



“ PEOPLE PROTECT WHAT THEY LOVE ”
— JACQUES-YVES COUSTEAU —



CAUSE OF CONCERN

All around the world, marine biodiversity face threats from activities and events such as coastal development, over fishing, inland pollution, global climate change and ocean acidification caused by some of the excess carbon dioxide emissions being absorbed by the world's oceans.

Reefs have played an important economic and cultural role in the region for hundreds of years and their continued decline could mean the loss of millions of dollars in fisheries and tourism, as well as spelling the end of a livelihood and the enjoyment of some of nature's most fascinating wonders for many.

Sadly, although sea turtles have lived on this planet for 130 million years, the 7 global species of Marine Turtles are all in serious decline throughout most of their range. Habitat degradation, pollution, egg poaching and over-fishing threaten to make them extinct.

ABOUT PURE BLUE FOUNDATION

Founded in 2010, Pure Blue Foundation has directed funds exceeding USD50,000 to aid multi-faceted marine conservation efforts including **coral reef restoration** in Koh Samui to **marine turtle conservation** at Phang Nga, near Phuket, via the turtle sanctuary in Thai Muang, where hundreds of endangered leatherback turtles have been raised and released into the Andaman Sea.

We have made a concerted effort to engage with our **local communities**, particularly schools, where the next generation can learn about the importance of protecting fragile marine **eco-systems**.

WELCOME & THANK YOU

When we started AKARYN Hotel Group, our wish was to make sure that wherever a resort is built, the tranquil environment that first attracted us would not just be preserved, but safe guarded for a better tomorrow.



PURE BLUE INITIATIVES 2010-11

Aleenta Resort & Spa Phuket - Phang Nga
Press Release Social & Environmental
Engagement

June 2010

Aleenta Resort & Spa Phuket - Phang Nga
Aleenta Coral Charity

October 2010

AKARYN Samui

Coral Reef Restoration Project
July 2011

SOCIAL & ENVIRONMENTAL ENGAGEMENT

Situated on the spectacular and private Natai beach in the southern Thai province of Phang Nga, **Aleenta Phuket – Phang Nga** is privileged to be part of one of the world's most unique environments. The hotel's management is committed to supporting its surroundings and the local community, and as such has introduced a Core Environmental Policy. This comprehensive scheme of initiatives reflects our relationship with the environment, our engagement with the local community and is executed by our staff, with the help of our guests.



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PHUKET CORAL NIGHT

It was a glittering night on the sands of the Andaman attended by VIPs and those out to make a difference whilst having a ball. The gala fundraiser 'Coral Couture' hosted at **Aleenta Phuket-Phang Nga** was the Pure Blue Foundation's first event in aid of a very worthy cause – the rebuilding of damaged reefs in Phang Nga. This fabulous charity dinner and auction succeeded in both raising funds and in ensuring all who attended had a wonderful night to remember.

