

A person is walking through a modern building with large glass windows at night. The interior is illuminated with a warm, golden light, and the person's silhouette is visible against the glass. The scene is reflected in a dark surface below, creating a symmetrical effect.

THE PULI

A STORY OF INTEGRITY

A STORY OF INTEGRITY

THE BIRTH OF THE URBAN RESORT

When The PuLi opened in 2009 in Shanghai, it was, and still is, a sanctuary of calm and craft in the city's centre.

It took a different stance as an urban hotel, radiating tangible balance and authenticity.

PuLi means *uncarved jade*, the beautiful simplicity and enduring value of which symbolises a philosophy of understated luxury, emotional resonance, and cultural context.

The PuLi Shanghai became a new blueprint for urban hospitality, evidencing that design integrity and restraint can create lasting value and differentiation.

URBAN RESORT CONCEPTS

THE BOUTIQUE PLATFORM BUILT ON THE PULI'S PHILOSOPHY

The success of The PuLi led to the formation of Urban Resort Concepts (URC) – a management company established to extend The PuLi's promise beyond Shanghai.

URC is an owner-aligned platform, structured for long-term partnership and precision over speed and scale.

Every URC project is conceived as a place-specific luxury experience, defined by authenticity, individuality, design credibility, and operational excellence rooted in the essence of The PuLi Shanghai.



PORTFOLIO OVERVIEW

THE PULI, THE PUXUAN AND THE RUMA

Today, The PuLi is a collection of three singular properties – icons of Asian hospitality.

Each is distinct yet united by a shared philosophy of restraint, authenticity, and design integrity.

In Shanghai, Beijing, and Kuala Lumpur, each hotel demonstrates how The PuLi lives across cultures and contexts.



THE PULI SHANGHAI

THE ORIGINAL EXPRESSION OPENED 2009

The PuLi Hotel and Spa Shanghai was meticulously crafted by Jaya Design, Layan Design Group, and the Japanese architectural firm Kume Sekkei.

It was Shanghai's first true urban resort, offering respite in one of the city's most dynamic districts.

By balancing modernist simplicity with natural materials and serene proportions, The PuLi became – and remains – the benchmark for contemporary Chinese luxury.

- 193 rooms and 36 suites
- **Dining:** Michelin-starred PHÉNIX, The Long Bar, Garden Terrace, Private Dining Rooms
- **Wellness:** spa, sauna, steam, experiential showers, 25-metre heated infinity pool
- **Events:** Multiple venues including rooftop space for up to 150 guests



THE PULI SHANGHAI

RENEWAL AND REAFFIRMATION

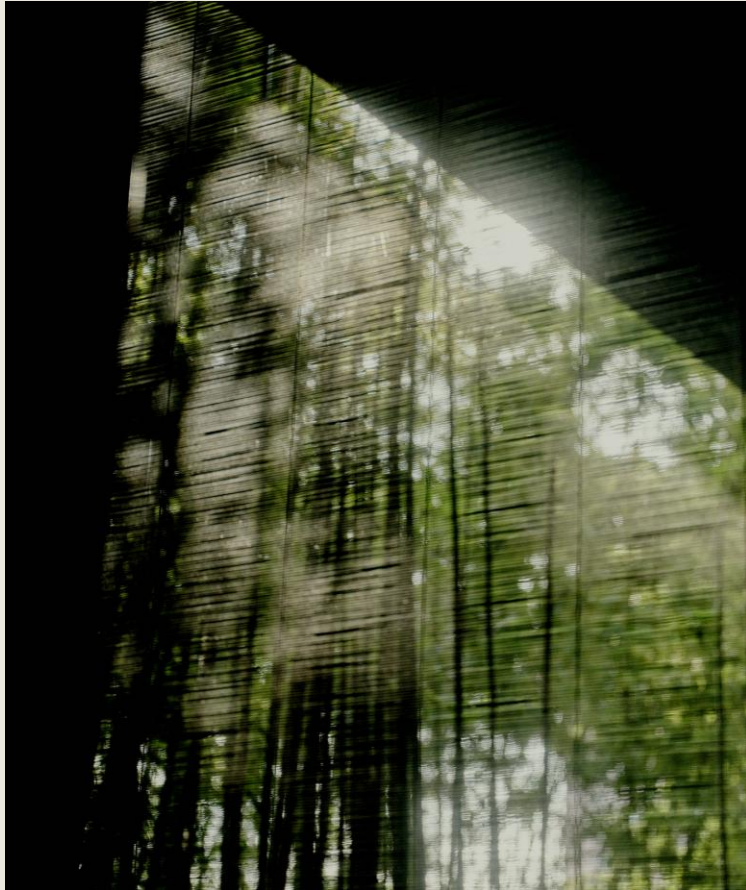
The PuLi Shanghai is undergoing a comprehensive, multi-phase transformation.

This refresh reveals the essence of urban sanctuary for a new era.

Far beyond a cosmetic uplift, it represents a complete reinvention of all guest areas, design language, and critical systems.

