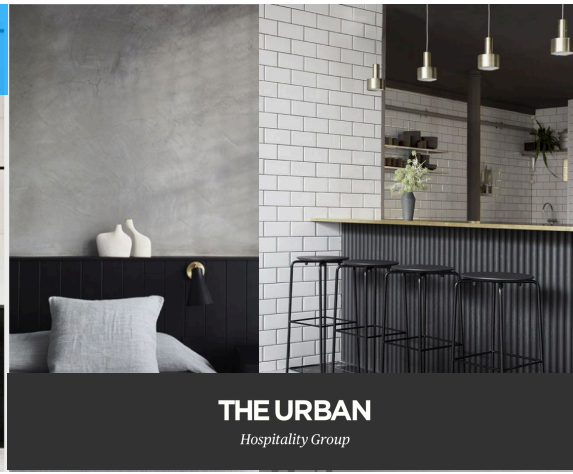
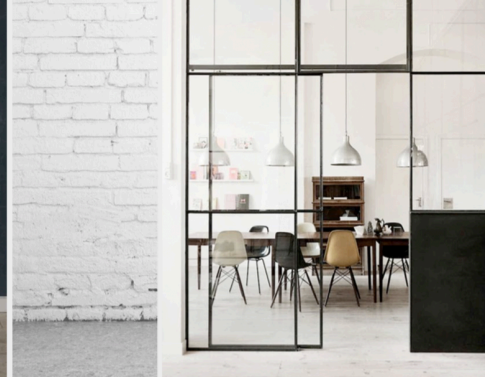
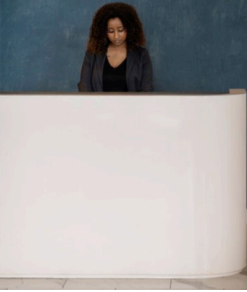
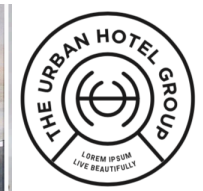
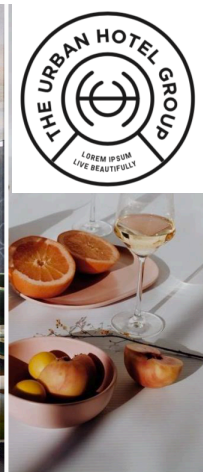


Cool. Smart. Fresh.



THE URBAN
Hospitality Group



The Urban Hotels + Lofts[®] by Urban International is Africa's fastest growing independent lifestyle hotel brand. Design-forward, with a focus on brilliant public and private spaces, The Urban stands out in a sea of corporate same-ness. We bring our international eye, experience and design to each Urban offering. Opening in cities across Africa.

"Africa's fastest growing lifestyle/value brand."



PIPELINE:

- ☀ Ndola
- ☀ Maputo
- ☀ Nairobi
- ☀ Dar es Salaam
- ☀ Nakala
- ☀ Kolwezi
- ☀ Kampala
- ☀ Kitwe
- ☀ Nelspruit
- ☀ Cape Town



Competitive Set

Hilton Garden Inn, Protea Hotels, Radisson Blu, Radisson Red, Ibis Styles, Holiday Inn, Best Western, Park Inn, Ace Hotel, Moxy, Aloft, Citizen M, Hyatt Place

Owners Proposition

A modern, cost-effective brand with lower capital investment translating into higher returns.

Brand Highlights

Design-forward and sophisticated, The Urban Hotel is a fresh take on the 'lifestyle' niche for a modern traveler. The Urban's philosophy is simple – our customer is us. We want a great vibe with people who 'get it' and share our values. We want every experience to express who we are and what we believe in.

Culture

We know our customer. We value their time and want to create meaningful, special experiences.

Key Brand Experiences

- ☀ Sophisticated eclecticism
- ☀ Quality food experience
- ☀ Curated room offerings
- ☀ Relaxed Flexibility
- ☀ International-class

Design Style

Cool, smart and fresh. The Urban style has been described as New York loft meets Global Chic. Eclectic, modern and always a good vibe.

