

# STAYCITY GROUP STORY

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[staycity.com](https://www.staycity.com)

**Wilde Aparthotels**  
Current Locations



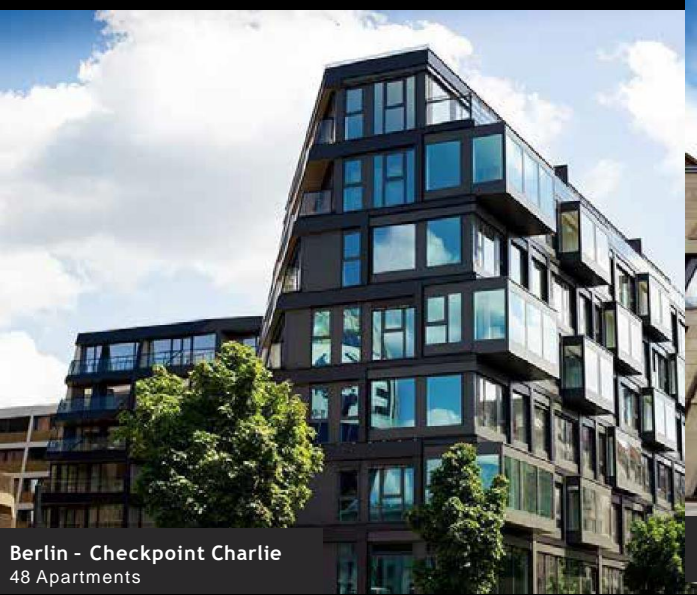
**London - Covent Garden**  
106 Apartments



