

Roomzzz

APARTHOTELS

INVESTMENT BROCHURE

ROOMZZZ APARTHOTEL PART OF THE PARKLANE GROUP OF COMPANIES

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ICONINC

Roomzzz
APARTHOTELS

LEEDS GOLF
CENTRE

uown

Living

working

l1c



Revenue in 2023/2024
was in excess of
£22 million, projected
to grow to

£30M
by 2026

Agreed pipeline of

5

new properties over the
next three years

Revenue growth in 2023

12%

Room nights
expected to exceed

325,000
by 2026

Occupancy rates of up to

88%

Average room rate
growing at more than

8%
each year

EXECUTIVE SUMMARY

Roomzzz Aparthotels is the leading award-winning Aparthotel operator in the UK. There are 11 sites in 8 cities across the UK generating revenue of over £22 million. Roomzzz sets itself apart by creating the best-in-class spaces; maximising profit conversion by keeping costs light and using its 60,000 person strong loyalty programme to go direct to bookers. Roomzzz is looking to expand further in the UK, Europe and the Middle East.



ABOUT

It all started in 2006, in the vibrant city of Leeds. Now you'll find us across the UK, and we have been the Aparthotels of choice for 450,000 sleepers in the last year.

Our stylish apartments provide a personal touch for adventure business, leisure and extended stays. We're the favourite of discerning folk for a reason. We've thrown out the trouser press and the pillow chocolates and thrown in the flexibility of a fully-equipped kitchen and large living space.

Roomzzz is an established operating group with an outstanding brand, commercial and operational capability. Our cutting-edge digital platform uses market leading technology to give our customers the best experience. Our website, which is managed by an in-house team, integrates seamlessly with our other platforms.



20%

of business or below from
Online Travel Agents, with
brand website outpacing
OTA volume

Currently operating
multiple

**successful
leased sites**



Serviced Apartment Awards -
Best Operator 201+ Units 2024



UK Enterprise Awards - Best
Aparthotel Company 2024



Tripadvisor - Travellers'
Choice Award 2023



Tripadvisor - Best of the Best
2021



Awarded ASAP
Accreditation in 2022



Hotel Marketing Association -
Best Website Award 2022



Booking.com - Traveller
Review Awards 2022



Serviced Apartment Awards -
Outstanding Achievement 2021

CURRENT LOCATIONS

INDIVIDUAL. DISTINCTIVE. AUTHENTIC.



• NEWCASTLE CITY

88 stunning, spacious serviced apartments, perfectly combining old and new.



• LEEDS HEADINGLEY

22 generously sized apartments, close to some of Leeds' top sporting venues.



• LEEDS CITY WEST

109 spacious apartments located within easy reach of the vibrant city centre.



• LEEDS CITY CENTRE

36 apartments designed for city living, right in the heart of Leeds.



• CHESTER CITY

64 city-centric apartments overlooking the oldest racecourse in the country.



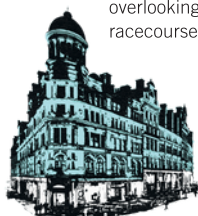
• YORK CITY

97 exquisite serviced apartments in a stunning riverside location.

• EDINBURGH CITY

74 striking apartments in prime location, with a rooftop terrace and balconies to appreciate breath-taking views of the city's historical landscape.

• GLASGOW - COMING SOON



• MANCHESTER VICTORIA

114 apartments which embrace the quirks and history of this beautiful Grade II listed building.



• MANCHESTER CITY

59 beautifully designed apartments, inspired by the bustle of nearby Chinatown.



• NOTTINGHAM CITY

106 contemporary apartments, centrally located for sports, shopping and culture.



• LONDON STRATFORD

98 boutique apartments with Westfield Stratford City and the Queen Elizabeth Olympic Park on the doorstep.

TARGET LOCATIONS

Two new sites are planned to open in the UK over the next two years, but Roomzzz is currently in negotiations with major blue chip and investment companies for other sites across the UK, Europe and beyond.



