



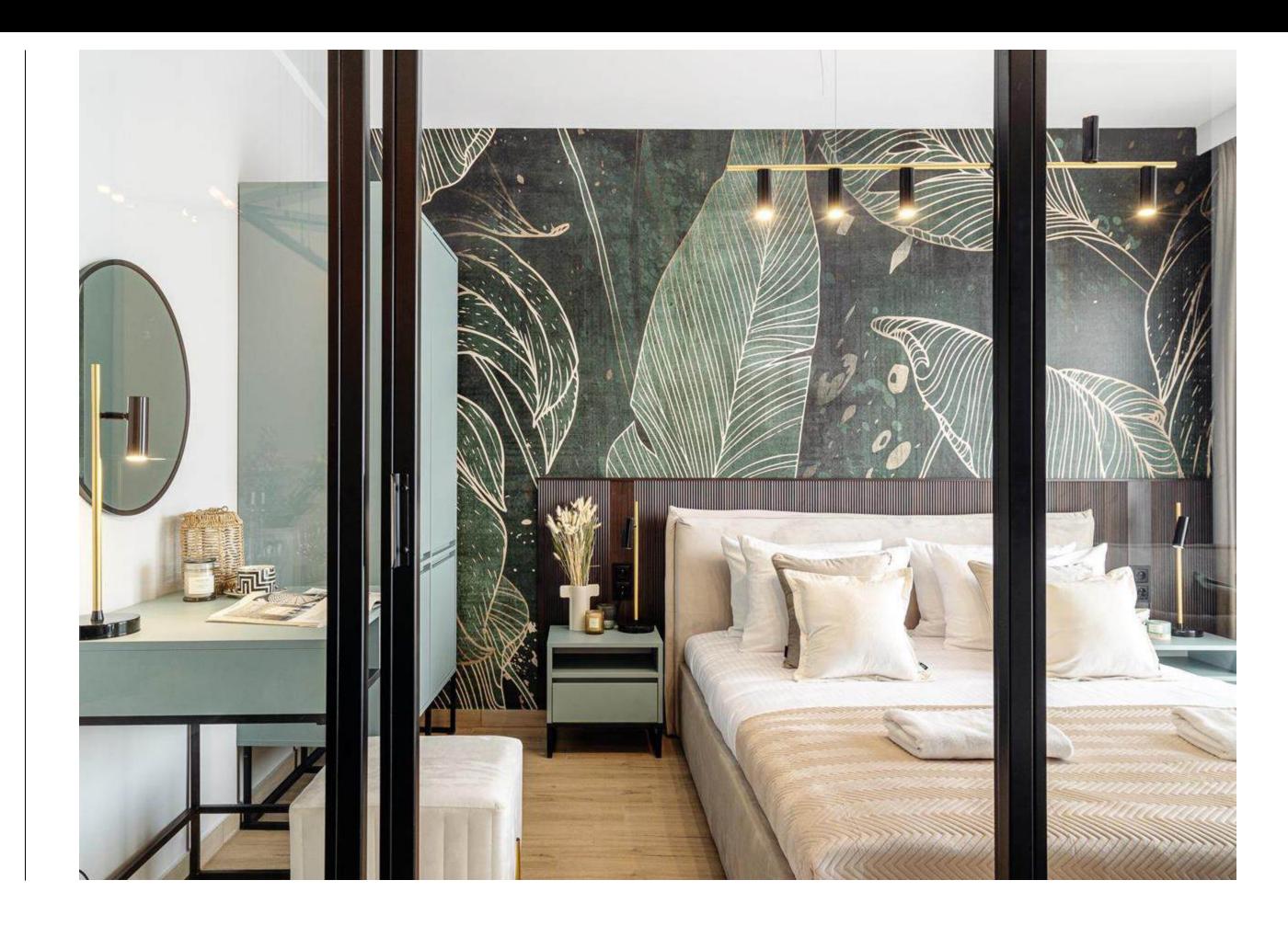
SEASONS



Cooperation proposal All Seasons, Zakopane



Building the future of hospitality and Your real estate portfolio



### Who are we?

A comprehensive solution for investment

in real estate along the entire value chain -

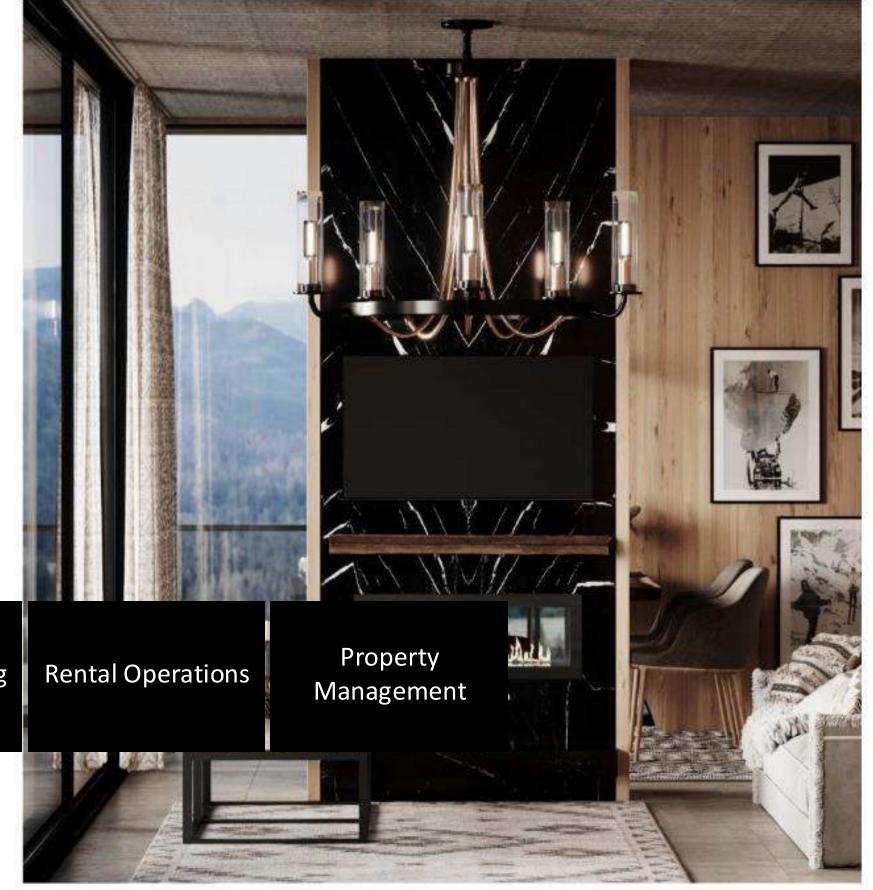
from purchase and financing, to design, construction, finishing, and comprehensive property management.

Transactions & financing

Design & Architecture

Construction & finishing

Sales & Marketing





## Loft Affair Scope of work – All Seasons

Loft Affair supports the developer in the whole sales and construction process

#### Construction timeline

Q4 2024	Q4 2024/Q1 2025	Q2/Q4 2025	Q3/Q4 2026	Q3/Q4 2026
Defining rental business model, contract and finishing assumptions	Development of marketing design packages & rental offer	Support in contracting of general construction & PMO assistance if needed		Support tin the final building reception & all local authorities
Support in preparation of marketing materials	Visualizations and conceptual design	Reprocessing preliminary and Final agreements for clients	Conduct final inspections with customers (odbiory lokali)	Carry out handover and acceptance protocols, introduction of customers
Work out of purchase prices and sales plan	Selected branch projects under the approved interior design	Design documentation for clients & special requests	Finishing and Equipment of common parts common areas according to the project	Conclusion of lease agreements, organization of the operation of billing and management of the facility
Development of a profitable model rental for the buyer	Conceptual design for apartments and common areas	Detailed work on operations & functioning of rental business model & administration	Finishing and turnkey equipment of apartments according to customer selection	Full marketing of the facility for sales
Defining project positioning and target group	Functional study for apartments and common areas	Detailed description of the standard of finishing and statement of materials	Participation in the acceptance of the state development and coordination support	Preparation of the facility for rental type hotel with full service
MARKETING & SALES LAUNCH	FUNCTIONAL DESIGN & INTERIORS	DETAILED PROJECT DEVELOPMENT & CONTRACTING	FININSHING & FIT OUT	OPERATIONS LAUNCH





Building the future of hospitality and Your real estate portfolio

#### PROPOSAL FOR ALL SEASONS DEVELOPER

HOW THE COOPERATION MODEL WORKS EXECUTION AND RENTAL STEP BY STEP:

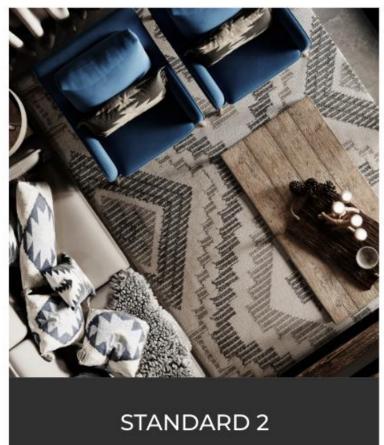
- ✓ Development of rental business model as well as support in defining purchase price for final customer (strategic approach depending on sales plan)
- ✓ Development of interior packages and design of the co-operative parts for the developer at the expense of Loft Affair
- ✓ Preparation of marketing materials including the website of the target property, logo, development of the operation of the property, price list of interior packages and detailed descriptions Independently conduct sales of interior packages and at the same time sales support (contact with clients, dedicated caretakers) in the model of cooperation agreement, conclusion of preliminary and final contracts for finishing independently by Loft Affair
- ✓ Independently conduct sales of the operator's offer for the facility, discussions AND negotiations with clients, conclusion of rental agreements (preparation of forecasts, support to clients in the process of financing, presentations to clients on market data
- ✓ Preparation of the facility for opening, support in acceptances with clients or conduct tri-party acceptances of the development state
- ✓ Launching the facility according to hotel and industry standards commission to the developer to be agreed in two formats:

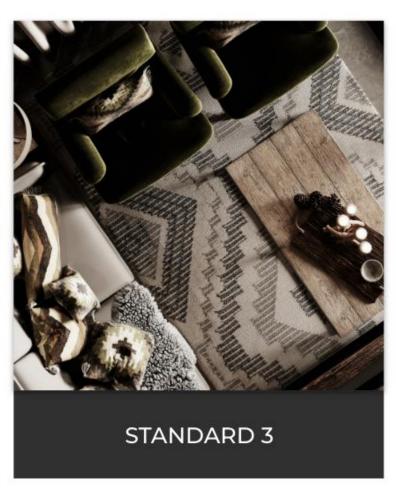
All Loft Affair project and management work, aside Construction PMO if required, is provided in exchange of exclusive cooperation regarding rental operations & finishing of the apartments



Building the future of hospitality and Your real estate portfolio







Loft Affair will manage prepare and cover cost of creating 3 packages for finishing to be defined with developer proposed to end customer that will vary in terms of price and options, as well as design if needed.





#### Premium service under Mariott International signature

Choosing Loft Affair means opting for an operator with a five-star approach to customer service and property management, certified by Marriott International.



#### **Strong Direct Sales Marketing**

An international as well as nationwide customer database in our loyalty program, enhanced by the Marriott Bonvoy client network combined with professional online marketing, provides us with a sales advantage, direct customer reach, and higher revenues for Owners.



#### Best IT Tools for Revenue Optimization

Loft Affair operates using the best global technologies, updated daily, available for the Vacation Rental segment in terms of price optimization, housekeeping services, and apartment maintenance.