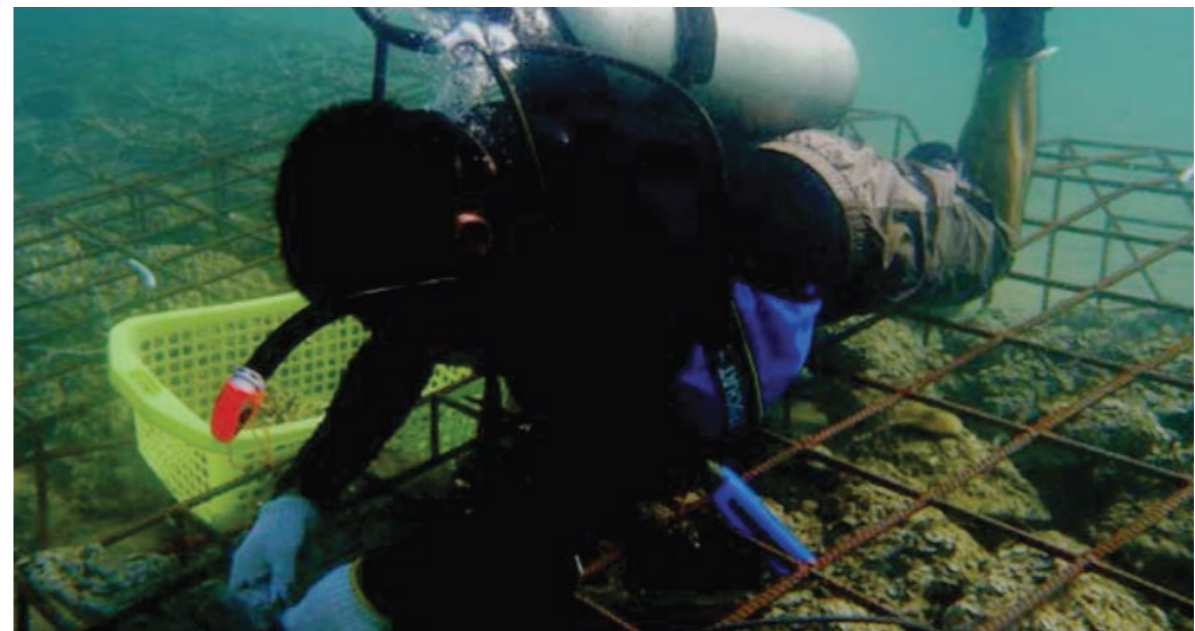


PURE BLUE INITIATIVES 2012

AKARYN Samui
July 2012
Hanuman Bay, Koh Samui

CORAL REEF RESTORATION PROJECT

In July 2012 the Pure Blue Foundation started pioneering activities in coral regeneration at Hanuman Bay, Koh Samui with the aim of increasing coral species from 13 to 25. With the assistance from Swiss-French company Coral Reef Creator, this project also focuses in educating local fishermen, guests and children on the importance of coral reefs. In spite of initial setbacks of having damaged artificial reefs, the project pushed on and successfully created artificial reefs later in 2012. These sanctuaries are designed to attract schools of marine species, which in turn will enable new ecosystems to flourish, and promote sustainable tourism in the area. — **AKARYN Samui**



PURE BLUE INITIATIVES 2013

Aleenta Resort & Spa Hua Hin - Pranburi
October 2013

akyra Chura Samui
December 2013

Aleenta Resort & Spa Phuket - Phang Nga
December 2013

NURTURING TALENTS WITH SCHOLARSHIP PROGRAMME

Aleenta Hua-Hin devised a trainee internship initiative where deserving students including Bhutanese trainees were provided with hands-on intensive hospitality and culinary based training programs, encompassing skills development in menu creation, guests interaction, budget and cost training as well as sustainable farming where they learned about the “farmerscalendar”. A concept of understanding what grows best at specific times of the year in Thailand, a skill they in turn can apply in their farms when they return to Bhutan. A graduate of this program joins the resort as a full time commis chef in October 2013, further solidifying the over-arching positive effect of the scholarship programme.



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akyra Chura Samui

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Aleenta Resort & Spa Phuket - Phang Nga

December 2013

CASINO ROYALE

At its locations in Koh Samui, Phuket-Phang Nga and Hua Hin-Pranburi, the AKARYN Hotel Group's environmental charity, the Pure Blue Foundation, staged the annual fundraiser to help secure the leatherback turtle's survival by nurturing and releasing them into the Andaman Sea and spearhead its numerous community projects.

At **Aleenta Phuket-Phang Nga** Resort and Spa - supporter of the neighbouring Koh Kloi turtle sanctuary - the theme was Casino Royale. Filipino casino professionals were flown in for the evening and guests bought 'charity chips' to play with and raise money in a glamorous evening. The highlight of the night in Phuket was the release of turtles back into the wild.



PURE BLUE INITIATIVES 2014

Ku Dé Ta Bangkok
November 2014

Aleenta Resort & Spa Phuket - Phang Nga
December 2014

akyra Chura Samui
December 2014

GRAMAZON

Pure Blue Foundation recently held its fundraising event in Bangkok that saw up to 500 models, socialites and businesspeople gather to raise money for the community-focused charity. Held at fashionable entertainment venue **Ku Dé Ta**, the Glamazon-themed event, was sponsored by American Express, and featured a fashion show by ZUZA, Uncensored and Kaprice. It attracted hundreds of Bangkok's movers and shakers, with tens of thousands of baht raised in the name of marine conservation.