AT HOME

Central London
Birmingham
Bristol
Brighton
Cardiff
Edinburgh
Dublin
Belfast

Durham
Cambridge
Oxford
Bournemouth
Bath
Milton Keynes
Liverpool

STANDING OUT FROM THE CROWD

...WITH OUR OUTSTANDING SERVICES



24 HOUR RECEPTION

Our team are always on hand to assist guests with anything, from checking in during the small hours, to advising where to find street art or the best vintage shops in town.



UNLIMITED BEAN TO CUP COFFEE

Whether our guests are early birds or night owls, a complimentary selection of hot and cold drinks, including bean to cup coffee, are available 24/7.



GRAB & GO BREAKFAST

No waiting for breakfast to be served. Guests can enjoy bean to cup coffee and a freshly baked croissant... to take back to bed, or get on the go.



ON-SITE GYM

Travelling can be disruptive to daily routines so for those who are keen to keep up their fitness regime, we're providing gyms at our newest locations.



HOUSEKEEPING

As part of our sustainability policy, we no longer provide daily housekeeping. However, we are happy to go against the grain on this one and allow guests to request housekeeping as and when they need it.



FREE WI-FI AND UK CALLS

Super-fast Wi-Fi, free mobile and landline calls... in this day and age, we know it's important to stay connected.



FULLY-EQUIPPED KITCHEN

Our guests can cook up a storm, prep lunch for the next day or reheat takeaway in their fully equipped kitchen.



EXTENDED STAY RATES

We offer discounted rates for extended stays. Handy for business travellers and those between homes.

OUR RANGE OF SUITES

We've got seven apartment styles to accommodate any occasion, purse or personality, providing guests with the room to be themselves.

FUSION STUDIO 14m² – 21m²

Reduced in room facilities supported by communal amenities.



NEO STUDIO 21m² – 25m²

Modern studio suites for a city experience.



SMART STUDIO 25m² – 30m²

Spacious studio suites for all occasions.



GRANDE STUDIO 30m² - 40m²

Large studio suites for something extra.



DEZIGN SUITES 35m² - 45m²

Stand-out studios and apartments with unique design features.



LIBERTY SUITE 42m² - 80m²

Spacious 1, 2 or 3 bedroom apartments for an extra touch of luxury.



PENTHOUSE 50m² +

Designed to offer the ultimate city break.



PIPELINE

THE NEXT GENERATION OF ROOMZZZ

Driving performance as a leading Aparthotel Brand, we place importance on our robust business mix strategy that helps increase profitability. To do this we focus on cultivating the right mix of 'extended stay' business from guests staying with us more than 28 nights.

Our goal is to maintain these volumes at 25-50% of overall business & our revenue management and property management systems support us in this strategy. This allows us to remain dynamic in our approach in each market we operate in to get the blend right and maximise RevPar.

We make the most of high demand dates with low-rate sensitivity while also increasing occupancy by reducing shoulder night disparities. This comes from multiple sources but is ultimately of special interest to us in locations that have strong demand from Production companies, Sub Sea Oil & Gas companies, Financial & Technology Hubs.



OPERATIONAL SITE REQUIREMENTS

- City centre locations within walking distance of cultural, entertainment and business districts
- Conveniently located for main line train stations and airports
- Close to new developments, tourist destinations and attractions
- 3,700m² (40,000ft²) up to 9,300m² (100,000ft²)
- Ideally 100-200 plus keys, typically 70% studios
- Focused interest on net carbon zero opportunities

PARTNERSHIP

Roomzzz are looking for opportunities to expand the brand and add to our existing pipeline through funding and delivery partnerships. Across our sites, we work with many partners including Aviva, Nuveen Real Estate, Major Property Group and Legal and General.

We have all of the key professional functions to see our aparthotels through from concept, to design, to delivery with established and experienced departments in place, including operations, revenue management, sales, marketing, finance and guest experience.

We are looking to structure a mutually beneficial delivery framework to help grow the brand and share the rewards.

- Equity partner / joint venture
- Lease / management agreement
- Franchise



THE FUTURE

Our guests have everything (and more) they would expect from an aparthotel, regardless of the room type. What sets us apart is our communal areas and as we move into the future these spaces will continue to be developed offering our guests a truly unique experience.

