

MEDIA BRIEF ON HOTEL FOOTBALL, CAFE FOOTBALL & GG COLLECTIONS

27 August 2015

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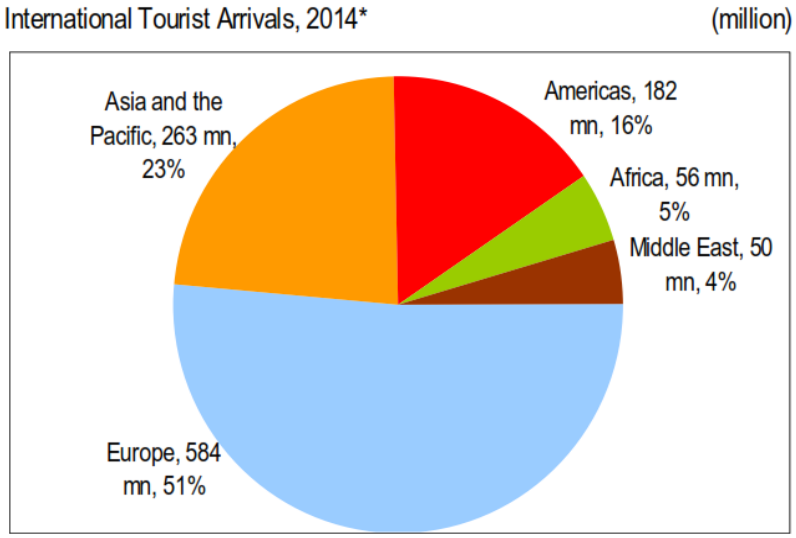
Executive Summary

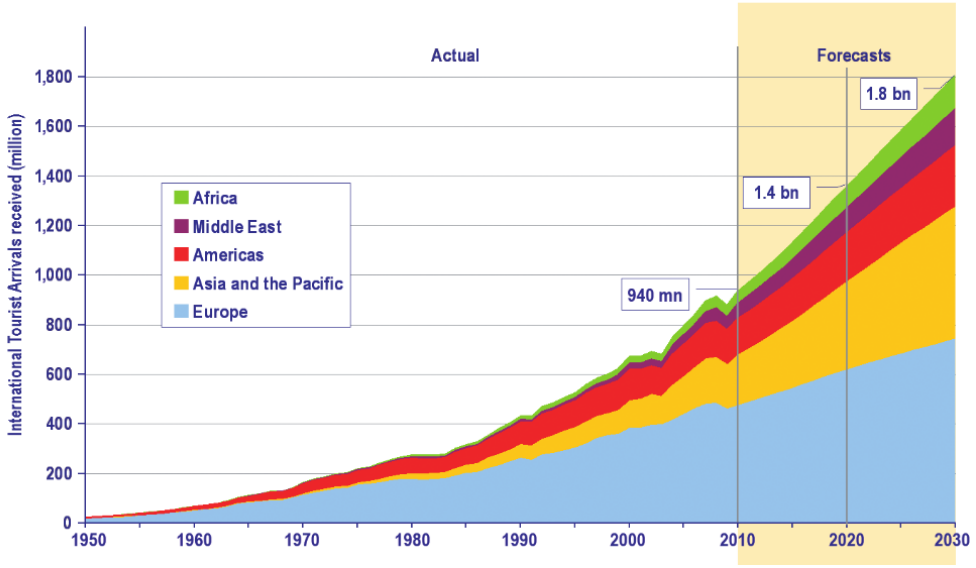
- Recognizing the buoyant growth in the hospitality industry, Rowsley has identified hospitality as a new strategic business area which will expand its real estate strategy
- This will be achieved via the purchase of a 75% shareholding of a hotel management company called GG Collections, which currently owns the brands Hotel Football and Café Football
- Rowsley will also acquire 75% of Hotel Football, a Manchester football-themed boutique hotel, and 75% of Café Football, a football-themed cafe
- The proposed investment amount is £29.1 mil (est. S$64.1 mil) for 75% shareholding in the 3 companies owning the assets
- The existing vendor group consists of Mr Peter Lim and the “Class of 92” Manchester United footballers - Gary Neville and Ryan Giggs, and their “Class of 92” cohorts Paul Scholes, Nicky Butt and Philip Neville

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International travel creating huge demand for hospitality products