PURE BLUE INITIATIVES 2014

Ku Dé Ta Bangkok

November 2014

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akyra Chura Samui

December 2014

ADOPTED BAAN KHAO PILAI ELEMENTARY SCHOOL

We have also upheld our pledge to assist and educate local school children and we have been working closely with Baan Khao Pilai Elementary School as Pure Foundation's adopted learning institution which caters to Muslim children in the community. Some of the development projects that were provided to the school include painting the school, improving their library and procuring new books for the students, donating educational equipment (TV, Computers), inculcating in them the essence of recycling and even arranging a trip to the sea turtle sanctuary in Thai Muang. — **Aleenta Phuket**



PURE BLUE INITIATIVES 2015

akyra Chura Samui

26 December 2015

Aleenta Resort & Spa Hua Hin - Pranburi

October 2015

Aleenta Resort & Spa Phuket - Phang Nga

December 2015

DEEP INTO THE BLUE

akyra Chura Samui meanwhile hosted 'Deep Into Blue' beach party and transformed part of the popular Chaweng strip into a beach party haven. Guests were treated to a pulsating beach and pool party that rocked until late, with money-raised from drink purchases going towards the charity.

Earlier this year Ms Anchalika Kijkanakorn, Founder of AKARYN Hotel Group and Pure Blue Foundation, was honoured for her vision as Thailand's boutique resort pioneer when she became the first woman to chair the board of leading hospitality group Small Luxury Hotels of the World. Ms Kijkanakorn was also the recipient of the Quality Person of the Year award for 2013, organised by the Foundation of Science and Technology Council of Thailand (FSTT) to recognise individuals who succeed personally and professionally whilst dedicating themselves to the benefit of Thai society and the country in various fields.



PURE BLUE INITIATIVES 2015

akyra Chura Samui

26 December 2015

Aleenta Resort & Spa Hua Hin - Pranburi

October 2015

Aleenta Resort & Spa Phuket - Phang Nga

December 2015

ADOPT A TURTLE

New Mini-Break Lets Guests Live it Up While Giving Back. THE PURE BLUE Foundation and **Aleenta Phuket - Phang Nga** are offering the ultimate getaway with a conscience: a special 'Catch and Release Turtle Lovers' Mini-Break' that is centred around releasing an endangered turtle hatchling back into the wild, along with two days of rewarding life, culinary indulgence and pure barefoot luxury. The ultimate getaway with a conscience: release an endangered sea turtle, catch some good karma & rays on the beach.

