



Achievements: Updated April 26, 2010

VIRGIN LIMITED EDITION

'Luxury Travel Reader Awards. Hotels & Resorts' UK 2007.

Virgin Limited Edition was runner up for the 'Best Hotel Chain' award in the Luxury Travel 2007 Reader Awards. Luxury Travel is a travel industry publication circulated to 10,020 decision making luxury travel specialist travel agents, incentive travel agents and tour operators.

KASBAH TAMADOT

'Condé Nast Gold List – Hotels with the best rooms (Middle East, Africa and the Indian Ocean)' 2009

Kasbah Tamadot was selected by the magazine's editors and a panel of travel experts.

'World Travel Awards - Morocco's Leading Boutique Hotel' 2009

Kasbah Tamadot was selected following a vote which reached 167,000 professionals from the travel industry

'Forbes Traveller - Morocco's Sexiest Hotels.' USA 2008

Kasbah Tamadot was named as one of 'Morocco's Sexiest Hotels' in May 2008 by Forbes Traveller.

'Robb Report - Best of the Best.' 2008 & 2006

Kasbah Tamadot was nominated the 'Best of The Best' in the Luxury Lifestyle category in the Robb Report.

'Condé Nast Traveller Readers Travel Awards - Top 100 Hotels.' 2007.

Kasbah Tamadot was voted in 15th place in the recent 2007 Condé Nast Readers Travel Awards for Best Hotels. In the Readers' Travel Awards questionnaire, readers are asked to choose the best that the travel world has to offer - everything from hotels and spas to airlines and airports. Readers were then asked to rate their choices according to various criteria, such as service and value for money.

'Travel and Leisure - The World's Greatest Hotels, Resorts & Spas.' 2006.

Kasbah Tamadot was awarded one of the World's greatest Hotels, Resorts & Spas by the Travel & Leisure readers, combined with the Editors choice of the hottest and new hotels of the year, classics worth a second look, and all time favourite.

'Condé Nast Traveller Hot List - Coolest Hotels.' 2006.

Kasbah Tamadot was awarded the 'Best hotel in Morocco' by Condé Nast Traveller UK & USA in the 2006 'Hot List,' which showcased the top 60 coolest new hotels in the world. Kasbah Tamadot was the only hotel in Morocco to be chosen, alongside only eight other properties in Africa, the Middle East and the Indian Ocean.



'Robb Report - Best of the Best.' USA 2006.

Kasbah Tamadot was named as one of the 'Best of The Best' in the June 2006 Luxury Portfolio of the Robb Report, for Luxury Lifestyle.

'Catey's Annual Group Marketing Campaign.' 2006.

Virgin Limited Edition submission of Kasbah Tamadot's opening campaign was short listed to the Top 4 out of 22 International Hotel Groups for the 2006 annual industry marketing award.

'Focus Hotel Ranking - Most Luxurious Hotel in North Africa.' 2006.

Kasbah Tamadot was voted as one of best hotels in Africa in the big FOCUS Hotel Ranking List 2006 in Germany.

'Condé Nast Traveller Readers Travel Awards - Top 100 Hotels.' 2006.

Kasbah Tamadot was voted 12th in the 2006 Condé Nast Readers Travel Awards for Best Hotels.

NECKER ISLAND

'Forbes Traveller 400 - The World's Very Best Hotels & Resorts'. 2008

Necker Island has been recognised by ForbesTraveler.com as one of the world's 400 best hotels and resorts. A panel of more than 75 luxury experts participated in the selection of the properties on the list

'Luxury Travel Reader Awards – Best Exclusive Property.' 2007.

In December 2007 Necker was voted best exclusive hire property in the Luxury Travel 2007 Reader Awards. It received more than 31% of the votes in the Exclusive Hire Property category

'Luxury Travel Reader Awards – Gold Award.' 2007.

Necker was awarded the Gold Award in the Luxury Traveller reader awards. The resort beat more than 400 travel suppliers in 25 categories to clinch the title.

'Luxury Travel Reader Awards – Best Activity.' 2007.

