ASSURANCE OF THE BEST IN HOSPITALITY

THE SHILLA
HOTELS & RESORTS



Greetings

Since The Shilla Hotels & Resorts opened in March 1979, the hotel has hosted numerous state visits and international events, carrying on the dignity and legacy of being a representative hotel in Korea, capturing the hearts of our guests.

In recent years, the hotel has been focusing on enhancing its global competitiveness in travel retail (TR), and the hospitality business while promoting leisure, sports, and tourism to diversity its business and grow revenue streams on its way to becoming an international premium lifestyle company.

Trust and Rewards

Through our unrivaled brand values and operational know-how in the hospitality field, we strive to provide the highest level of service and ensure your stay is pleasant and enjoyable.



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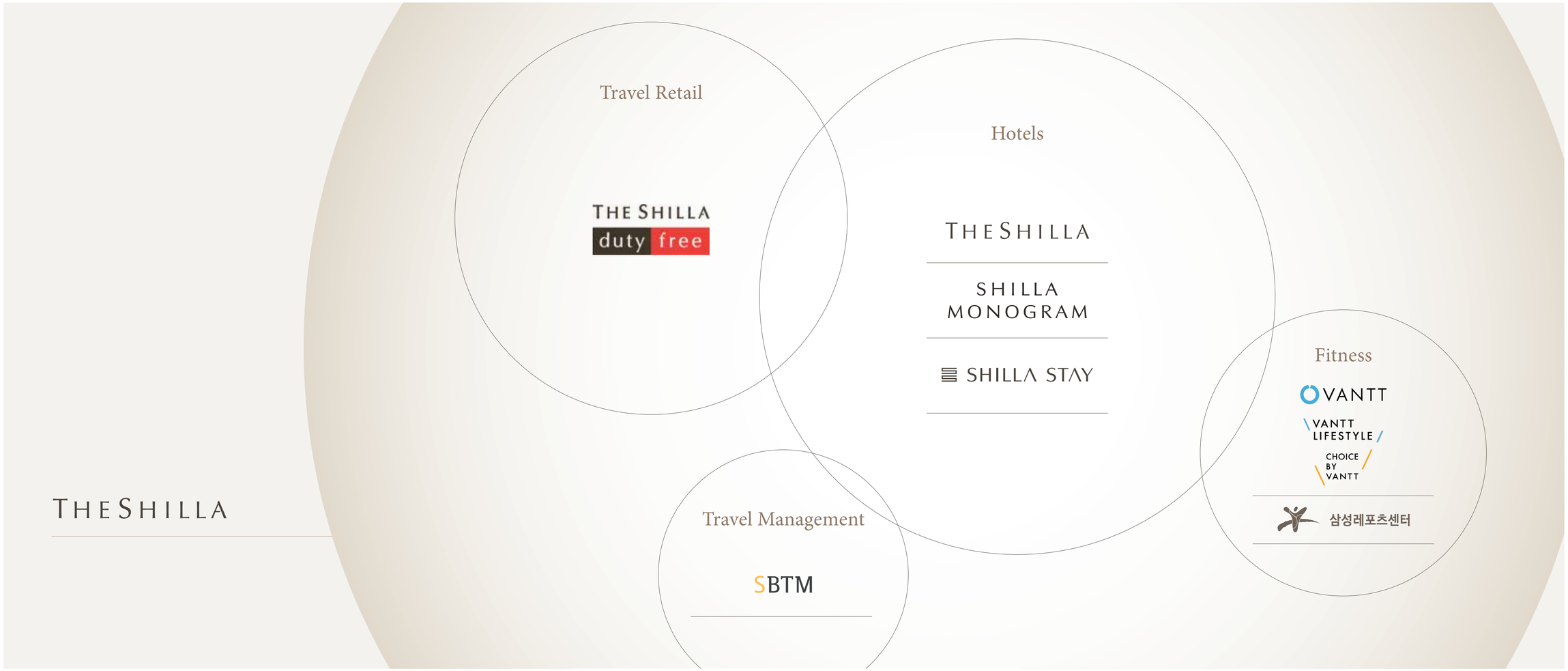
- Introduction of Hotel Shilla
- Brand Introduction
- Development Process