It will maintain The PuLi's position as one of Asia's most admired urban resorts and be the living embodiment of the brand's intention.

THE PULI SHANGHAI



RENEWAL AND REAFFIRMATION

STRATEGIC INTENT

- Becomes proof of concept for The PuLi's next generation of hotels – guiding design, service rituals, and operational standards across the portfolio.
- Demonstrates long-term shareholder commitment to Shanghai and the brand through significant reinvestment.

SCOPE OF WORKS

- Renewal of all rooms and suites, sequenced to maintain partial operations.
- Complete transformation of Lobby, Library, Long Bar, and arrival sequence.
- Reimagined dining experiences, including a new signature restaurant, Garden Terrace, and an omakase bar.
- Revitalised UR Spa and Health Club with renewed wellness and thermal facilities.
- Systems and infrastructure upgrades to ensure efficiency, resilience, and longevity for the next 15+ years.



THE RUMA HOTEL AND RESIDENCES KUALA LUMPUR

MALAYSIAN HERITAGE
THROUGH A MODERN LENS
OPENED 2018

The RuMa carried The PuLi's ethos to Malaysia.

Designed by MQ Studio and Layan, it blends contemporary sophistication with native materials and craftsmanship. And its sixth-floor lifestyle hub sensitively unites pool, gym, spa, and meeting spaces.

The RuMa's success supported URC's belief that no two properties need look alike to share the same philosophy of contextual design, crafted service, and quiet sophistication.

- 253 rooms and suites, many with skyline views
- **Dining:** ATAS Modern Malaysian Eatery, SEVEN Lobby Bar, The LIBRARI (all-day dining/afternoon tea), SANTAI Pool Bar
- **Wellness:** UR SPA, gym, 25-metre outdoor pool, Truefitt & Hill barbershop
- **Residences:** Integrated branded residential tower



THE PUXUAN BEIJING

CULTURE AND CRAFT IN THE CAPITAL OPENED 2019

Designed by German architect Ole Scheeren, the hotel stands at the northeast corner of the Forbidden City, adjoining the Guardian Art Center.

Interiors by MQ Studio draw from Beijing's rhythms, playing with light, proportion, and textural subtlety. The result is a magnetic fusion of contemporary minimalism and historical depth.

The PuXuan earned a position within China's capital as a benchmark for contextual, contemporary luxury.

- 116 rooms and suites, many with direct views of the Forbidden City
- **Dining:** Fu Chun Ju (Michelin-starred Cantonese), Rive Gauche (modern French), Lobby Lounge, Tea Room
- **Wellness:** Full-service UR SPA and fitness suite
- **Experiences:** Curated cultural programming, event spaces for intimate gatherings

THE NEXT CHAPTER

A PIVOTAL TIME

Positive changes are underway that will take The PuLi into its bright future.

But what remains unchanged is that The PuLi's growth will remain selective and reputation-led.

Expansion will only happen where the brand can lead through authenticity, quality, and long-term value.

NEW LEADERSHIP

Seasoned, specialist talents have been appointed across all functions.

FLAGSHIP RENOVATION

Enhancements will reaffirm the hotel's position as the city's benchmark for understated luxury.

PULI BRAND LAUNCH

The PuLi will live as a single-brand platform with one positioning, one playbook, and one set of standards applied consistently across projects.

THE PULI LEADERSHIP TEAM

The PuLi is led by an executive team with deep experience in nurturing the world's leading luxury hotel brands.

Owners will enjoy direct senior involvement at every stage, which brings responsiveness, clarity, and decisions made without layers of bureaucracy.



DEAN WINTER

CHIEF EXECUTIVE OFFICER

More than 30 years of leadership experience across global luxury hospitality brands. Most recently Managing Director of Swire Hotels, overseeing a portfolio including The Upper House Hong Kong. Leads the groups strategic direction, brand development, and portfolio growth.



NICHOLAS LIANG

VICE PRESIDENT
OF OPERATIONS

More than 20 years of operational leadership with Mandarin Oriental, The Ritz-Carlton, Rosewood, and Four Seasons. Graduate of Les Roches. Oversees operations and service excellence across the portfolio.



MICHAEL
FAULKNER

VICE PRESIDENT OF BRAND
AND COMMERCIALS

Extensive experience in brand and commercial strategy with Swire Hotels, Park Hyatt, and Crown Resorts. Leads brand, sales, marketing, and distribution, strengthening global reach and partnerships.



ANDREAS
ZIMMERMANN

VICE PRESIDENT
OF DEVELOPMENT

Leads group growth strategy and deal structuring. Formerly Corporate Director of Development at Rosewood. Graduate of EHL and ESADE, with extensive experience in Asia-Pacific development and owner relations.

SPECIALIST ADVISORS AND PROJECT PARTNERS

The PuLi is emboldened by a network of trusted, senior specialists and advisors across disciplines such as design, development, finance, legal, and operations.

Each contributes deeply beneficial expertise and perspective to protect and enhance owner value.