### Who are we?

We are part of

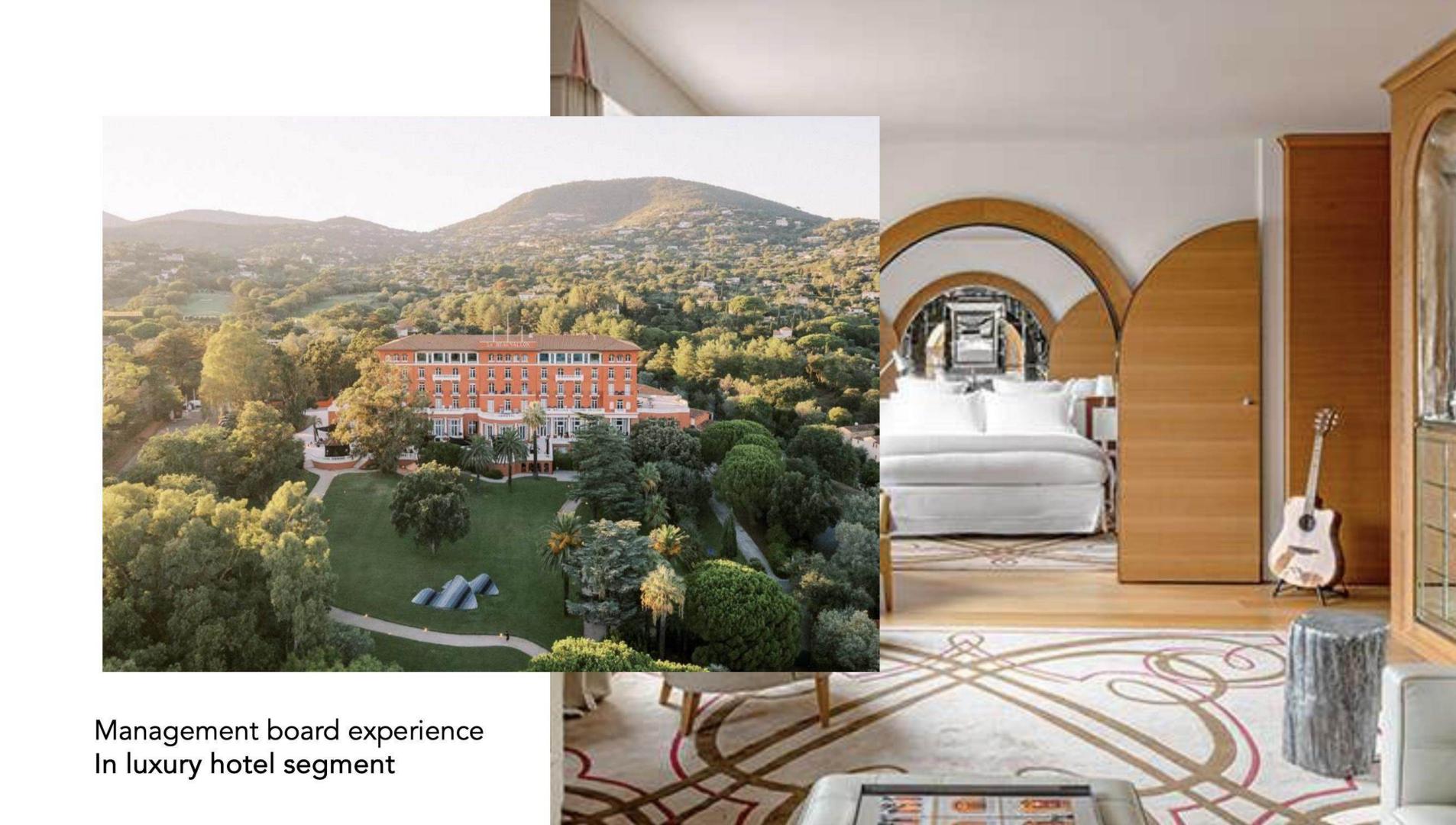
Marriott International Family

It means that

All of our properties are listed on Marriott Homes & Villas















Paris, France

120 rooms SPA ConceptStore 2 Restaurants Cinea











### Management Board

& Founders



#### **GERARD BONVICINI**

French serial entrepreneur with 35 years of experience in real estate including development, hotel development and vacation rental business. In 2016 he sells Vacation Rental Villas business to Accor Hotels Group now part of One Fine Stay.

He creates Loft Affair as one of his Business Angel ventures.



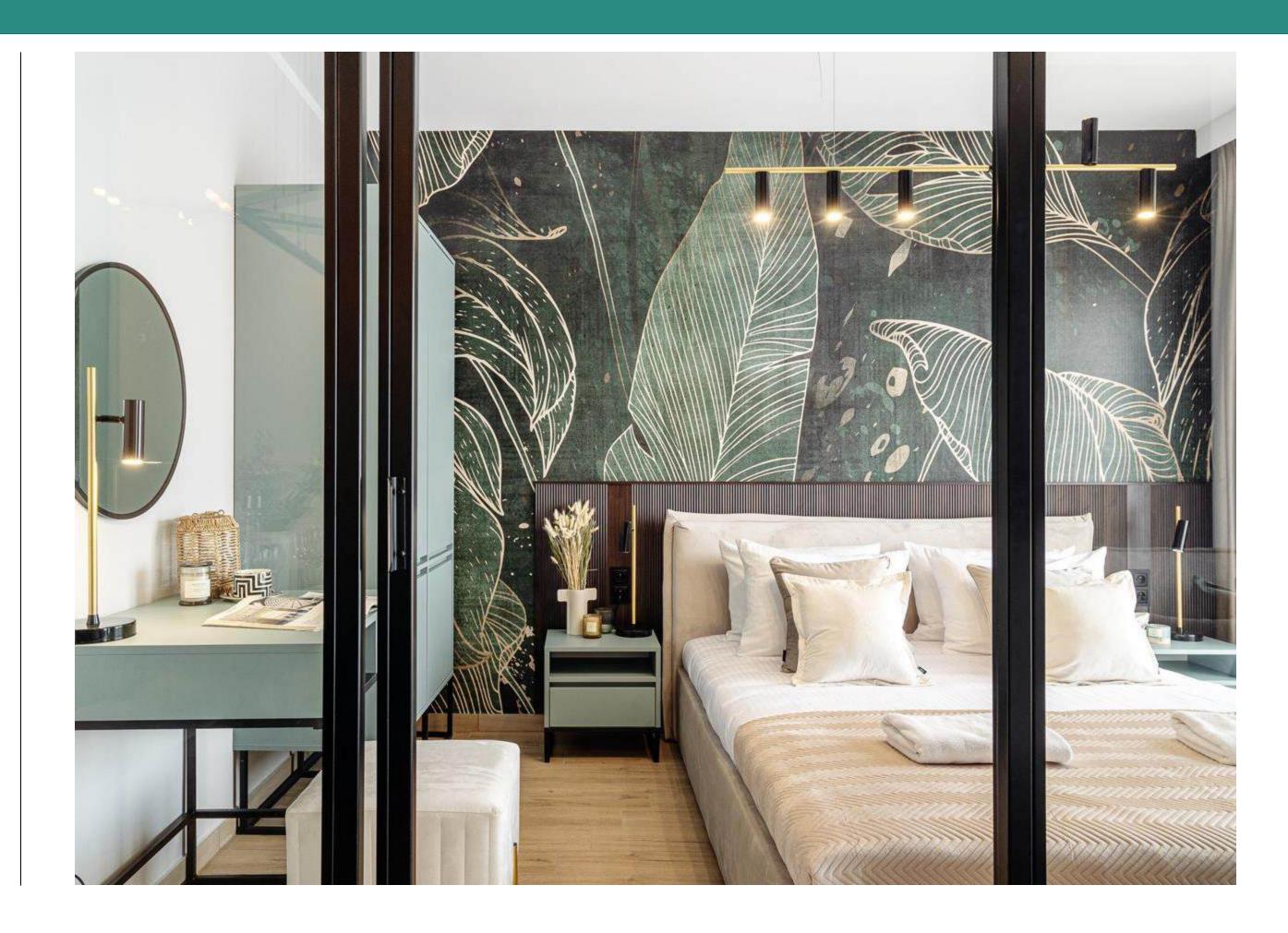
#### IWONA KOPEĆ

After graduating Sorbonne University, ESCP Business School & University of St Gallen with specialization in strategy & finance she advised several management boards as part of Deloitte Paris M&A team including real estate & tourism companies such as Accor, Vacantiel etc.

In 2018 she creates Loft Affair.



Building the future of hospitality and Your real estate portfolio



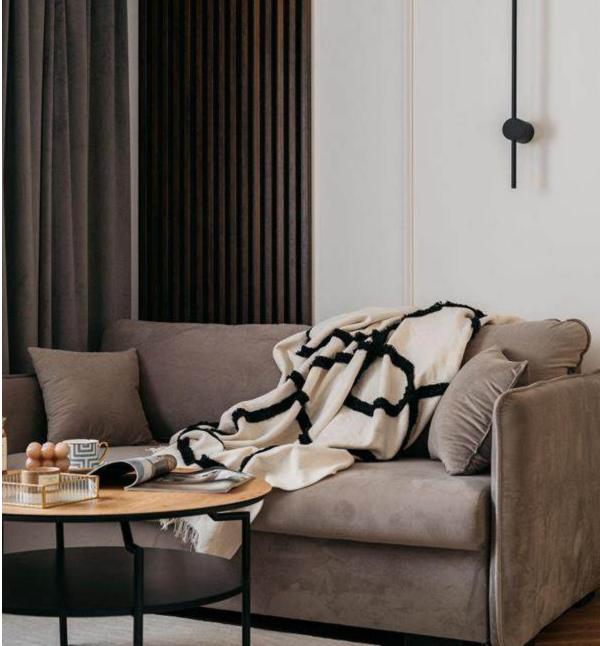
## What do guests expect from their stay?

stunning space

in great location

with comprehensive service



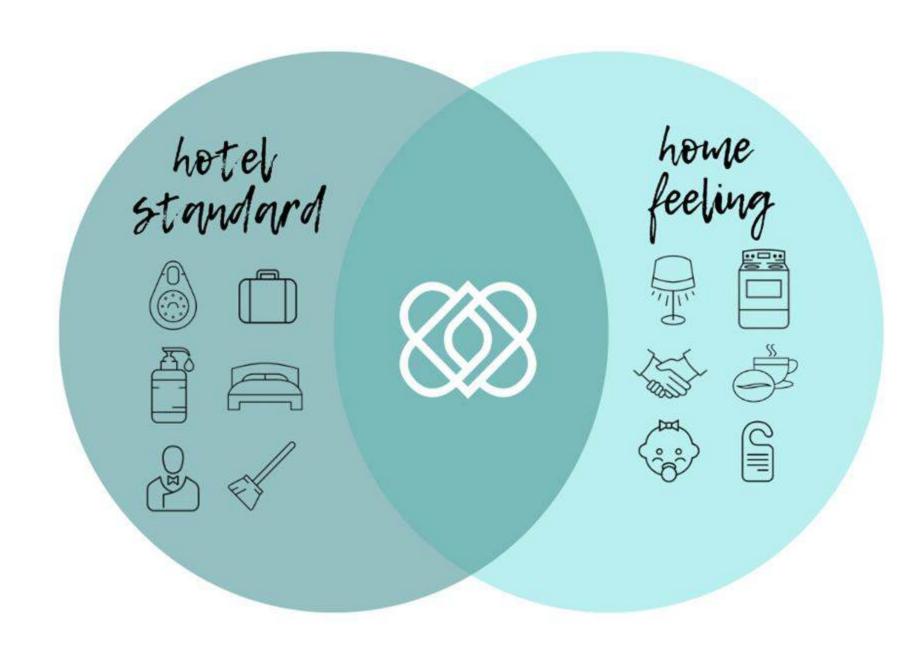


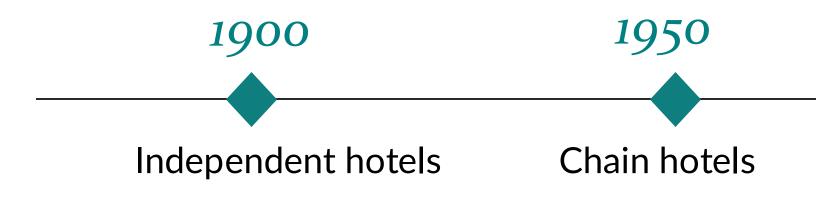


## New generation of hospitality

technologically advanced

Best of both worlds: high hotel standard apartments amenities









### Largest premium real estate portfolio with more than 800 listings

We are distinguished by premium products, from individual apartments to hotels and aparthotels with spa areas



More than 30 buildings, resorts and townhouses throughout Poland with aparthotel and hotel character