2. Performance Gear

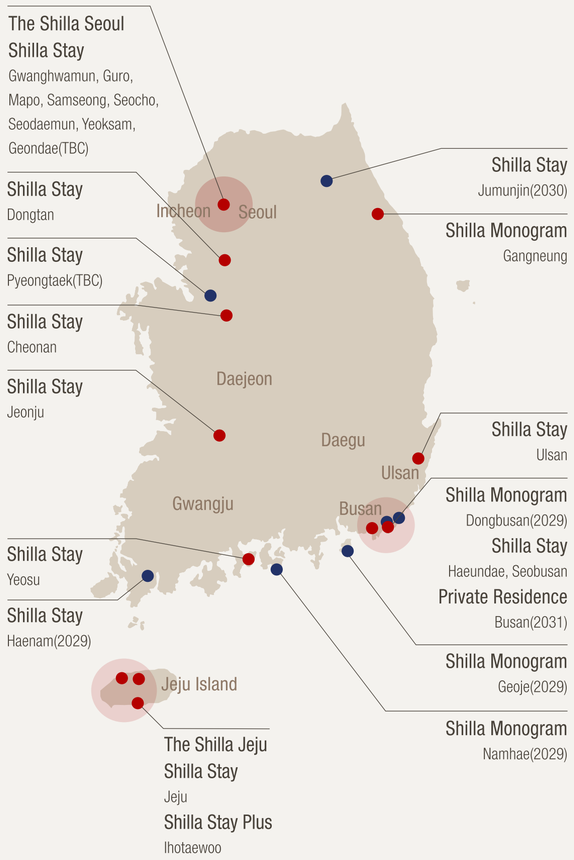
BUSINESS SYNERGY

The Shilla has accumulated a vast amount of customer data and a broad partner pool by managing a wide range of lifestyle businesses centering around the hotel, including duty-free shops, sports, leisure, and travel.
Through this, we can accurately grasp diverse customer needs, trends, and external risk in order to duly respond.



GLOBAL NETWORK

Hotel Shilla is operating and developing a total of 31 properties around the world, including 19 hotels in South Korea. It also has 11 business operations in areas including Southeast Asia, China, Japan, USA, UK, and Germany, forming a robust global network.





	Current	Pipeline	Global Office
South Korea	19	8	-
Asia	4	-	7
Europe / USA	-	-	4
Total	23	8	11

* Xian(2026. 2), Yancheng(2026. 4), Hanoi(2026.10)

OUR BRANDS

Hotel Shilla has a wide spectrum of brands offering a variety of customer experiences, including The Shilla, our primary brand, Shilla Monogram, and Shilla Stay. We provide an elevated level of service that not only conveys dignity, but also runs the gamut of trends, from classic to modern, luxury to casual.



THE SHILLA

"Authentic Indulgence"

A premier luxury hospitality brand that seeks to become a prominent landmark with 5-star and higher services. Our flagship hotel, The Shilla Seoul, as a member of LHW (The Leading Hotels of the World), has been named the best hotel in Korea by top media outlets like Forbes, Fortune, and Michelin.

Seoul (1979) / Jeju (1990)
Pipeline | Busan (Private Residence, 2031)



SHILLA MONOGRAM

"Signature Sophistication"

A marriage of The Shilla's signature and local lifestyles that strikes a balance between comfort and sophisticated style, elegance and rationality. The brand offers refined composition, careful consideration, and timeless value.

Current | Danang (2020) / Gangneung (2025) / Xian, Hanoi (2026)
Pipeline | Dongbusan, Geoje, Namhae (2029)



SHILLA STAY

"Smarter Stay"

A harmony of refined beauty and practical sophistication. The brand offers unique services and sensitivity in a space that embodies the design philosophy of world-renowned designer Piero Lissoni, who pursues restrained beauty, practical elegance, and a balance between utility and aesthetics.

Current | Dongtan (2013) / Yeoksam (2014) / Gwanghwamun, Mapo, Ulsan, Jeju, Seodaemun (2015) / Guro, Cheonan (2016) / Seocho, Haeundae (2017) / Samsung (2020) / Seobusan (2021) / Yeosu (2022) / Ihotewoo, Jeonju (2024) / Yancheng (2025) /
Pipeline | Haenam (2029) / Geondae, Jumunjin (2030) / Pyeongtaek (TBC)

BRAND INTRODUCTION

THE SHILLA





Design Concept

Authentic Indulgence

The Shilla presents sophisticated services and facilities based on its unlimited possibilities, by providing the finest lifestyle experiences that embrace guests' life, work, and rest.

Locations

The Shilla plans to enter into core locations in the global market.

	Prime location	Secondary location	Other
Capital city / Core business and tourist districts	○		
Major tourist destinations / Popular vacation spots			
Local cities			

Brand Guidelines

The Shilla provides full service concurrent with the luxury brand category, including dining facilities, such as all-day dining, restaurants, and bars & lounges, along with the finest hotel amenities, such as fitness spaces, swimming pools, and spas.

Luxury

Full Service

Meeting Space

Bar / Restaurant

Spa

Premium Fitnesss Center



Hotel | THE SHILLA SEOUL Suite



Hotel | THE SHILLA SEOUL Yeong Bin Gwan



Hotel | THE SHILLA SEOUL Executive Lounge



Resort | THE SHILLA JEJU Family Pool


Resort | THE SHILLA JEJU Cabana



Resort | THE SHILLA JEJU Garden

BRAND INTRODUCTION

SHILLA MONOGRAM





Design Concept

Refined Contemporary

Shilla Monogram is a brand in pursuit of harmony between the intrinsic value of the local environment and the thoughtful elegance of Shilla. It embodies the brand's identity through flexible service and design, without formalized standards.

Locations

Shilla Monogram plans to enter into major tourist destinations and poplular vacation spots preferentially, and also to expand into developing domestic and foreign tourist destinations that show great potential.