RALF OHLETZ

DESIGN CONCEPT ADVISOR

A veteran hotelier and design visionary, Ralf has contributed his talents to some of the world's most admired hotels, including The Datai Langkawi, The Chedi Muscat, The Legian Bali, and The Setai Miami. His career includes leadership roles with Aman founder Adrian Zecha and collaborations with designer Jaya Ibrahim.



JEROME CHEN

HEAD OF DESIGN
AND TECHNICAL SERVICES

A seasoned architect and hospitality expert, Jerome has led the design and delivery of more than 250 hotels across Asia and the US, including major projects for Marriott's luxury and select-service brands. His three decades include senior design leadership in Greater China and Asia Pacific and close partnerships with global operators. He holds postgraduate degrees in Architecture and Hotel Management from Cornell University.

THE PULI PROPOSITION

PERSONALISED AND OWNER-ALIGNED

SELECTIVE IN PROJECTS; COMMITTED IN PARTNERSHIPS

The PuLi's structure empowers a different kind of relationship.

Projects are limited to ensure close collaboration and direct senior involvement.

Owners deal with decision-makers, not unproductive corporate culture. And this guarantees agility, accountability, and a shared focus on achieving the owner's vision.

The PuLi acts as both brand partner and strategic ally – helping owners realise distinctive, enduring hotels that deliver exceptional guest and financial performance.



FULL-SERVICE SUPPORT

BUILT AROUND THE OWNER'S GOALS FROM VISION TO OPERATION

The PuLi offers owners a highly focused platform of design, planning, and operational expertise that larger operators rarely provide.

It starts with a clear vision –

Each project is framed as more than a hotel.

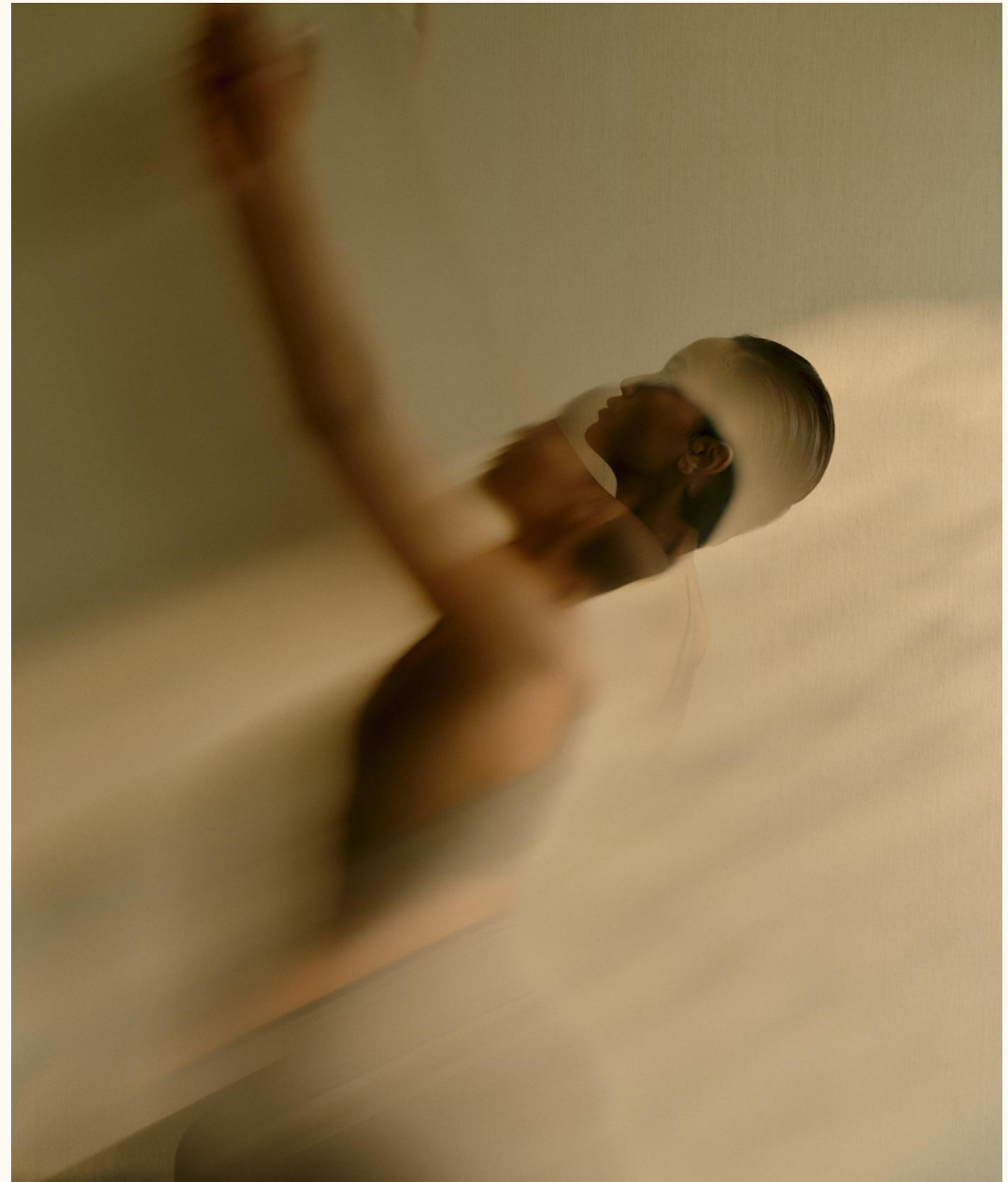
They are destinations with unique identities and commercial strategies.

