

KERTEN HOSPITALITY SHOWCASES GLOBAL PORTFOLIO OF MIX-USE PROJECTS

The hospitality operator demonstrated its market leadership in mix-use projects during its invitation-only event at its flagship property, The House Hotel Karakoy in Istanbul, Turkey

Ireland, December 2018, Kerten Hospitality, a hospitality operator with a specialty in mix-use projects, has further cemented the footprint of its brands - The House Hotel & Residence, Cloud 7 Hotels & Residences, Ouspace Serviced Offices & Co-Working and burger concept Frikadell - on an international scale, alongside a show of confidence and support by global investors and developers.

Kerten Hospitality highlighted its brands and its growing international team during the invitation-only event held at The House Hotel Karakoy on October 22 where it revealed its upcoming pipeline of projects, brands in the works, and the end-to-end services on offer, showcasing its ability to offer everything that developers need to successfully implement a project. The options Kerten Hospitality offers developers include: concept development, design, sales and marketing, hotel/co-working office/home office/residence/dormitory/elderly care management, building facility management, short/long term leasing, second hand sales, and more.

Developers have quickly taken to Kerten Hospitality because the operator focuses on working closely with owners and offering brand and design guidelines which inspire, not rule. Quality and affordability is what Kerten Hospitality delivers along with complete peace of mind: from initial design through to the build and fit-out, the focus is on maximizing space and revenue. Other USPs of Kerten Hospitality that investors have embraced is its commitment to the 'manchising' model, its appreciation and clever use of technology to enhance the guest experience whether in hotel operators or via its tech-savvy Frikadell burger brand, and its support of sustainable and eco-friendly operations.

Yet another differentiator is that Kerten Hospitality has an international team of specialists who are experts in their chosen fields such as technology, lifestyle and international hospitality whether from corporate operators or small boutique brands. The presence of these experts, who are located in key locations all over the world, means that the project development and business life-cycle is being viewed from all possible angles for the best outcome.

The success of Kerten Hospitality's approach can be seen with The House Hotel and its sister brand Cloud7 Hotels, which have long been represented as stellar examples of hospitality in Turkey through The House Hotel Karaköy, The House Hotel Bomonti, The House Residence Bomonti and Cloud 7 Atakoy Marina - and now these are being further established on a global level.

The upcoming mega-projects from Kerten Hospitality's stable are in key Middle Eastern cities such as Dubai, Jeddah, Kuwait, and Cairo, with projects in Bucharest, Tbilisi, Portugal, and Italy in the making. Its portfolio is growing quickly, with a pipeline of 3,000 keys spread across hotels, branded residences and serviced apartments under The House and Cloud7 brands, 12,000m2 of Ouspace service office and co-working space, and 100 Frikadell Burger locations on the way. The guests at the event in Istanbul got a sneak peek of these

plans along with a first look at a number of F&B brands set to be launched by Kerten Hospitality, which will be revealed in the months to come.

All of these elements explain why Kerten Hospitality is the right choice for owners in the current economic climate in many countries including Turkey. Not only does Kerten Hospitality provide branded and serviced property development which can enhance real estate value, but it also has expanded to the serviced office space which integrates with existing communities and has taken the burger market to the next level with its digitalized brand Frikadell. To summarize, the reason Kerten Hospitality focuses on mix-use projects is its ability to connect its brands within one development or simply plug-in concepts as and where they fit best - meaning developers no longer need to go to multiple operators for the successful deployment of a mix-use project.

After mingling with the Kerten Hospitality international team and viewing the upcoming projects from the operator, the attendees have since proposed projects the team is currently working on - firmly displaying the strength of Kerten Hospitality's differentiation factors in a challenging and fast-changing real estate market.

ABOUT KERTEN HOSPITALITY: Kerten Hospitality is a division of Ireland-based Kerten, a private and independent investment firm dedicated to creating value and profitable growth, with the expanding brands backed by foreign investment. Kerten has ongoing investments across 20 different business sectors in 16 different countries across Europe, Africa, the US, and the Middle East. The sectors invested in are diverse, including: Technology, Agriculture, Construction, Finance, FMCG, Hospitality, Healthcare, Real Estate, Training and Service Orientated Businesses among others.