



AIM

We are looking to raise between £150 - £300 Million



ABOUT US



- Landlab truly are a unique multi-disciplined international hotel development company working across the UK, Europe, Middle East, Asia and Africa.
- Our team consist of developers, designers, engineers, financiers and a whole range of specialist consultants.
- We have a very particular and detailed understanding of all aspects of hospitality development.
- We have actively developed, designed, and delivered in excess of 200 hotels and 65,000 keys across the UK, Europe, Middle East and Africa.



ABOUT US



- We have over 30 years' experience working with most of the world's best known hotel brands.
- We bring an unparalleled insight into hotel concepts, development, operations and trends.
- Our access and close working relationships with major hotel groups brings access to partnerships across all the world's best known brands.
- We have basis in the UK and Middle East.
- We are looking to work with investor groups to develop a lifestyle development company, partnering with Accor to realise opportunities across the UK.



OUR EXPERTISE



- Development and Construction.
- Insight and Research.
- Project Commercial Feasibility.
- Concept, Architecture and Design.
- Cost Planning and Financial Management.
- All Technical Services.
- OS&E and FF&E Procurement.
- We have teams dedicated to Architecture & Design, Concept Development, F&B, Wellbeing, Acoustics, MEP, Energy Efficiency and Sustainability, Digital and innovation and a wide range of specialist consultant partnerships.



OUR EXPERIENCE



We have developed, designed and delivered some truly world class and world-renowned hotels...



SAVOY



MAMA SHELTER

Hotel du Vin & Bistro

DE VERE



and many, many more.

CASE STUDY 1

Malmaison

hotels that dare to be different

Malmaison Hotels/ Hotel Du Vin

We have worked on the development of Malmaison since its inception in the mid 90s, most recently with US private equity firm KSL Capital Partners who bought the business for £180 million in March 2013. Under KSL ownership.

In the 2 years that followed we opened a number of new sites including Dundee, St Andrews and Brighton. We redeveloped and repositioned the business under the 'Dare to be Different' banner. A total of £25 million was spent on acquisition and development costs.

In June 2015, the redeveloped business was sold to Frasers Hospitality for £363 million.



CASE STUDY 2

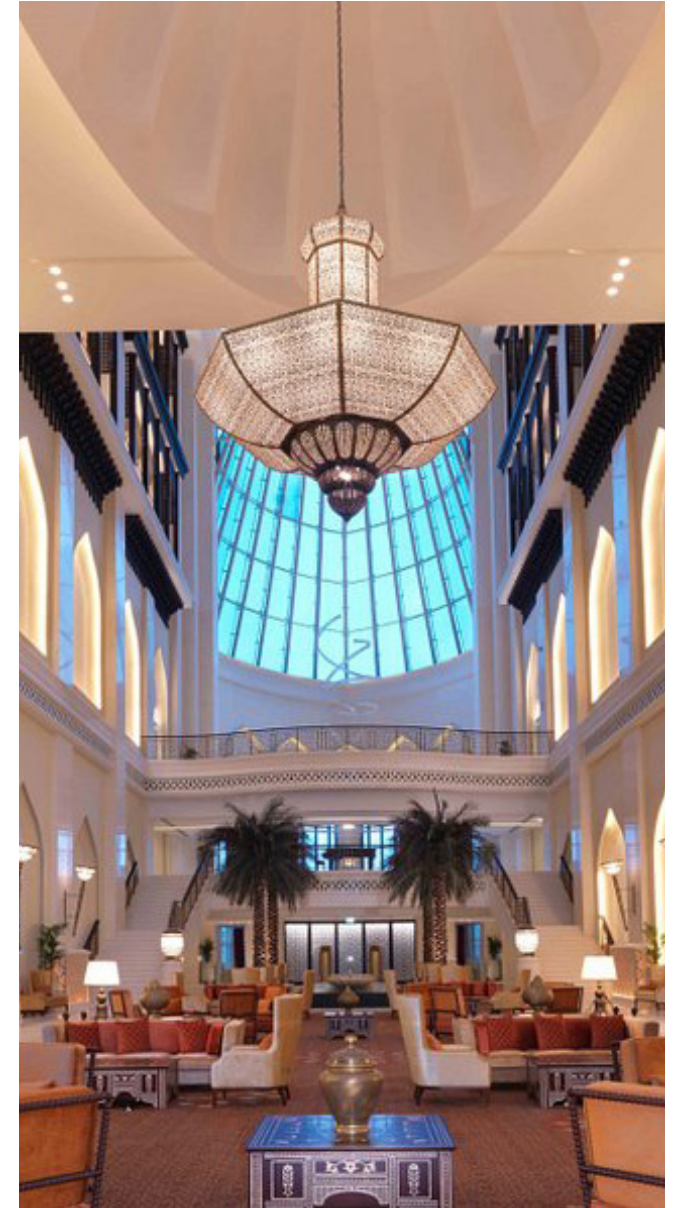


BAB AL QASR, ABU DHABI

A luxury five-star hotel and serviced apartments development and standout landmark near Emirates Palace and Etihad Towers.

Developed at a cost of AED1bn (US\$272m) for EMROC – a partnership between the Moroccan and Abu Dhabi Royal Families as a celebration of Emirati and Moroccan cultures. Bab al-Qasr Hotel (means 'Gates of the Palace') as it stands near the Royal Palace in the Ras al-Akhdar area of Abu Dhabi. The development included two 41-floor towers with a total built-up area of 180,000 square metres. Tower 1 a 408-room, five-star luxury hotel, Tower 2 is 229 serviced apartments.

A 5-year build programme. The hotel is now operated by Millennium Hotels and has a development value of circa \$400m.



CURRENT ACTIVITY



- We are advising Saudi's PIF on a 41 hotel mega resort on the Red Sea.
- We are lead development consultants on KSA's competition to Jumeirah – a new Hotel Development Company which will create over 100 hotels over 3 concepts.
- We are technical consultants on the hospitality opportunities being created at NEOM – The Line, Saudi's key Giga Project.
- We are currently developing only the second Mama Shelter hotel in the UK – in partnership with Accor in Liverpool.





THE OPPORTUNITY

- We currently work with Accor, the world's largest multi brand hotel group, with 54 brands across the world.
- Accor has now placed high strategic importance on the development of its lifestyle category through brands like Mama Shelter, 25hours, Tribe and The Hoxton.
- Over recent years we have been working closely with Accor, developing and shaping these key concepts. We are now in a privileged position to partner with them to grow key brands across the UK Our first partnership will be the development of a Mama Shelter in Liverpool, a midscale lifestyle concept perfectly conceived for Gen X, Gen Z.
- Our vision is to bring together the huge expertise of our team, along with the key lifestyle brands of Accor.
- They have already identified areas across the UK as primary sites for key brands - Mamas, Tribe, and 25hours as well as budget lifestyle brand Ibis Styles.
- And will offer us operator contracts to develop and build these brands in identified locations.