Integrated support realises that vision –

From the early concept stage, the group is a guiding, expert hand through:

- Master planning and space programming
- Design and technical consulting
- Operational and service integration

The result is a hotel conceived with coherence – where brand, design, and operations align to protect investment value and ensure long-term performance.



THE PULI BRAND

THE PULI BRAND

THE VISION

The PuLi will continue to redefine urban luxury.

Not through scale or spectacle, but through restraint, authenticity, and calm.

Each hotel created will endure because it is composed with clarity, intention, and purpose.



THE PULI BRAND

THE MISSION

Excellence lies in the precision of the essential.

Every detail is chosen with care.

The pursuit of clarity, craft, and sincerity shapes design, how guests are served, and how the brand connects to the world.

A hand is shown from the top, dropping a single drop of water into a pool of water. The drop is captured mid-fall, just above the surface, creating a series of concentric ripples that spread outwards. The lighting is dramatic, with the water surface reflecting light in a way that creates a shimmering, iridescent effect. The overall mood is serene and elegant.

THE PULI BRAND

THE PHILOSOPHY

The PuLi is a world perfectly composed.

Puli means “uncarved jade,” which represents beauty in its purest form: elegant, timeless, and unadorned.

The PuLi celebrates the elegance of less, creating spaces of serenity and connection that feel both contemporary and rooted in precious culture.

A woman in profile is looking out a window at night. The scene is dimly lit, with warm light from the window and a soft glow from a flower in the foreground. The background is blurred, showing a cityscape at night.

THE PULI BRAND

THE BALANCE

Hotels by The PuLi enjoy a duality of consistency and individuality.

Consistency comes from a devotion to simplicity, authenticity, and integrity.

Individuality comes from every property adapting to its locality.

THE PULI BRAND

DESIGN AND PRODUCT PRINCIPLES

The PuLi has a single global ethos, wholly expressed in every property.

Several standards define how the brand's spirit takes form in design and experience. They do not make the hotels alike. They ensure each is unmistakably PuLi.

BESPOKE DESIGN

Each project begins with fresh thinking inspired by local culture and a sense of purpose.

CRAFT OVER SHOW

Materials and textures are chosen for the harmony they bring.

HOLISTIC LIFESTYLE

Dining, wellness, and social spaces are woven together.

SERVICE WITH DEPTH

Hospitality is delivered with intuitive warmth and quiet confidence.