	Prime location	Secondary location	Other
Capital city / Core business and tourist districts	○	○	○
Major tourist destinations / Popular vacation spots	○	○	○
Local cities			

Brand Guidelines

Shilla Monogram provides full service concurrent with the upper-upscale brand category, including dining facilities, such as all-day dining, and restaurants, along with hotel amenities, such as fitness spaces and swimming pools.

Upper-Upscale

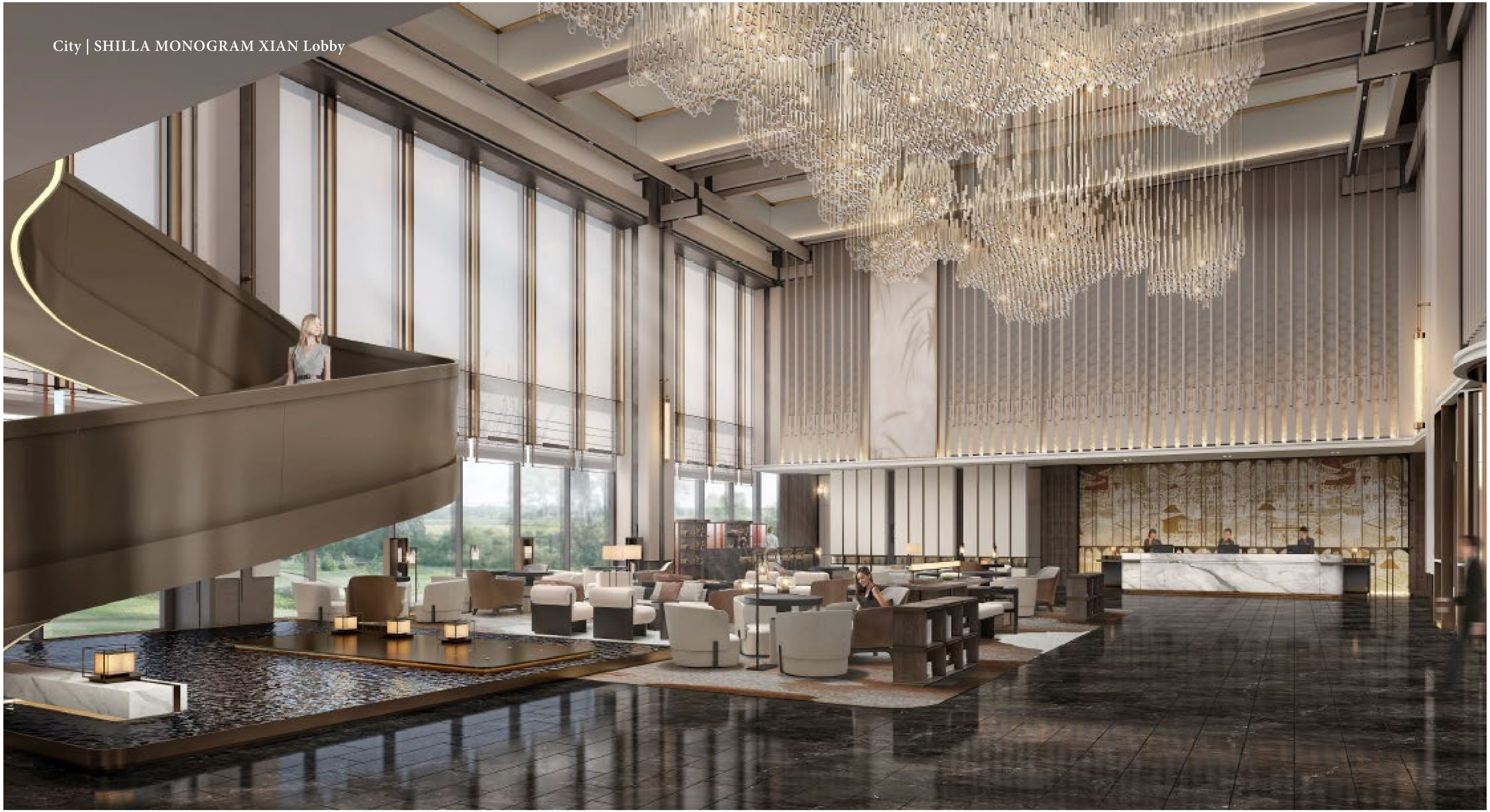
Full Service

Meeting Space

Bar / Restaurant

Premium Fitnesss Center

Business Center



City | SHILLA MONOGRAM XIAN Lobby

* CGs and images on this page are intended to aid understanding and may differ from reality.

City | SHILLA MONOGRAM XIAN Room



* CGs and images on this page are intended to aid understanding and may differ from reality.