**London - Aldgate Tower Bridge**  
156 Apartments



**London - Paddington**  
267 Apartments



**Berlin - Checkpoint Charlie**  
48 Apartments



**Edinburgh - Grassmarket**  
128 Apartments



**Manchester - St Peter's Square**  
256 Apartments





Staycity Group  
About Us

**Berlin - 1 Property**  
Wilde Aparhotels x 1

**Birmingham - 1 Property**  
Staycity Aparhotels x 1

**Bordeaux - 1 Property**  
Staycity Aparhotels x 1

**Dublin - 7 Properties**  
Staycity Aparhotels x 5  
Contracted properties x 2

**Edinburgh - 2 Properties**  
Staycity Aparhotels x 1 Wilde  
Aparhotels x 1

**Heidelberg - 1 Property**  
Staycity Aparhotels x 1

**Liverpool - 2 Properties**  
Staycity Aparhotels x 2

**London - 8 Properties**  
Staycity Aparhotels x 3  
Wilde Aparhotels x 3  
Contracted properties x 2

**Lyon - 1 Property**  
Staycity Aparhotels x 1

**Manchester - 2 Properties**  
Staycity Aparhotels x 1  
Wilde Aparhotels x 1

**Marseille - 1 Property**  
Staycity Aparhotels x 1

**Venice - 1 Property**  
Staycity Aparhotels x 1

**York - 1 Property**  
Staycity Aparhotels x 1

**Frankfurt - 1 Property**  
Staycity Aparhotels x 1

**Paris - 3 Properties**  
Staycity Aparhotels x 2  
Contracted properties x 1

**Cambridge - 1 Property**  
Wilde Aparhotels x 1  
Contracted properties x 1

**TARGET CITIES**

**UK & Ireland**

Bath  
Cambridge  
Oxford  
Cork  
Galway

**Italy**

Rome  
Florence  
Milan

**France**

Nice

**Germany**

Cologne  
Munich  
Hamburg  
Stuttgart

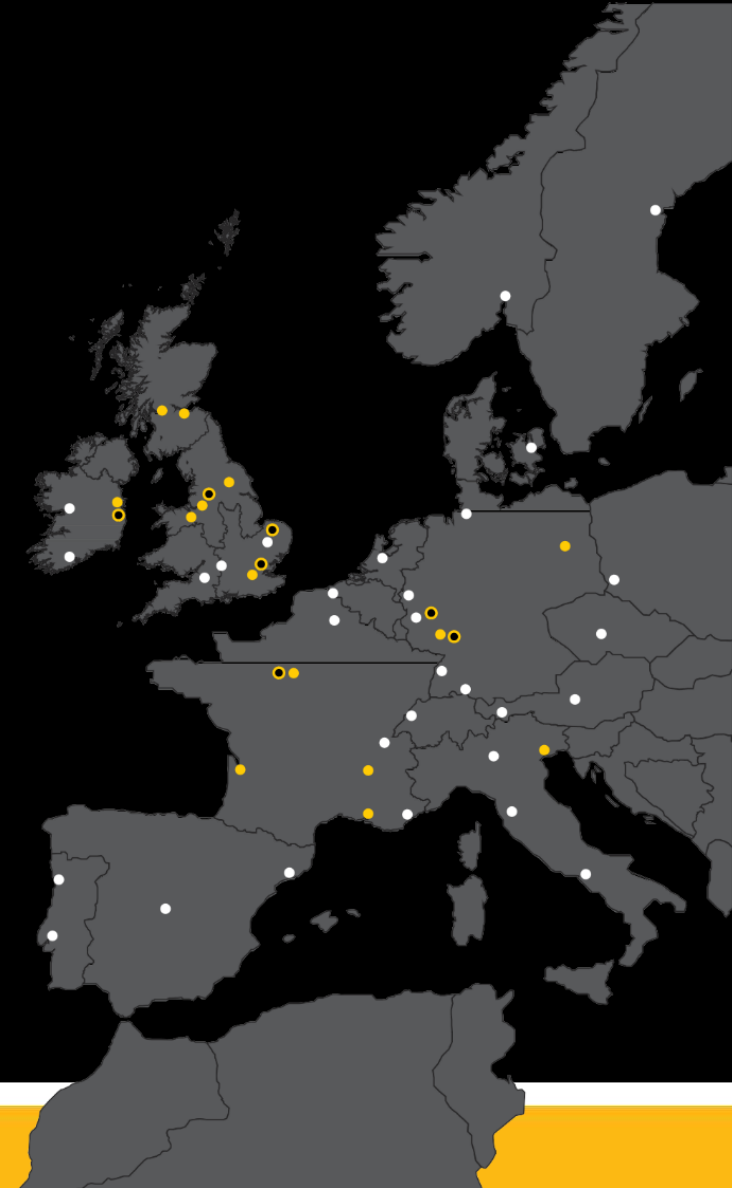
**Europe**

Amsterdam  
Antwerp  
Barcelona  
Brussels  
Budapest  
Copenhagen  
Dusseldorf  
Geneva  
Krakow  
Lisbon  
Madrid  
Oslo  
Porto  
Prague  
Stockholm  
Vienna  
Warsaw  
Zurich

● Currently Operating  
Aparhotels Locations



● Target Locations



## Business Plan – Exec Summary

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- The Staycity business plan is an exciting and ambitious plan which will deliver on our ambition to be the 'Motel One of Aparthotel sector' trading c17,000 keys across Europe, with revenues of c€700m and an EBITDA of c€130m.
- This is the Bear Case plan, which given the backdrop of Omnicor is prudent for 2022 and the early part of 2023. However, all sector analysts now forecast a faster recovery (especially on ADR).
- **With the current signings and nearly signed deals we now have visibility of €350m of revenues and €60m of EBITDA by 2025.**
- To grow to 17,000+ keys we will need to sign more than 2,500 keys per annum. This will require an upweighted acquisition and development team. We have allowed for this investment in the plan, although we will take a judicious approach to the timing of this investment dependent on COVID related trading conditions.
- Whilst this plan is ambitious on new signings, there is margin upside. This (Bear) plan only takes us to a margin of 19.2% - we remain confident that with Project 25 we can deliver and EBITDA margin of 25%+. There is also further revenue and EBITDA upside in the first 2-3 years of the plan if the COVID recovery is faster.



