainable economic growth.

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MONEY



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e-commerce

Maximise online sales

Online advertising
and promotions

Search engine optimisation

Website design and booking
engine management

- Management of the Hotel's Booking Engine
- Maximise Sales through website Third Party Providers
- Management of online reviews





human resources

Review of current organisation structure

**Reduce payroll costs through effective
management of KPI's**

Employee Surveys

Analysis of key ratios

Compliance with Employment law



Opportunity for internal promotion throughout the hotels
Group Training
Statutory Training
Employee benefit scheme Recruitment & Selection



Quality = asset protection

Implementation of Quality systems and procedures

Monthly mystery guest

Sales audits

Guest comment cards

Implementation of Standard Operating Procedure Manuals

Weekly test calls to reservations and events

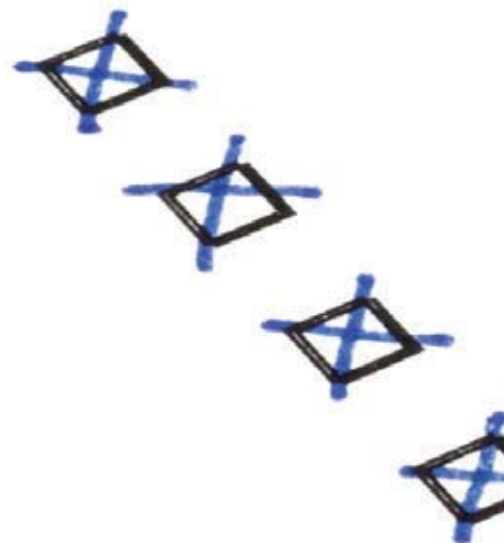
Optimus programme

Quality Employer

Benchmarking

Continuous Improvement

Excellent





independent reviews

Our central team possess the

necessary skill base

to evaluate the performance of existing hotel or resort operations and provide a detailed independent analysis covering the following areas:



Financial
Human Resources
Sales & Marketing
Quality Systems
Hotel Operations
Procurement
E-commerce
Information Technology



what have we delivered

**Transformed loss making operations
into profitable businesses**

Significantly increasing operating profit

Significantly reducing costs

Significantly increasing sales





our awards

Our clear focus on **Performance,**
Quality and Results has enabled us
to consistently win many awards.





board of directors

Tifco Board has a broad diversity of experience and comprises a group of Executive and Non-Executive Directors as follows:



Enda O'Meara
Managing Director

Enda started in the hotel industry in 1982, graduating with honours from Shannon College of Hotel Management. Having worked for major hotels in the UK, Europe and North America in 1997 Enda opened the founding hotel of the Tifco Hotel Group, Clontarf Castle Hotel and Conference Centre. Enda has since developed the group into what it is now one of Ireland's largest hotel groups.



Brian Campion
Group Finance Director

Brian is a Fellow of the Institute of Chartered Accountants and has a wide portfolio of experience working in industry for the last 20 years. He has worked exclusively in the hospitality sector for the last 10 years for a number of well known Irish groups and has gained extensive experience of the industry having been involved in a number of sizeable acquisitions, disposals and new openings.



Mary Buckley
Group Operations Director

Mary has worked in the hotel industry for over 20 years and is a Graduate of the Shannon College of Hotel Management. Mary has held many senior positions and General Management positions within the Irish Hotel industry. Mary joined Tifco Hotel Group in 1998; having been involved in all of the Hotel Group's new hotel developments and operations since 1998, Mary now specializes in the areas of new hotel builds, hotel openings and hotel operations.

management agreement

Tifco Limited would require appointment under an Operations and Management Agreement, a detailed copy of which can be supplied for your information. The principal components of this agreement can be summarised as follows;

- Agree a term appropriate to the needs of the asset
- Our management fees will comprise two elements. Firstly, we require a percentage of the Annual Gross Income generated plus an incentive fee levied from the Gross Operating Profits of the business. These precise proportions to be agreed separately on each Management Agreement and will reflect the complexity and nature of each assignment

our awards

Advantages of choosing Tifco as a partner:

- Experienced Professional Hoteliers
- Proven ability to deploy resources promptly when required
- Size and scale of operations leads to increased sales & decreased cost
- Ability to identify strategic issues within a hotel and implement appropriate solutions where necessary
- Track record in transforming distressed hotels and have confidence of the banks
- Ability to increase EIBTDA for the subject property
- Head Office personnel with experience in all aspects of Hotel Operations, Finance, Sales and Marketing, Procurement, HR, Quality, IT & E-commerce
- We invest time and effort to ensure the success of projects and we continually strive to improve processes
- We will enhance the value of the asset in preparation for disposal
- We are value for money
- We are Flexible