- International tourist arrivals reached 1,135 mil in 2014, a 4.4% increase over 2013
- Europe is the most visited region with over half of the world's international tourists, with an increase of 4% to 584 mil arrivals in 2014
- International tourist arrivals in Asia Pacific increased by 5% to 263 mil
- Asia and Europe makes up 74% of the international tourist arrivals market





Source:

World Tourism Organization UNWTO

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Significant opportunities in the hospitality space

- Big hotel corporations have created “branded boutique hotels” in addition to established chain hotels to capture younger, savvier travellers who value style over standardization
- Guests are looking for experiential travel -- according to research firm IBISWorld, the boutique hotel industry has grown 6.1% per year since 2009, and it expects that growth to accelerate through 2019[+++]
- Opportunity to enter market targeting Tourist and Business travelers

Sources:

World Tourism Organization UNWTO

[+++] Major Hotel Brands Compete For Space In The Boutique Hotel Trend, International Business Times, 23 Jan 2015
STR Global

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European football industry is huge and expanding

- Manchester United is the most popular UK football club with a worldwide fan base of 355 million, according to SPORT+MARKT, a leading research and consultancy company in international sport business

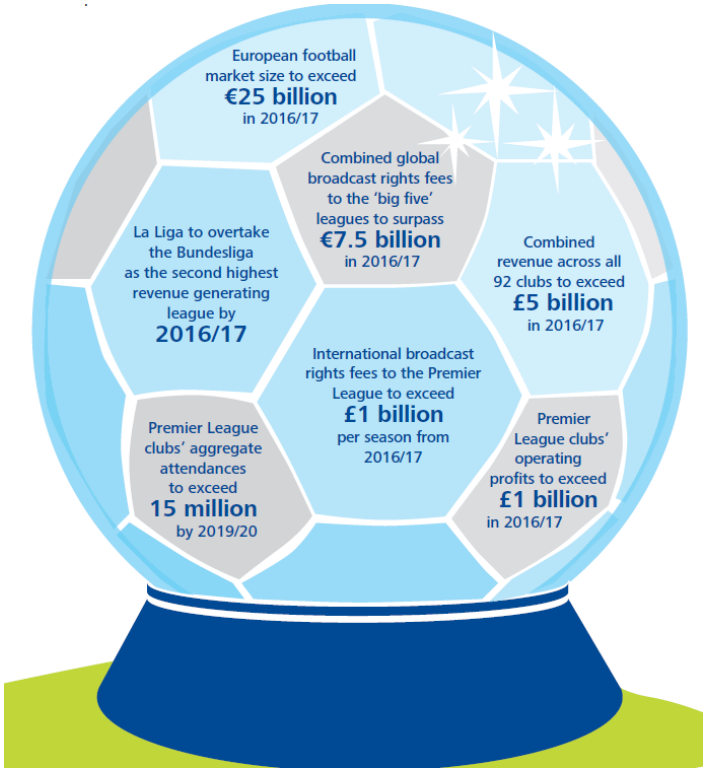
Teams in the top 10 in social media, matchday revenue, broadasting revenue and commercial revenue.

Club	Social Media1 followers (mil)	Social Media rank	Matchday2 revenue ($mil)	Matchday revenue rank	Broadcasting3 revenue ($mil)	Broadcasting revenue rank	Commercial4 revenue ($mil)	Commercial revenue rank
Real Madrid	85	2	154	4	277	1	314	3
Barcelona	96	1	158	3	247	2	252	6
Chelsea	47	4	115	6	227	3	184	7
Manchester Utd	68	3	175	1	220	4	307	4
Manchester City	21	9	77	9	216	5	269	5
Liverpool	29	7	83	8	164	9	168	8

1: Facebook plus Twitter.
2: Ticket and corporate hospitality gate receipts.
3: Domestic, international and tournaments.
4: Sponsorships and merchandising.

