



EXPERTISE, MARKET INGENUITY AND RELATIONSHIPS

OBB has a simple and powerful model,
focused on two businesses:

Hotel Advisory and Asset Management

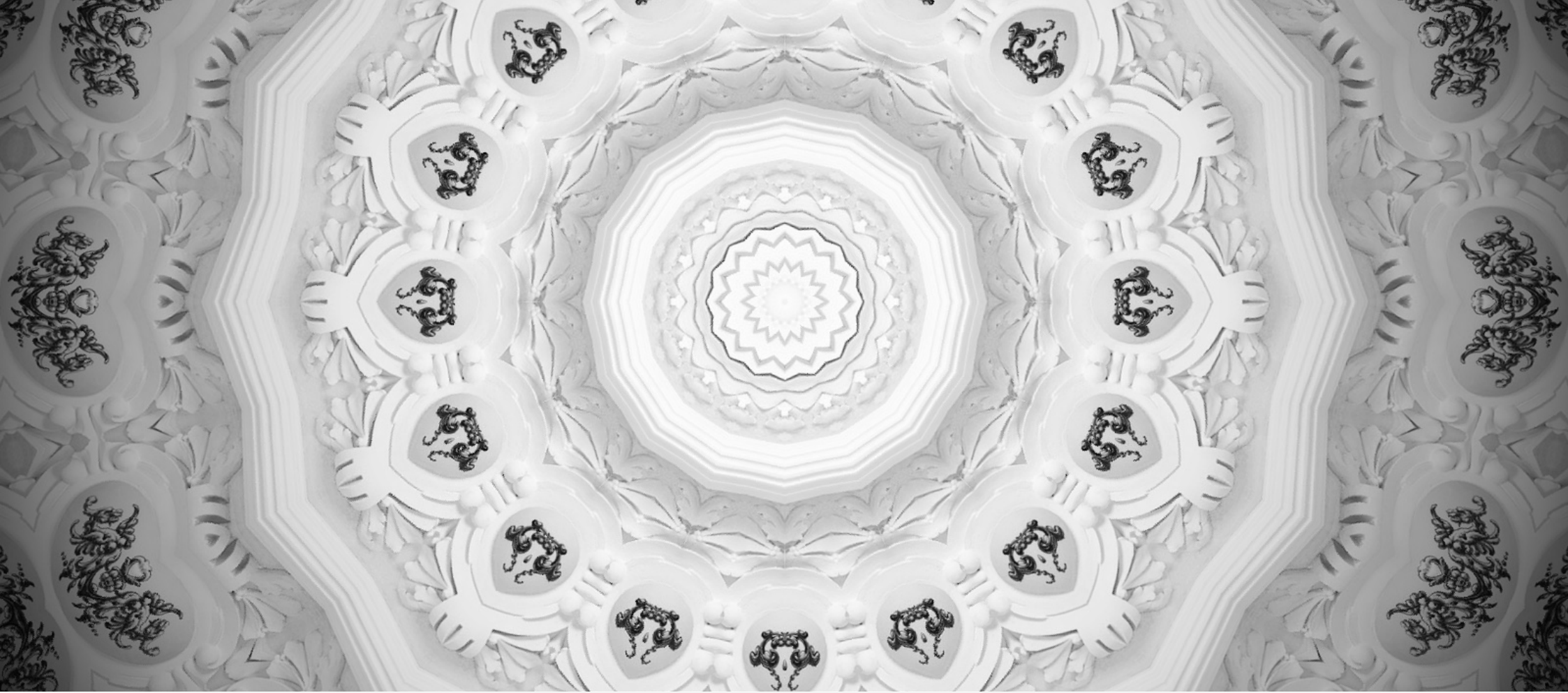
We advise clients around the world on strategic matters including operations, mergers and acquisitions, sales, restructurings, capital structure and capital raising.

We manage hotel portfolios in key regions of the world



SHARP TALENT

At OBB, our core values are the principles that guide, motivate and inspire us as we bring our mission to life. These core values describe “how” we do what we do and they are the very essence of OBB Advisors. At OBB we give priority to excellence versus size. Our ability to execute complex transactions has given our clients access to unique opportunities and assets within the OBB influencial Area. Our Senior management team have the necessary skills to maximize each link of the value chain of the investments in which take part.



EXCLUSIVITY

We offer an exclusive service for private individuals and institutions who want a unique 'client first' approach to their investments.

EXPERIENCE

The OBB Management Board of proactive and dedicated Partners represents over fifty years of professional experience in commercial, operations and financial management of hotel assets.

CLIENT FIRST

Our 'Client First' approach puts you at the centre of our decisions. We base everything we do on what you want, need and expect.

THE HOTEL INDUSTRY IS RIDDLED WITH
STORIES OF HOTELIERS WHO HAVE MADE
AND LOST FORTUNES ON A HOTEL
TRANSACTION.