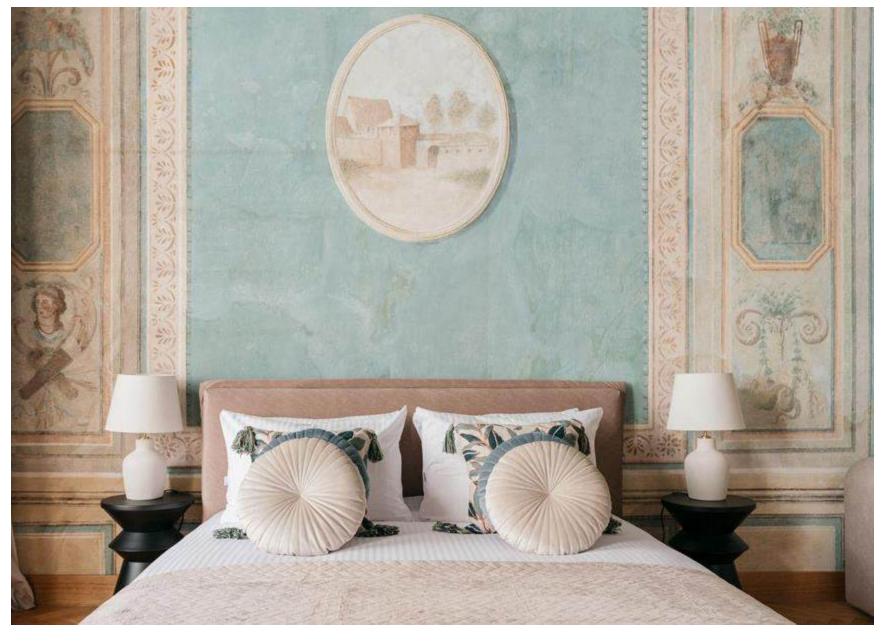


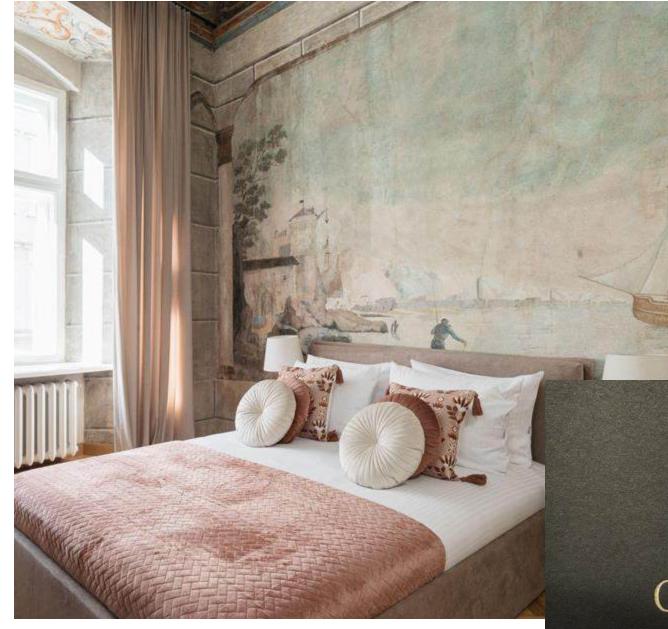




# Samle Loft Affair locations

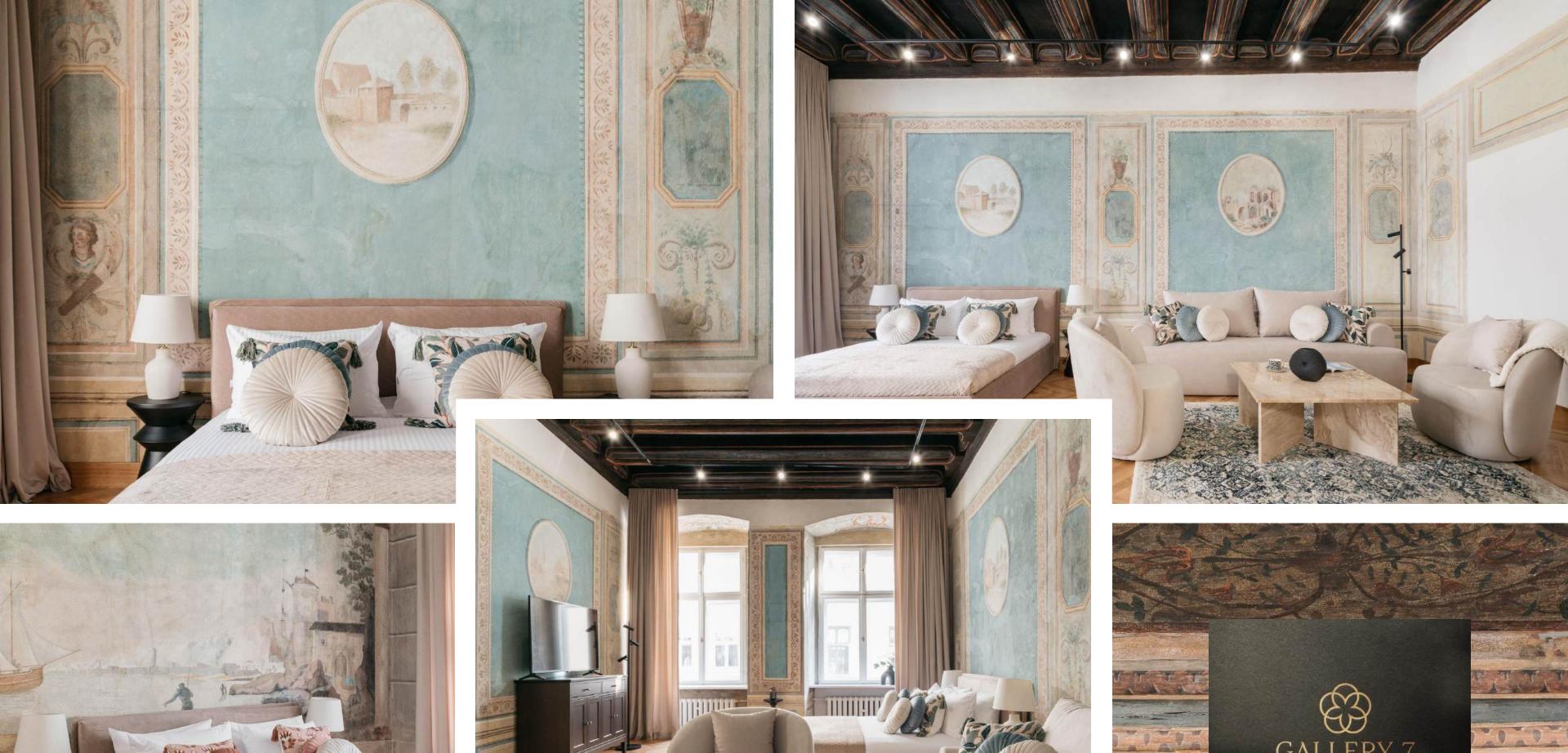
GALLERY 7 - Grodzka 7, Kraków





LOFT AFFAIR

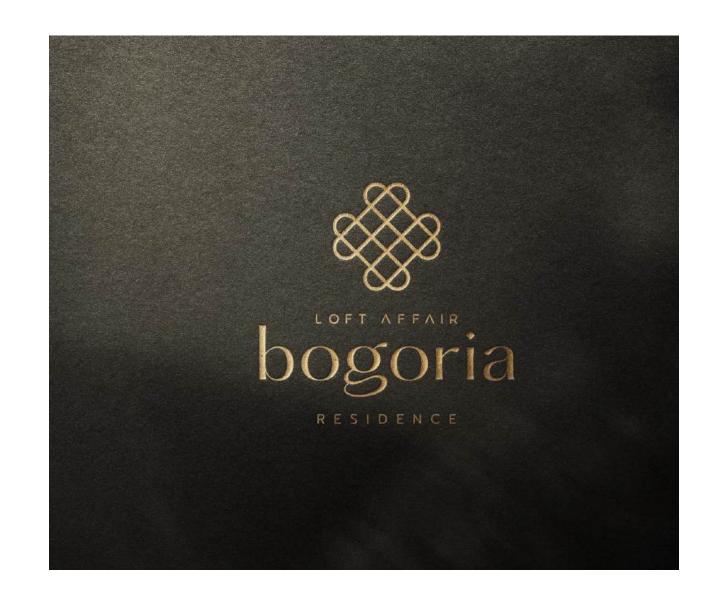


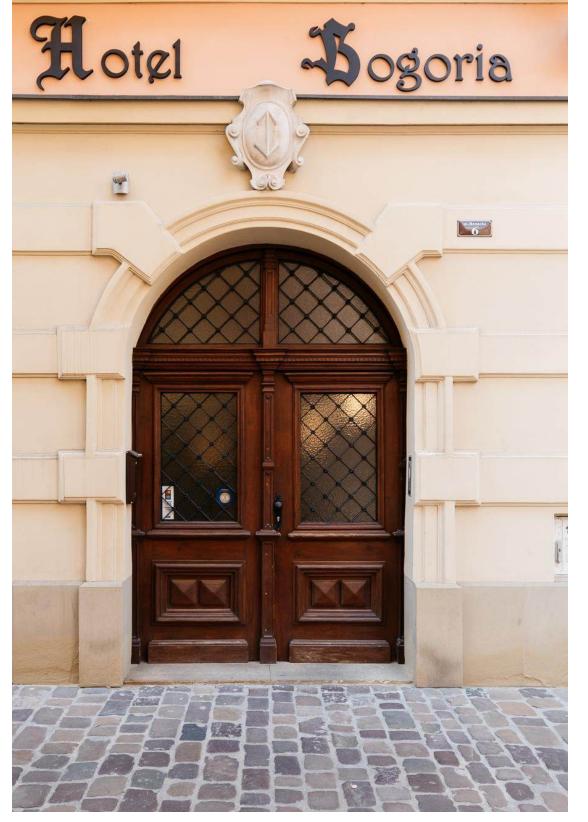


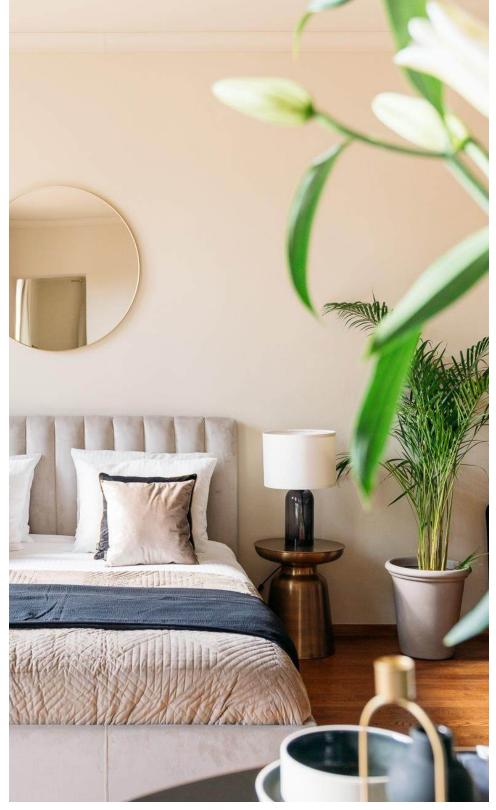


## Przykładowe obiekty Loft Affair

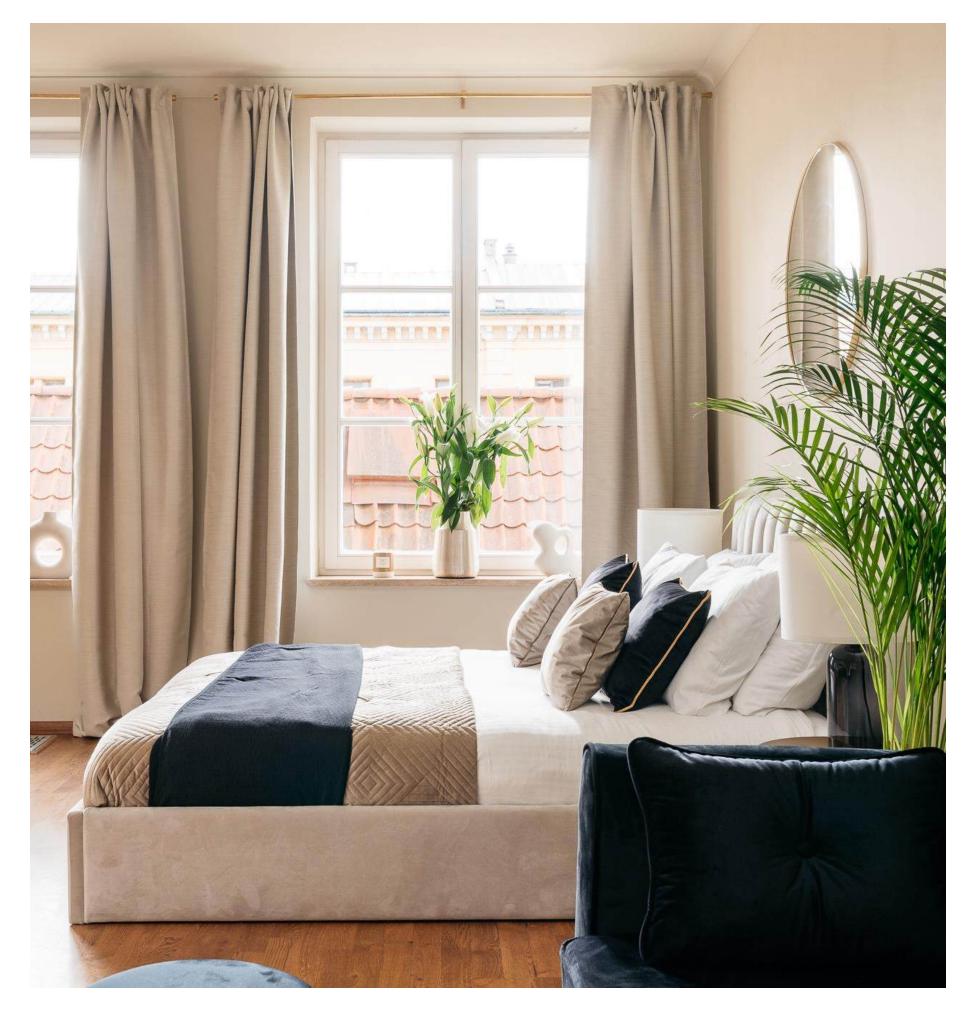
BOGORIA – Senacka 6, Kraków





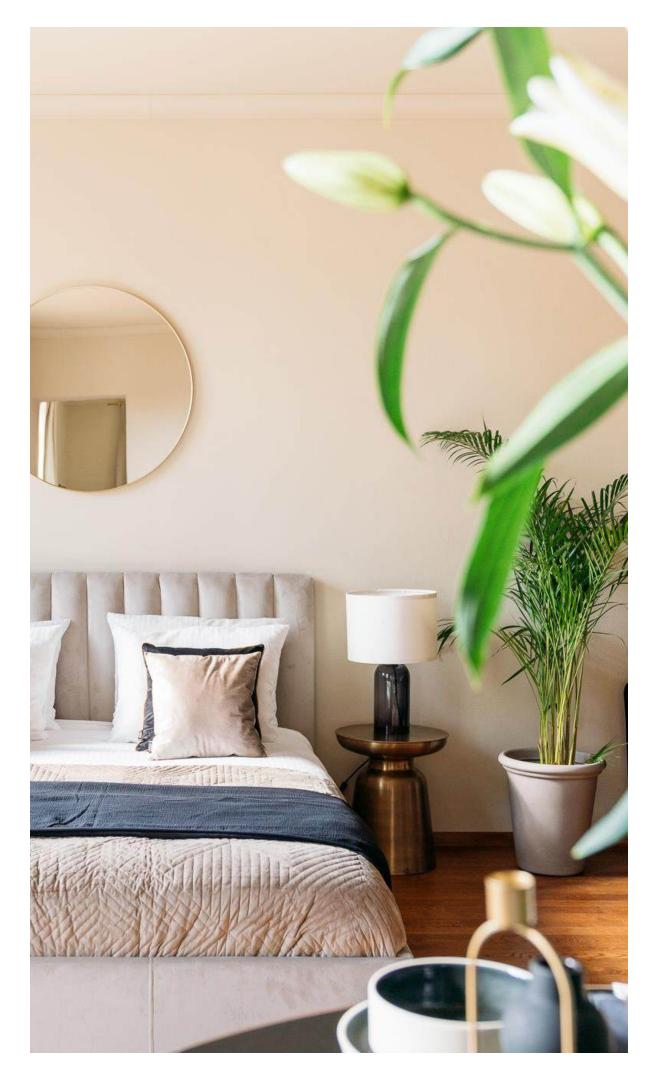


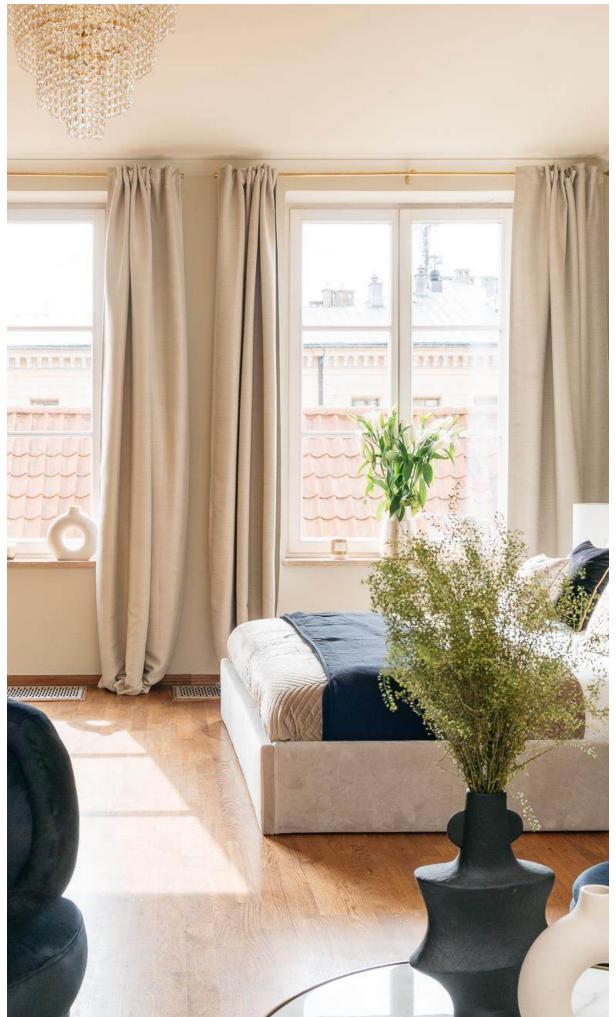


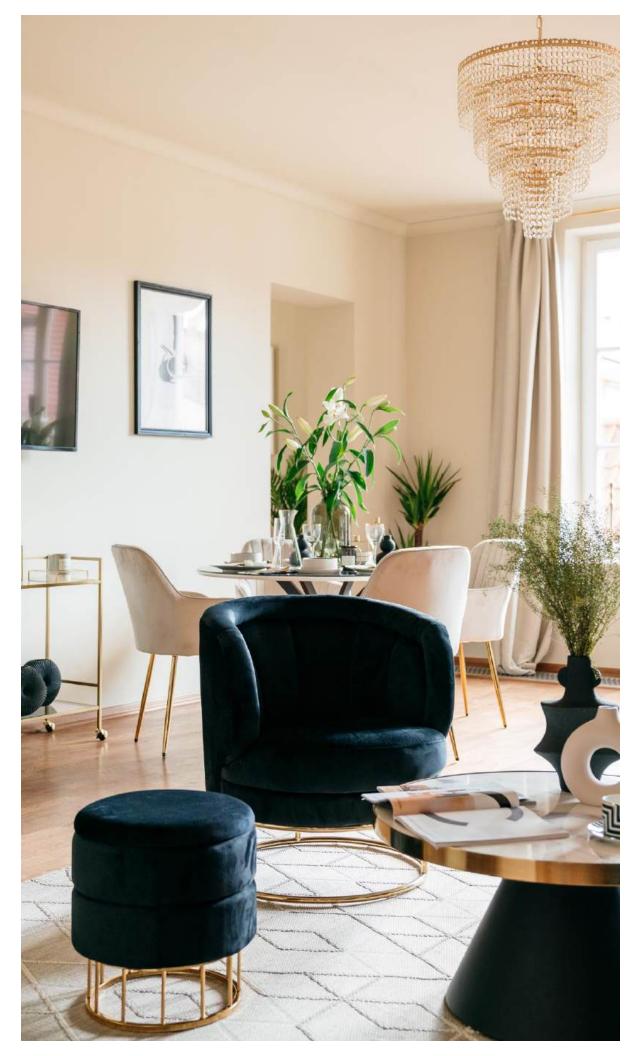












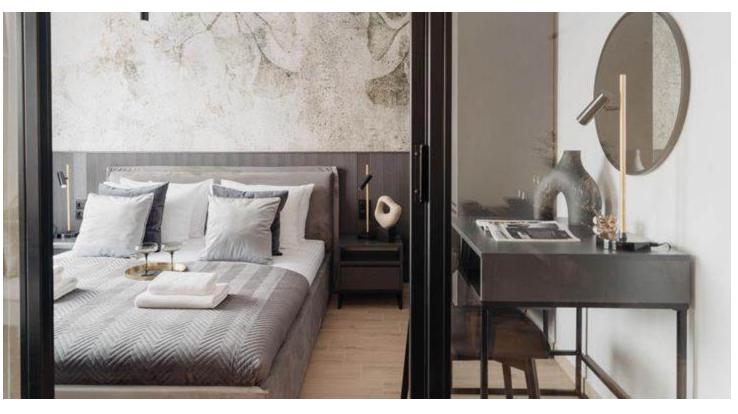




## Our signature locations - examples

MUSE - Długa 20, Kraków

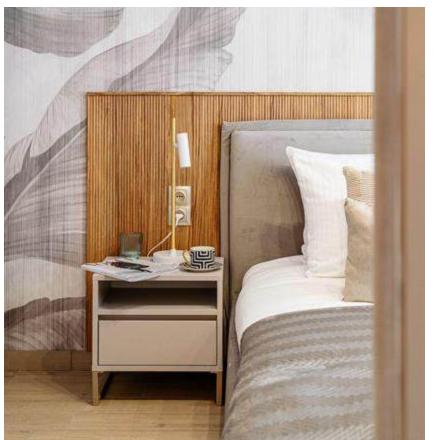
















## Our signature locations - examples

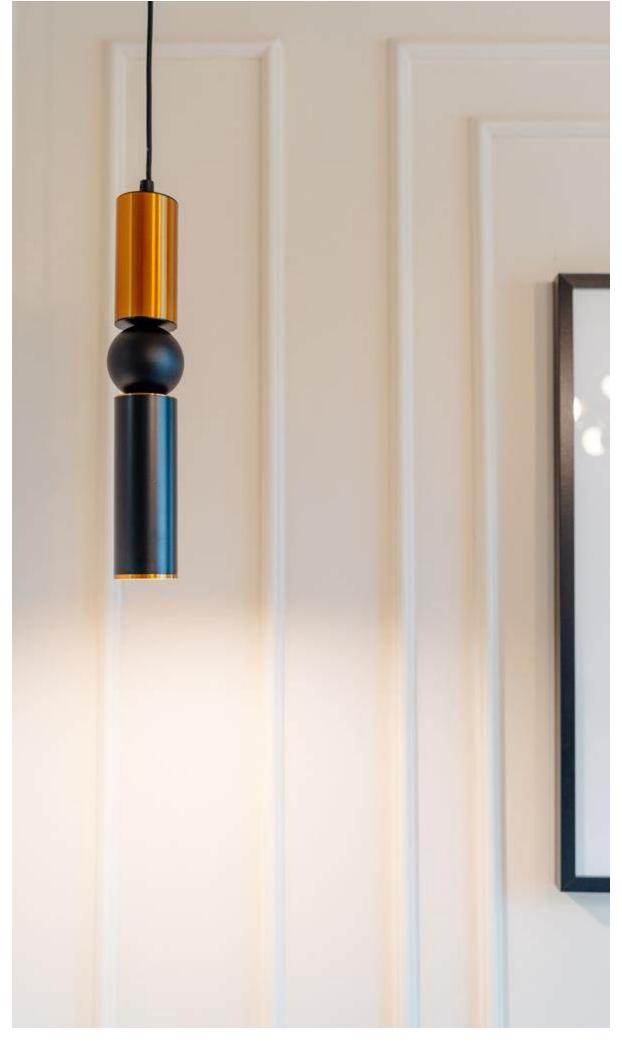
WARSAW STORY – Krakowskie Przedmieście 53, Warszawa

