Source:

http://www.forbes.com/sites/mikeozanian/2015/05/06/real-madrid-tops-ranking-of-the-worlds-most-valuable-soccer-teams/



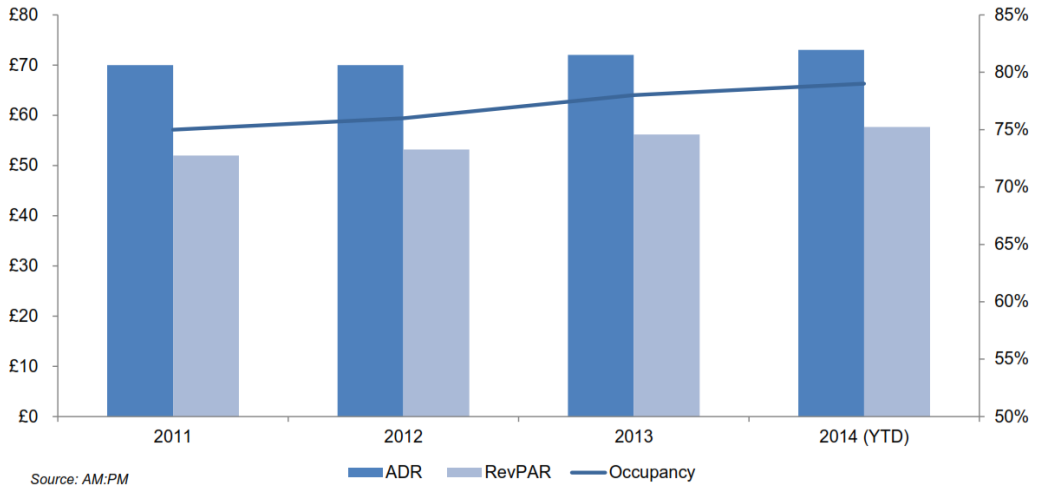
Source:

http://www2.deloitte.com/uk/en/pages/sports-business-group/articles/annual-review-of-football-finance.html

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Manchester hotel sector

- Hotel occupancy in Greater Manchester reached 76% (YTD as at Apr 2015) – exceeding previous levels.
- This compares favourably with regional UK as a whole which achieved an average occupancy of 74%.
- In 2014, Manchester hotels enjoyed a y-o-y RevPAR growth of 7.9%, more than the 0.7% increase in London.



Source:

Colliers AM:PM Hotel Data & Intelligence
"Hotels in region outperforming capital", 22 April 2015, TheBusinessDesk.com

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Rowsley's strategy for hotel and hotel management

STRATEGY

ASSET OWNERSHIP

Develop or acquire good quality hotel assets with growth potential that are well located in proximity to strategic points of interest.

- Deliver superior shareholder returns and achieve sustainable profit growth through asset acquisition and prudent management of the hotel properties
- Allow shareholders to participate in long-term asset capital appreciation and income through hotel earnings

MANAGEMENT SERVICES

Build recurring revenue streams via management fee income and create globally recognized hospitality brands through organic growth and management contracts.

- Recurring income strategy in attractive, high-growth markets and industry segments
- A disciplined approach to capital allocation, investing for the future growth of our brand
- Drive sustainable growth in our profitability and deliver superior shareholder returns over the long term

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Leveraging on twin engines of tourism and football

- Rowsley wants to leverage on the twin growth engines of global tourism and expanding football fan base for the Hotel Football (“HF”) and Cafe Football (“CF”) brands
- Given the popularity of the European football leagues and its growing fan base, the prospects for dedicated football-themed hotels and cafes located near to the well-supported football clubs are good
- GG Collections will grow the portfolio of HF and CF in key European cities and selectively in Asia via new management contracts
- The business model is scalable as the HF and CF brands are already successful and can be replicated easily

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GG Collections

- GGC is an upscale hotel management company focusing on developing its portfolio base of football-themed hotels and cafes throughout the world as a key differentiating factor.
- The future plan is to create new brands and manage external hotels primarily in the boutique hotel space
- As a hotel management company, its revenue streams are derived from technical services fees, management fees, incentive fees and group services fees for marketing
- Besides its existing business from Hotel Footfall and Cafe Football, it has a strong pipeline of hotel management projects that are currently in advanced discussions



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Stuart Procter, key person behind GG Collections

- Stuart Proctor is the MD of GGC. With over 20 years of experience, most recently being GM of The Stafford, London, Stuart has earned his reputation as one of UK's leading hoteliers

FRASER GILES PARTNERSHIP

FGP Meets
A monthly insight from innovators and leaders in our chosen sectors.