Necker was the runner up in the award for Best Activity in the Luxury Traveller reader awards.

'Luxury Travel Reader Awards – Best Island.' 2007.

Necker was the runner up in the award for Best Island in the Luxury Traveller reader awards.

'Robb Report - Best of the Best.' 2006

Necker Island was nominated the 'Best of The Best' in the Luxury Lifestyle category in the Robb Report.

'Robb Report - 100 Best Places to Stay.' 2006.

Necker Islands was nominated as one of the '100 best places to stay in 2006' in the May Edition of the Robb Report, Luxury resorts.

THE ROOF GARDENS

Hill Magazine Awards – 2009

Babylon Restaurant was awarded 'The Best Restaurant of the Year' in the Hill Magazine, a local magazine covering West London.

Best Bar None Awards 'Best Club' 2009.

The Roof Gardens private members club in Kensington won 'Best Club' at the Chelsea and Kensington Best Bar None Awards 2009.

'Restaurant Manager of the Year' UK 2009.

Peter Avis, Restaurant Manager at Babylon, won the 2009 Academy of Food and Wine 'Restaurant Manager of the Year' competition announced at an awards dinner in London on the 15th of June, 2009. Over 1,800 restaurant managers entered from across the UK, and the finalists were then grilled 'Apprentice-style' by a prestigious panel of 9 judges.

'Toptable Best Restaurant Award' UK 2008.

Babylon Restaurant at The Roof Gardens came top in the Visit London Peoples' Choice Awards in 2008 for best restaurant, having been nominated by and voted for by Londoners and visitors to the capital.

'BEDA Awards - Best UK Club and Best Club (South).' UK 2007.

The Roof Gardens private members club in Kensington won the BEDA 2007 awards in association with Night Magazine for Best UK Club and Best Club (South). According to Night Magazine, The Roof Gardens has been 'a fixture on the London late night scene for over three decades. Its latest, comprehensive refit has returned it to the highest possible operational standards and delivered a venue deserving of its international reputation as one of London's most fabulous places to play...Weekend club nights at The Roof Gardens are a hot ticket whilst through the week the club does a roaring trade in corporate and private events, demonstrating a level of operational flexibility that many modern venues aspire to'.

'The AA - Two Rosettes.' UK 2007.

Babylon at The Roof Gardens received the prestigious award of two Rosettes by The AA in the UK. A 2 Rosettes award annually is given to 'the best local restaurants, offering higher standards and better consistency. Greater precision is apparent in the cooking, and there is obvious attention to the quality and selection of ingredients.'

'Caterer Group - Best Places to Work.' 2006.

The Roof Gardens was awarded 'Best Place to Work in Hospitality for an Individual Unit' by the Caterer Group. Judges felt their approach embodied the essence of the award including perks such as seasonal social team building events, an annual presentation by the Heads of Department to the entire team of their yearly vision, employee and staff Award, staff welfare programmes and their dedication to staff training and induction schemes.

ULUSABA PRIVATE GAME RESERVE

'The AA - Golden Achiever Nomination.' South Africa 2010

Ulusaba Private Game Reserve has received a 'Gold Achiever award' as part of the 2010 AA Travel Guides and American Express® Accommodation Awards Programme. This selection process is based on extensive research carried out with the travel trade in South Africa and the UK.

Virgin Holidays Gold Award for 'The Best Hotel in Africa' – 2009

Ulusaba won the gold award for 'Best hotel in Africa'. The winners are determined by Virgin Holidays clients based on the average score when asked to rate "how was your overall hotel experience".

Elegant Resorts Preferred Partner Awards – 'Best Safari or Game Reserve' – 2009

Ulusaba won 'Best safari/game reserve award'. This is voted by Elegant Resorts clients who have been on Safari this year.

Imvelo Awards for Responsible Tourism 'Best social involvement programme in South Africa' - 2009

Imvelo awards tourism businesses that demonstrate sustained responsible practice in their operations in terms of their natural, social and economic environments.

Ulusaba's charitable arm, Pride 'n Purpose, was awarded 'Best social involvement programme' in the category of the Independent Winner award.

