

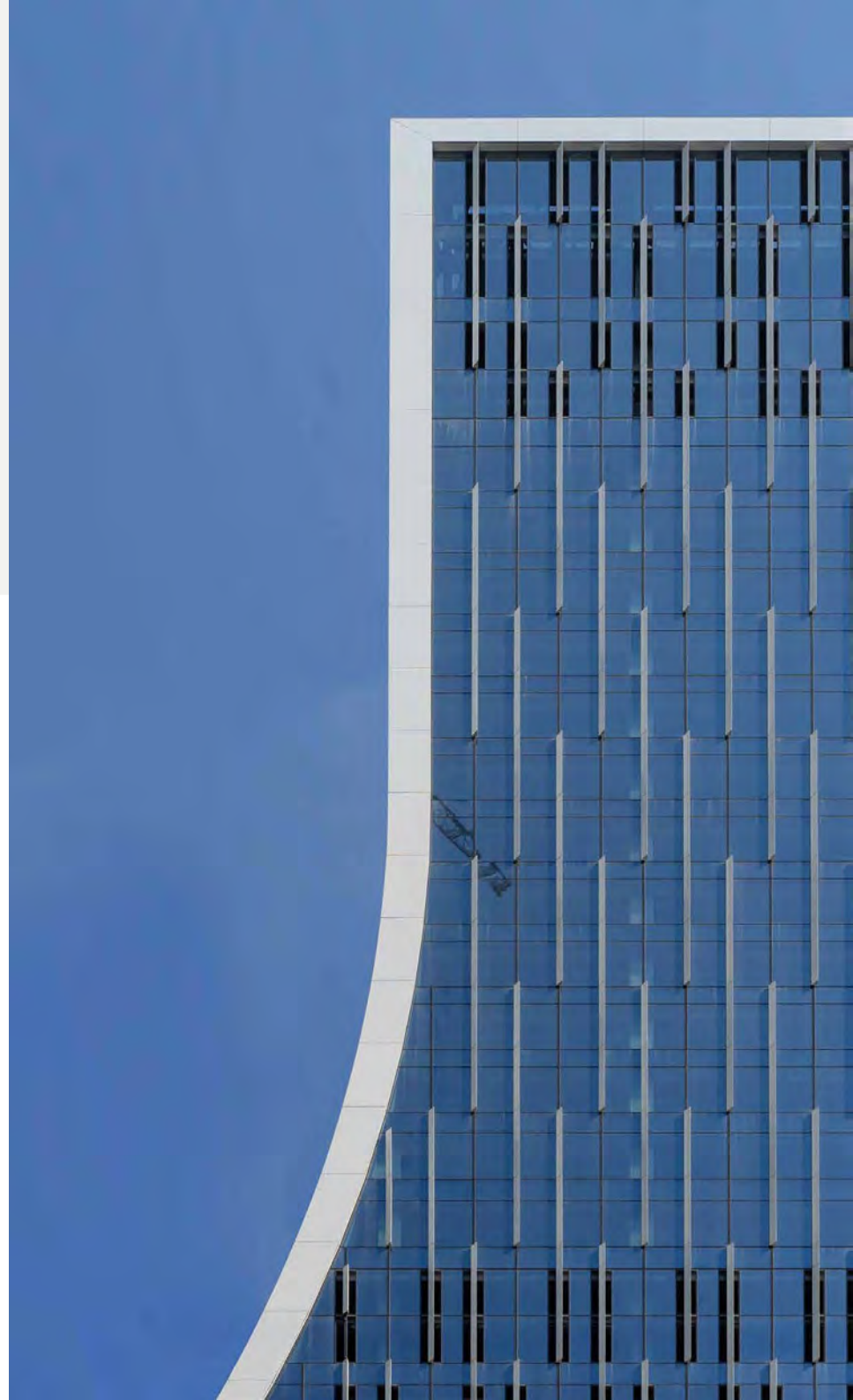
SAXBURY

Advisory business specialising in
development, leasing and sales of
Serviced Apartments & Aparthotels

SAXBURY

Serviced Apartments

why invest now?