City | SHILLA MONOGRAM XIAN Presidential Suite

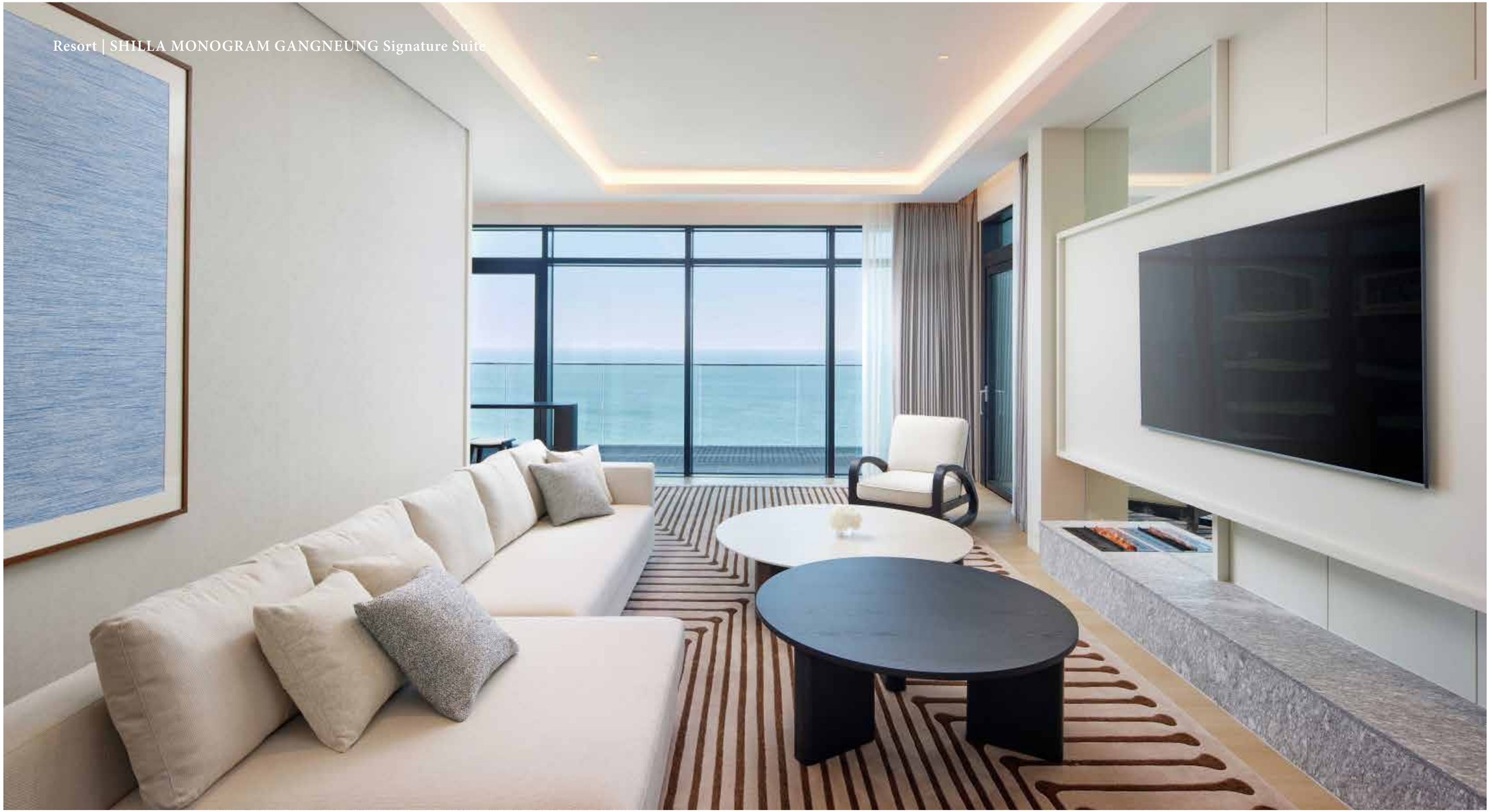
* CGs and images on this page are intended to aid understanding and may differ from reality.

Resort | SHILLA MONOGRAM DANANG





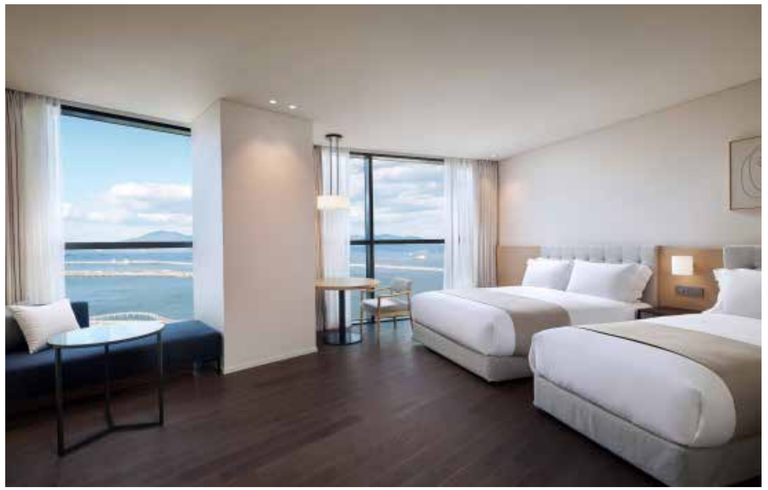
Resort | SHILLA MONOGRAM DANANG Villa



Resort | SHILLA MONOGRAM GANGNEUNG Signature Suite

BRAND INTRODUCTION

SHILLA STAY





Design Concept

Discerning Simplicity

Shilla Stay is a brand that provides a touch of the elevated Shilla experience at a reasonable price. Shilla Stay attains not only the very efficiency of development, operation, and management, but also achieves customer contentment by providing refined amenities and services.