Loft Affair is a partner of the 70 apartments project Enklawa Polany Stage I from the very beginning, accompanying apartment buyers from the purchase, through finishing, to the launch of the lease

Loft Affair - Project documentation

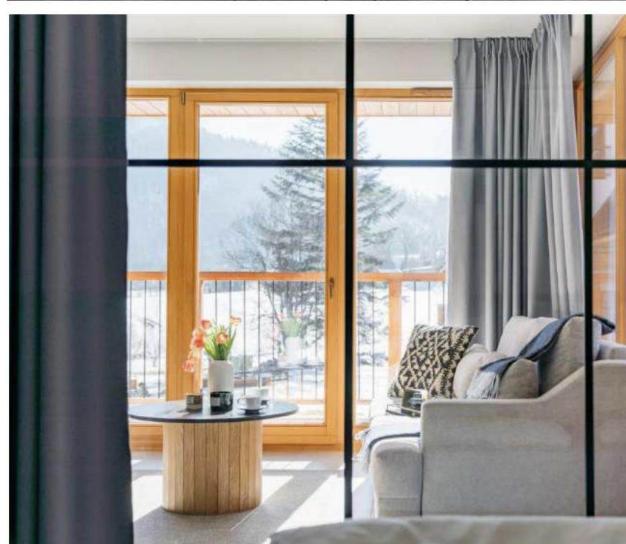
Exemplary apartments finished by Loft Affair for clients of Enklawa Polany, currently operating under the Polana Resort by Loft Affair brand



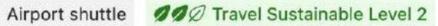






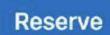












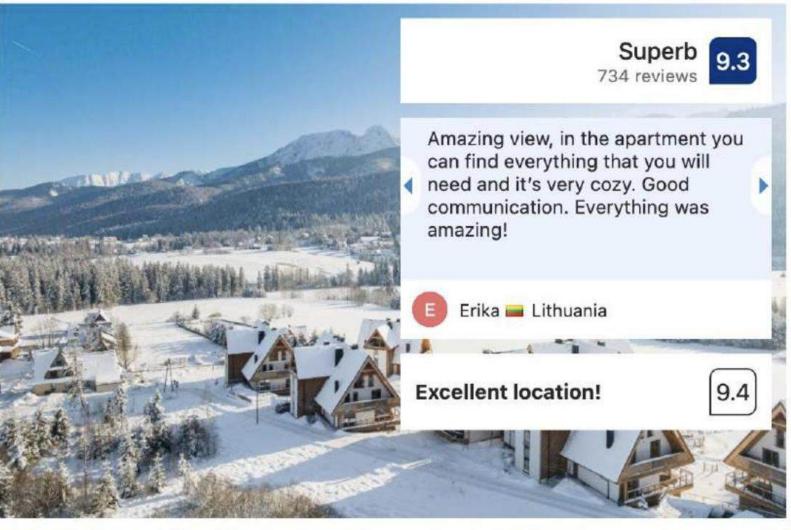
### **Polana Resort by Loft Affair**

14 Chotarz-Bór, 34-511 Kościelisko, Poland – Excellent location - show map



















After managing fitout for clients with a signed management agreement, we currently manage 40 apartments on site, under the Polana Resort brand, in the % rental model