Our existing sites benefit from lounge areas, gym facilities (select locations) and areas to work.

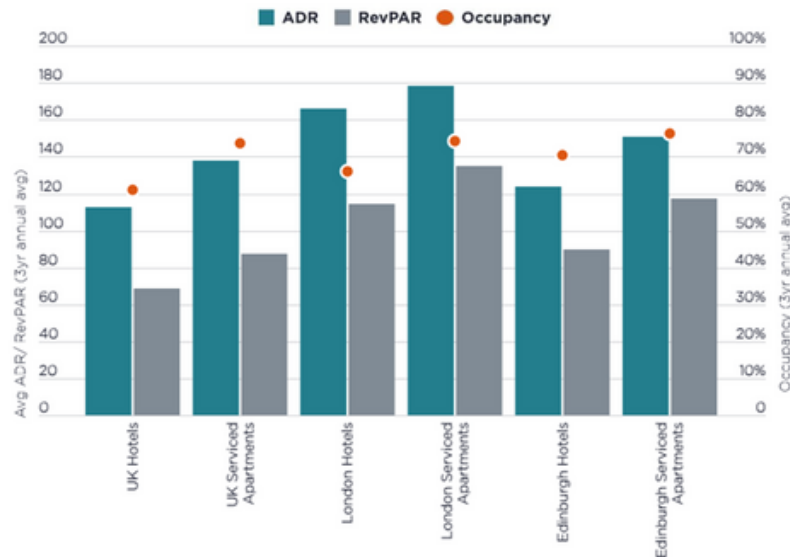
We are keen to further develop our third-party collaborations with unique brands and local operators while also adding additional amenities such as communal cooking facilities, ‘mega kitchens’ and elevated event spaces.

Our guest experience is no longer isolated to a brief interaction at the reception desk, we want our guests to engage with a pop-up community in their home from home regardless of their length of stay.

As noted in the Savills Report – European Serviced Apartments 2024, average annual RevPAR rates between 2021 and 2023 for the UK serviced apartment sector were 27.5% higher than the hotel average.

Also, the sector typically enjoys higher profit margins. Central London properties can achieve net operating profit margins between 45–55%, compared to 30–40% for hotels.

Reference: UK extended stay/ serviced apartment and hotel operational KPIs (3-year average) – savills.co.uk



Source: Savills Research, STR CoStar

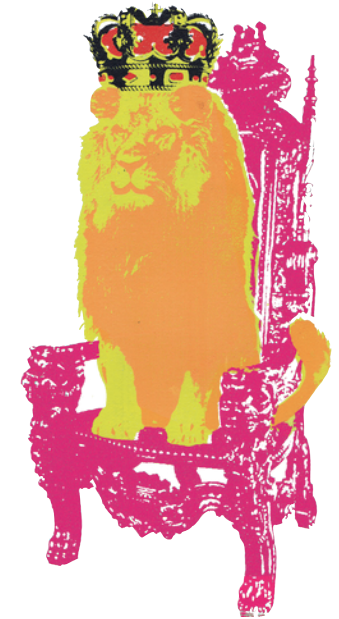
PERK^{zzz}

EARN REWARDS WITH ROOM^{zzz}

Over 60,000 members as of 2024.

Growing at a rate of more than 1200 members per month. Contributing to direct conversation strategy with the Roomzzz Brand website outperforming 3rd Party Online Travel Agents in terms of volume & average booking value.

Focused on driving brand awareness, increasing direct marketing opportunities & individual guest recognition.



DOING THE RIGHT THING

OUR ESG POLICY

We are passionate about giving back to our communities. Roomzzz’ charitable organisation - The Park Lane Foundation - is our channel for helping the most vulnerable people in the communities we’re part of. This commitment is woven into every aspect of our business, to include things like how we design and build new projects, operate our portfolio, collaborate with stakeholders and how we report our progress.



LET'S TALK

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THE PARKLANE GROUP

MAKING IT HAPPEN

Roomzzz is part of The Parklane Group, who have made a big impact over the last 45 years. From property to leisure, we've earned the reputation of being a market leader in the UK by breaking boundaries, keeping family values at the heart of our business, and being passionate about constant innovation.



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