



Capability Statement

We appreciate hotel values!

WHO WE ARE

- Introduction
- Our Uniqueness
- Our Mission
- Our Values
- Our Partners
- Our Core Team
- Our Focus
- Our Environment



Bridging the gap between operator and owner

WHAT WE CAN DO FOR YOU

Hotel Development Support („HDS“)

- Why Development Support?
- Our “HDS” Mission
- Our “HDS” Approach
- The “HDS” Process
- Scope of “HDS” Services
- “HDS” Illustration

Hotel Asset Management („HAM“)

- Why Hotel Asset Management?
- Our “HAM” Mission
- Our “HAM” Approach
- The “HAM” Process
- Scope of “HAM” Services
- “HAM” Illustration

Global Asset Solution

- Network
- References



INTRODUCTION

- .. At **Global Asset Solution** we actively apply our profound understanding of the hotel business to the benefit of hotel owners and developers.
- .. We translate the ownership specific goals into focused activities that maximize hotel values.
- .. Whether during the project development or the hotel operations phase, we ensure on behalf of the shareholders that the most important drivers of property value are considered throughout.

“We appreciate hotel values!”*

(* “appreciate” in the meaning of increase, assess, respect, grasp, acknowledge, embrace)

OUR UNIQUENESS

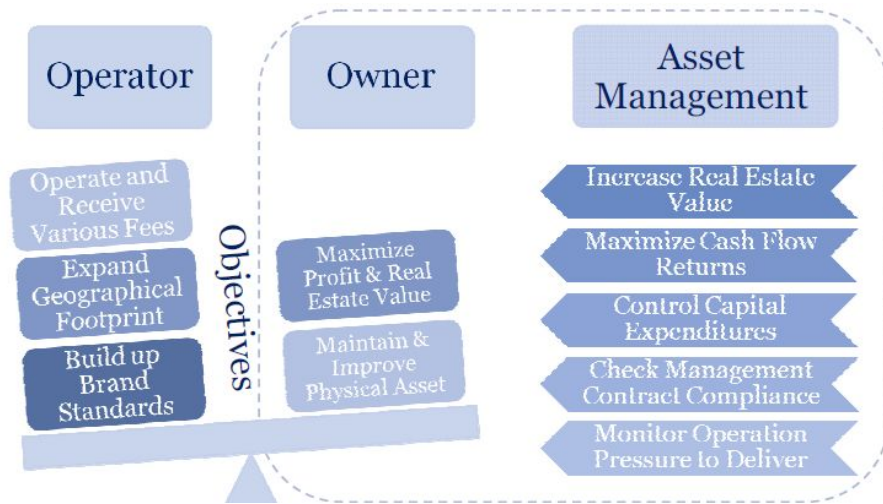
- .. We provide a unique combination of hotel operations and investor relations (IR) know-how within the international hotel market context.
- .. As a lean “boutique consultancy” with a strong support network we can offer both, cost efficient ongoing support and focused large scale advisory.
- .. With over 15 years training and top management positions in one of the world’s most successful hotel companies, we are real hotel insiders.
- .. Our core team offers a sophisticated international education and business background and a long term commitment.

What makes **Global Asset Solution** unique:

- Outstanding hotel management know-how in finance, yield, operations, strategy
 - The world’s leading hotel asset management company
 - Lean and efficient structures in combination with a large support network of specialists
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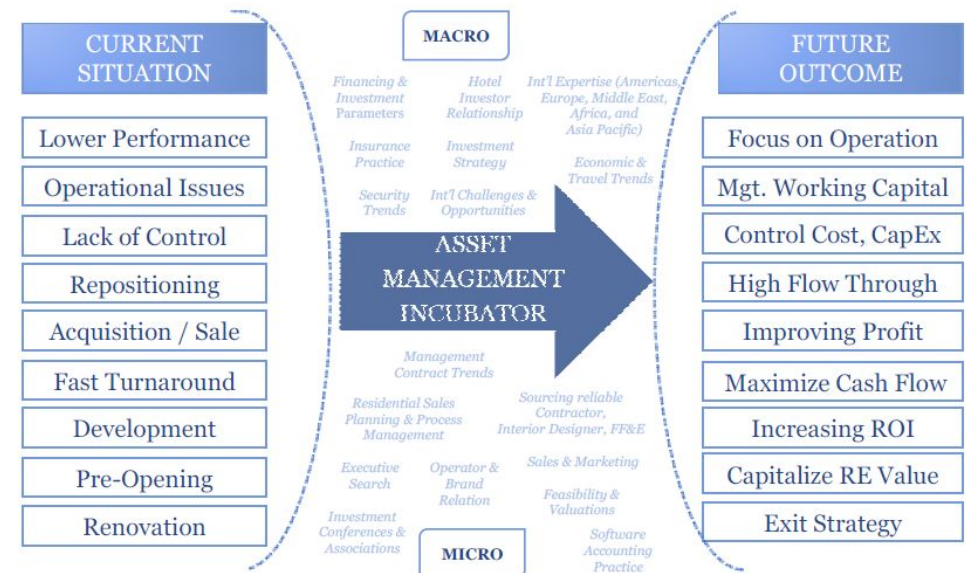
OUR MISSION

“FOCUSING ON OWNERSHIP OBJECTIVES”



OUR FOCUS

“MAKING THINGS HAPPEN”



OUR VALUES

- “ We believe that only business based on uncompromising integrity and the highest ethical conduct is truly good, valuable and sustainable business.
- “ It is our principle to use ethical common sense, good morale judgement and consistent integrity in all business issues we face.

OUR ENVIRONMENT

- “ The team of Global Asset Solution and its partners are committed to protect our nature’s resources and our clients’ bottom lines.

In your best interest we actively transfer „state-of-the art“ green hotel keeping know-how and technology to projects and operations.

Capability Statement

HOTEL DEVELOPMENT SUPPORT (“HDS”)

Why Development Support?

Critical questions for hotel developers...

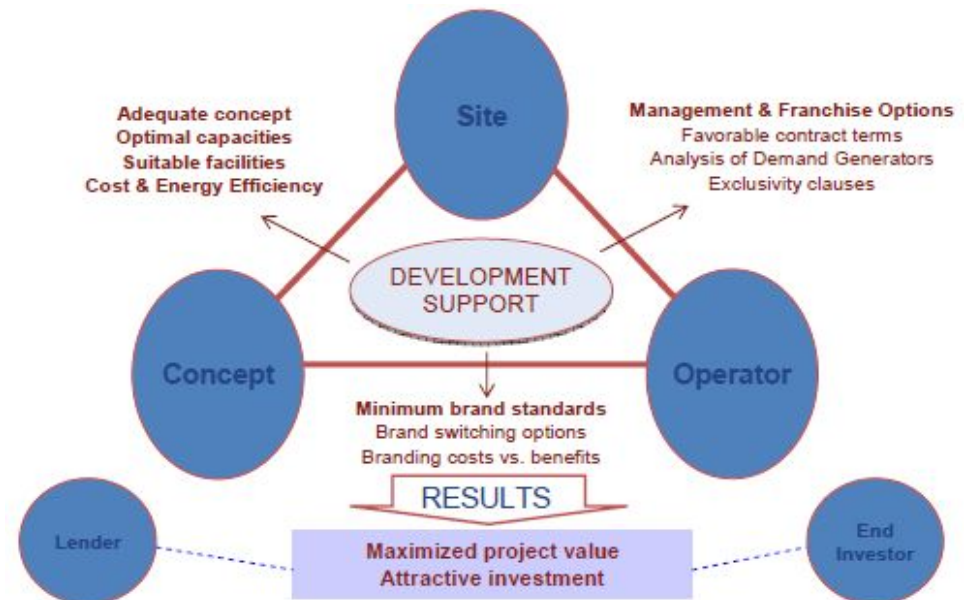
- .. Do your project team members have experience in hotel developments?
- .. Do you have an idea of the role and “hidden agendas” of operator companies?
- .. Are you aware of the potential impact of a badly negotiated agreement?
- .. Do you have qualified forecasts for realistic revenue, profit and exit values?
- .. Do your design plans consider brand standards, productivity & energy costs?