Eating, drinking and sleeping football

Hotelier Stuart Procter tells Mel Flaherty about his football and hospitality start-up venture

What do you get if you cross two footballers and a hotelier? It might sound like the beginning of a joke but there is actually a totally serious business 'punchline' - GG

Game changer

The first Café Football, a 120-cover casual dining concept, not, Procter emphasises, a sports bar, will open at Westfield Stratford City following a £1.5million investment. Average spend per head will be around the £22 mark and the restaurant design and its level

// THE CATEYS 2015



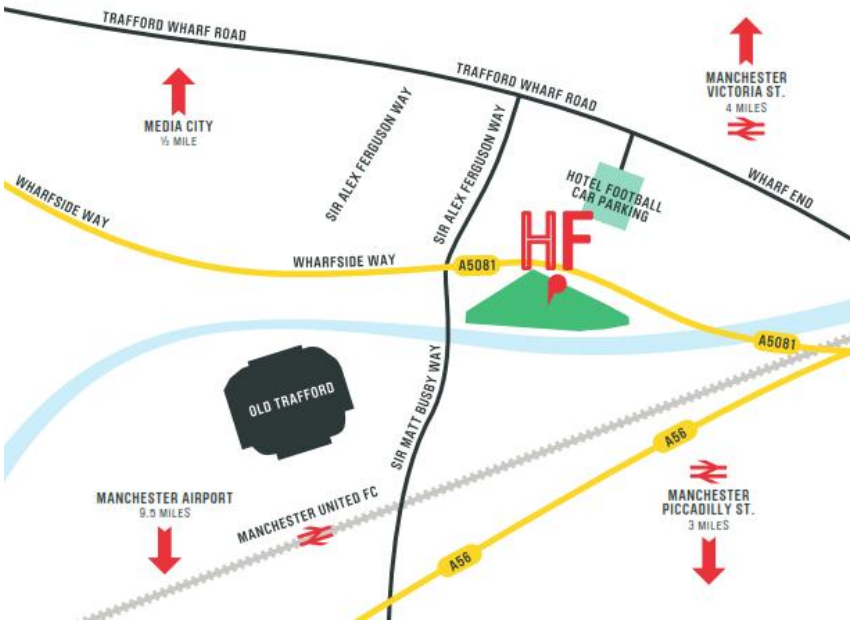
BEST MARKETING CAMPAIGN AWARD – SPONSORED BY COMPASS GROUP UK & IRELAND

// GG Hospitality



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Location of Hotel Football



Address:
99 Sir Matt Busby Way, Manchester M16 0SZ, England

At the doorstep of Old Trafford, home of Manchester United Football Club

Hotel Football also benefits from its proximity to:

- Nearby attractions, including two of the most visited top 10 attractions in Greater Manchester – Manchester United Museum & Tour Centre, and the Imperial War Museum North
- The Quays – which is home to MediaCityUK and the Lowry Complex, which houses a gallery, theatre and shopping centre.
- 15-min drive to Manchester Airport

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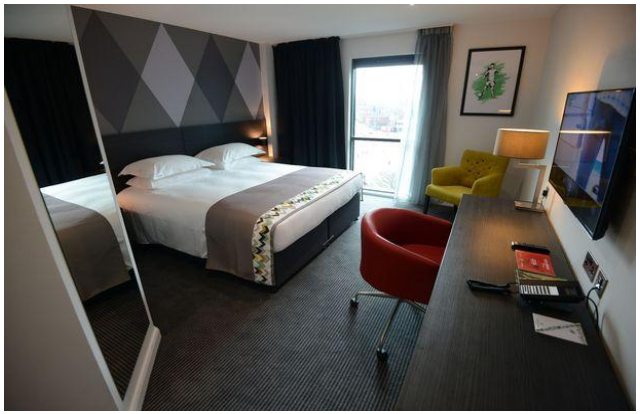
About Hotel Football

- Opened in 2 March 2015, the 4-star hotel boasts 133 hotel rooms, a 185-seat Café Football, roof-top football pitch, the “Old Trafford Supporters’ Club” in its basement and several conference and event spaces
- The hotel has been doing very well since it opened, charging a high premium and has full occupancies on match days







