

AUSTRALIAN HOTEL MANAGEMENT - ORDINARY EQUITY ISSUANCE

A limited opportunity is available to secure shares in Australian Hotel Management Group (AHMG), a fast growing and innovative operator of differentiated models of hotels and serviced apartments in Australia. AHMG is seeking \$2m of funds by way of a convertible note.

WHO IS AHMG?

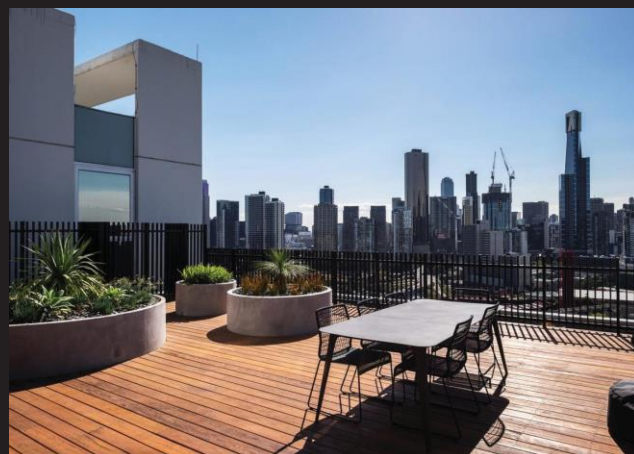
Australian Hotel Management Group is a fast growing and innovative operator of differentiated models of hotel and serviced apartments in Australia. It has five trading assets and a strong growth pipeline of exciting opportunities. The organisation's philosophy, **'Think Different, Be Better'**, drives innovation to create a unique and customer centric service offering. AHMG's definition of the customer experience offers **'New Form Stays'**, changing the notion of typical accommodation in order to give the guest greater flexibility, greater value and more of a voice.

AHMG operates across three core business verticals, Convenience, Porter Club and Wellness:

1 CONVENIENCE
Serviced apartments done better and different.
Everyday Stays

2 PORTER CLUB
Membership-based business travel-oriented hotel model combining co-working and hotels into a modern take on the old-school city club ideally positioned for the flexible post-COVID workforce.
Stays+

3 WELLNESS
Combining proven and increasing market demand for thermal bathing and wellness, with a traditional hotel model in an urban context.
Escapes



WHY INVEST?



Priority access to PropCo

Investors will be given priority access to future unlisted property trusts (PropCo), ensuring alignment of competing interests and greater returns.



Large untapped wellness bathing market

Thermal bathing has been proven on a global basis. There is a significant opportunity to capture a large share of a high growth, high margin market with very low existing market penetration in Australia.



First mover advantage with dominant market player

AHMG's joint venture partner for its Wellness portfolio holds majority market share and has strong brand recognition on a global scale. The equity raise will help AHMG establish itself in core target markets before competitors enter.



Existing scale portfolio

AHMG's existing portfolio of operational, secured and assets under development, comprises a meaningful portion of value.



High indicative forecast returns

Attractive returns with high growth potential. Forecast five and seven year IRR of 28% at an exit multiple of 10x EBITDA.



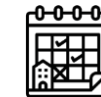
New disruptive growth verticals

'New Form Stays'



Experienced management team

Demonstrated track record with full capability set.



Favourable timing in the hotel sector

There is an increasing number of distressed assets available for sale with a quickly recovering occupancy market.

OPERATING PORTFOLIO

CONVENIENCE

Riviera Mackay

Mackay, Queensland, leveraging strong mining presence in the region



NO. KEYS IN POOL

31 with opportunity to grow to 35 by early 2023

ANNUAL FINANCIAL PERFORMANCE

Post COVID-19 normalised EBITDA of c. \$180k, representing ~\$6k EBITDA per key

Parc Hotel

Bundoora, Victoria. c. 14km from Melbourne CBD



NO. KEYS IN POOL

60 with opportunity to grow to 70 by early 2023

ANNUAL FINANCIAL PERFORMANCE

Post COVID-19 normalised EBITDA of c. \$400k, representing ~\$6k EBITDA per key

Saint Domain

St Kilda Road, Melbourne



NO. KEYS IN POOL

32 with opportunity to grow to 35 by early 2023

ANNUAL FINANCIAL PERFORMANCE

Post COVID-19 normalised EBITDA of c. \$300k, representing ~\$5k EBITDA per key

Tribeca

East Melbourne, Melbourne



NO. KEYS IN POOL

74 with opportunity to grow to 80 by early 2023

ANNUAL FINANCIAL PERFORMANCE

Post COVID-19 normalised EBITDA of c. \$565k, representing ~\$7k EBITDA per key

381 Cremorne Hotel

Cremorne, Melbourne



NO. KEYS IN POOL

31 with opportunity to grow to 35 by early 2023

ANNUAL FINANCIAL PERFORMANCE

Post COVID-19 normalised EBITDA of c. \$270k, representing ~\$6k EBITDA per key



Saint Domain

PORTER CLUB

The Kinson Hotel on St Kilda Rd, Melbourne, set to open in mid-2022 is the first Porter Club asset in AHMG's portfolio.



