

Lub d

company profile

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Lub d

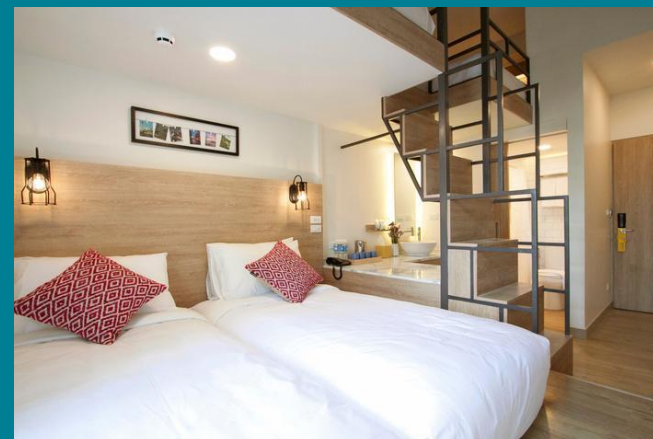
Lub d



INTRODUCTION TO “LUB D”

Lub d is the leading lifestyle brand in Thailand with 1,057 beds in operation and secured through its 5 properties located in Bangkok, Phuket, Samui, Makati and Siem Reap and A new Lub d Chatuchak under hotel management and development pipeline in Japan, Australia, actively looking for strategic partners.

- The brand “Lub d” is a typical Thai word which literally means “Sleep well”
- Lub d offer so much more than a place to rest your head. Lub d is a meeting point for global and local travelers where everyone leaves as a friend
 - The Group owns and operates sleek and modern properties that offer the options of shared dorms and variety of private rooms
 - These properties offer large creative and unique common area designed to facilitate interaction and storytelling, providing guests with the connected & social feel of a hotel
 - It also offers theater rooms/resting areas in a relaxed ambiance and other fun activities



Lub d

OUR PROPERTIES

CURRENTLY OPERATING



SIAM

80 Beds



PATONG

286 Beds



SAMUI

236 Beds



SIEM REAP

222 Beds



MAKATI

233 Beds

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"LUB D" BRAND CONCEPT

We help you step out
of our comfort zone
and do stuff you
usually wouldn't

The act of making a
choice, giving? it a go,
going for it, saying yes.



We believe in trying
new things, and we're
the best place to do it

GO BRAVE

The act of travelling,
exploring, crossing
borders, getting out there
and stepping into the new

Travel courageously:
Explore the unfamiliar,
discover yourself,
never hold back

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**"LUB D"
BRAND PURPOSE**

**We exist to create truly
unforgettable experiences to
those in pursuit of personal
discovery and growth**

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**“LUB D”
MANIFESTO**

**THE MOST MEMORABLE TRIPS ARE THOSE SPENT OUT OF OUR COMFORT ZONE. WHEN WE DARE TO TRY NEW THINGS, WE EARN
STORIES THAT LAST A LIFETIME. THAT’S WHY LUB D IS...**

EVERYTHING YOU NEED, AND NOTHING YOU EXPECT.

**WE’RE PASSIONATE ABOUT CREATING FIRST-TIME EXPERIENCES FOR OUR GUESTS. THE FIRST TIME PETTING A PIG ON A
BEACH. THE FIRST TIME SHARING A ROOM WITH STRANGERS. THE FIRST TIME FORGOING A NIGHT ON THE TOWN TO MAKE SURE
YOU’RE UP FOR SUNRISE AT ANGKOR WAT**

WHETHER IT’S A SMALL STEP OR A GIANT DIVE INTO THE UNKNOWN...

WE’RE HERE TO MAKE SURE THOSE BRAVE ENOUGH TO SEEK UNFORGETTABLE EXPERIENCES GET WHAT THEY CAME FOR.

