



'Easy elegance in the  
vibrant part of town'

T O W N H O U S E properties will be

all about the beautifully simple bedrooms, inspired by the streets and scenes that surround them. Artisanal charm but for a sophisticated traveller, proving style doesn't need to be sacrificed for good value.

We will be well placed in regional cities around the UK, encouraging guests to access the most lively food and drink scenes, hang out like a local and submerge themselves in our neighbourhood.

We will create the 'Experience' for our guests but with far less business risk for our investors when compared to a typical hotel concept.

Intuitive technology will be at the heart of our concept and will give our guests a fully immersive, digital experience, helping us exceed their expectations whilst delivering strong profits for our stakeholders.



**TOWNHOUSE** is the collaborative magic of Paul Brown & Christoph Brooke. With over 40 years of industry experience between them, we believe we have a couple of chaps who will inspire our team of wild hearts and open minds to achieve a brand to be proud of.

Why are we so excited? Because we've done oodles of research and developed a concept, that frankly, takes the best bits from everyone else and adds a healthy dose of our own imagination. You'll get Lux style and comfort for a midrange price and you'll get sexy tech to not only check-in & out but control bits and bobs in your room and connect you directly to the neighbourhood on our doorstep.

Some of the key steps to our world domination

- **12** properties in UK regional cities in five years
- A minimum of **80** bedrooms per property
- Average bedroom dimensions of **18m<sup>2</sup>**
- Property footprint between **1500-2500m<sup>2</sup>**
- Property rent between **£5-8k** per bedroom
- Forecasted ARR of **£104** & Occupancy of **80%**
- **£27M** Turnover by year 5
- **6** times earnings on EBITDA by Year 6

What's not to love?

Initial funding requirement

**£2M**

with a further investment opportunity in year 3

**£5M**

EBITDA by  
year 5



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