

Press Release

**Kerten KSA joins United Nations-supported Principles for Responsible Investment**

***Ally-ships with ESG-driven entities to drive sustainable portfolios in Ecosystem build***

**RIYADH, January** **11, 2021**: Aligned with Kerten Hospitality’s corporate ethos embodying the encouragement of ethical investment, the creation of sustainable marketplace and fostering ecosystems built on impact investment, the Group’s entity in the Kingdom of Saudi Arabia has joined the world’s leading proponent of responsible investment.

[Kerten Hospitality](http://www.kertenhospitality.com), a specialist mixed-use operator, enforces sustainable investing practices that encompass Environmental, Social and corporate Governance requirements in the collaborative work with multilateral partners and allies.

Kerten Saudi Arabia has become a signatory with the Principles for Responsible Investment (PRI) – an independent investor initiative in partnership with UNEP Finance Initiative and United Nations Global Compact.

On this occasion *Mishary Alhajeri*, Kerten’s Country Director - Saudi Arabia said, “We are proud to be one of only 3 entities in the Kingdom who show commitment to work with organisations ready to incorporate best in class practices in their portfolios in sync with their ESG-focused investment mandates and in alignment with Saudi Vision 2030. The core tenet for us is collaboration with stakeholders from the private and public sector who are impact-orientated on a global level and who prioritize on capital investment that deliver long-term sustainability within a 2030 context.”

The Principles for Responsible Investment (PRI) is the world’s leading proponent of responsible investment. Supported by the United Nations, it works to understand the investment implications of environmental, social and governance (ESG) factors and to support its international network of investor signatories in incorporating these factors into their investment and ownership decisions. The PRI acts in the long-term interests of its signatories, of the financial markets and economies in which they operate and ultimately of the environment and society as a whole. Launched in New York in 2006, the PRI has grown to more than 3,000 signatories, managing over $103 trillion AUM.  More on the initiative here: https://www.unpri.org

**About Kerten Hospitality**

Kerten Hospitality is a global **mixed-use operator**, known for disrupting the industry by **Rethinking Space** and delivering win-win partnerships and **brand collaborations** that **benefit owners, investors** and **consumers**. The global hospitality group tailors experiences as part of transformed lifestyle destinations that combine branded residences, serviced apartments, luxury and mid-market hotels, collaborative fully serviced workspaces, gourmet burgers and F&B concepts with a focus on Ecosystem and community build.

A division of Kerten, an Ireland-based investment vehicle, Kerten Hospitality manages a portfolio of owned brands including Cloud7 Hotel and Residence, The House Hotel and Residence, The House Residence, Ouspace – a co-working and business club concept, Frikadell – a tech-driven gourmet burger with more F&B brands coming down the pipe.

With the ultimate goal of ‘shaping the future for better living’, Kerten Hospitality’s dynamic team comprises a select group of highly-connected international experts who share a common desire to deliver change in communities around the world. The team are corporate disruptors, rebel hoteliers and food enthusiasts with hospitality pedigrees from well-known brands.

The international hospitality group’s pipeline currently includes 4,050+ keys, and some 20, 000 sq. m of co-working serviced offices, over 300 Frikadell stores, a variety of F&B concepts in projects across the Middle East and North Africa, Europe and CIS.

[www.kertenhospitality.com](http://www.kertenhospitality.com)

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