The Imvelo Awards are South Africa's responsible tourism awards and sponsored by the National Department of Tourism, ABSA Bank, FEDHASA and South African Tourism. The awards reveal products within Southern Africa that are focused on responsible tourism and the sustainability of the tourism sector.

One of the other awards given is the Chairman's Award which is from FEDHASA (Federated Hospitality Association of Southern Africa). The Chairman made a special mention to Pride 'n Purpose for the hard work accomplished and the investment that they make in people in the local community. With it came a sponsorship of 40 towels for the community from Glodina which is a hotel company.

'Gold Status' Travelife 2009

Travelife Gold" hotels lead the way in social and environmental sustainability.

'The AA - Golden Achiever Nomination.' South Africa 2009

Ulusaba Private Game Reserve has received a 'Gold Achiever award' as part of the 2009 AA Travel Guides and American Express® Accommodation Awards Programme.

'Forbes Traveller 400 - The World's Very Best Hotels & Resorts'. 2008

Ulusaba was awarded one of the world's top 400 hotels by the world's most distinguished board of travel experts. Forbes compiled a list of nearly 800 of the world's top-ranked hotels from a variety of respected sources and received individual nominations beyond the original pool of properties. The board of travel experts were asked to rate each property on seven criteria: Service, Room & Bathroom, Décor, Food & Beverage, Public Areas & Facilities, Sports & Recreation and Location.



Condé Nast Traveller Spain Top 100 Hotels and Spas – Top 5 2009

The Spanish edition of Condé Nast Traveller has recognised Ulusaba as one of the top 5 international resorts within its list of the world's top 100 spas and resorts.

'Virtuoso & Virtuoso life - Most Socially Responsible Hotel.' 2008

Leading luxury travel network Virtuoso has awarded Ulusaba, Sir Richard Branson's Private Game Reserve in South Africa, a prestigious Best of the Best Award in the category of Most Socially Responsible. The Hotel Award recognises a hotel dedicated to making a difference through innovative local or global programs that make the world a better place to live. Ulusaba was awarded this accolade in recognition of the work undertaken by its charitable arm, Pride 'n Purpose and the innovative way in which Ulusaba's guests can get involved with the local community and make a difference.

'Luxury Travel Reader Awards – Best Honeymoon Resort.' 2007.

In December 2007 Ulusaba was voted the best honeymoon resort in the Luxury Travel 2007 Reader Awards. Luxury Travel is a travel industry publication circulated to 10,020 decision making luxury travel specialist travel agents, incentive travel agents and tour operators.

'The Gold Standard List – Hotels & Resorts. Condé Nast Traveller.' 2007.

Ulusaba is listed for Best Leisure Facilities in the recent Condé Nast Traveller's The Gold Standard List for 2007 and was given the highest in the world at 97.78%. The list is compiled by Condé Nast Traveller's Editors from among the properties that received the highest rating in the Readers' Travel Awards 2006. The overall scores presented on this list are a percentage rating of satisfaction, based on reader's evaluations.

'South Africa Tourism Grading Council - 5 Stars.' 2006 & 2007.

Ulusaba received a five star grading from the Tourism Grading Council of South Africa.

'Diners Club Magazine Certificate – Best Services.' Germany 2006/2007.

The German edition of the Diners Club magazine awarded Ulusaba for its services, as one of their well proven, tested and recommended hotels.

'The AA - Golden Achiever Award.' South Africa 2006 & 2007.

Ulusaba received the 2006 Gold Achiever Award by AA Accommodation South Africa amongst 30 properties in South Africa.

'Most Luxurious Hotel in South Africa - Focus Hotel ranking.' 2006.

Ulusaba was voted as one of the best hotels in Africa in the big FOCUS Hotel Ranking List 2006 in Germany.

'Condé Nast Readers Travel Awards - Top 100 Hotels.' 2006.

Ulusaba was voted in 18th place in 2006 Condé Nast Readers Travel Awards for Best Hotels. In the Readers' Travel Awards questionnaire, readers are asked to choose the



best that the travel world has to offer – everything from hotels and spas to airlines and airports.