

**COMPANY ANNOUNCEMENT  
PRESS RELEASE****FOR IMMEDIATE RELEASE****10 July 2025****MINT Introduces the Evolution of an Icon: Anantara Siam Bangkok Begins a New Era with a Landmark Transformation**

**Bangkok, Thailand – Minor International Public Company Limited (MINT)** announces that Anantara Siam Bangkok, the original Grand Dame of Thai luxury hospitality, is set to embark on a transformative new chapter as the hotel undertakes on a comprehensive USD \$50 million enhancement journey. More than a renovation of bricks and mortar, this evolution places cultural storytelling, sensory rituals, and guest immersion at the very heart of the experience. Designed to reframe what luxury means for today’s traveller, the reimagined Anantara Siam will deepen its identity as a living cultural landmark—one where every stay becomes a journey through Thailand’s rich traditions and timeless elegance.

Now entering its fifth decade, Anantara Siam has long stood as a cultural cornerstone in the heart of Ratchadamri, Bangkok’s most prestigious neighbourhood. Originally opened in 1983 and designed by acclaimed architect George Wimberley, the hotel has earned its reputation as one of Asia’s most treasured addresses—a place where hand-painted murals, tranquil garden courtyards, and storied hospitality have defined the art of Thai luxury. Guided by the brand philosophy of “Transformed. Timeless. Thai.,” this new era will honour the essence of the property while introducing inspired contemporary design, elevated experiences, and a renewed sense of discovery.

The transformation will unfold across two carefully phased stages to ensure uninterrupted guest stays. Phase one, running through November 2025, will see the reimagining of the Montathip and Kannika Court guest rooms and suites, Garden Terrace Rooms, Kasara Lounge, swimming pool and terrace, fitness centre,

and selected ground-floor meeting spaces. Phase two, running from May to September 2026, will focus on the Garden Pool Villas, Parichart Court guest rooms, the iconic Spice Market restaurant, the Kids' Club, the grand lobby, the ballroom, and all remaining meeting and event spaces. All dining venues and upper-level function spaces will remain fully operational throughout both phases.

Guests can look forward to a completely refreshed arrival experience, from an elegantly reimagined lobby to the unveiling of a brand-new Kasara Lounge designed for exclusive comfort and style. A signature Jim Thompson Suite—developed in collaboration with Thailand's most iconic silk brand—will showcase bespoke Thai artistry and design heritage at its most refined. Six all-new Garden Suites will offer private plunge pools and lush landscaping, delivering a rare resort-style escape in the heart of the city. The swimming pool area will be transformed into a tranquil urban retreat framed by greenery and elegant cabanas, while the wellness centre will emerge as a state-of-the-art destination featuring the latest Technogym equipment, an infrared sauna, and a dedicated Pilates studio.

At the core of the transformation is the hotel's deepened commitment to cultural immersion. Every guest will now encounter a thoughtfully curated rhythm of Thai experiences woven seamlessly into each day. This daily cultural programming rhythm will invite guests to connect meaningfully with local traditions, from morning alms-giving rituals to guided cultural storytelling and Thai botanical cocktail hours at AQUA. In addition, a series of exclusive hero cultural guest experiences—such as Sak Yant spiritual ceremonies, Khon mask-making workshops, and Anantara's signature Spice Spoons cooking classes—will offer deeper, unforgettable engagement with Thai heritage. These are complemented by smaller, symbolic cultural touchpoints found throughout the stay, including seasonal floral installations, handcrafted turndown cards, in-room rituals, and warm Thai-style welcome and farewell ceremonies.

Throughout the enhancement period, Anantara Siam's award-winning service and hospitality will remain uninterrupted. Guests booked in Kasara categories will enjoy dedicated dining credits, daily canapés, and minibar enhancements while the lounge is being redesigned. Spa treatments will be offered in converted suites at Parichart Court, styled to replicate the peaceful ambience of the Anantara Spa. For fitness and swimming, guests will be provided exclusive access to the wellness and pool facilities at The St. Regis Bangkok, located just 20 metres away, with the Anantara team on hand to assist and escort as needed.

"This transformation marks a defining moment in Anantara Siam's journey," said Torsten Richter, General Manager, Anantara Siam Bangkok Hotel. "For nearly five decades, this hotel has been a symbol of classic Thai luxury and cultural refinement. Iconic hotels must strike a balance — remaining relevant to the expectations of today's traveller while protecting and preserving their heritage. Our discerning clientele, who value first-class quality and immersive experiences, expect nothing less than the extraordinary, and it is our responsibility to continually exceed those expectations."

"We are making a historically significant investment in this transformation, and the magnitude of the USD \$50 million commitment reflects the scale and ambition of our vision. We believe there is still extraordinary growth potential in Bangkok's luxury hospitality segment. Anantara Siam has long played a vital role in anchoring the heart of the capital — not just for international visitors, but for our local community as well.

We look forward to continuing that legacy, and to delivering a new era of unforgettable experiences that only Anantara Siam can provide.”

This reimagining of Anantara Siam forms part of Minor Hotels’ broader strategy to redefine Thai luxury hospitality across its Anantara Hotels & Resort portfolio in the Kingdom. On the island of Koh Samui, Anantara Lawana has completed a full-scale transformation, and Anantara Bophut has unveiled newly refurbished guest rooms and introduced enhanced wellness and family offerings. Anantara Hua Hin is entering the final phase of a comprehensive multi-year enhancement, while Anantara Mai Khao in Phuket is launching new beachfront lifestyle concepts. Together, these developments reflect a nationwide evolution of Thai hospitality grounded in authenticity, creativity, and a sense of place.

As Anantara Siam steps into its next era, it does so not by rewriting its story—but by enriching it, preserving the legacy of one of Bangkok’s great hotels while inviting guests to discover it anew.

### **About Minor International (MINT)**

Minor International (MINT) is a global Company focused on two core businesses: hospitality and restaurants. MINT is a hotel owner, operator and investor with a portfolio of 629 hotels under the Anantara, Avani, Oaks, Tivoli, NH Collection, NH, nhow, Elewana, Wolseley, Four Seasons, St. Regis, JW Marriott and Radisson Blu brands in 57 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas (including signed HMAs). MINT is also one of Asia’s largest restaurant companies with over 2,727 outlets system-wide in 24 countries under The Pizza Company, The Coffee Club, Riverside Grilled Fish, Sanook Kitchen, Benihana, Bonchon, Swensen’s, Sizzler, Dairy Queen, Burger King and GAGA brands, as well as over 1,000 further outlets held through MINT’s strategic alliances (i.e. S&P and BreadTalk).

For more information, please visit [www.minor.com](http://www.minor.com).



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