

INVESTMENT

STRATEGIC & ADVISORY SERVICES

“Thanks to GAS’s strategic insights and hands-on approach, we were able to successfully reposition our property in record time.”

Owner, Four Seasons Bora Bora

Four Seasons Bora Bora, French Polynesia

Investment Strategies

Perception vs. Perspective - Investment Advisory and Strategic services are stronger with an Asset Management pedigree

Our client's motives for investing in hospitality may arise from an operational perspective (seeking organic growth or expansion through consolidation) or a real estate perspective (seeking yield and growth from the impact of improvement through capex, repositioning and active asset management).

Whatever your perspective, Global Asset Solutions will bring our perception to bear; a perception born from real world experience in operations, sales & marketing, finance, development, capex and ownership. The GAS team have worked on billions of dollars worth of assets across the globe, for a wide variety of clients, and have derived broad experience, successfully adding value to assets and process to enhance your experience.

INDEPENDENT

SPECIALISED

GLOBAL



Hotel Eden, Rome

GLOBAL
ASSET
SOLUTIONS

Investment Services

We collaborate with clients to fully understand their investment goals, providing data-driven insights and tailored strategies to exceed those goals."

- **Strategic Guidance:**

- Working from a base of fully understanding a client's business and objectives, we will formulate strategy to:
 - Prepare an asset or business operational growth, or sale
 - Improve operational performance, making assets more appealing to investors
 - Proactively implement strategies to enhance value and build both portfolios of properties and operating entities/brands.

- **M&A:**

- We offer M&A services, including target identification, due diligence management, and capital sourcing for acquisitions or joint ventures.

- **OpCo and Real Estate:**

- Utilising a global network of clients and contacts, we will facilitate transactions to divest operating or real estate assets, as well as build portfolios and operations and brands through acquisition and consolidation.

- **Funding Partnerships (inc. Fund Creation):**

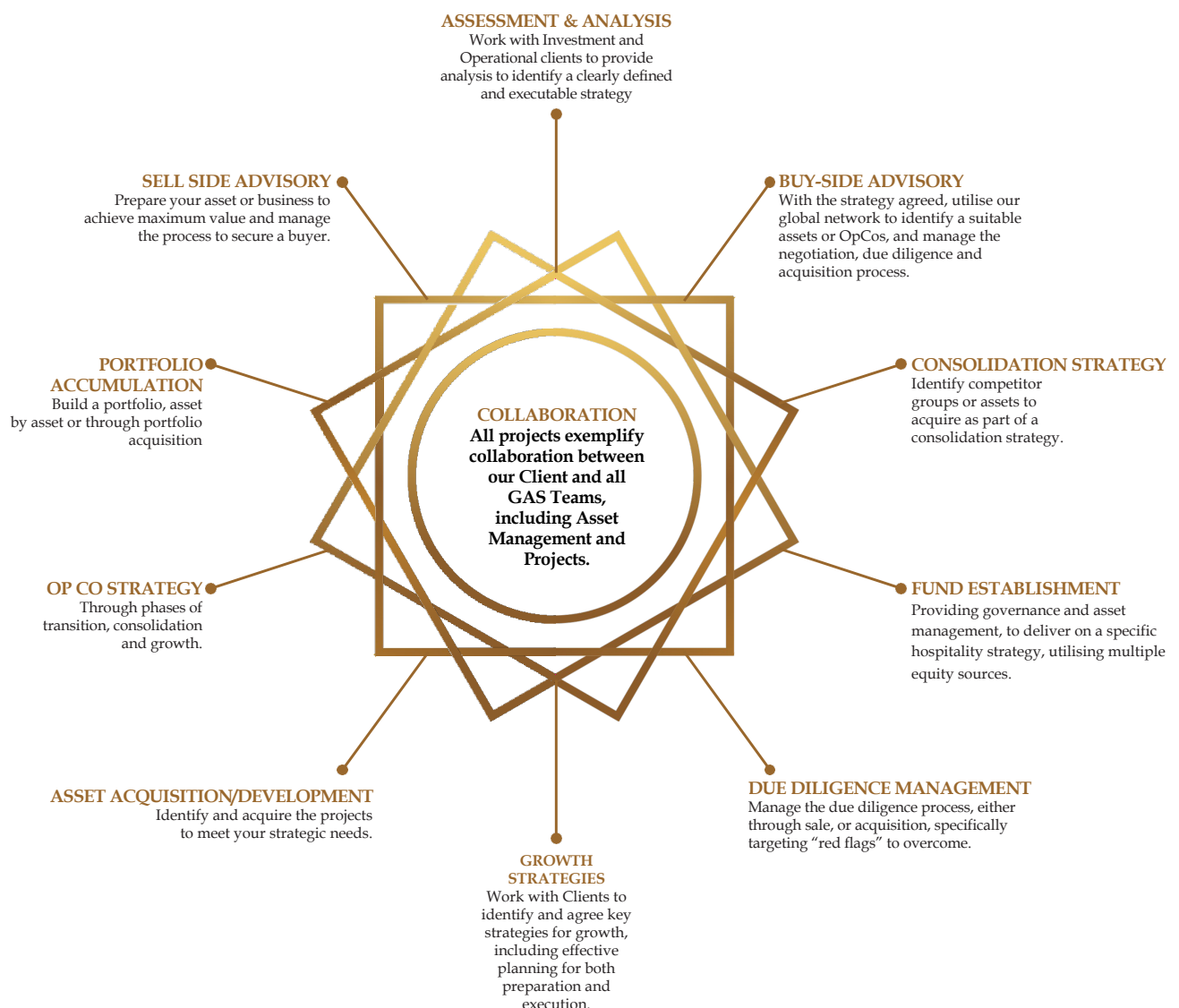
- We help investors prioritize return on investment through strategic disposal or acquisition, utilising asset management and project skills to maximise value both operationally and for the real estate.
- This includes investment vehicle creation and management in fulfilment of OpCo/PropCo strategies.