OUR APPROACH

- .. We consider ourselves as defenders of the interests of future hotel guests, managers, employees and owners and as incubators of successful concepts.



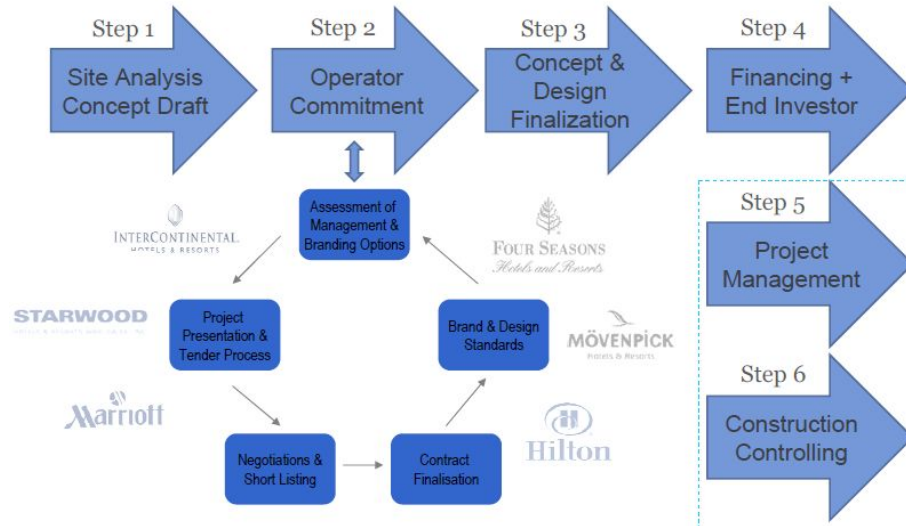
OUR MISSION



- .. We believe that only consistently designed and properly positioned hotels will generate adequate returns for the developer and future owners.
- .. We aim to align the key hotel elements “site and environment”, “concept and design” and “operator and brand” and make the role of these elements more transparent for Russian developers.

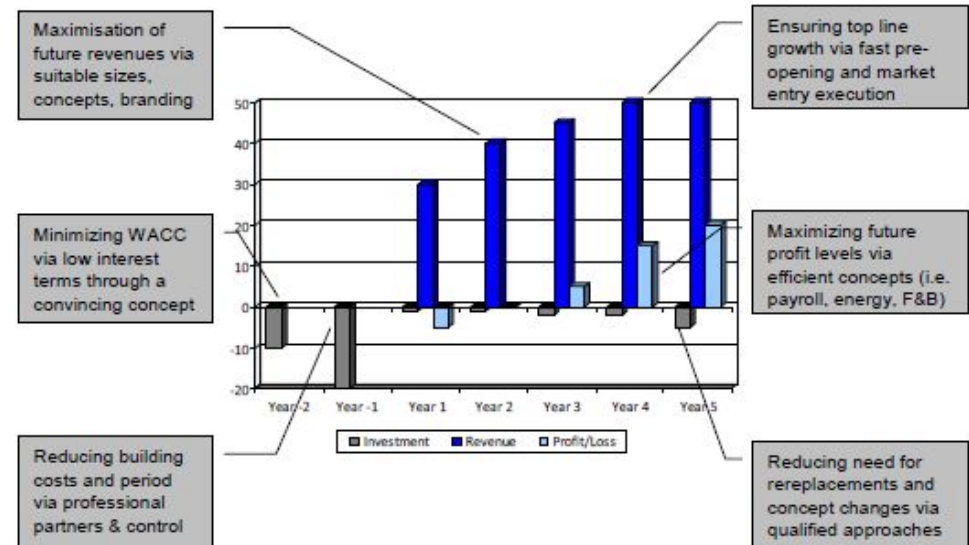
Capability Statement

THE PROCESS



“DUE TO THE SAVINGS IN TIME AND THE EFFICIENT GUIDANCE FOR OUR TEAM, THE SERVICE PAID OFF VERY QUICK!”