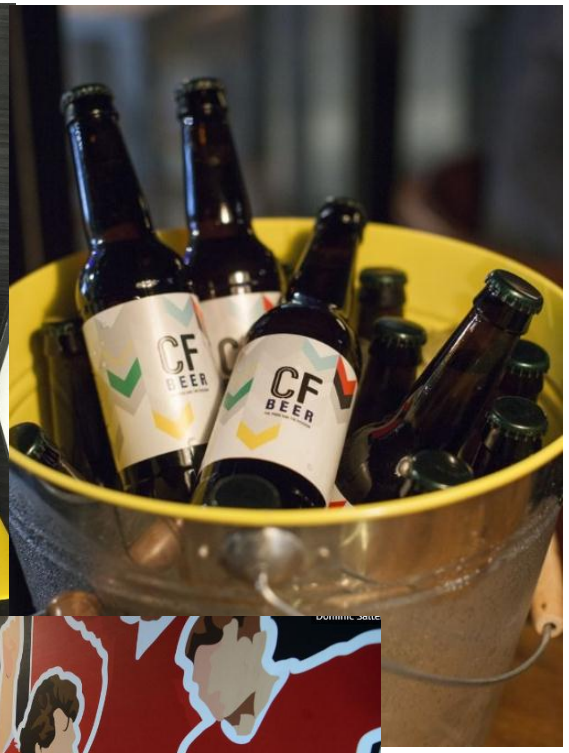


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Football-themed in every aspect!















Old Trafford Supporters Club

- On match days over 1,000 United fans would be in the building with more than half of them paying £1 entry fee (the fee goes to charity and local causes)











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Reviews for Hotel Football


UNITED AIRLINES

The Score

A Manchester United–themed hotel provides fans with match-day thrills, gourmet food and economic opportunity


The New York Times

In England, Soccer Is the Pitch

A hotel with an emphasis on sports.


MailOnline

Inside Gary Neville and Ryan Giggs' Hotel Football: Thanks to its rooftop pitch and brilliant burgers, it's not just Manchester United fans that will love staying here

- Hotel Football opened in March and can be found right next to Old Trafford
- It has a rooftop pitch, 133 rooms and a buzzy cafe serving superb burgers
- The hotel is on Manchester's dynamic Quays area, near IWM North
- Other nearby attractions include the Lowry complex and Corrie Studios


Edinburgh Evening News

The kids are all right

Simon Fry found many Caledonian connections at the Class of 92's new hotel


Hotel Football Old Trafford

340 Reviews | #1 of 116 Hotels in Manchester

99 Sir Matt Busby Way, Manchester M16 0SZ, England | Hotel amenities

340 Reviews from our TripAdvisor Community

Rate and write a review — Click to rate

Traveller rating		See reviews for		Rating summary
Excellent	263	Families	50	Location
Very good	50	Couples	156	Sleep Quality
Average	20	Solo	6	Rooms
Poor	3	Business	63	Service
Terrible	4			Value
				Cleanliness



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About Cafe Football (London & Manchester)

- Cafe Football is present in London and Manchester
- **London:** Cafe Football is located in Stratford's Westfield shopping centre. It is a 120-seat restaurant with a menu overseen by two-Michelin-star chef Michael Wignall, formerly of the Pennyhill Park Hotel
- It is next to the Olympic Stadium where West Ham Football Club will use as home ground from the 2016–17 football season
- **Manchester:** Cafe Football is located within the Hotel Football at Old Trafford
- The plan is to create a chain of football-themed cafes to be co-located within the Hotel Footballs or as standalone cafes near to the football clubs in UK and around the world



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Cafe Football













Michael Wignall is one of the top six most decorated cooks in the world, with two Michelin stars and five AA rosettes. He uses this experience to shape memorable hospitality experiences

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Press coverage for Cafe Football

CAFÉ FOOTBALL STRATFORD

TIME OUT LONDON



Home / Food & Drink

Restaurant Review – Café Football

CASUAL DINING MAGAZINE





Shopping and sport: Stratford's got the lot (oh, and there's culture too)



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It's time to re-visit LONDON

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BLUFF EUROPE

ALL YOU CAN EAT, BABY!



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Conclusion

- Rowsley, as a real estate developer, has identified the European and Asian hospitality markets as having outstanding growth potential
- Rowsley's investment into a hotel management company in the UK will provide it with a strategic entry into the UK hospitality market, thereby tapping into the growth trajectory of the Europe hospitality market.
- Rowsley will acquire majority stakes in Hotel Football and Café Football to kickstart its hospitality business and prepare for its pipeline of hotels from its mixed-use development projects
- Over the mid-term, Rowsley also plans to enter the business hotel sector with the intention to grow its fledging hospitality arm into a significant revenue contributor to its overall real estate business
- This business model is highly replicable and easily scalable, and can be extended to Asia, another key hospitality market expected to grow in the years ahead

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End of Presentation

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