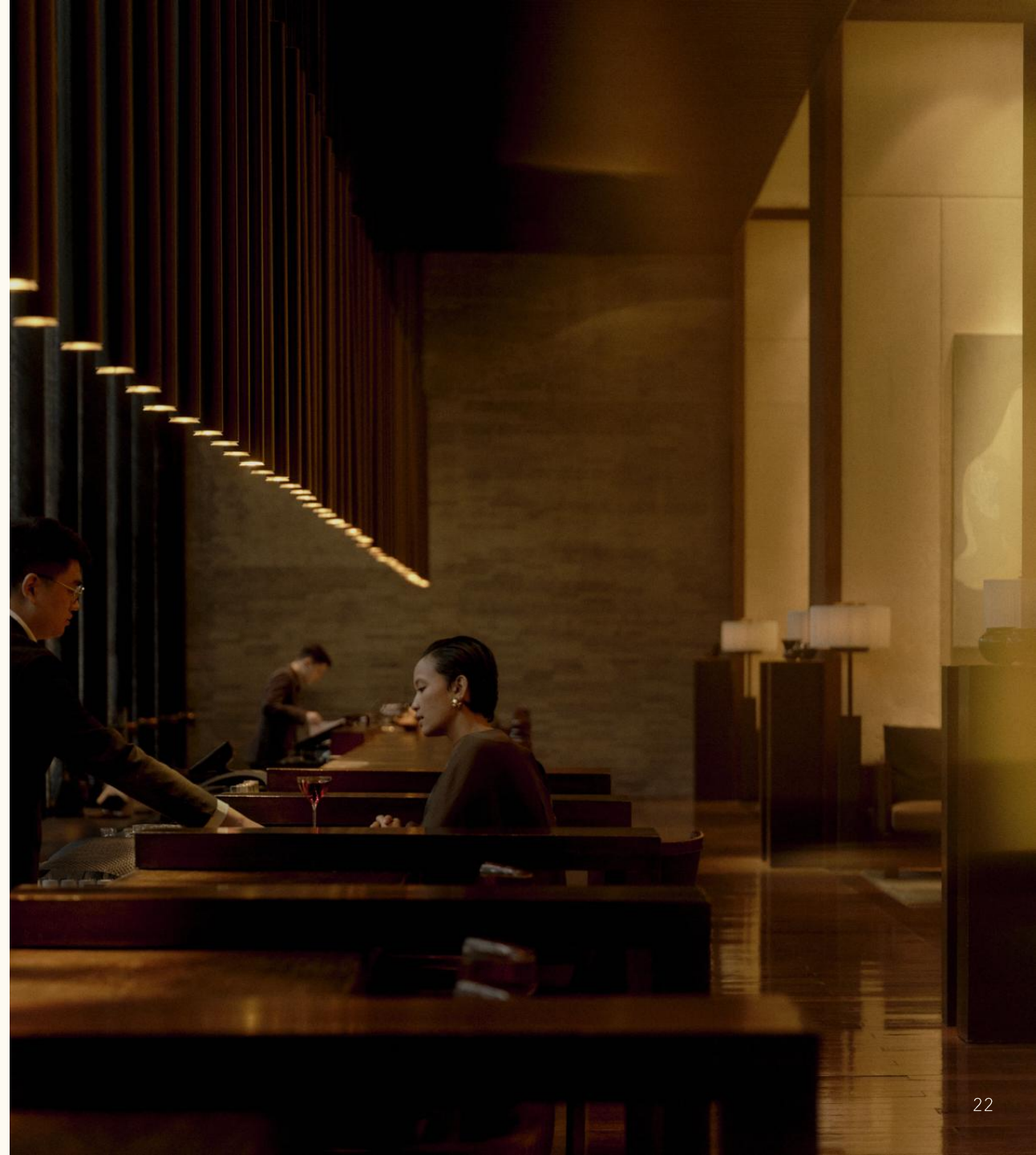
RESTAURANTS AND BARS

THE CULINARY HEART OF THE PULI EXPERIENCE

Restaurants and bars at The PuLi hotels
are not accessories.

They are defining expressions of the brand.

Each concept is created as a destination
in its own right, appealing equally
to discerning locals and travellers.



RESTAURANTS AND BARS

THE CULINARY HEART OF THE PULI EXPERIENCE

Every outlet is inspired by its context, reflecting local ingredients, culture, and design heritage. This both protects The PuLi from imitation and sustains its relevance, earning recognition such as Michelin awards and genuine local loyalty.

For owners, this translates into real value:

- Strong trans-seasonal demand from the local community.
- Revenue is independent of room occupancy.
- Enhanced asset equity through elevated reputation and long-term pricing power.





WELLNESS

CALM, AUTHENTICITY AND RENEWAL

Wellness has always been vital to The PuLi's energy. It enhances distinctiveness, amplifies authenticity, and nurtures long-term appeal.

Since The PuLi's inception in Shanghai, spa and wellness programming has distinguished itself through design, atmosphere, and consistency, becoming valued by both travellers and locals.

While spas are rarely simple businesses, at The PuLi they add clear value through perception and revenue.