ILLUSTRATION “HOTEL DEVELOPMENT SUPPORT”



SCOPE OF “HDS” SERVICES

- .. Initial feasibility studies
- .. Coordination of bankable feasibility studies
- .. Management of designers, construction companies, other
- .. Contracting of hotel operators and/or franchisors
- .. Development of hotel designs with architects and hotel company
- .. Negotiations with banks and investors
- .. Assisting the development and operator teams in all questions of design, construction, legal structuring, sourcing and pre-opening

HOTEL ASSET MANAGEMENT (“HAM”)

OUR MISSION

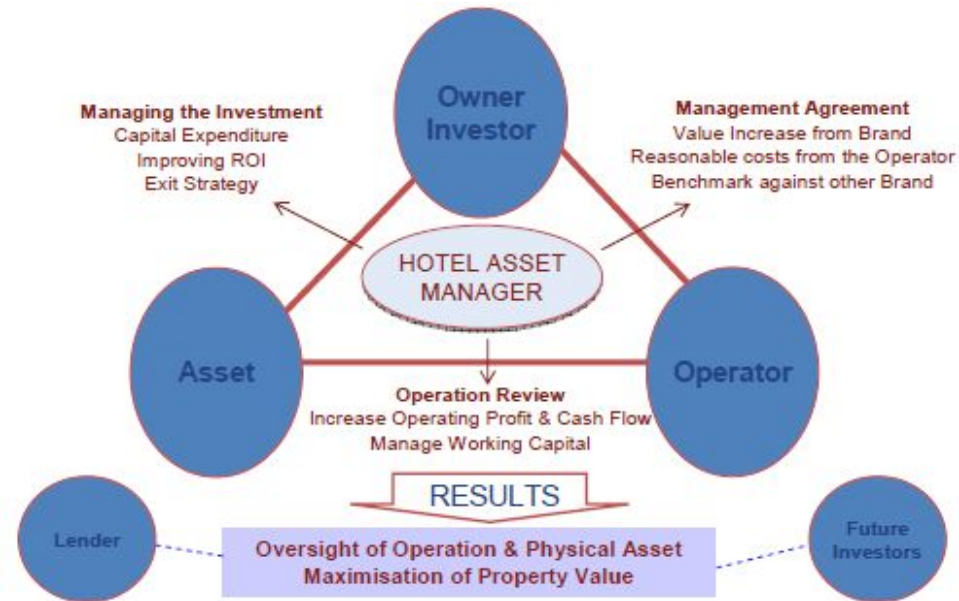
Why Hotel Asset Management?

Critical questions for hotel owners...

- .. Does the operator position the hotel to maximize its value?
- .. Does the revenue team effectively apply yield management techniques?
- .. What are the key cost positions and how are they managed?
- .. Do your managers have specific and stretching targets? Do they deliver?
- .. Does the operator apply their preventive maintenance plan?
- .. Do you feel knowledgeable about the operator’s budget and CAPEX plans?