Locations

Shilla Stay plans to enter into not only favored tourist destinations and popular vacation spots, but also developing domestic and foreign tourist destinations and business districts.

	Prime location	Secondary location	Other
Capital city / Core business and tourist districts	○	○	○
Major tourist destinations / Popular vacation spots	○	○	○
Local cities	○	○	○

Brand Guidelines

Shilla Stay provides selective service, concurrent with the upscale brand category, including dining facilities and hotel amenities which reflect the location and guests' needs.

Upscale

Selective Service

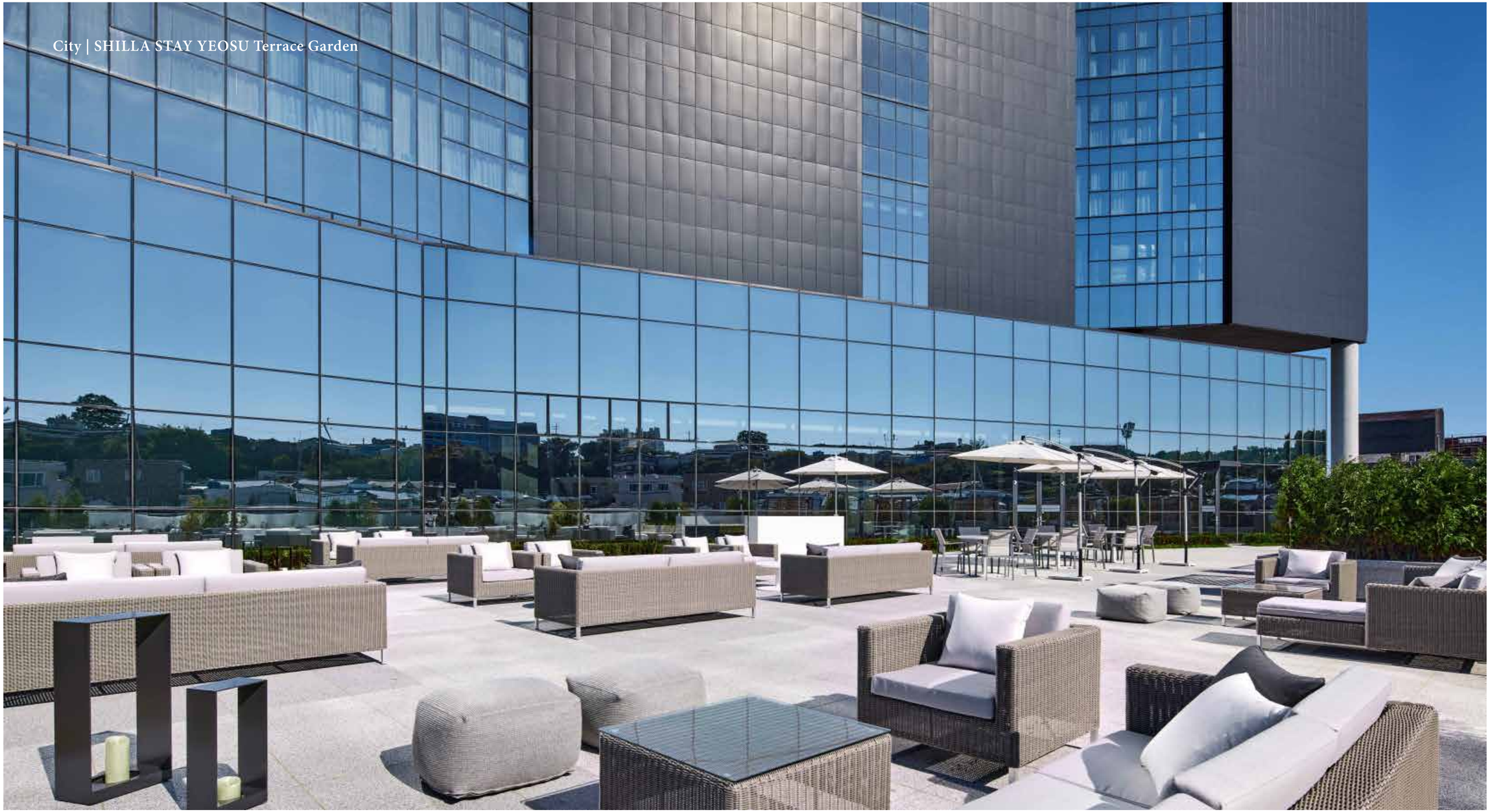
Event Spaces

Bar

Fitness Center



City | SHILLA STAY YEOSU Lobby



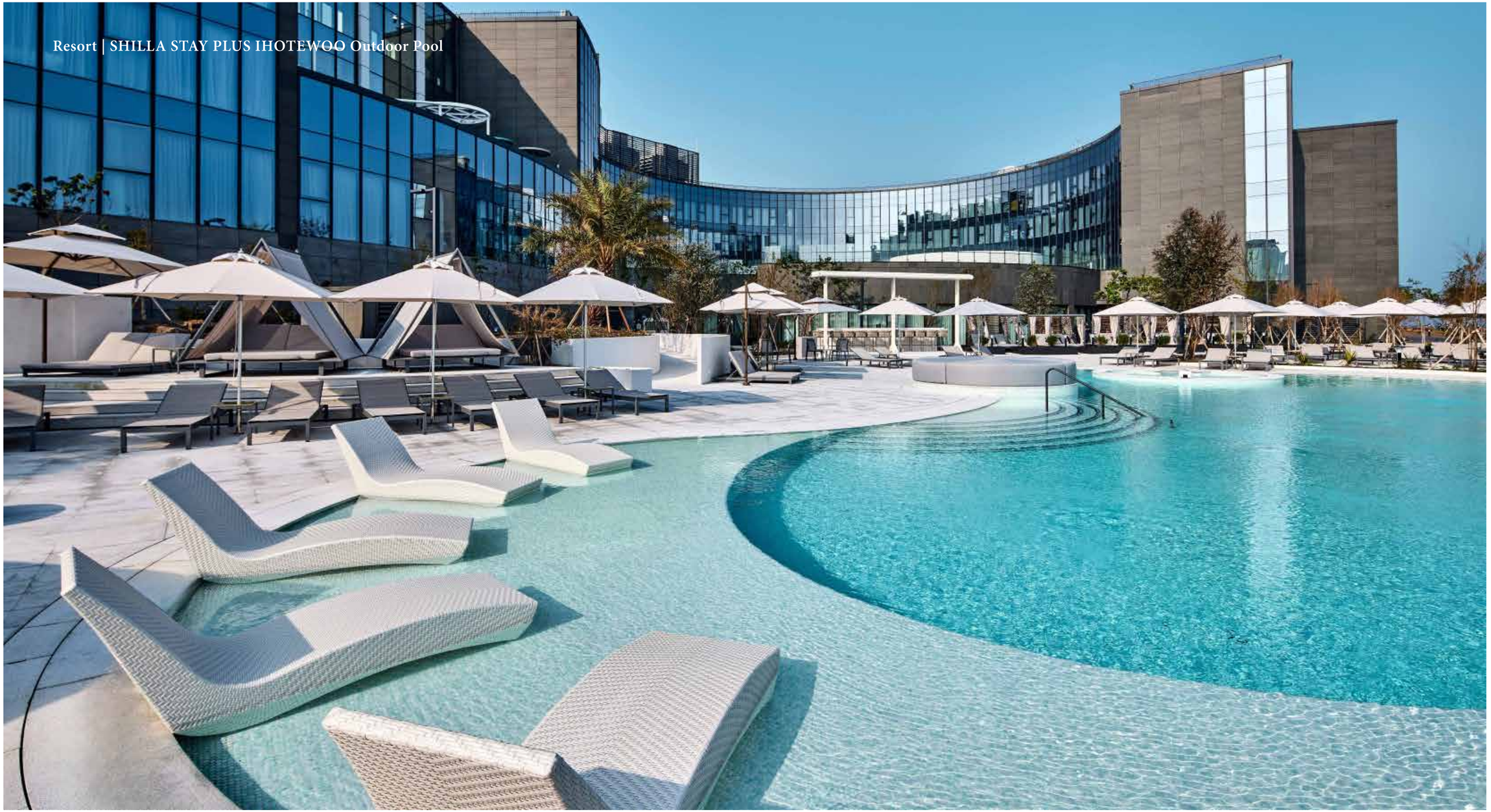
City | SHILLA STAY YEOSU Terrace Garden



City | SHILLA STAY YEOSU All Day Dining

Resort | SHILLA STAY PLUS IHOTEWOO





Resort | SHILLA STAY PLUS IHOTEWOO Outdoor Pool



Resort | SHILLA STAY PLUS IHOTEWOO Waveless

DEVELOPMENT PROCESS

Project Type

Ground-Up Development	We propose our most suitable brand to new development sites and partner throughout the entire process, from feasability review to opening.
Re-Branding	We enhance and operate existing hotels by implementing Shilla's Brand, facilities, design, and operational expertise.
Conversion	We repurpose office, residential, and other building types into hotels, delivering renewed operational performance.

Hotel Management & Administration

Preliminary Feasibility Study

- Site Analysis & Operating P&L Review

Sign MOU

MI & Discussion Business

- Analysis of hotel surroundings and market
- Analysis of operation indicators and profitability
  - Facility plans (size, products, concepts, etc.)
- Feasibility study and ROI adjustment
- Discussion of critical issues on consignment

Negotiation

- Details of HMA - Commercial terms and conditions

Sign HMA

HMA Valid

Operation Plans

- Benchmarking domestic/international markets
- Establish a business plan
- Produce operational standards

Pre-Opening

- Plan Sales & Marketing Strategy
- Build an organization, recruit, and train new employees
- Final assessment of operation
- Dry-Run. test operation.