### Podhale

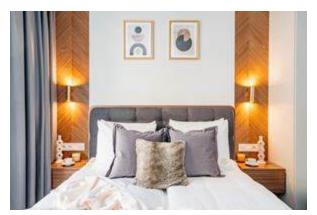






Landscape



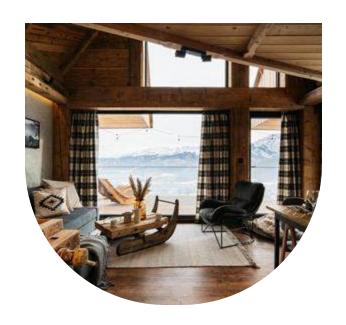




Polana Resort















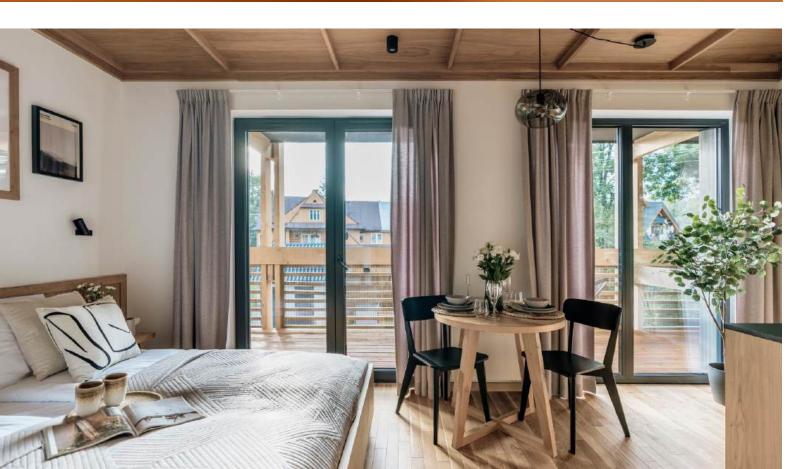
Landscape Szymoszkowa

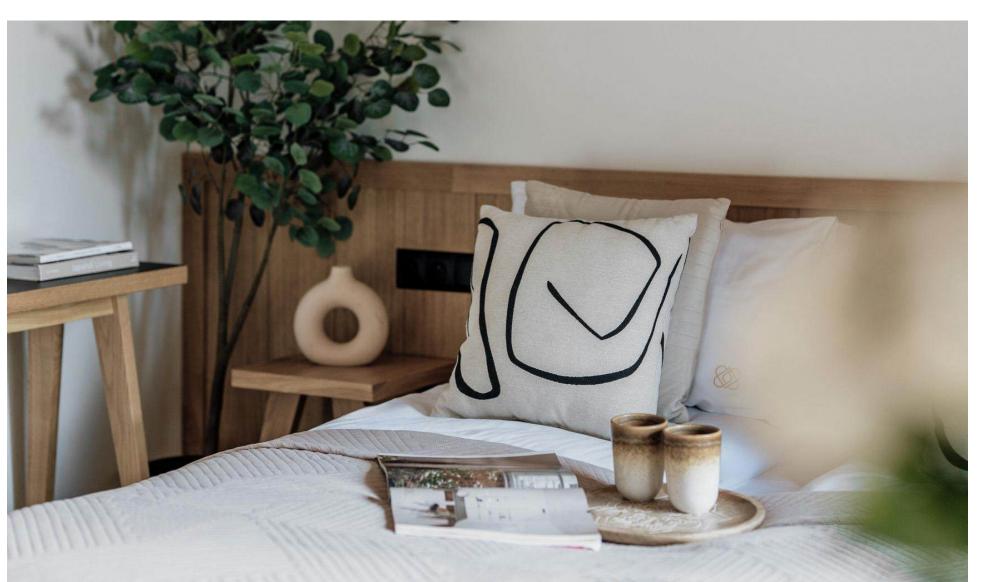






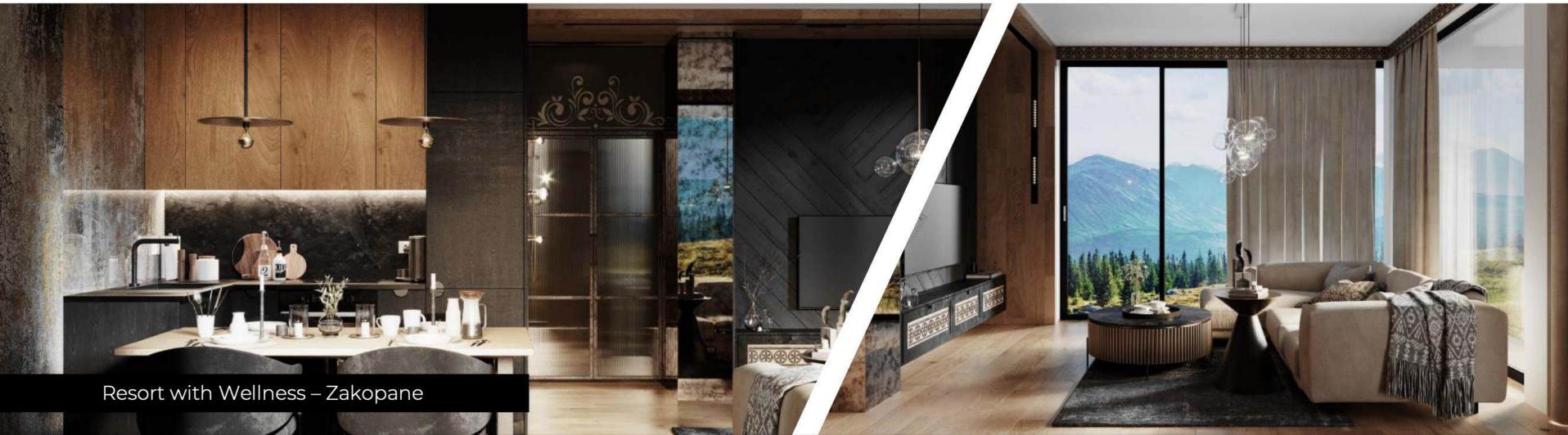




















Resort with Wellness – Zakopane

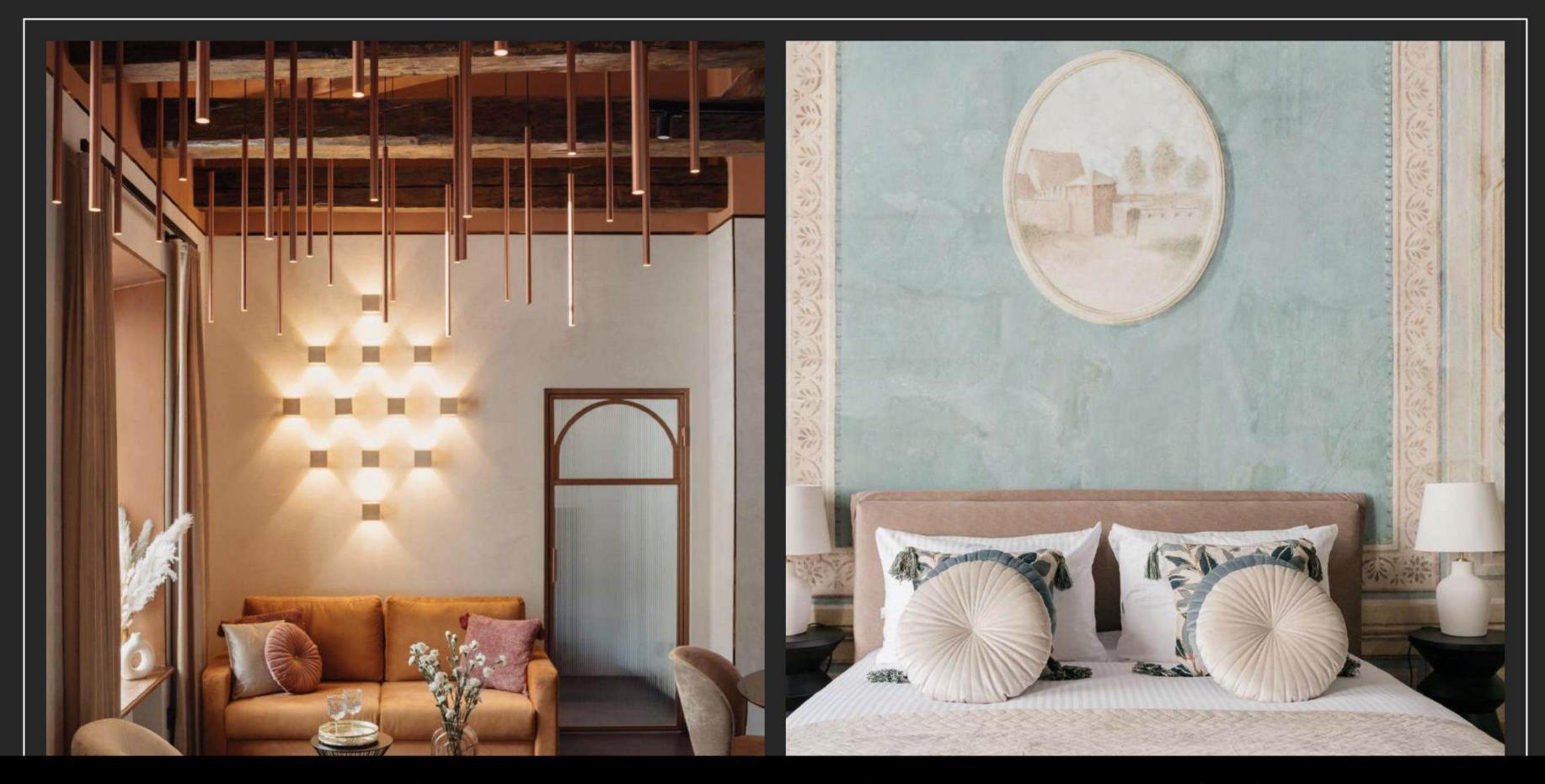




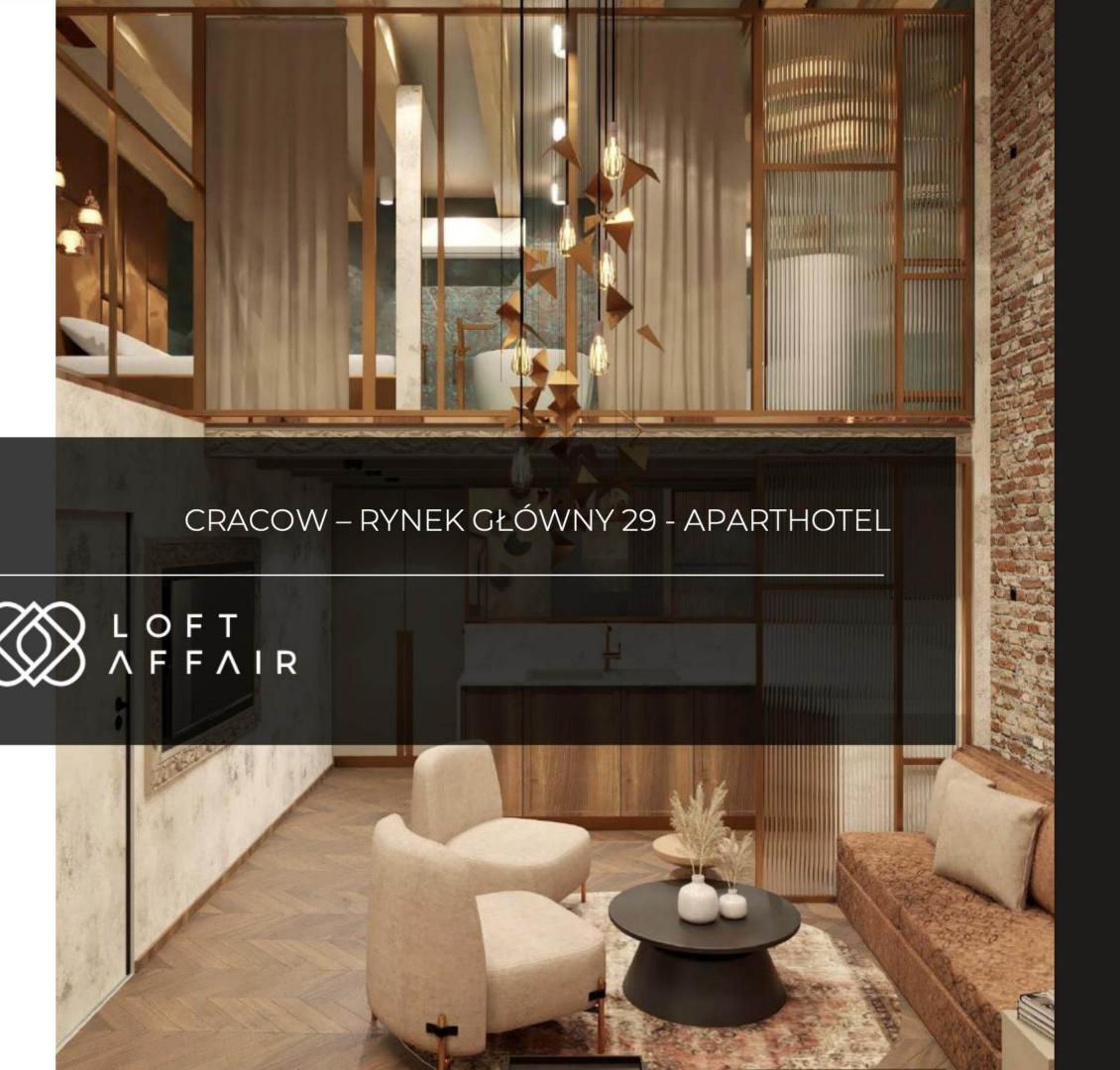


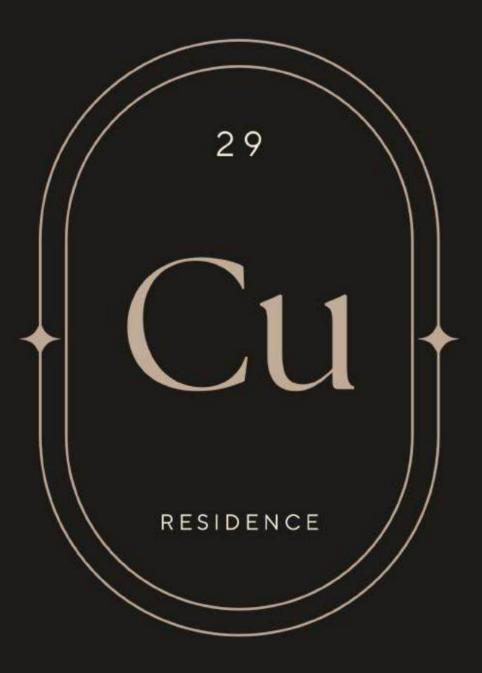






Sample heritage properties in Poland all designed & managed by Loft Affair



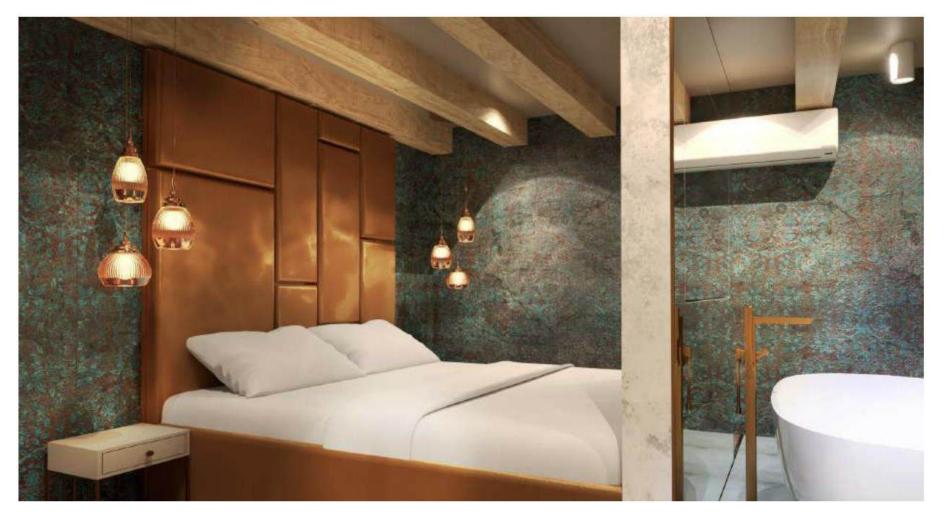