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DESIGN CONCEPT OF “LUB D”

WE CREATE A DIFFERENT AND NOTABLE EXTERIOR AND INTERIOR CONCEPT DESIGNS FOR EACH PROJECT.
WE ALWAYS EVOLVE ALL OUR ROOM TYPES INTO A CREATIVE SANCTUARY WITH ALL NECESSARY AMENITIES COMPLIED WITH HOTEL STANDARDS

SAFETY



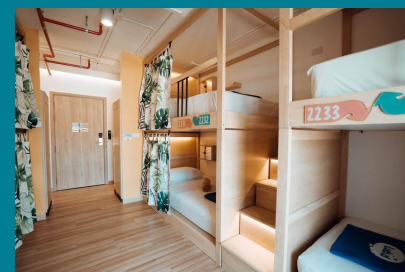
Each floor is equipped with smoke detectors, fire alarms, and fire extinguishers to prevent and respond to emergencies and ensure that our facilities are fully sprinkler with fire life safety and circulation design comply with hotel standards

UNIQUE DESIGN



Each property has its own unique selling point. For example, Lub d Siem Reap and makati is indeed revolutionary with features of the Khmer design. Guests can chill on the beanbags and hammocks in our lounging areas

FUNCTIONALITY & COMPLIANCE WITH HOTEL STANDARD

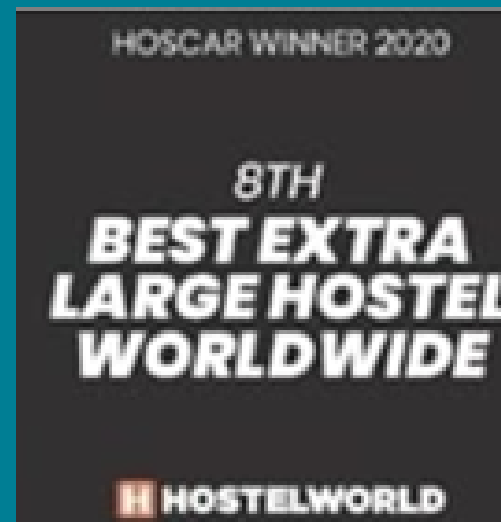


Mixed dorm with step up for upper bunk, privacy curtain along with a separate locker and changing area. Each custom made dorm features large comfortable beds, equipped with universal socket, USB charging ports, mini locker for keep