SAXBURY

Serviced Apartments



Coming-of-age



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Timeline 2007-2015



saco | the service apartment company

Oakwood®

APARTMENTS
Clarendon

BRIDGESTREET.
GLOBAL HOSPITALITY

airbnb

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Evolution 2015-2019



Performance during the pandemic

- Dec '21: London SA RevPAR 17.9% below equivalent 2019 levels, compared to -40.5% for hotels
- Product geared towards longer-staying guests and thus lends itself to comply easily with COVID restrictions
- “Travel less but stay longer”
- Counter-cyclical qualities entice new investors



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Institutional acceptance

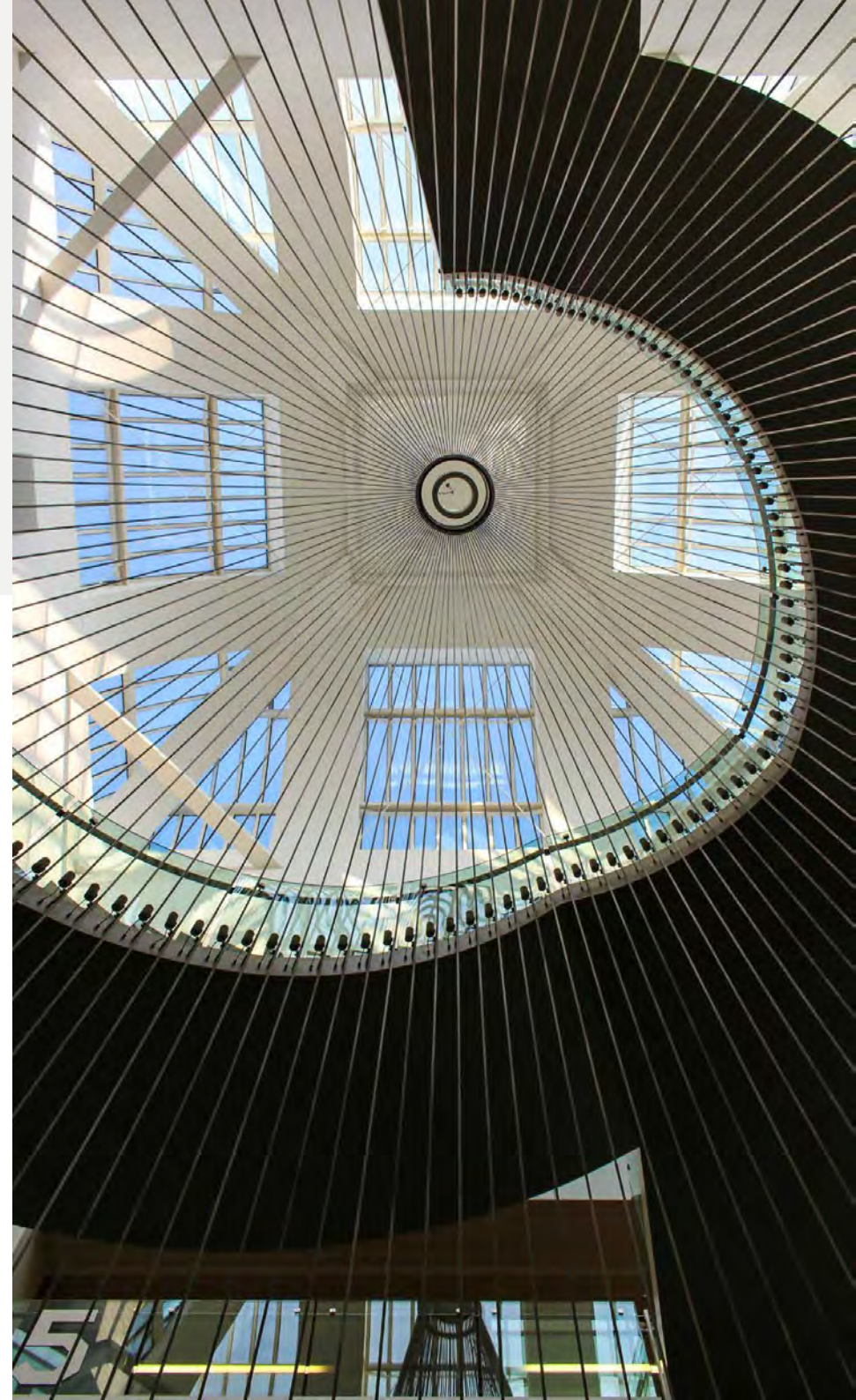
- APG and Aware Super <> City ID – 500m
- Sonder IPO
- Fortress Investment Group <> PREM Group
- Blackstone & Starwood Capital <> ESA - \$6 billion
- ISIF <> StayCity – 13% stake
- Blackstone Mortgage Trust & KSL Capital Partners <> edyn - £300m



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Many reasons to invest

- Self-contained product
- Lean operating structure
- Young and dynamic players – Roomzzz, room2, Beyond aparthotels
- Roster of investors embracing the potential
- Lenders waiting & weighting



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Ben Davis
Co-founder.

    saxbury.com