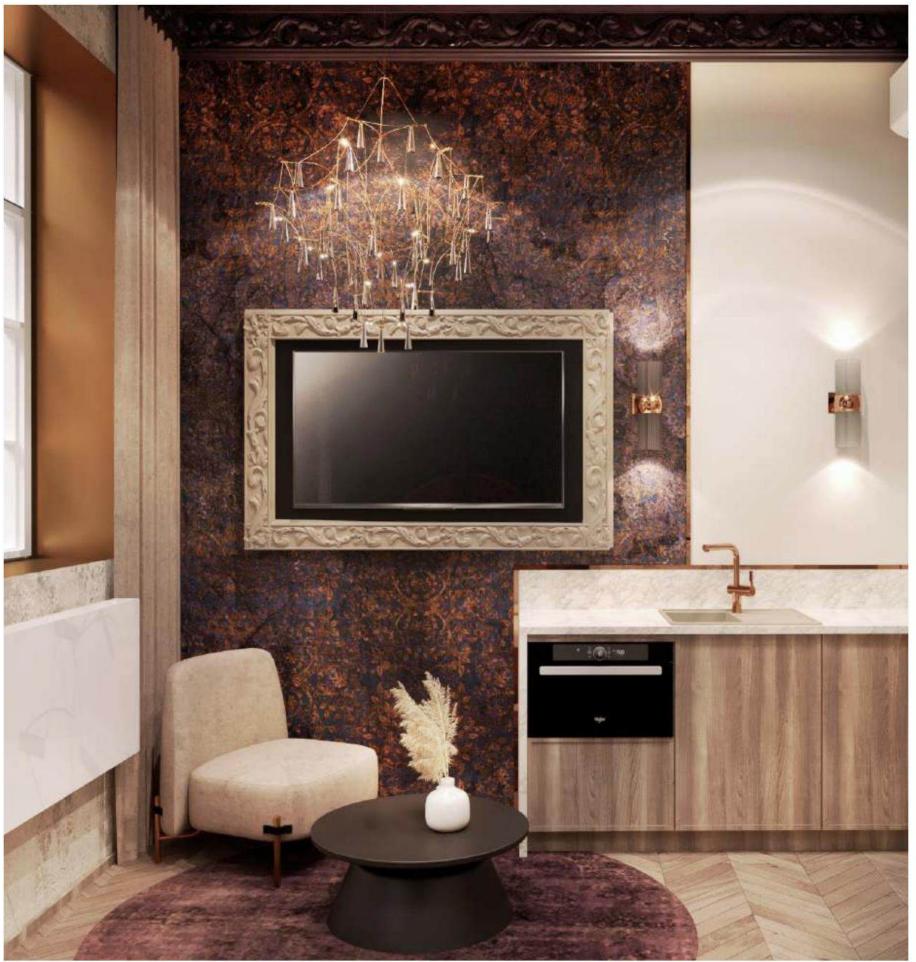




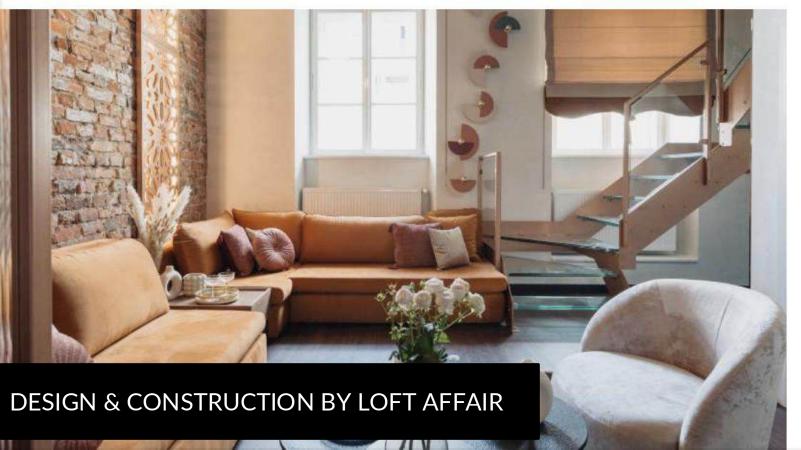




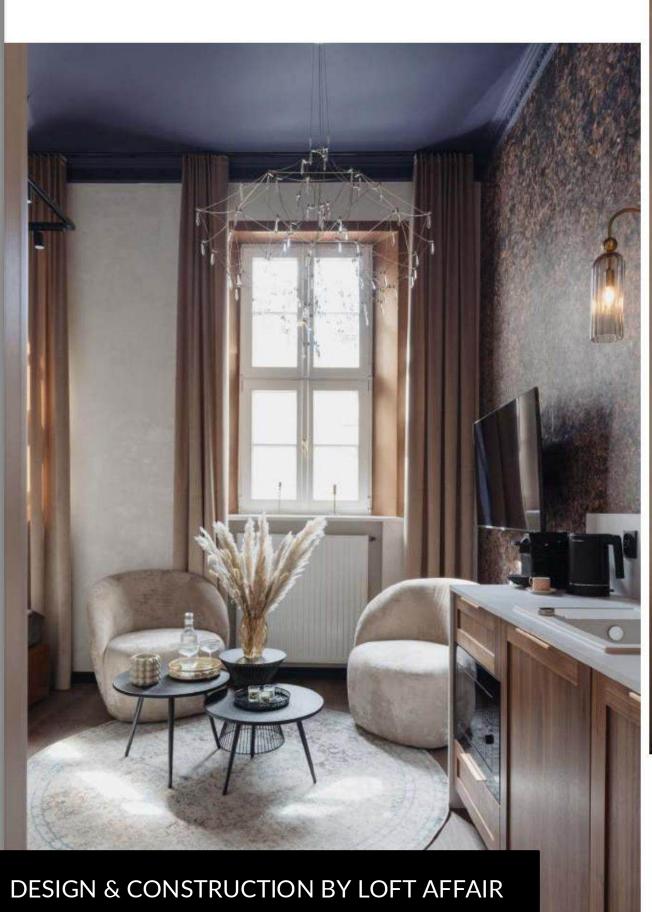


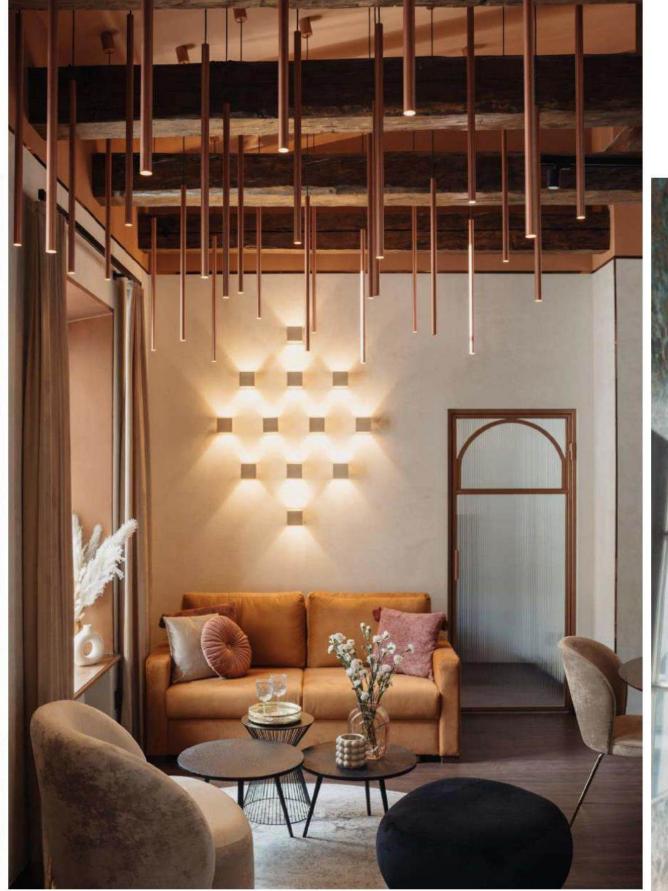


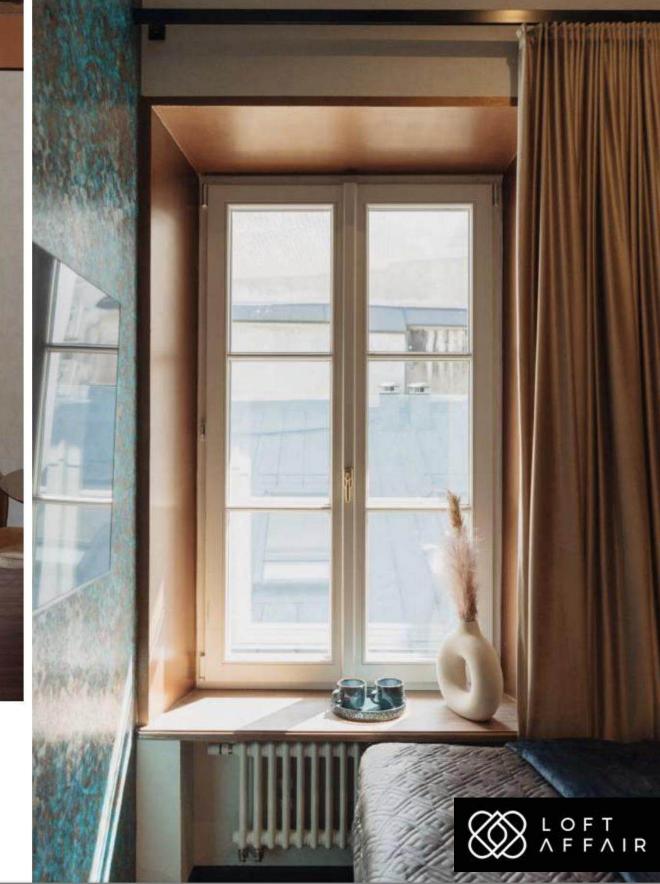












## Renovation of historical UNESCO protected tenement house with creation of a boutique aparthotel

## Key figures

Location: Cracow

Project type: Aparthotel

Completion date: 2019

Size: 500m2

## Scope of Work

- Functional conception
- Visualisations & moodboard
- Selection of materials and equipment
- Comprehensive interior design
- Turnkey finishing
- Ready to rent product for LA