OUR APPROACH

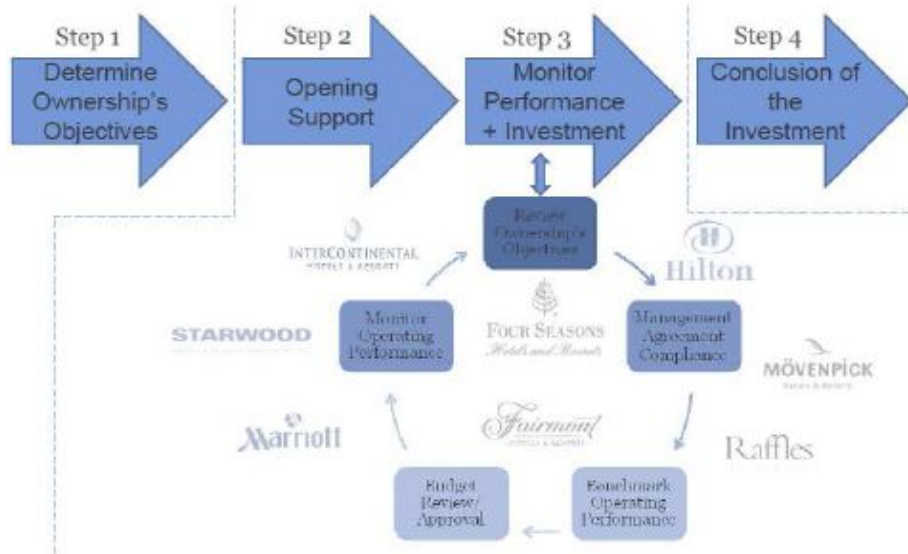
- .. We ensure that the hotel managers understand the requirements and motivations of their owners with a focus on profitability, cash flow and returns on investment.



- .. We serve as a counterbalance to the operator and ensure that they are managing effectively.
- .. Our tasks include, but are not limited to “Operational and financial reviews”, “Approval and monitoring of capital expenditures”, “Sales growth in a competitive environment”, “Guest and employee satisfaction”, “Balancing quality and cost objectives”.

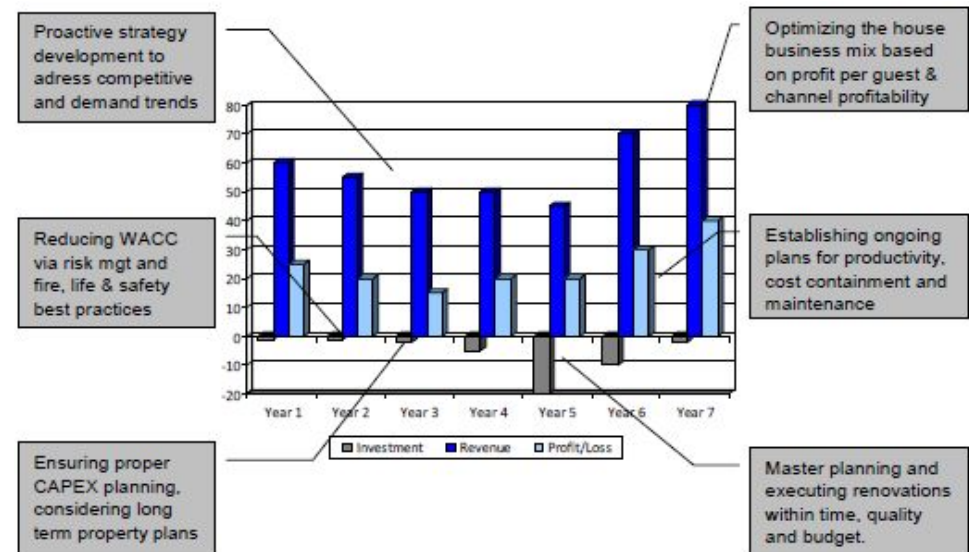
Capability Statement

THE PROCESS



"BENEFITS ARE WELL IN EXCESS OF THE COST FOR THIS TYPE OF SERVICES."

ILLUSTRATION "HOTEL ASSET MANAGEMENT"



SCOPE OF "HAM" SERVICES

- .. One-off Hotel Potential Analysis
- .. Pricing, Positioning, Performance and Competitive Audits
- .. Hotel Asset Management & Strategic Advisory
- .. Change & Crisis Management
- .. Focused Consulting (i.e. Yield Mgt, Reporting, Balanced Scorecard)
- .. Targeted Support (i.e. Acquisition, Takeover, Operator Change)
- .. Feasibility & Real Estate Valuation

Contact Details

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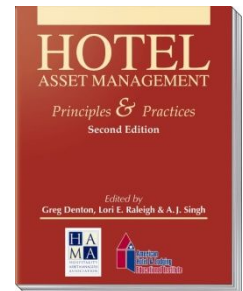
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