# 17,400 keys to be trading at the end of 2028

Pipeline of Units to be signed has never been stronger



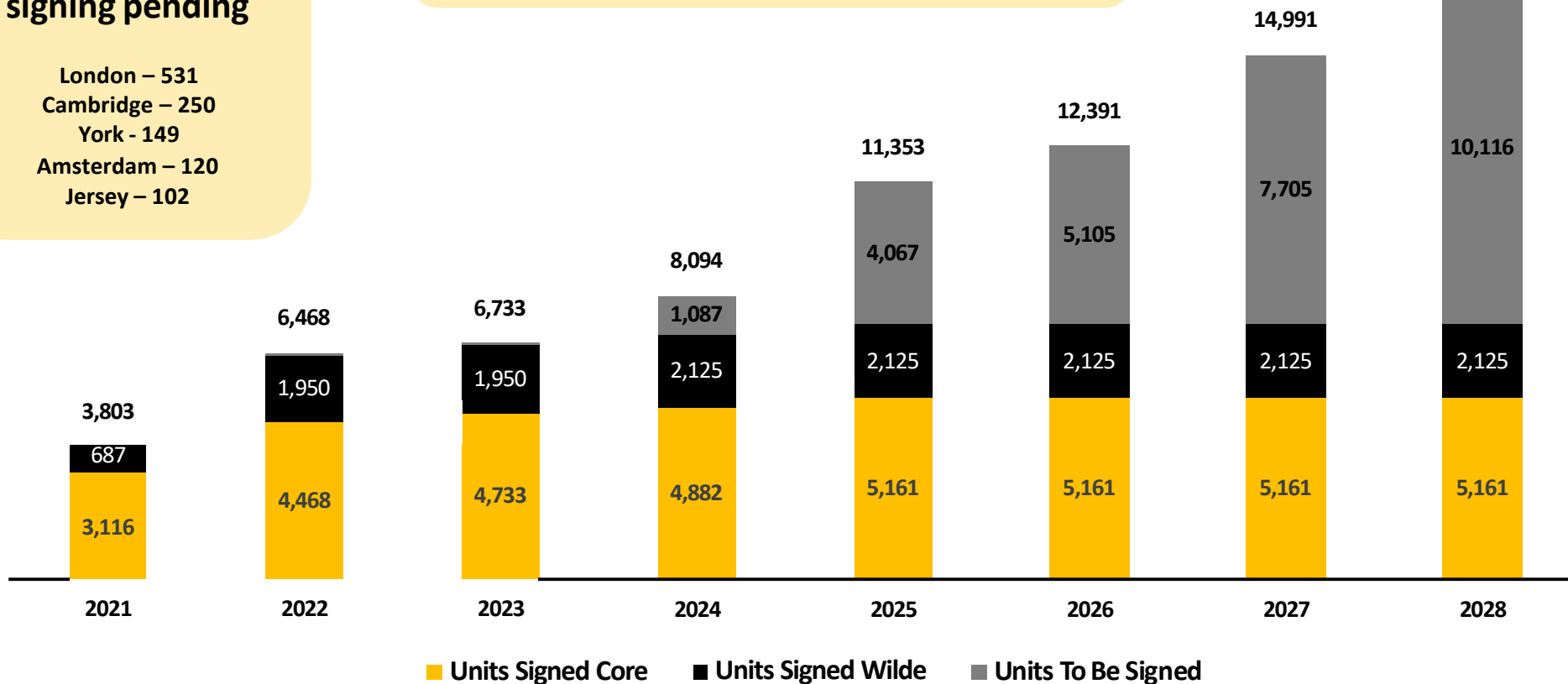
Up to c.2,000 units signed recently or signing pending

- London – 531
- Cambridge – 250
- York - 149
- Amsterdam – 120
- Jersey – 102

2,500 Apartments signed per annum

Assumed, 3.5 Years from time property signed to trading

17,402



## 2022 Highlights

### €100m sales barrier broken

- €137m Revenue
- Occupancy 69.2% vs 61% 2021
- ADR €103.4 vs €90.8 2021
- RevPar €71.6 vs €54.2 2021

### Cash / Profit

- €10m EBITDA
- €18m Capex Investment
- Planned Investments in new website, keyless entry and continued refurbishment of older properties

### 1,700 New Keys Opening

- 5,500 keys trading by year end
- 8 new properties & c1,700 keys in the following locations:
  - Dublin
  - Paris
  - London
  - Manchester
  - Frankfurt Airport

### Investing for growth

- New roles planned in Acquisition, Marketing, IT, Commercial and Ops
- Sustainability Roadmap launched with investment in a new team and capital.
- Bonus scheme targets have been set – scheme to be launched very soon