SALES & MARKETING

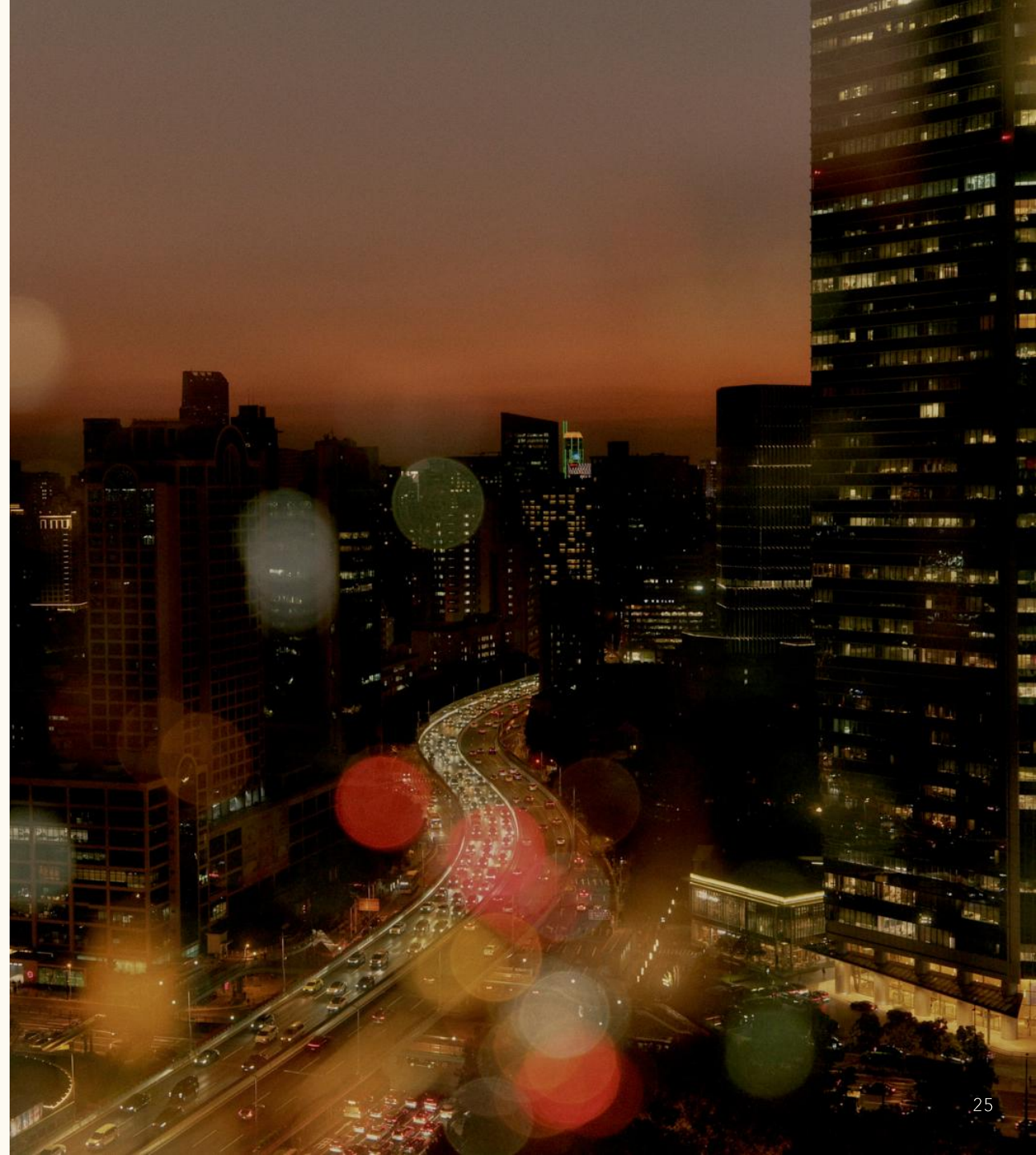
INVESTING IN REACH AND REPUTATION

For a company of its size, The PuLi makes an extraordinary level of investment in sales and marketing.

This gives owners the best of two worlds. They gain access to audiences, partnerships, and resources of a major global operator. But they also benefit from the agility and focus of a boutique brand.

The group's global sales presence is consistently reinforced across key feeder markets, supported by top-tier branding, PR, and creative partners.

For owners, this means access to a world-class marketing engine that's deliberately overbuilt to deliver international visibility, stronger revenue retention, and higher profitability.



INFRASTRUCTURE AND OWNER ADVANTAGE



FINE HOTELS + RESORTS

Petrie PR

CW.

GLOBAL REACH

- Sales offices in Shanghai, Beijing, Hong Kong, Singapore, Tokyo, London, and New York (phased rollout)
- Direct partnerships with Preferred Hotels & Resorts and Leading Hotels of the World
- Strategic relationships with top 75 luxury travel agencies (Virtuoso, Amex FHR, Traveller Made, etc.)

BRANDING AND CREATIVE

- Full global rebrand by Colville-Walker
- Leading PR and communications agencies, Bird PR and Petrie PR, appointed across three continents
- Dedicated social media and digital teams delivering multilingual campaigns

COMMERCIAL DELIVERY

- Repeat guest ratio at The PuLi Shanghai above 35% and achieved without chain loyalty discounts

OWNER ADVANTAGE

- No mandatory loyalty program - avoids RevPAR dilution and redemption costs
- CRM initiatives in development to enhance personalisation without heavy fixed overhead
- Reservation capabilities in 10+ languages and campaigns in all major feeder markets
- Sales and marketing system intentionally overbuilt for company size, ensuring disproportionate return and visibility for every property

DEVELOPMENT PHILOSOPHY, FORMATS AND CRITERIA

SELECTIVE GROWTH AND ENDURING VALUE

The PuLi expands with intent,
not by chasing volume.

Each project is chosen for its ability
to strengthen the brand and deliver
long-term value.

By pursuing only projects that combine
an exceptional location with an authentic
design opportunity, every property
by The PuLi can be an exemplar of rare
luxury, crafted for longevity.

For owners, this means joining a highly
curated portfolio whose integrity earns
global respect.