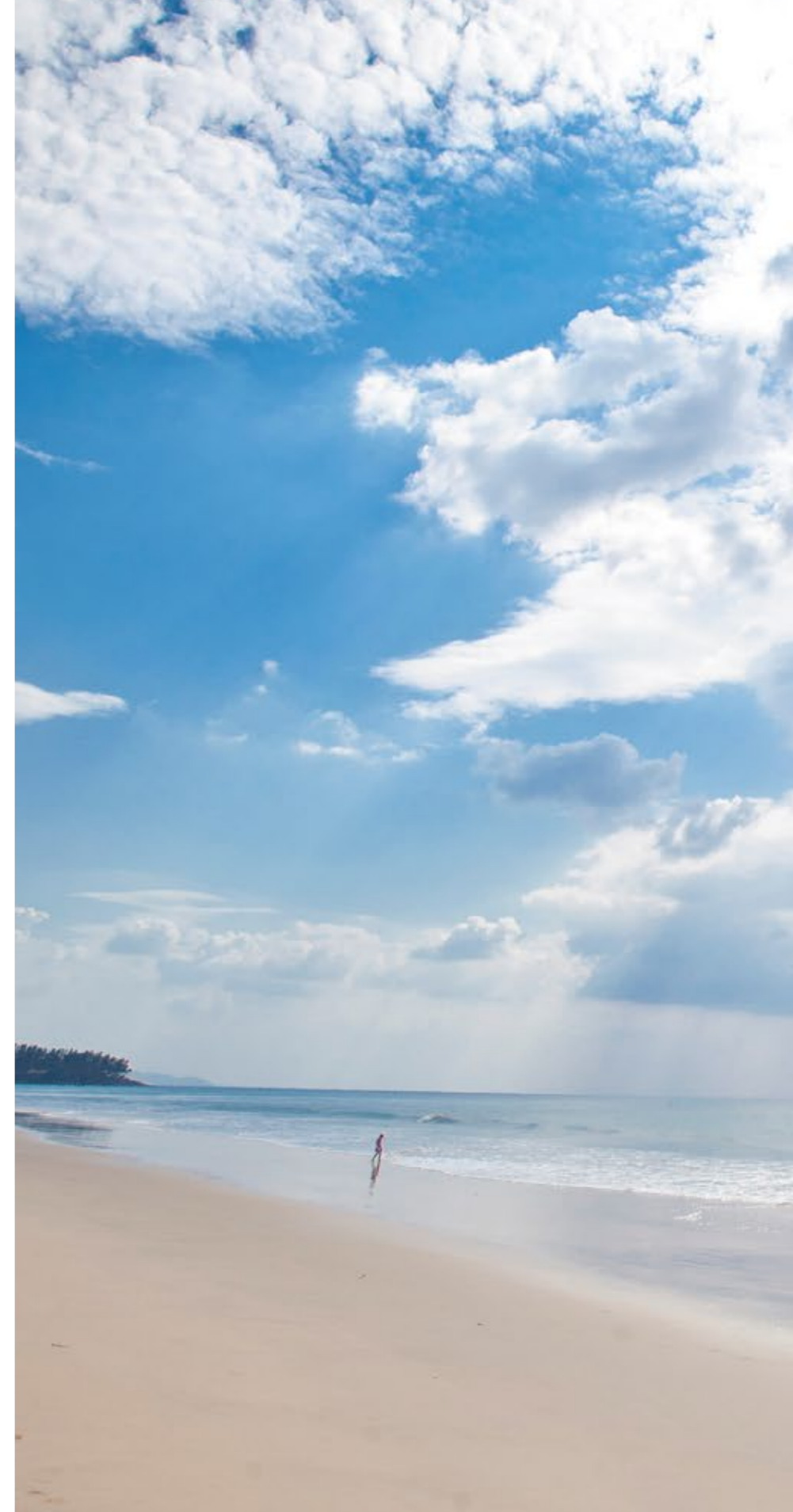


PURE BLUE FUNDRAISER 2016-17

--- An altruistic call for support to save Thailand's fragile environment

It gives us a great honour and privilege to invite your much-esteemed organisation to support the Pure Blue Foundation "Pure Blue Fundraiser" 2016-17, with a serial of meaningful events that springs from the purest of motives and is fuelled by sheer passion for the environment.

Starting from 15th December 2016 to the early 2017, each of the six AHG Resorts & Hotels in Thailand and Laos will hold separate but intimately connected events in support of the Pure Blue Foundation into the sixth year. The Pure Blue Foundation was developed as a labour of our common love and unified desire to raise much-needed funds and awareness to further the vital cause of marine conservation in Thailand, with a particular focus on the locale of each of our resort destination.



PURE BLUE FUNDRAISER 2016-17

akyra Manor Chiang Mai
Fundraising Cocktail Party
Thursday 15th December 2016
from 6pm onwards
Italics Restaurant

NO ACT OF KINDNESS, NO MATTER HOW SMALL, IS EVER WASTED - *AESOP*

We are delighted to invite you to our special fundraising charity event, the Pure Blue Foundation “Art Auction Jazz Concerto”. Join us from 6pm onwards at Italics terrace lower deck, enjoy our wine selection and Executive Chef Phubase festive canapés while listening to our resident jazz band. Participate in our silent auction of artworks from well-known local and national artists as well as talented students from Chiang Mai University, Fine Arts Department. All profits will be donated to Pure Blue Foundation to support the Baan Panghai school in Mae Rim.