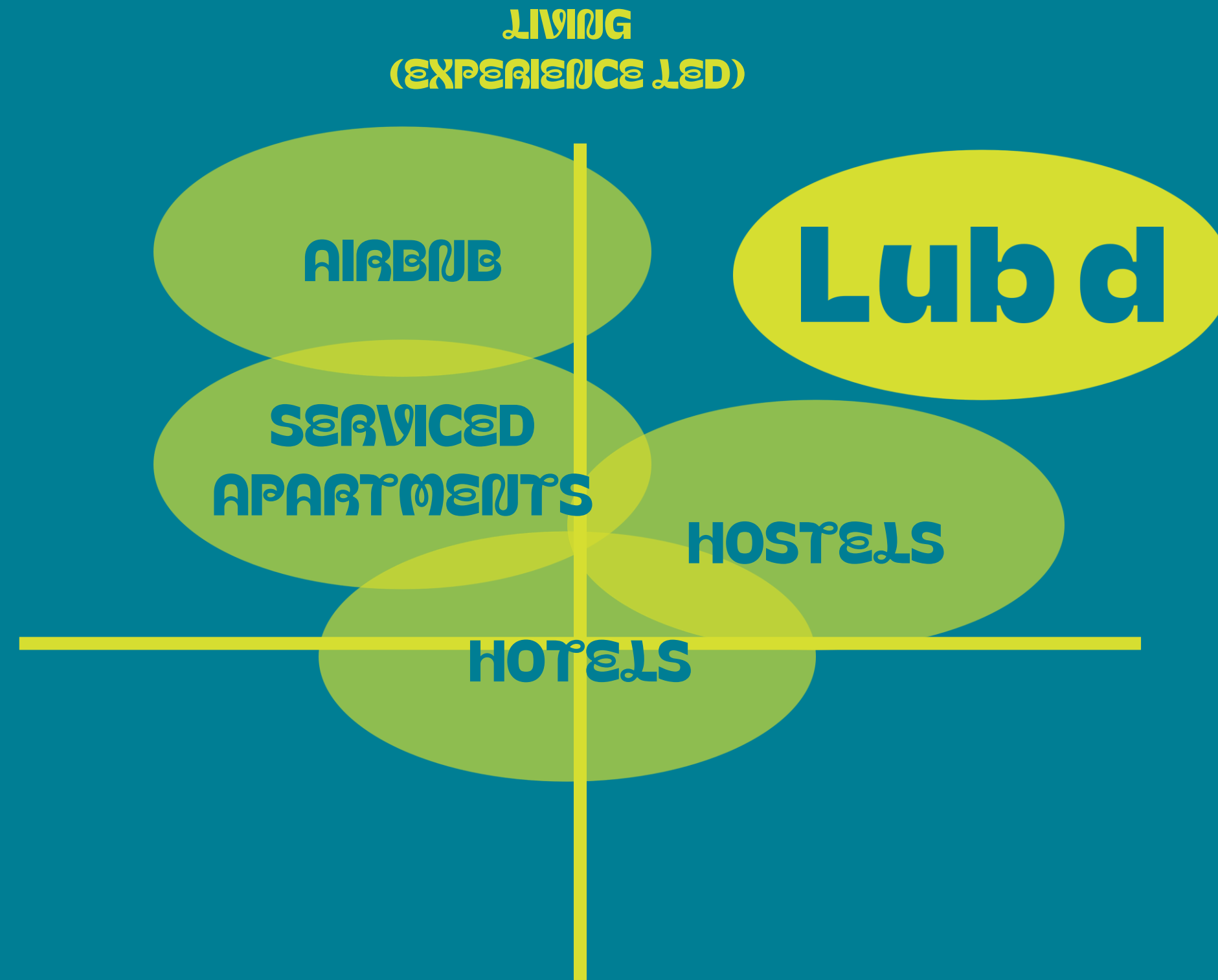


Our bathrooms feature free-towel usage and bathroom amenities. Each of the shower stall provide wet and dry area. Our counter also feature sink wet area and a getting-dressed area

OUR AWARDS



**"LUB D" BRAND'S
POSITIONING**



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TARGET CUSTOMERS

	 <div>FLASHPACKER</div>	 <div>URBAN WEEKENDERS</div>	 <div>BACKPACKERS</div>
TRAVEL MOTIVATION	Self discovery Meaningful connections and experiences	Indulgence Status	Curiosity Social Interaction
ACCOMMODATION IS ...	A gateway to authentic local experiences	A comfortable home base	A safe cheap place to meet new people
FROM GOOD...	Privacy and quiet Luxe comforts Hip hangout for locals Great value for money	Privacy and quiet Clean and comfortable rooms Friendly staff Good location	Price Security and safety Cleanliness Comfort Friendly, helpful staff
... TO GREAT	Local 'guides' who open up amazing, unusual experiences Thoughtful, memorable experience design Staff/locals who become friends	Prime location Spotlessly clean Pampering touches where it counts Curated shopping guides Ultimate convenience	Fun social vibe Well-connected staff with insider tips Home away from home Thoughtful essential amenities

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EXISTING
PROPERTIES

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LUB D SIAM (LEASEHOLD)