How well you buy a hotel, is as important as how you sell a hotel: you need to be strategic and thorough in your approach.

In the Hotel Industry things happen so fast and one decision or action can impact many aspects of an operation: the financial, the physical and the human.

Whether we are talking about the cost of capital, a build out or renovation, staffing or daily operations, every strategic decision, every expense decision has a direct and lasting impact on performance and valuation.

If we are careful, yet confident; comprehensive, yet focused, we can achieve it all: a great hotel experience; fulfilling career opportunities for management and staff; strong cash flow; and an excellent return on investment.

OBB has a highly qualified team who are respected within their chosen field and have passion to share their knowledge and expertise with you



the areas we **specialise in**

MERGERS & ACQUISITIONS

We provide specialist consulting services to corporations facing various difficulties relating to M&A, and make full use of a wealth of experience and a tested track record to provide advice covering all aspects of M&A so that each company can overcome the critical issues accompanying M&A.

INVESTMENT SALES

Every investment is unique, that's why we tailor our solutions to suit your deal. We find the right buyer for a hotel or portfolio.

FINANCING

We help you to source capital at the lowest cost and the best possible terms. As independent hotels and hospitality real estate experts, we're able to play the market and deliver entirely objective advice.

OPERATOR SELECTION

Our Operator Selection team helps you to find the most suitable operator, minimizing contractual risk and creating the conditions for an effective owner/operator relationship.

ASSET MANAGEMENT

OBB Strategic Advisory offers a comprehensive range of customized asset management and advisory services to help you maximize the profitability, value and potential of your hotel property or portfolio.



2016 WILL BE A STRONG INVESTMENT YEAR

Europe continues to be extremely active as real estate still offers relatively attractive income returns and a growing possibility of rental growth. Asia is slowing and has its own issues to solve. The US market is growing nicely but is more advanced in the cycle than Europe.

For Europe, the timing is therefore perfect and 2016 will be a strong investment year. Interest rates remain low, growth is robust and real estate fundamentals are good.

Competition for low risk investments is intense among investors, while regulations force them to manage investments tightly. Yield expectations in the core segment are low.

Therefore, investors are increasingly evaluating value-add investments. Geographical diversification is another big trend as institutional investors are usually mostly invested in their home market.

WE ARE CREATIVE

Our clients are discerning and seek high-quality and versatile investment solutions; we provide an array of strategies to meet their diverse objectives.

Our investment professionals operate independently and collaborate globally, vetting our best ideas through rigorous analysis to deliver the return patterns our clients expect.

VISIBILITY

At OBB we are able to ensure the detailed monitoring of all your investments with maximum transparency and visibility.

This service is completed by individual investor reporting package

ACHIEVING OUTSTANDING RESULTS FOR YOU

Our team offers a unique combination of analytical expertise and actual hands-on experience; our objective assessment from industry experts will help

you to develop and implement strategies to maximize the performance of your investments. Our full range of services and breadth of experience are positioned to dramatically improve performance and streamline your operational strategies.

DEDICATED TO YOUR SUCCESS

It's why we exist. If our clients don't get value, we don't have a business.



201

BE DIFFERENT

TO BE SUCCESSFUL AS A CONSULTANT, YOU MUST BE DIFFERENT;
YOU MUST BE STRONG; AND YOU MUST BE COMMITTED.

Our people are our product, and intellectual capital is our principal asset. We focus on attracting, training and retaining the best talent. We are armed with the tools—including enriching professional experiences, everyday coaching, timely and productive feedback, and high-quality learning and development opportunities—to deliver against our commitment to you each day. We are committed to building lasting relationships with you and delivering value to your business.

All OBB advisors share the same hallmarks: empathy with the client, ongoing dedication to understanding client needs and strict compliance with ethical standards. These qualities, together with their broad experience, training and availability, make us one of the most prestigious and professional boutique firms in the industry.



THINKING ABOUT SELLING YOUR HOTEL? OBB CAN DEFINITELY HELP WITH THAT!

Rapid response time and anticipation: we offer full availability and the capability to always be one step ahead. We know that flexibility is the key to success in an ever-changing global environment.

Knowledge management and technological innovation: we are aware of the important role of information and technology in today's business world. We have an efficient knowledge management system and have all necessary technical resources at our disposal to offer the best option to our clients.

Investment Sales to us is not only about finding the right buyer for a hotel or portfolio, but also about creating a competitive process that produces the highest return in a timely manner.

We have an unparalleled investment sales track record covering the full spectrum of hotel and hospitality asset classes—from ultra-luxury portfolios to single asset mid-scale accommodation facilities.

Our global network provides access to a large pool of investors, both traditional and non-traditional.

We act for private and public companies, high-net worth individuals, developers, fund managers and owner-operators.

Every investment is unique, that's why we tailor our solutions to suit your deal. .





OBB
ADVISORS