PURE BLUE FUNDRAISER 2016-17

Aleenta Resort & Spa Phuket - Phang Nga
Fundraising Cocktail Dinner
Monday 26th December 2016
from 6pm onwards
Aleenta beach front

HELP US SAVE THE MARINE LIFE

Pure Blue Foundation's sixth fundraising evening will be held on 26th December 2016, hosted by Aleenta Phuket Resort & Spa on the beautiful Natai beach. Join us for a night of glamour and delicious food, great entertainment performed by the Air Samui team, and win desirable items such as Jewelry, Akaryn Hotel Vouchers and adopting a Turtle.



PURE BLUE FUNDRAISER 2016-17

AKARYN Hotels & Resorts

akyra Manor Chiang Mai

15th Dec, 2016

Aleenta Resort Phuket - Phang Nga

26th Dec, 2016

Aleenta Resort Hua Hin - Pranburi

Jan, 2017

akyra Beach Club Phuket

Q1, 2017

The PRESIDENT by AKARYN

Q1, 2017

akyra Thonglor Bangkok

Q2, 2017





A PARTNERSHIP WITH NATURE AND THE LOCAL COMMUNITY

Becoming an AKARYN partner in a branded property is a commitment to be part of the Solution and not the problem. Through the Pure Blue Foundation we ensure that the beauty of nature that we encroach upon is preserved for future generations. Our cooperations with the local communities of our locations, ensure a long term success for the environment and the greater good.

Each resort works in marine conservation and community action projects to benefit their destinations, from saving endangered marine turtles to restoring coral reefs and organic farming. We focus on education, instilling in the next generation an awareness of the fragility of ecosystems and a reverence for nature. Above all, we bequeath them the tools, knowledge and opportunities to help.

Central to our offering is that we practice responsible hospitality, which means we do not just talk the talk, but tirelessly walk the walk by strictly adhering to the environmental policies set at each resort to ensure it is run sustainably, effectively and efficiently and in tune with nature.

A commitment to sustainability to ensure experiences for future generations

HOW TO PARTICIPATE

PERSONAL ENDORSEMENT - FROM THB 1,000

— For yourself, or as a beautiful and meaningful gift to your family or friend

SPONSORSHIP ENTITLEMENTS

From THB 1,000 - 5,000

1. Name (yourself, your family or your friend) to be included in all Pure Blue Foundation Website
2. Certificate of contribution to yourself / your family / your friend from Pure Blue Foundation

From THB 10,000-20,000

1. Name (yourself, your family or your friend) to be included in all Pure Blue Foundation Website
2. Certificate of contribution to yourself / your family / your friend from Pure Blue Foundation
3. A tree will be planted on your behalf at one of the AHG Resorts

From THB 20,000 or above

1. Name (yourself, your family or your friend) to be included in all Pure Blue Foundation Website
2. Certificate of contribution to yourself / your family / your friend from Pure Blue Foundation
3. A turtle will be released into the ocean from your kindest donation



HOW TO PARTICIPATE

PURE BLUE PATRON – CORPORATE SPONSORSHIP - FROM THB 10,000

SILVER SPONSOR: THB 10,000 - THB 50,000

SPONSORSHIP ENTITLEMENTS

1. Company logo to be included in all Pure Blue Foundation Website for 1 full year
2. Company logo to be included in all Pure Blue Foundation events
3. Official Plaque of Appreciation from the Pure Blue Foundation