## Kraków































Świętego Jana 2

# Kraków





























Lubicz 4

Długa 20

# Kraków







Podzamcze 10











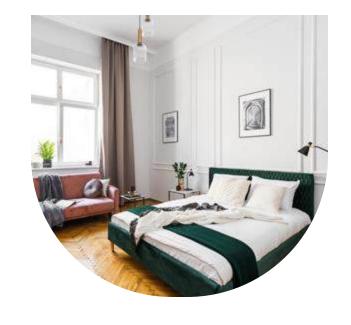






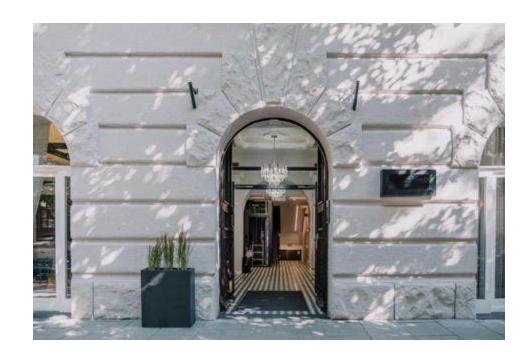






Tomasza 15

# Kraków | Loft Affair Hotels













Bogusławskiego 8 Szujskiego 1 Floriańska 38

# Warszawa | Gdańsk





















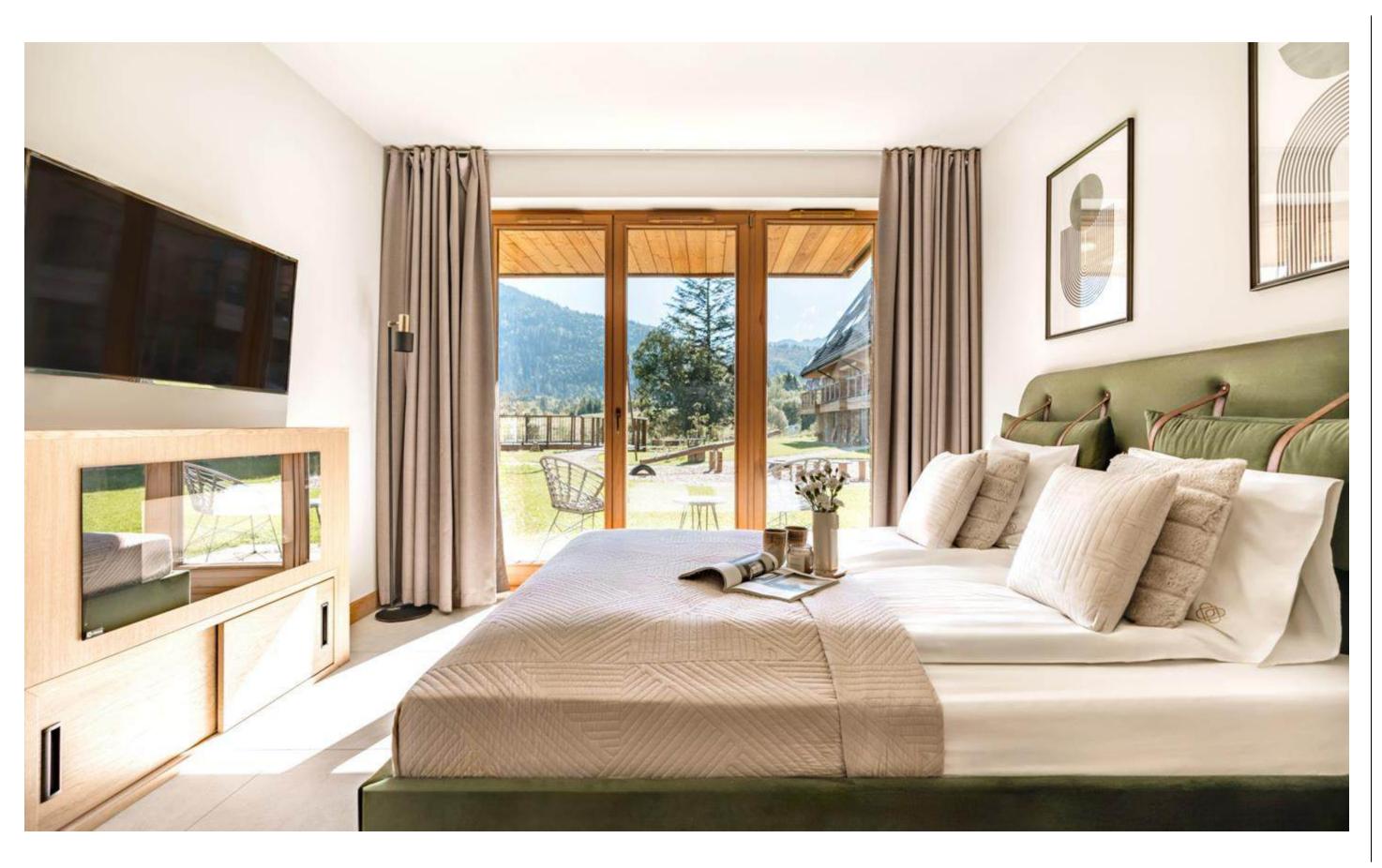




Ryżowa 41

Łąkowa

Łąkowa





First project analisys

Confidential LOFT AFFAIR - SMOLNA

# TOC

Competition and Target Group Analysis

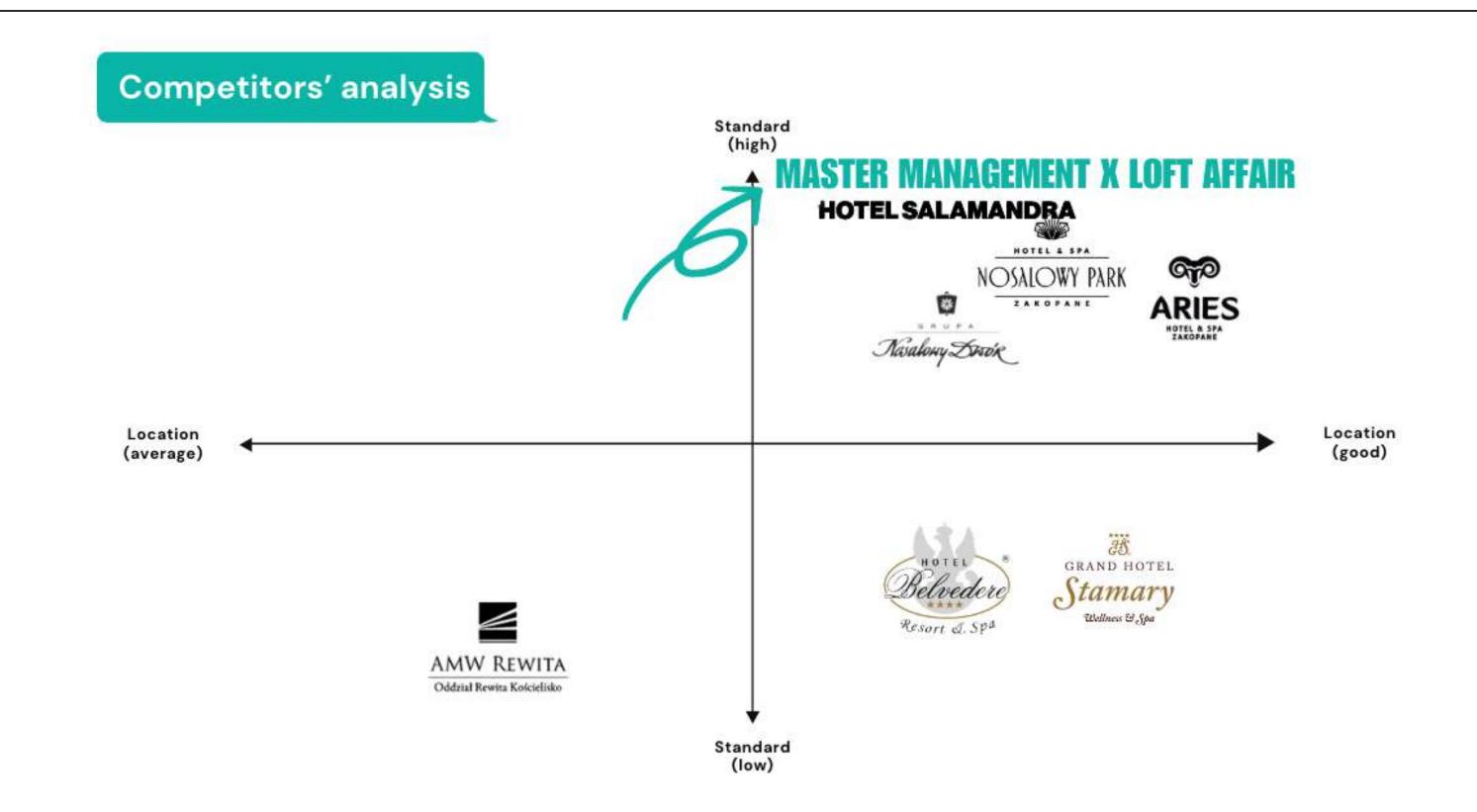
Revenue & profitability analysis

Business Model

Project analysis









# COMPETITORS' ANALYSIS

	Master Management Group  X LOFT AFFAIR	HOTELSALAMANDRA	ARIES HOTEL A SPA ZAKOPANE	NOSALOWY PARK	Nasalony Zwo'x
size	232 units	180 units	98 units	139 units	390 units
amenities	Reception, wellness, conference center				
restaurant					
ADR	800 PLN	?	770 PLN	820 PLN	560 PLN



# **BUSINESS MODELS**

Settlement form	Individual	Group	
Rent base	Individual apartment revenue	Proportion of all hotel revenue	
Revenue management effectiveness		Higher	
Owner loyalisation Lower		Higher	
Income stabilization	Lower	Higher	



#### **Customer Persona**

# **AHMED AL-FARSI**

Ahmed Al-Farsi is a conscious consumer who makes thoughtful purchasing choices.

His preferences regarding communication and purchasing behavior are crucial for effective hotel marketing in Podhale. Tailoring the offer to his expectations may significantly influence the decision to choose a specific place to relax.

Age	: 35-45	
Occupancy	IT Manager	\$
Location	Dubai, UAE	

#### Source of customer

Booking.com



#### Motivation

 Searching for unique experiences in picturesque places.

### Expectations

- Rest in beautiful mountain landscapes.
- Getting to know the local cuisine and culture.
- · High quality rooms.
- Modern amenities such as a spa, swimming pool and gym.

### Shopping behavior:

- prefers online shopping, using booking platforms and hotel websites that offer transparent information and reviews.
- I usually book in advance to ensure the best deals and availability.
- He often compares different accommodation options, paying attention to the opinions of other guests and the availability of amenities.

### Communication preferences

- Prefers communication by e-mail or instant messenger
- Uses mobile applications to manage reservations.



#### **Customer Persona**

# PETRA HORAKOVA

Petra Horakova represents a typical Czech traveler visiting with her family, seeking a comfortable and welcoming vacation spot. Her expectations focus on family amenities and local attractions, making her an ideal guest for a hotel in Podhale. Tailoring the hotel's offerings to meet her needs can significantly influence her decision to choose this destination for her holiday.