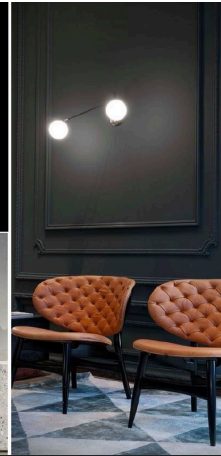
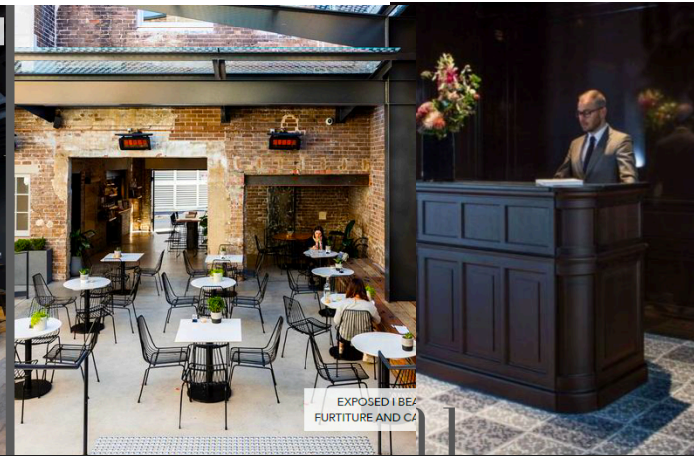
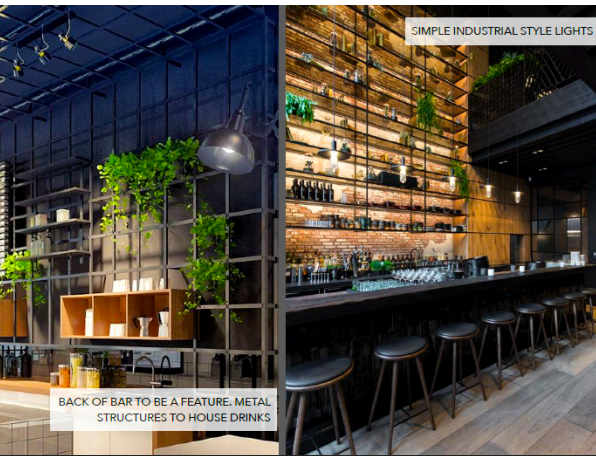
Value Addition

An experienced team of in-house specialists to guide you through every stage of development and operations:

- Concept / Feasibility
- Development Planning
- Project Management /Construction
- Operations / Revenue Optimization

Key Spaces

- ☀ **Guest Rooms:** well designed, digitally connected and inspired.
- ☀ **Social Spaces:** flexible, exciting, and very social.
- ☀ **Food & Drink:** original concepts from around the world.
- ☀ **Meetings & Events:** beautiful spaces to conduct your events
- ☀ **Wellness:** because our bodies are our temples.



BRAND MATRIX	THE URBAN HOTEL
Number of Keys	80-150
Positioning	Lifestyle boutique
Product	Urban / Airport / Suburban / Serviced Apartments
Hotel Ave. Gross (GBA per Key)	40-45
FFE Cost Per Key	USD 12.5-16K
O&E Cost Per Key	USD 1.9 - 2.5K
Cost Per Key	USD 75-125K
Business Model	Capital and Commercial Centers. Leased / Managed / Franchised Emerging Markets - Managed / Franchised

Room Layout



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Republic

URBAN
OFFICE

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FOR OWNERS AND INVESTORS...

A STRONG PARTNER FOR EACH PHASE OF YOUR INVESTMENT

Our strength lies in our ability to accompany our partners at each stage of the investment cycle.

Like any real estate investment, a hotel venture has three distinct phases: 1) development 2) operations and 3) exit/recycling capital. The Urban Hotel Group is here to support you every step of the way, from concept planning through opening, operations and even exit.

DEVELOPMENT PHASE

Whether new-build or conversion hotels, we adapt the best solutions to your asset to maximize the efficiency of the development and minimize costs. We work with you and the professional teams to realize each project and ensure on-time, on-budget delivery.

OPERATING THE HOTEL

Our pre-opening and technical services teams are on site well before practical completion of the project. We source the best management talent available to ensure the quickest ramp-up and stabilization. With daily support in revenue management, online distribution, marketing and sales, our team stands ready to make sure your hotel is at its best performance.

RECYCLING CAPITAL

For investors with investment horizons, we can support you in finding a buyer from within our global network and assist with any subsequent transfer or assignment.

THE URBAN

Hospitality Group



“A great hotel combines intelligence, culture, efficiency and comfort... and always a touch of poetry.”