Registered address : 925/9 Rama 1 Rd., Wangmai, Pathum Wan, Bangkok

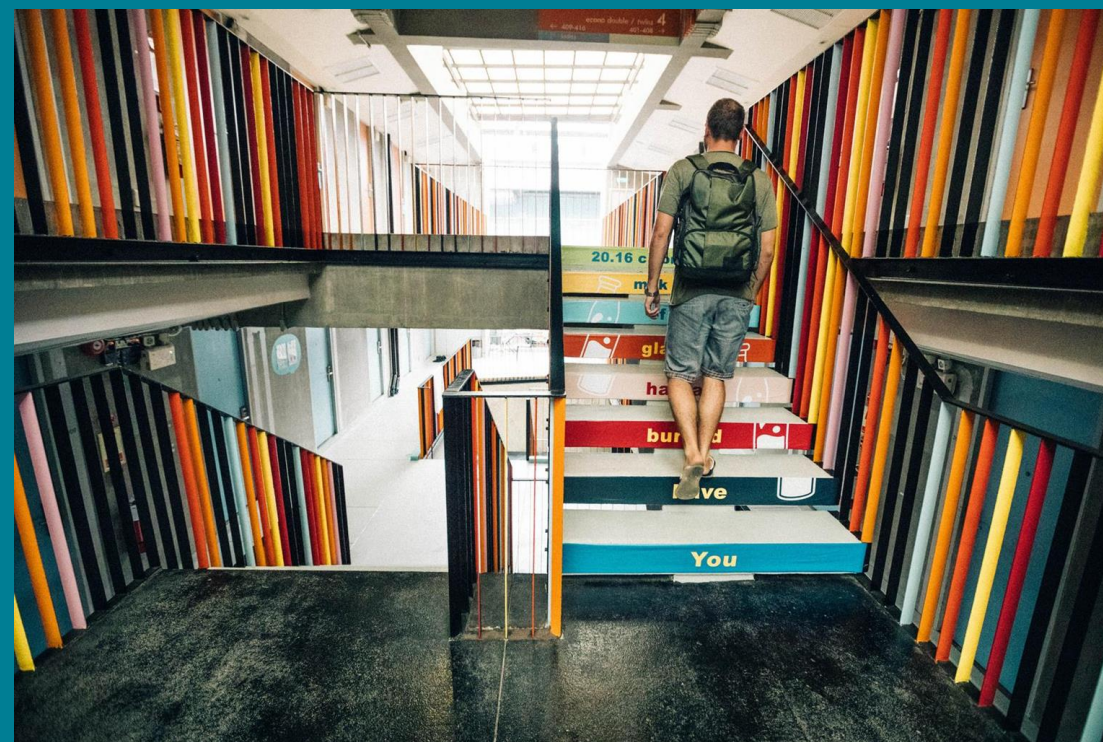
80 BEDS AND 38 ROOMS

Our guests say Lub d Siam's best asset is its location at the footstep of National Stadium BTS Skytrain station. Directly opposite MBK center and Siam Bangkok shopping district. Room types available are private en suite, twin dorm room, and 4-bed dorm room.

All 50 rooms offer each bed has a reading light, shelf, power socket, and a towel rack - some simple but vital features of comfortable travel.

Services and Conveniences

- Café & Bar
- Laundry room
- Computer Station
- Security lockers
- Theater room
- Long-term free luggage storage
- Services team serving 24 hours



40m National Stadium



650m General Hospital



300m 7 Eleven

600m MBK



300m ATM

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LUB D SIAM KEY FEATURES



BEST SHOPPING AREA IN BANGKOK

Lub d Siam is located near Siam Paragon, Central World & Across from the famous MBK shopping mall.

Our hostel is walking distance from Siam Square and BTS National Stadium Station, with unrivalled access to the sky train is readily accessible with convenient transportation to explore the city.



SPACIOUS COMMON AREA

Lub d Siam has a spacious common area where The Right Bar is there to serve light breakfast, snacks and a variety of cool beverages. Guests can also sit on bean bags and watch movies in the communal lounge room or hangout in the lobby area.



BTS AT DOORSTEP

We are right at BTS National Stadium Station which is literally at our doorstep while BTS Siam Station is in the walking distance, enable our guests to get around Bangkok or get to the airport easily

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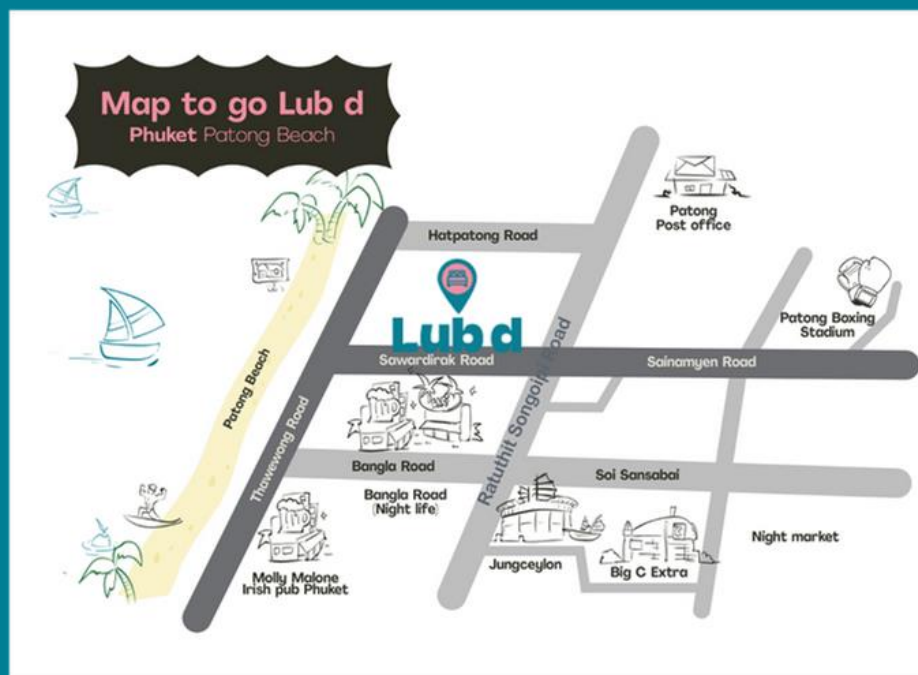
LUB d PATONG (LEASEHOLD)

Registered address : 5/5 Sawatdirak Rd., Kathu, Patong, Phuket, Thailand

286 BEDS, 187 ROOMS

Our newly renovated Lub d Patong, Which was our first resort location, is located in the middle of Patong Beach Phuket. Voted in 2017 as the “Best New Hostel” in the world by Hostelworld.com. With only a 300 meter walk to the beach.