- **GAS specialises in the following investment areas:**

- Luxury Palace Hotels, Resorts and Boutique Hotels; Urban and Mixed-Use Developments; Repositioning and Value-Add Opportunities; Distressed Asset Recovery and Turnarounds.

Investment Roadmap

A **clear, structured roadmap** ensures the successful execution of an investment strategy, from initial assessment to value realisation. With clients at the heart of everything we do, we start our collaboration by **fully understanding** your business **needs and ambitions**; creating **tailored strategies** to align with your long-term investment vision and goals.



The GAS team combines **decades of experience** in global asset management, finance, operations, renovation and development across the hospitality sector. Our partners include experts from leading hotel brands, investment banks, and development firms worldwide.

Not Brokers, We Facilitate

There are challenges facing investors and owners alike, both in acquisition and disposition, which can not always be satisfied by the services of a traditional broker. Often working in with other advisors, we facilitate bespoke investment opportunities by leveraging our global network and expertise in the hospitality sector, ensuring a more discreet and targeted approach.

Sell Side

PRE-SALE PREPARATION

Provide asset management review and guidance, where appropriate, to implement improvements in performance and presentation to maximise value and appeal of asset or business.

MARKETING & DUE DILIGENCE PREPARATION

Having determined parameters for sale, prepare presentational marketing materials and virtual data room in anticipation of due diligence process.

IDENTIFICATION & NEGOTIATION

Having determined the profile of target acquirer, activate our network to identify and approach qualified targets; manage process, working with other advisors, leading to bids and negotiation to exclusivity, due diligence and deal agreement.

DEAL CLOSING

Ensure all parties maintain active focus through contract phases to ensure effective closing of the sale.

Strategic View

Working in collaboration with our clients we formulate and agree the optimal strategic path for an asset or business, creating an effective plan of action.

ASSESSMENT & ANALYSIS

Undertake all necessary analysis to understand and critique the agreed strategy; particularly testing any financial assumptions.

IDENTIFICATION & NEGOTIATION

Utilising all available resources across our global networks to identify the target of acquisition and negotiate both initial and final terms.

DUE DILIGENCE & UNDERWRITING

Manage and organise the due diligence process, including working with other third-party advisors, to analyse all documents, respond to "red-flag" issues and provide necessary underwriting to the transaction. Also, identify specific future post-closing actions in fulfilment of the strategy.

DEAL CLOSING

Ensure all parties maintain active focus through contract phases to ensure effective closing of the acquisition

STRATEGY IMPLEMENTATION

Liaison and coordination across GAS teams, working with Client and key stakeholders, on development, improvement or hotel operation related issues. Identify operational milestones and monitor progress.

Buy Side

Collaboration

A modus operandi, not a slogan

Our compensation is based on the core principle of value-added, ensuring full alignment with your goals. As such, collaboration is at the heart of our approach, ensuring a focus on long-term value creation through hands-on asset management .

- **Specialised Advisors:**

- The GAS team has a breadth of experience and success, particularly in the luxury hospitality sector, which covers key investment areas:
 - Operations - providing outstanding operational asset management
 - Projects - to support development and capex projects
 - Strategy - formulating strategy to fulfil specific goals
 - Investment - sourcing and structuring investment into the hospitality sector, both in OpCos and real estate; facilitating alternative forms of capital investment and managing specialised fund vehicles/SPVs.

- **Clear Accountability:**

- Providing clear guidance of actions to align with the agreed strategy, working in close collaboration with clients to ensure clarity and governance.

- **Avoiding Conflicts of Interest:**

- We know our clients and contacts well and engage our global network to identify opportunities and counter-parties with care and diligence. The GAS team prioritize transparency and openness in every transaction ensuring clear alignment of goals and mitigating potential conflicts of interest.



Nikki Beach Resort, Dubai

Client-led strategies require a broad range of services, from operational asset management to specialised investment structuring, designed to safeguard your interests and ensure value is added in delivering a strategy.

Our approach achieves positive outcomes, made possible by experience that illustrate the benefit of Global Asset Solutions as

- Independent: providing unbiased, objective advice
- Specialised: expertise focused on luxury hospitality
- Global: leveraging a global network to create opportunities

WHAT ARE YOUR INVESTMENT AMBITIONS?

Every idea has its unique starting point, challenges, and aspirations.

Let us help guide you toward lasting success





GLOBAL
ASSET
SOLUTIONS

*Unlock the full potential of your
hospitality assets*

LONDON – PARIS – BARCELONA – GENEVA – DUBAI – HONG KONG

Contact us for more information

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