GOLD SPONSOR: THB 50,000 - THB 100,000

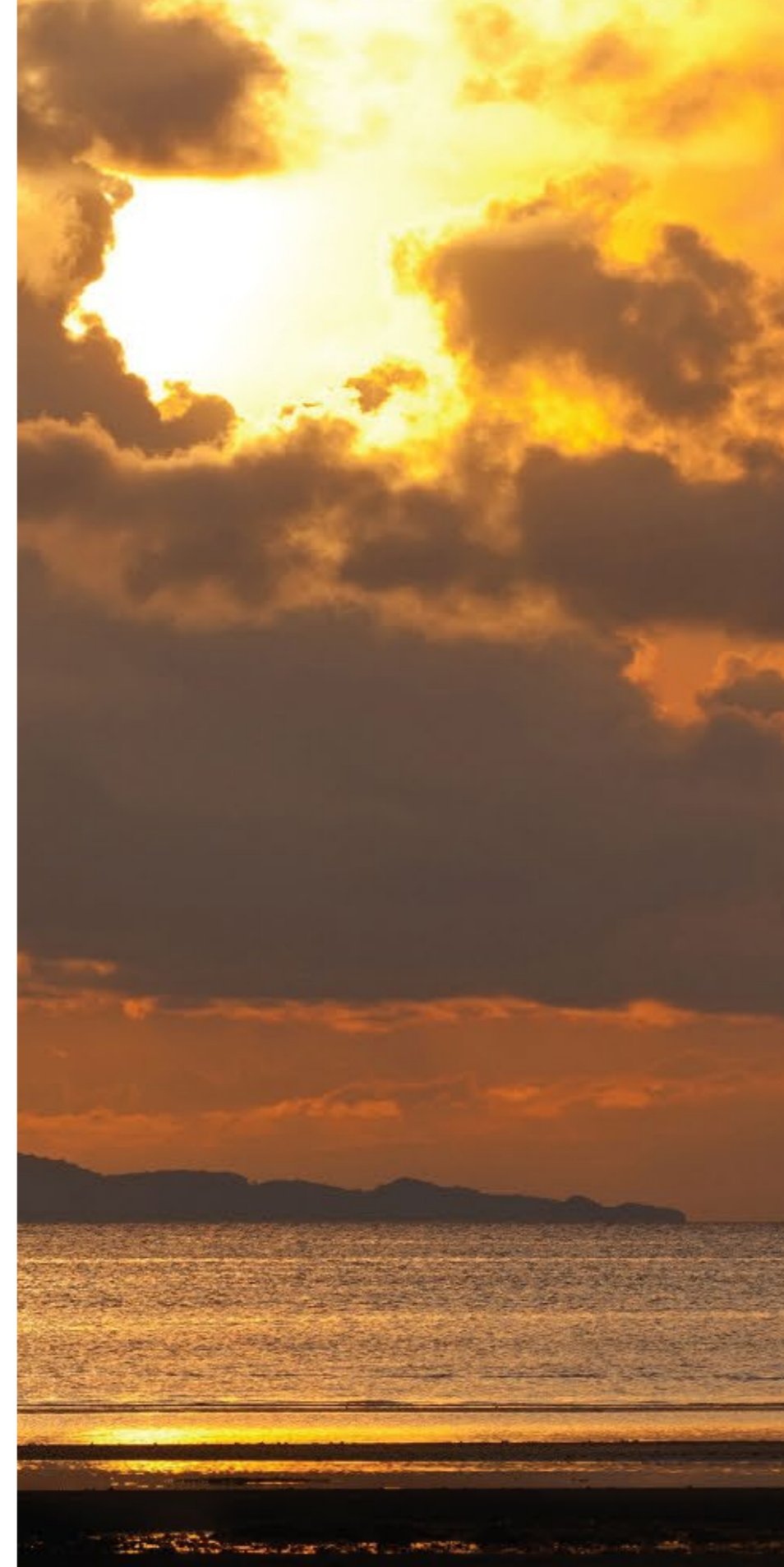
SPONSORSHIP ENTITLEMENTS

1. Company logo to be included in all Pure Blue Foundation Website for 1 full year
2. Company logo to be included in all Pure Blue Foundation events
3. Official Plaque of Appreciation from the Pure Blue Foundation
4. 1 Reward Night Stay at Aleenta Phuket Resort

PLATINUM SPONSOR: FROM THB 100,000 OR ABOVE

SPONSORSHIP ENTITLEMENTS

1. Company logo to be included in all Pure Blue Foundation Website
2. Company logo to be included in all Pure Blue Foundation events
3. Official Plaque of Appreciation from the Pure Blue Foundation
4. 3 Reward Night Stay at any of the AKARYN Hotel Group
5. 2 sets of Pure Blue sponsorship gift sets



A FEW WORDS FROM OUR LEADER



Anchalika Kijkanakorn

Founder & Managing Director
AKARYN Hotel Group

Board of Directors
Small Luxury Hotels of the World

“

From the day of inception, AKARYN Hotel Group has supported Mother Nature & continues to do so, by doing so, we respect and benefit the Local Communities in which we operate.

”



THANK YOU



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