We provide 4-bed dorms and two types of private en-suite rooms. Our public area features see-through swimming pool, Retail arcade, Mexican themed bar and restaurant and gaming area



Services and Conveniences

- Open-plan check in area
- Bar/lounge and Restaurant
- Outdoor pool & Splash bar
- Facilities for disabled guests
- Airport shuttle service
- Long-term free luggage storage
- Services team serving 24 hours



400m Patong Hospital



10m Family Mart



70m Pharmacy



40m ATM

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LUB D PATONG KEY FEATURES



STRATEGIC LOCATION

Lub d Patong is perfectly located in the heart of Patong beach within walking distance to the 4 Km Beach offering activities such as Jet Ski and Parasailing.

Patong is also known as the center of Phuket nightlife only a few streets away.



OUTSTANDING EXPERIENCE

We organize enjoyable events with our daily activity program including Henna Painting, Giant Jenga, Water Polo, Beer Pong, Pool Party and much more . Our Patong Pub Crawl takes our guests through the lively and varied bars and pubs to experience world-famous nightlife. The tour is safely hosted by our friendly staffs, where you can meet the enthusiastic locals who know how to spend the night



REIMAGINED PUBLIC SPACES

Our newly renovate public areas including a Mexican theme bar, Cabanas around the pool and a retail outlets.

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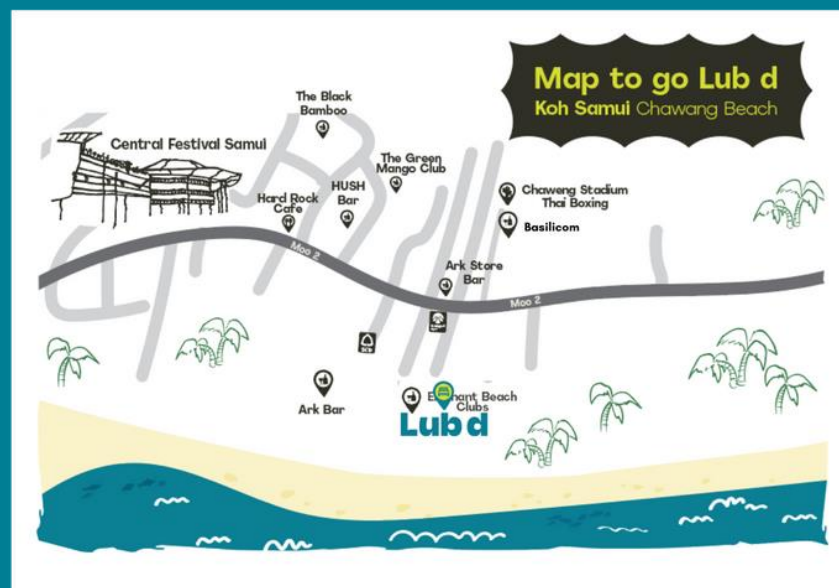
LUB D SAMUI (FREEHOLD)

159/99 Moo 2, Bophut, Koh Samui, Suratthani, Thailand 84320

236 BEDS, 124 ROOMS

Located along Chaweng beach a prime destination for lovers of beaches and the ocean, With tranquil turquoise waters, Perfect for relaxing on the beach or diving with colorful marine life. Or just take a step outside to the main area of Samui Chaweng.

Lub d Koh Samui offers both Private and Dorm Rooms, To suit every budget from single travelers to small families.



Services and Conveniences

- Open-plan check in area
- Bar/lounge and Restaurant
- Outdoor pool & Splash bar
- Facilities for disabled guests
- Airport shuttle service
- Long-term free luggage storage
- Services team serving 24 hours



3.7km Samui Hospital



400m 7-11



100m Pharmacy



100m ATM

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LUB D SAMUI KEY FEATURES



STRATEGIC LOCATION

Located along Chaweng beach a prime destination for lovers of beaches and the ocean, With tranquil turquoise waters, Perfect for relaxing on the beach or diving with colourful marine life



2 POOLS & BEACH ACCESS

Located directly on Chaweng beach, We also offer 2 pools for our guests to relax and enjoy the Samui vibes, With nightly fire shows on our beach.