GREENFIELD DEVELOPMENTS

Holistic design from
the ground up

CONVERSIONS

Selective repositioning
of assets with the right
structure and location

MIXED-USE DEVELOPMENTS

Integration within premium
mixed-use asset classes

BRANDED RESIDENCES

The PuLi lifestyle
as daily living

A WELL-DEFINED FOCUS

BRAND POSITIONING

- Luxurious, design-led, and owner-aligned
- Understatedly elegant
- Genuinely authentic
- Boutique in spirit yet globally relevant

MARKET SEGMENTS

- High-yield leisure travellers, UHNWI and affluent FITs
- Selective small business and executive group travel
- Strong local engagement through culinary and wellness

LOCATIONS

- Prime sites in key gateway cities
- Select resort destinations with iconic natural or heritage settings of cultural resonance
- Always positioned for long-term rate leadership

GEOGRAPHIC FOCUS

- Core: Asia Pacific
- Selective: Europe, Middle East and North America

THE DISTINCTIVE DIMENSIONS OF THE PULI

ARCHITECTURE & DESIGN

- Bespoke design for each project
- Tactile materials and calm spaces
- Integration of local culture
- Wellness, dining, and community woven into concept design
- Conversions possible where heritage value and repositioning potential exist

HOTEL PROGRAMMING

- Urban: 120-200 keys (avg), strong suite mix
- Resort: 50-120 keys (avg), villas or large suites
- Integrated spa, destination dining and event capacity
- Public areas conceived as part of the guest journey

BRANDED RESIDENCES

- Extensions of hotel lifestyle in urban or resort settings for high-net-worth buyers seeking privacy with services by The PuLi
- Configuration is market-driven and owner-specific

GUEST EXPERIENCE

- Personalised, intuitive and emotionally resonant service
- Rituals that feel natural
- An atmosphere of calm, homely warmth, and sophistication

RESTAURANTS AND BARS

- Stand-alone, high-performing concepts that are competitive in their local market
- Culinary excellence protected as a consistent brand characteristic
- A distinct identity for each venue

WELLNESS

- An integral part of The PuLi experience, not a secondary facility
- Resorts are holistic wellness environments
- Urban hotels offer refined, integrated wellness offerings beyond just a spa
- Opportunity exists for community engagement and membership models



CONSULTANT OVERVIEW

DESIGN AND DEVELOPMENT PARTNERS

There will always be world-class expertise behind every project.

Each hotel was conceived and realised in partnership with leading international design and architecture studios. Their collective work brings design integrity and technical excellence. And the high level of creative collaboration fostered within project teams leads to truly differentiated environments.

CONSULTANT OVERVIEW

DESIGN & DEVELOPMENT PARTNERS

Property	Architecture	Interior Design	Lighting Design
THE PULI HOTEL AND SPA Shanghai (Opened 2009)	KUME SEKKEI - Japan	JAYA DESIGN / LAYAN DESIGN GROUP	FLAMING BEACON
THE PUXUAN HOTEL AND SPA Beijing (Opened 2019)	OLE SCHEEREN - BÜRO OLE SCHEEREN (part of Guardian Art Center)	MQ STUDIO	FLAMING BEACON
THE RUMA HOTEL AND RESIDENCES Kuala Lumpur (Opened 2018)	BEP ARKITEK (local firm, base building) with MQ Studio	LAYAN DESIGN GROUP + MQ STUDIO	FLAMING BEACON

AWARDS AND ACCOLADES

RECOGNITION RECEIVED ACROSS THE PORTFOLIO

The PuLi portfolio is consistently recognised by respected travel and lifestyle authorities for its upper-tier global luxury credibility and experiential value.

These accolades not only validate the hotels' consistent quality but also strengthen trust and desirability, delivering long-term brand equity for owners.



THE PULI SHANGHAI

- Condé Nast Traveler: Gold List (2014-2018), Readers' Choice "No. 1 Hotel in Shanghai" (2024)
- Travel + Leisure: World's Best Awards (multiple years)
- Forbes Travel Guide: Four-Star Rated Hotel (2025)
- Michelin Guide: One Star for PHÉNIX (2016-2025, 9 consecutive years)
- The Black Pearl Guide: One Diamond (2019-2025)
- SpaChina Awards: Most Attractive Spa Treatment (2024)
- The Michelin Guide - One Michelin Key (2025)

THE PUXUAN BEIJING

- Michelin Guide: One Star for Fu Chun Ju (2020-2025)
- The Black Pearl Guide: One Diamond (2022-2025)
- Forbes Travel Guide: Recommended Hotel (2024)
- TripAdvisor: Top 10% Most Highly Reviewed Hotels (2022)
- The Michelin Guide - One Michelin Key (2025)

THE RUMA KUALA LUMPUR

- Travel + Leisure Luxury Awards Asia Pacific: Top 3 City Hotels in Malaysia (2024)
- DestinAsian Readers' Choice: Top City Hotel in Malaysia (2024)
- TripAdvisor: Travellers' Choice Award (2024)
- Michelin Guide Malaysia: Top 10 Best Hotels (2023)
- World Luxury Hotel Awards: Luxury Spa Retreat (2024) contextual design, crafted service, and quiet sophistication.
- The Michelin Guide - One Michelin Key (2025)

WHY THE PULI – THE VALUE PROPOSITION

INDEPENDENCE. EXCELLENCE. SINGULARITY.

The PuLi represents an increasingly rare proposition – the capability of an international luxury hospitality operator, delivered with the focus and personal commitment of a privately owned, single-brand company.