Technical Support & Advice

Discussion of TSA

- Confirm the scope of technical support and the commission based on development direction and the brand

* A contract for technical support may be signed before the MOU is concluded depending on the progress of the project.

Sign TSA

TSA Valid

- Provide design guidelines and materials regarding how to run brand facilities
- Conduct FAT
- Advice on and examination of the hotel design
  - Planning, general design, working design, and construction supervision stages
- Perform site inspections per construction stage / construction site throughout all stages
- Provide advice and examine the interior design, interior decorations, and artwork.

Facility Design

- Complete the space program
- Reflect and inspect the planned design and operation plans

Grand Opening

REPUTATION

There is no competition against the status and value placed on the name Hotel Shilla.

Hotel Shilla is raising the stature of its hotels while continuing its growth and expansion as a leader of the Korean hotel business. The Shilla has been praised by heads of states and celebrities around the world and is consistently named one of the best hotels in the world by top media outlets and institutions, having received numerous awards. It is recognized as a top-tier hotel globally.

- The Shilla Seoul was selected as a five-star hotel - the first in Korea - for 8 consecutive years (2019-2026) by Forbes.
- The Shilla Seoul was ranked No. 1 in the Korean Brand Power Index (K-BPI) for 8 consecutive years (2018-2025) in the Hotel category.
- Shilla Monogram Quangnam Danang was selected as an Asia's Leading Lifestyle Resort in 2023 by the World Travel Awards.
- Shilla Monogram Quangnam Danang won the World Luxury Hotel Award for 2 consecutive years (2022-23) in the category of Asian Luxury Coastal Hotel.
- Shilla Stay was ranked No. 1 in the Korean Brand Power Index (K-BPI) for 6 consecutive years (2020-2025) in the category of Business Hotel.
- Shilla Stay was ranked No.1 in number of rooms in a single hotel brand in South Korea.

Brand	**Shilla Stay**	L Hotel	W Hotel	G Hotel	L Hotel
Number of Rooms	4,940	2,117	1,661	1,492	1,402

* Feb, 2026



REPUTATION



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Shilla Monogram Quangnam Danang won the World Luxury Hotel Award for 2 consecutive years (2022-23) in the category of Asian Luxury Coastal Hotel.

QUALITY

Shilla's efforts to create the finest experience pay off in its superb performance.

The Shilla owns a Korean restaurant, La Yeon, which has been awarded a Michelin 3-star rating for many years and also operates an all-day dining brand (The Parkview) with over KRW 40 billion in annual sales, demonstrating the best F&B capabilities in Korea and ranking among the finest in the world.

The gourmet DNA of The Shilla is also passed on through the Shilla Monogram and Shilla Stay, offering sophisticated and unique experiences and upholding the status of the dining services of each branded hotel.

Moreover, the operational standards and training system that have been refined over twenty years have now become a benchmark of service for many hotels in Korea for illustrating the essence of Korean hospitality culture.

In particular, Hotel Shilla procures goods and services through online bidding, which is rare in the industry, to pursue the highest quality and efficiency. It also ensures the quality of all Shilla brand hotels by managing them at the group level.









DESIGN

Shilla's design elevates hotels to works of art.

The Shilla features the designs of globally acclaimed hotel designer Peter Remedios and artwork by Bahk Seon Ghi.

Shilla Stay is embellished with a modern and heartwarming design by Piero Lissoni, the master of post-minimalism. Shilla Monogram, launched in collaboration with Lippincott, a branding company world-renowned for embodying refined luxury, offers the finest in aesthetic pleasure and satisfaction.