EXTENSIVE COMMON AREAS AND GARDENS

As well as our beach and 2 pools, Samui has a large garden area and games rooms for our guests to enjoy

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LUB D SIEM REAP (FREEHOLD)

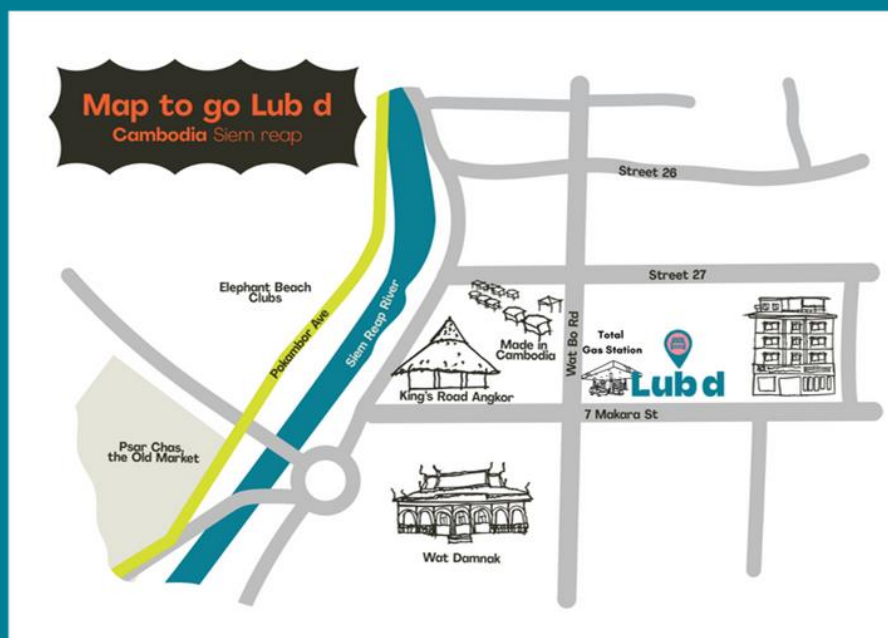
Registered address : 7 Makara St, Wat Bo Village, Sangkat Sala Kamreuk City, Siem Reap, Cambodia

222 BEDS, 87 ROOMS

Lub d Siem Reap is an extraordinary hostel with modern exterior and interior concept design merging features of the Khmer lifestyle and culture. A 5-minute walk to the famous Pub Street. Short walk to the Siem Reap River, old market and night market. Siem Reap airport is only 20 minutes away as well as the legendary Angkor Wat. With two room types, our private room with en suite and our dorms with separate and changing area away from the sleep area.

Services and Conveniences

- Khmer design lounging areas
- Bar & Restaurant
- Pool
- Dressing area for mixed dorm
- A La Carte breakfast, lunch and dinner
- Co-working space



550m Siem Reap Hospital



200m Angkor Market



300m Riverside



20m ATM

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LUB D SIEM REAP KEY FEATURES



MODERN KHMER DESIGNS

Lub d Siem Reap offers a Khmer chic inspired property design including a swimming pool with swim up pool bar, great lounging areas throughout the common area, games area including pool table and old school Pacman arcade game, and The PumpHouse or bar and café offering variety of food and beverages



WORLD HERITAGE SITES

Lub d is located in the heart of Siem Reap. Just a short tuk tuk ride to the amazing temples of Angkor Wat



SOCIAL HUB IN SIEM REAP

Lub d Siem Reap is a social hub in the city. Being our guests, all travelers and even those living in Siem Reap are more than welcome to enjoy our accommodation, facilities, co-working space and restaurant & bar

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LUB D MAKATI

(FREEHOLD (JV))

Registered address : 7830 Makati Avenue, Brgy. Pablacion, Makati City, Philippines

