

Sharing our Passion

RELEASE

Veranda Group changes name to VLH

The Veranda Group is entering a new chapter in its history with a name change to VLH : **Veranda Leisure & Hospitality.**

This evolution occurs at a time of continuous expansion of the Group's portfolio of activities, which is the Hotels sector of Rogers & Co. Indeed, the small family business which started some 30 years ago with the Veranda Bungalow Village in Grand Bay has become a driving force in the Mauritian hotel landscape.

This new name better embodies the expansion and diversification policy pursued since 2004. Leveraging its long experience, the Group has actually developed two distinct but complementary business streams, which are :

- *Hospitality*, the first and main business line of the Group with two hotel brands, Veranda Resorts and Heritage Resorts, and a room inventory of 686 keys in six three- to five-star hotels. It also comprises *IRS* villa rental management and operations at *Le Domaine de Bel Ombre* managed by Heritage Resorts.
- *Leisure*, which has been an ancillary activity to hotel operations in recent years, namely with *Le Domaine de Bel Ombre* comprising the all-new *C Beach Club*, *Le Golf du Château* and *Le Château de Bel Ombre*. Finally, *Seven Colours* is the well-being brand present in all hotels of the Group and the first and only Mauritian spa and cosmetics brand, which was launched in 2004.

This change of name is accompanied by a new logo and a very contemporary visual identity. It is supported by a strapline that is the signature and cornerstone of our corporate culture and reads, **Sharing our passion...**

Veranda Leisure & Hospitality

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HERITAGE
RESORTS


Veranda
Resorts

a Rogers enterprise

The VLH brand structure

HOSPITALITY

Veranda Resorts

Veranda Paul & Virginie Hotel & Spa

Veranda Grand Baie Hotel & Spa

Veranda Pointe aux Biches Hotel

Veranda Palmar Beach Hotel

Heritage Resorts

Heritage Le Telfair Golf & Spa Resort

Heritage Awali Golf & Spa Resort

Villas Valriche Experience

(which will be renamed **Heritage The Villas** as from 01 September 2011)

LEISURE

Managed by Heritage Resorts

C Beach Club

Le Golf du Château

(which will be renamed **Heritage Golf Club** as from 01 September 2011)

Le Château de Bel Ombre

Seven Colours

Spa, Wellness Lounge, Energy Cuisine

Veranda Leisure & Hospitality

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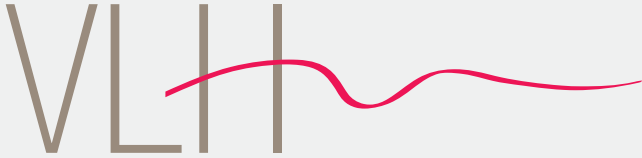
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Sharing our Passion

The VLH history :

The VLH adventure began in 1982 with the creation of the Veranda Bungalow Village. The initial concept was a simple one, "To give visitors the opportunity to experience the Mauritian way of life during their stay on the island." It was an innovative approach at a time when the hotel industry in Mauritius was focusing on luxury accommodation.

The Veranda Bungalow Village concept enjoyed enormous success, leading to the extension of the adventure with the acquisition of other hotels in the north of the island. Over the past three decades, the family business has turned into a truly Mauritian hotel group, Veranda Resorts.

In 2004, the Group opened its first upmarket hotel in Bel Ombre, Heritage Golf & Spa Resort, boasting 160 rooms, 5 restaurants and the Seven Colours Spa spread over some 3,000m². In January 2009, building on the success met by Heritage, the Group acquired Telfair Golf & Spa Resort, a luxury establishment which is a member of the Small Luxury Hotels of the World. The Group thus expanded its room inventory to 686 keys and strengthened its positioning in the upmarket segment. The same year, the Group reiterated its desire to diversify its activities with the addition of a new line of business – the rental management and hotel operations of IRS villas (Les Villas Valriche).

With the addition of a second upmarket hotel to the Group's portfolio and in line with the vision of the company to develop two distinctive umbrella brands, the Heritage Resorts brand was created. Consequently, Heritage Golf & Spa Resort became Heritage Awali Golf & Spa Resort in November 2009. Le Telfair Golf & Spa Resort was also renamed Heritage Le Telfair Golf & Spa Resort. These new names are a reference to the concepts of the two hotels, which are inspired by the history and culture of the place.

The Group has now developed a unique integrated leisure area with *Le Domaine Bel Ombre* on 2500 hectares of nature. Truly a "destination within the destination", it offers a comprehensive array of experiences with *Le Golf du Château*, *Le Château de Bel Ombre*, the Frederica Nature Reserve, the C Beach Club as well as two mini-clubs, two fitness centres and 11 restaurants. All of this in a region that is dotted with small villages, sugarcane fields, woody hills and beaches, in a preserved natural setting of remarkable beauty that lends itself to the pleasures of tourism and discovery.

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