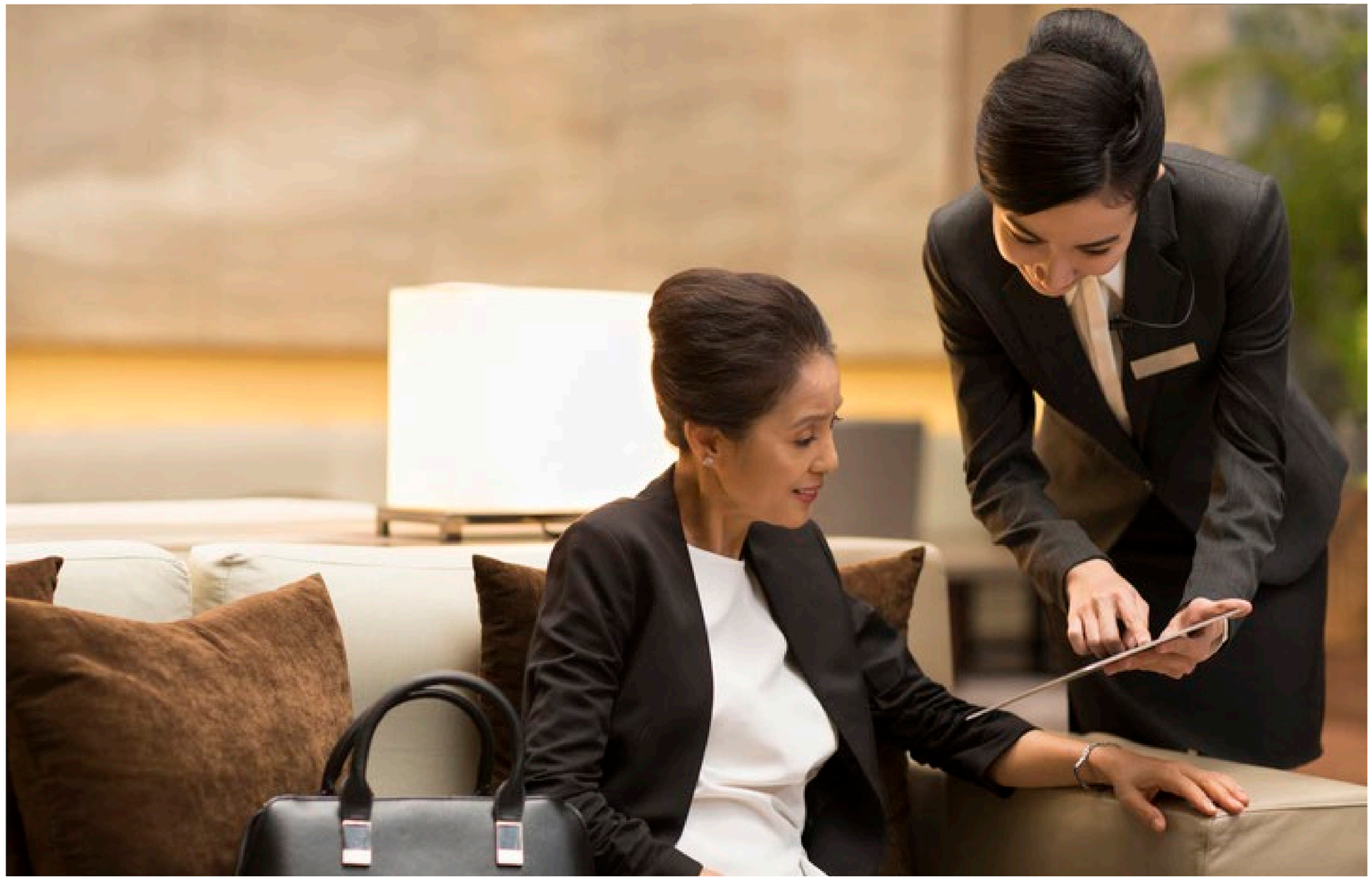
PEOPLE

True hospitality begins with a smile and the expert touch of our team.

Hotel Shilla has won the Minister's Citation for being an outstanding family-friendly company in 2019 and was ranked in first place in the Hotel/Leisure category in the Korea Economic Daily ranking as the best company to work for, as selected by college students in 2020.

We promote talent donation programs, such as Making Tasty Jeju Island, to support the development of local communities and neighbours with needs, while encouraging employees to take joy and pride in their work.

In addition, Hotel Shilla has a risk management system leveraging the Samsung Group network which incorporates regular compliance, work ethic, and safety & environment training based on a strict organizational system and awareness of ESG.



SYSTEM

Hotel Shilla not only improves profitability but also the value of its assets.

As a company that owns and operates hotels with annual sales of over 100 million dollars, Hotel Shilla has a system that enables hotel operation and asset management at the same time. It also features an in-house reservation system and a membership program (Shilla Rewards) that promotes profitability, as well as technical support including architectural design, interior, construction inspection, and facility management.







EFFICIENCY

Hotel Shilla enhances capability by connecting with the travel management and leisure businesses.

Hotel Shilla runs globally-recognized, top-tier duty-free and travel managment businesses and has acquired vast knowledge and an infomration network encompassing the domestic and international travel businsess and market environment. Based on this, the hotel is able to devise elaborate business strategies and gear up for them effectively.

In addition, through our subsidiary SHP Corporation, we operate VANTT, Asia's largest fitness club, and also provide consulting services for the health/exercise business by utilizing our own exercise programs and content. In this way, we are developing into a company that designs lifestyles through online and offline sports, leisure, and healthcare services.



YOUR REPUTABLE PARTNER, HOTEL SHILLA

Hotel Shilla assists partners through all the processes necessary to open and run a hotel,
drawing on our rich know-how in hotel management and maintenance, technical support and consulting.
Not only do we examine business feasibility and discuss preliminary preparations in a thorough manner,
but we also provide consulting across all areas of development, including space design, interior design, construction, and safety inspections,
with a focus on building a stable and sustainable profit model for our partners' assets.

Hotel Shilla promises the finest partnership based on a solid and practical profit structure.

THE SHILLA
HOTELS & RESORTS

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