

KERTEN HOSPITALITY

Kerten Hospitality is a division of Ireland-based Kerten, a private and independent investment firm dedicated to creating value and profitable growth.

Shaping the future for better living, Kerten Hospitality has a lean and dynamic team who are essentially corporate disruptors, rebel hoteliers and food enthusiasts with hospitality pedigrees from well-known brands. All of us are dedicated to the successful management of boutique, mixed-use developments in key destinations, and our expertise runs across managing branded residences, serviced apartments, boutique hotels and serviced offices, through to creating our own brands.

Hospitality brands we created include The House Hotel, The House Residence, and Cloud7 Hotel & Residence. We then pushed the boundaries further by founding Ouspace, which created supportive, 24/7, full-service work spaces that encourage solo working and collaboration. We also extended our focus to food and beverage and developed our own concept for gourmet burgers, Frikadell. Uniting the traditional gourmet burger with a tech-savvy experience, Frikadell has five branches with more in the pipeline.

We are committed to being a part of and developing the future of hospitality with our forward-thinking and innovative ideas, and create concepts that will become a hub for travelers, residents, adventure enthusiasts, and people at work alike.

Our commitment to the future goes beyond what's on the surface. We remain focused on managing and opening unique properties, each with a real story and connection to the local community and culture, including targeting local employment in our hotels where possible. Our goal is to enhance neighborhoods and work with our partners to provide an enjoyable space for communities to live, work, and play – all these provide authentic experiences that the latest generation of traveler is looking for.

And when it comes to partners, in a market where the needs of owners are changing, Kerten Hospitality is committed to redefining the owner/operator relationship – where we emphasize working together with owners and offering brand and design guidelines which inspire, not rule. Quality and affordability is something we offer with complete peace of mind: from initial design through to the build and fit-out, the focus is on maximizing space and revenue. We also fully embrace the 'manchising' model and actively work with owners to develop their operational expertise and support long-term business goals.

Kerten Hospitality knows that guests expect to connect with us digitally. We believe in using the digital first approach in a way that allows our staff to deliver highly personalized and engaging experiences. Our digital first foundation is built on a unifying architecture that allows us to recognize a repeat guest no matter where they come from. We also know our customers utilize a range of features from their mobile device, whether it's accessing meeting rooms, customizing hamburgers, or requesting a late check-out. We have a future-proof foundational set of technologies that ensure we are ready to build upon new digital experiences that will not only be expected by our guests, but will delight them.

What's more, through our partnership with Design Hotels, our hotels are bookable by 22 million Starwood Preferred Guest Members – a number that will multiply once Marriott International combines the loyalty programs in August 2018.

We are growing rapidly and invite you to join us on this journey, with a strong pipeline of projects in key Middle Eastern cities such as Dubai, Jeddah, Kuwait, Cairo, as well as

projects in Bucharest, Tbilisi, and Portugal & Italy in the making. What's significant is our current pipeline of rooms in Egypt, which stands at a considerable 2,500 rooms, along with 7,500m² of office space.

Connectivity runs through everything we do – we focus on mix-use projects because we believe it's possible to live, work, and play in harmony with the environment. We address all projects with a boutique mindset and new ways of management; size doesn't matter, our creative spirit does.

Shaping the future for better living at www.kertenhospitality.com



The award-winning The House Hotel is a fast-growing luxury boutique brand with a global reputation for quality and individuality. Marrying art and culture, with a harmonious blend of classic and contemporary styles, these hotels offer an authentic and unique experience every time. In line with Kerten Hospitality's ethos of working with the local area, every House Hotel is distinctive, often telling a story, and at one with its surroundings. This makes it the ideal concept for owners looking to transform landmark or heritage buildings into a destination for boutique travelers.

The House Hotel is part of Design Hotels™, and incorporates elements that complement the aesthetic of the region and celebrate local culture, brought to life by a predominantly local team where genuine warmth and hospitality is a priority.

After the successful launch of our first House Hotel in Turkey, we are expanding into the Middle East with properties currently under development in Egypt, Kuwait and Saudi Arabia.

Make our house your home at www.househotels.com

THE HOUSE | RESIDENCE

The House Hotel concept expands to residences, where we can offer a boutique hotel with the convenience of a luxury residence. The House Residences offer quality, comfort, and understated luxury with a personalized approach. Residents have access to a wide range of services and staff that offer genuine warmth and hospitality.

Brand awareness enhances the positioning of your real estate and increases the per square meter price by as much as 30 percent. Our specialist team assists with the PR & marketing of your property, builds a community via events prior to the sale, and provides the brand's interior direction. Designed by leading architects and landscape designers, properties are specifically crafted for each individual location where classic and contemporary styles blend to form a signature yet timeless look.

Value the good things in life at <https://househotels.com/en/the-house-residence>



Cloud7 is an innovative, independent and affordable new hotel management brand for the next generation traveler. As trend watchers, Kerten Hospitality responded to the demand for a new mid-market lifestyle, and created Cloud7 where we combine locality and culture, and blur the lines between living, working, and staying. Like Kerten Hospitality, Cloud7 seeks to inspire guests to be spontaneous, be free and live life to the fullest. Social spaces is key, as are the 'clouds' (our rooms) – we connect global guests with the local world, whether through collaborations with local emerging artists and brands or through the 'Meet the Locals' program where guests can connect and engage with like-minded locals.

But that's not all - we have extended this ethos further. The key designs, technology and local branding elements that make up Cloud7 hotels is expanded to the residences and serviced apartment concepts, which responds to the need of a place to live for the connected and social guest. The environment gives a feel of richness in space, light, and functionality, while offering residents the services of a hotel.

Find a place to be yourself at www.cloud7hotels.com



OUSPACE

Ouspace aims to be the ultimate office brand - part working space, part business club, part fine living brand. This concept combines traditional office requirements with modern office-users' desire for a work environment that fits their needs. Through Ouspace, we have created functional offices that recognize the importance of fresh air, sunlight, flexibility and a sense of freedom in the workplace. Each space is tech-savvy, elegantly designed, and specially curated to fit the needs of all individuals and businesses that may use it. Furthermore, the Ouspace concept can be seamlessly incorporated into a multi-use development, allowing users to collaborate in a shared environment that is both accessible and engaging. Through Ouspace, the Kerten Hospitality team has applied their hospitality knowledge and experience to the serviced office and co-working market, in a way that recognizes and caters for the changing modern culture of work.



Kerten Hospitality's food & beverage concept Frikadell targets the customisation- loving and technology-driven market. Frikadell's burgers are lovingly created in state-of-the-art production kitchens, from which everything is created in-house and delivered to the outlets - ensuring simplicity of operations, and consistency of taste and experience for the customers. The concept is based on components that are never up for compromise: funky and trendy design combined with home-made, high-quality burgers, made using locally sourced fresh products and proprietary spices. In addition to Frikadell's firm stance on quality of products, a further element that makes the concept stand out from the rest is the app, where the customer can tailor their burger by choosing their bun, meat, toppings and sauces. There are no restrictions so customers can control the ordering, and, if applicable, the delivery process.