INDEPENDENCE WITH STABILITY

- Family ownership allows long-term vision, continuity of leadership, and decisions made with generational horizons in mind, not quarterly targets.

AGILITY WITH DISCIPLINE

- Fast decision-making, tailored solutions, and direct access to senior leadership replace bureaucracy and brand politics.

DESIGN WITH SERVICE INTEGRITY

- Every hotel is bespoke, rooted in its context, crafted with world-class partners, and bonded by consistency of philosophy rather than uniformity of product.

COMMERCIALITY WITH CREDIBILITY

- Each property combines design distinction, cultural relevance, and high profitability, attracting affluent guests and loyal local communities.

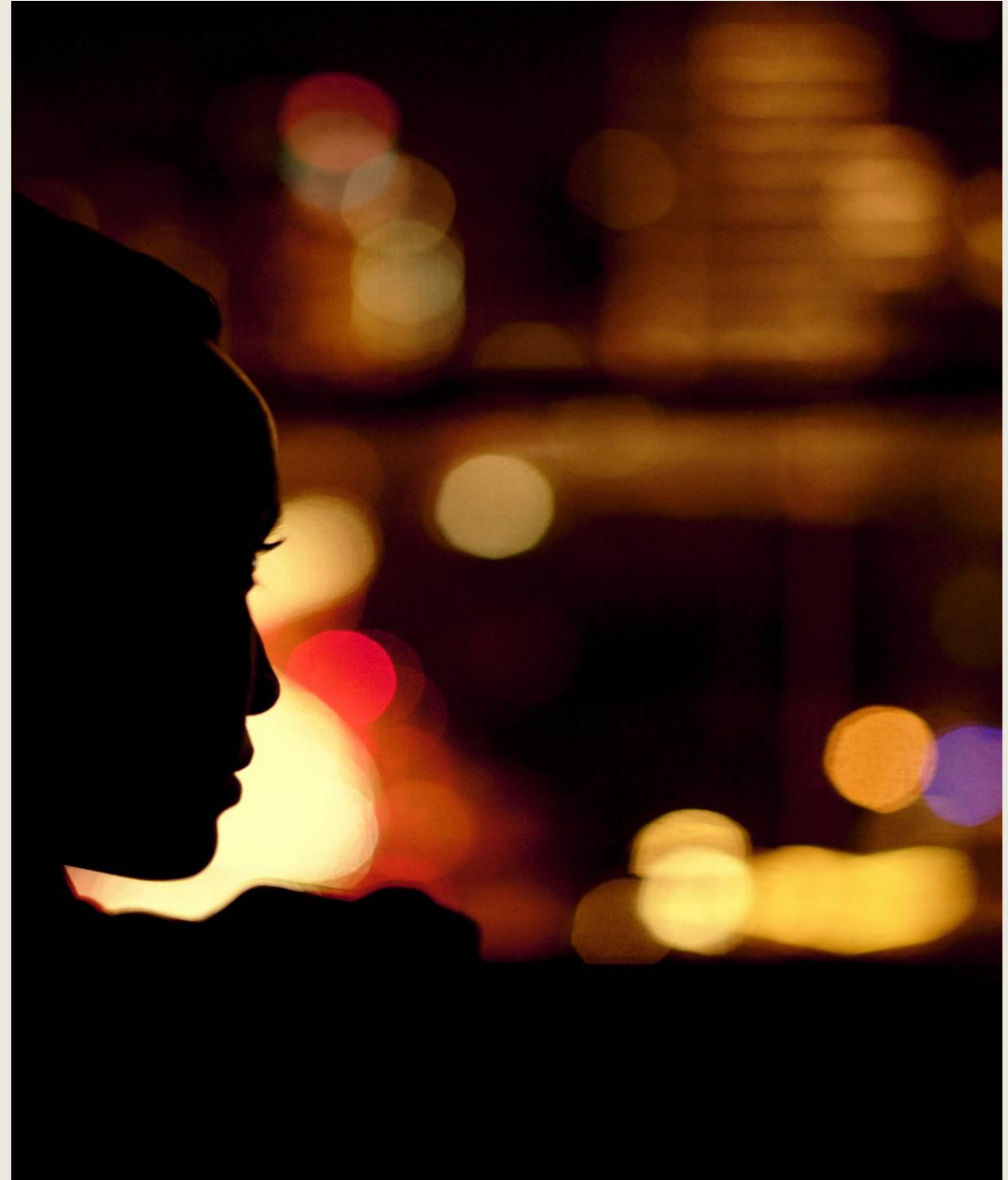
WHY THE PULI – THE VALUE PROPOSITION

INDEPENDENCE. EXCELLENCE. SINGULARITY.

The establishment of an exceptional executive team, renewal of The PuLi Shanghai, and the formal creation of The PuLi brand underlines real commitment to endurance and excellence.

The PuLi Shanghai is the benchmark for design, service, and operational standards across all future projects.

For owners and developers, partnering with The PuLi means being part of something special, secure, and set up for success.







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