233 BEDS, 163 ROOMS

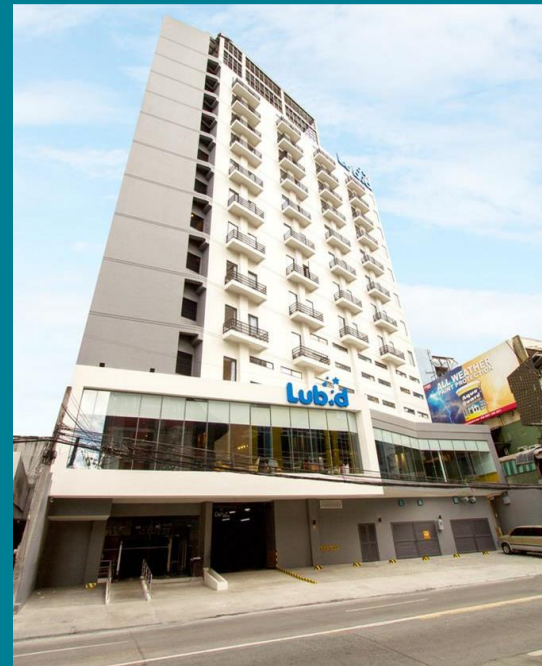
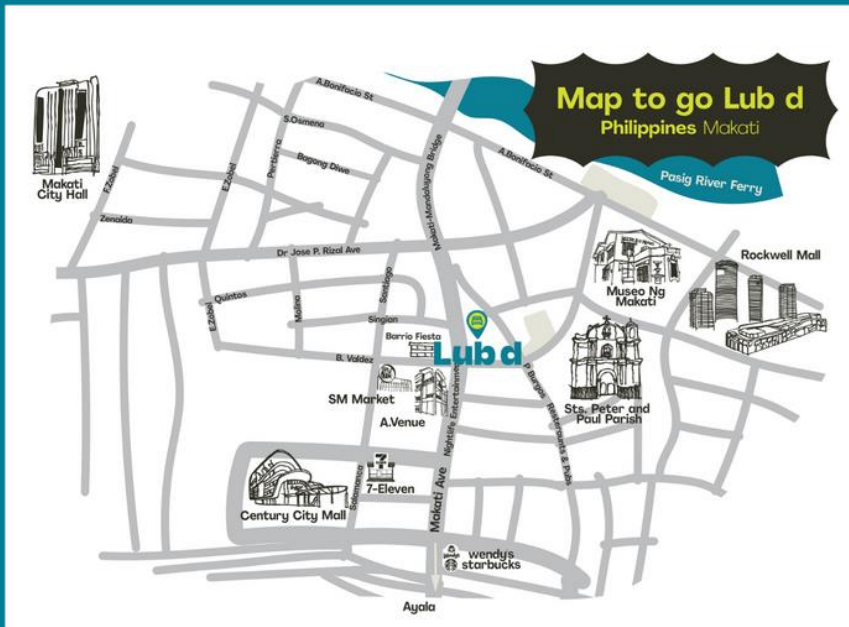
The project is a joint venture with the Philippines Pesengco Group who have experience in packaging and retail operations.

Lub d is located in the Poblacion Makati Avenue area which has undergone a regeneration and now features multiple lifestyle restaurants and bars.

Enjoy our co-working space, cool down area, theater room and EG our roof top bar & restaurant. We target both international travelers and Philippines travelers including mid-scale corporate clients

Services and Conveniences

- Co-working space
- cool Down Area and Theater Room
- Roof Top Bar and Restaurant
- Rooftop Café & Bar
- Laundry room
- Computer Station
- 24 Hour Reception



400m Centuria Hospital



450m Century City Mall



150m 7-11



20m ATM

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LUB D MAKATI FEATURES



LOCATED IN THE HEART OF MAKATI

Makati is the financial center of the Philippines and one of the major financial, commercial and economic hubs in Asia.

Lub d Makati is located in Poblacion district where lots of entertainment, shopping malls and nightlife area along with great food and beverage choices are all on the doorstep



ROOFTOP RESTAURANT

Capture the amazing skyline on both sides of Lub d Makati's rooftop restaurant. Our rooftop restaurant and bar has a modern indoor air-conditioned seating area and outdoor bar area available for our guests to chill out, enjoying the beautiful skyline views over Manila. Our mixologist team will create an amazing cocktails to complete the unforgettable experiences at our sensational rooftop bar and restaurant



RELAXATION ROOM & CO-WORKING SPACE

On the second floor of the lobby zone, guests can chill out or have a coffee and delicious food in the Relaxation Room.

Lub d Makati also offers Co-working Space with a meeting room that enables guests to make a private calls. Free high-speed Wi-Fi access is available in all areas to keep our guests connected to the world

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ROB KHUN KAB

THANK YOU

ALL

SALAMAT

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