Existing 5-star hotel located on the CBD's doorstep



208 rooms, suites and penthouses over 18 levels



'Home away from home' for a decentralised work economy



Nostalgic vintage interiors and narrative



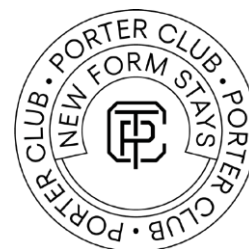
Refurbishment jointly funded by landlords



Forecast stabilised EBITDA of ~\$1.7m per year



'Stay the way you want' – customisable adds on including Dyson styling kits, high-end kitchen utensils, personalised storage and coffee machine packs



CREMORNE WELLNESS HOTEL

The Cremorne Wellness Hotel in Cremorne, Melbourne, is on track to open in 2024. It is the first Wellness asset in AHMG's portfolio.



9 levels comprising 30 hotel rooms and wellness / thermal bathing



Joint venture with Australian leading wellness provider (>85% market share)

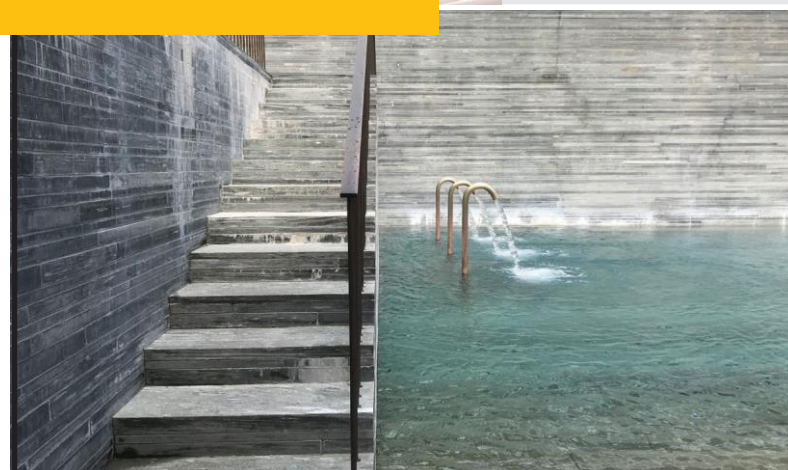


Operating 24 hours a day catering for all demographics to maximise day patronage



Strong revenue contribution from hotel guests, with \$800+ per night all-inclusive packages

WELLNESS

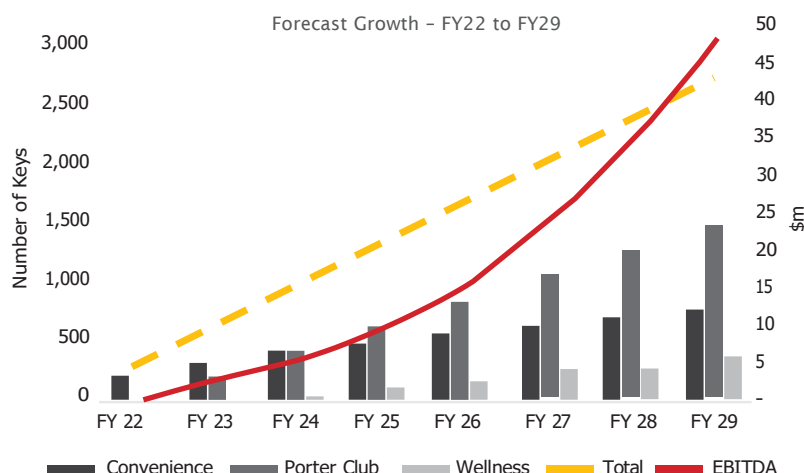


GROWTH PLANS

AHMG's primary focus is on growing its Porter Club and Wellness verticals across Australia. This will be achieved by challenging and disrupting both verticals with a strong compelling offering, aligned to market trends.

Key objectives over the next five to seven years include:

- Operating a Wellness hotel in major Australian cities and tourist hotspots;
- Operating a Porter Club hotel in each major city in Australia, including Sydney, Canberra and Brisbane;
- Becoming a market leading co-working / hotel fusion operator in Australia;
- Attracting and retaining talented and high calibre personnel who are passionately engaged in AHMG's business and in driving the organisation's vision forward; and
- Become recognised as a leader and innovator across all three industry verticals.



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