#### Source of customer

Airbnb



#### Motivation

- Seeking attractions suitable for both adults and children.
- Interest in the local culture and traditions of the mountainous region.

### Expectations

- Relaxation away from daily responsibilities in a peaceful and beautiful location.
- Active outdoor experiences

### Shopping behavior:

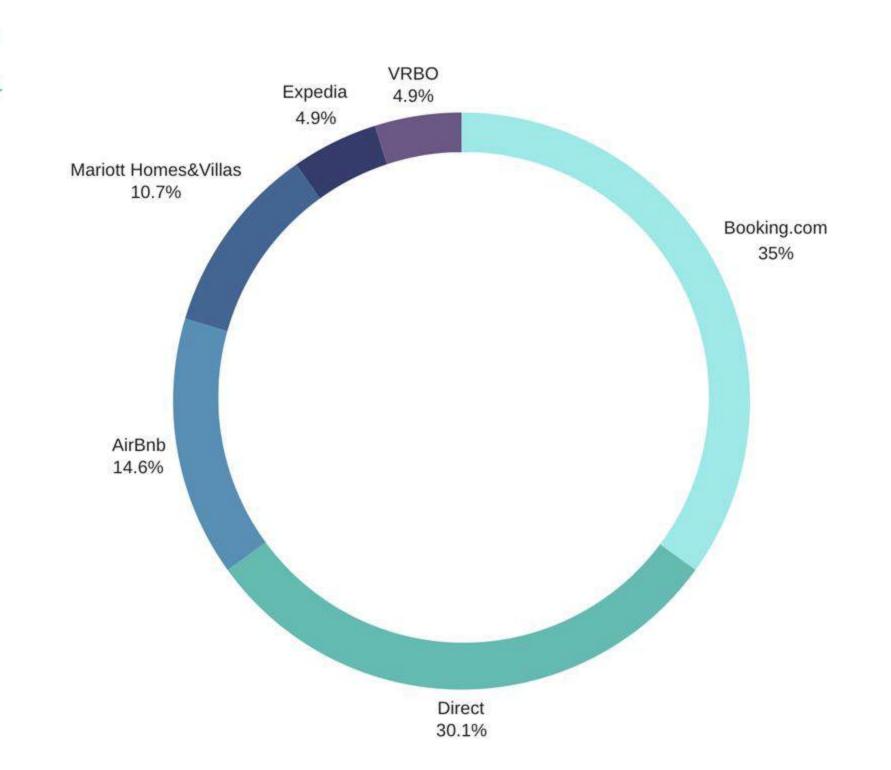
- Petra prefers online bookings, using comparison sites and reviews on travel platforms.
- Typically plans vacations well in advance to consider all options thoroughly.
- Key influences include reviews from other families and recommendations from friends.
- Availability of promotions or family packages is also important.

### Communication preferences

- Prefers communication via email and mobile apps for easy access to hotel information.
- Values the hotel's presence on social media, allowing her to follow updates and promotions.
- Expects friendly and helpful service that addresses her questions and needs.
- Prefers communication in English or Czech, enhancing her comfort during interactions with hotel staff.









## Annual Profit Estimation - 2 Person

#### **ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION**

Lokalizacja / Location	Master Management Group, Zakopane	
Typ Apartmentu / Apartment Type	2 person	
Liczba miejsc nocelgowych / No. of accommodation places:	2	
Podstawowa cena za dobę*/Basic price per night*:	780 zł	
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł	
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	686 zł	





Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	90%	120%
HIGH season	I, II, VI, VII, VIII, XII	164	936 zł
MEDIUM season	3	60%	75%
ŚREDNI sezon	IV, V, IX	55	585 zł
LOW season	3	40%	60%
NISKI sezon	III, X, XI	37	468 zł

186 834 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
8 237 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

20 20 V20-20 CHUV	A secondaria.	70%	94%
Rocznie /Annually	12	256	731 zł

8	Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	122 547 zł
1		

<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 4 Person - B

#### ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane	
Typ Apartmentu / Apartment Type	4 person - B	
Liczba miejsc nocelgowych / No. of accommodation places:	2	
Podstawowa cena za dobę*/Basic price per night*:	850 zł	
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł	
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	686 zł	





Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon **/ Occupancy by season ** [%]	Ceny vs Cena podstawowa Price vs basic price
WYSOKI sezon	6	90%	120%
HIGH season	I, II, VI, VII, VIII, XII	164	1 020 zł
MEDIUM season	3	60%	75%
ŚREDNI sezon	IV, V, IX	55	638 zł
LOW season	3	40%	60%
NISKI sezon	III, X, XI	37	510 zł

203 602 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
8 237 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

NATIONAL AND AND		70%	94%
Rocznie /Annually	12	256	797 zł

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	134 284 zł
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 4 Person - A

## ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane
Typ Apartmentu / Apartment Type	4 person - A
Liczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę*/Basic price per night*:	1 050 zł
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 020 zł



Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	90%	120%
HIGH season	I, II, VI, VIII, VIII, XII	164	1 260 zł
MEDIUM season	3	60%	75%
ŚREDNI sezon	IV, V, IX	55	788 zł
LOW season	3	40%	60%
NISKI sezon	III, X, XI	37	630 zł

251 508 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
12 235 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

		70%	94%
Rocznie /Annually	12	256	984 zł

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	163 821 zł
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 6 Person - B

## ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane
Typ Apartmentu / Apartment Type	6 person - B
Liczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę*/Basic price per night*:	1 090 zł
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 020 zł

Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon **/ Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	92%	120%
HIGH season	I, II, VI, VII, VIII, XII	168	1 308 zł
MEDIUM season	3	63%	75%
ŚREDNI sezon	IV, V, IX	57	818 zł
LOW season	3	44%	60%
NISKI sezon	III, X, XI	40	654 zł

		73%	94%
Rocznie /Annually	12	266	1 022 zł





271 346 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
12 235 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	177 708 zł
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp.
Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 6 Person - A

#### ESTYMACJA ROCZNEGO PRZYCHODU **ANNUAL PROFIT ESTIMATION**

kalizacja / Location	Master Management Group, Zakopane
p Apartmentu / Apartment Type	6 person - A
zba miejsc nocelgowych / No. of accommodation places:	2
odstawowa cena za dobę*/Basic price per night*:	1 230 zł
rewidywany koszt opłat eksploatacyjnych na metr kwadratowy kpected cost of operating expenses per square meter	25 zł
iesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 561 zł





Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	92%	120%
HIGH season	I, II, VI, VII, VIII, XII	168	1 476 zł
MEDIUM season	3	63%	75%
ŚREDNI sezon	IV, V, IX	57	923 zł
LOW season	3	44%	60%
NISKI sezon	III, X, XI	40	738 zł

306 198 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
18 733 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

500 80		73%	94%
Rocznie /Annually	12	266	1 153 zł

Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp.

Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali

Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 8 Person - B

#### ESTYMACJA ROCZNEGO PRZYCHODU **ANNUAL PROFIT ESTIMATION**

Lokalizacja / Location	Master Management Group, Zakopane
Typ Apartmentu / Apartment Type	8 person - B
Liczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę*/Basic price per night*:	1 340 zł
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 561 zł





Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	92%	120%
HIGH season	I, II, VI, VII, VIII, XII	168	1 608 zł
MEDIUM season	3	63%	75%
ŚREDNI sezon	IV, V, IX	57	1 005 zł
LOW season	3	44%	60%
NISKI sezon	III, X, XI	40	804 zł

333 581 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
18 733 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

	20,000	73%	94%
Rocznie /Annually	12	266	1 256 zł

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	214 774 zł
the Property to the Landiora	

<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 8 Person - A

#### ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane
Typ Apartmentu / Apartment Type	8 person - A
Liczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę*/Basic price per night*:	1 450 zł
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 851 zł



Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon **/ Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	<b>6</b>	<b>92%</b>	<b>120%</b>
HIGH season	I, II, ∀I, ∀II, ∀III, XII	168	1 740 zł
MEDIUM season	<b>3</b>	<b>63%</b>	<b>75%</b>
ŚREDNI sezon	IV, V, IX	57	1 088 zł
LOW season	3	<b>44%</b>	<b>60%</b>
NISKI sezon	III, X, XI	40	870 zł

360 965 zł	***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution
22 210 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

== =90 av		73%	94%	
Rocznie /Annually	12	266	1 359 zł	

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord	230 466 zł
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation - 10 Person - B

#### ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane
Typ Apartmentu / Apartment Type	10 person - B
Liczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę*/Basic price per night*:	1 470 zł
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	1 561 zł



Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa Price vs basic price
WYSOKI sezon	6	94%	120%
HIGH season	I, II, VI, VII, VIII, XII	172	1764 zł
MEDIUM season	3	65%	75%
ŚREDNI sezon	IV, V, IX	59	1 103 zł
LOW season	3	45%	60%
NISKI sezon	III, X, XI	41	882 zł

***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution	374 747 zł
Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property	18 733 zł
Czynsz dla Właściciela / Rent for the Landlord:	70%

		75%	94%
Rocznie /Annually	12	272	1 378 zł

the Property to the Landlord
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 10 Person - A

## ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

okalizacja / Location	Master Management Group, Zakopane
yp Apartmentu / Apartment Type	10 person - A
iczba miejsc nocelgowych / No. of accommodation places:	2
Podstawowa cena za dobę* / Basic price per night*:	1 780 zł
rzewidywany koszt opłat eksploatacyjnych na metr kwadratowy Expected cost of operating expenses per square meter	25 zł
diesięczne koszty eksploatacyjne / Monthly maintenance costs:	2 374 zł



Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon HIGH season	6 I, II, VI, VII, VIII, XII	94% 172	<b>120%</b> 2 136 zł
MEDIUM season	3	65%	75%
ŚREDNI sezon	IV, V, IX	59	1 335 zł
LOW season	3	45%	60%
NISKI sezon	III, X, XI	41	1 068 zł

453 775 zł	***Prognoza rocznego przychodu do podziału  Forecast of the annual revenue for distribution
28 487 zł	Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property
70%	Czynsz dla Właściciela / Rent for the Landlord:

V1		75%	94%
Rocznie /Annually	12	272	1 669 zł

289 156 zł	Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela
	Estimated annual revenue from renting the Property to the Landlord

<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp.

Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – 12 Person - B

## ESTYMACJA ROCZNEGO PRZYCHODU ANNUAL PROFIT ESTIMATION

Lokalizacja / Location	Master Management Group, Zakopane  12 person - B	
Typ Apartmentu / Apartment Type		
Liczba miejsc nocelgowych / No. of accommodation places:	2	
Podstawowa cena za dobę*/Basic price per night*:	1 870 zł	
Przewidywany koszt opłat eksploatacyjnych na metr kwadratowy / Expected cost of operating expenses per square meter	25 zł	
Miesięczne koszty eksploatacyjne / Monthly maintenance costs:	2 374 zł	



Sezonowość / Seasonality	Liczba miesięcy / Miesiące Number of months / Months	Obłożenie na sezon ** / Occupancy by season ** [%]	Ceny vs Cena podstawowa / Price vs basic price
WYSOKI sezon	6	94%	120%
HIGH season	I, II, VI, VII, VIII, XII	172	2 244 zł
MEDIUM season	3	65%	75%
ŚREDNI sezon	IV, V, IX	59	1 403 zł
LOW season	3	45%	60%
NISKI sezon	III, X, XI	41	1 122 zł

***Prognoza rocznego przychodu do podziału Forecast of the annual revenue for distribution	
Roczny koszt eksploatacji Nieruchomości Annual operating cost of the property	28 487 zł
Czynsz dla Właściciela / Rent for the Landlord:	70%

		75% 94%	94%
Rocznie /Annually	12	272	1 753 zł

Szacunkowy roczny przychód z wynajmu nieruchomości dla Właściciela Estimated annual revenue from renting the Property to the Landlord
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<sup>\*</sup>Sugerowana cena po porównaniu cen konkurencji na platformach Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas itp. Recommended price after comparing prices of competitors via e.g. Airbnb, Booking.com, Expedia, TripAdvisor, Hotels.com, HomeAway, Agoda, TUIVillas and others.

<sup>\*\*</sup>Obłożenie wg wewnętrznych statystyk wynikow LoftAffair oraz danych rynkowych

Occupancy according to internal statistics of LoftAffair results and market data.

<sup>\*\*\*</sup>Roczny przychód do podziału definiowany jako przychód z wynajmu pomniejszony o podatek VAT oraz ewentualne prowizje portali

Annual revenue for distribution, defined as rental revenue less of VAT and portal fees if any.



## Annual Profit Estimation – The Hotel

KATEGORIA Category	LICZBA LOKALI Number of Units	SZACOWANY PRZYCHÓD Z WYNAJMU  Estimated Annual Rent
2 person ▼	96	11 764 525,07 zł
4 person - A ▼	94	15 399 166,51 zł
4 person - B ▼	0	0
6 person - A ▼	33	6 454 998,18 zł
6 person - B ▼	0	0
8 person - A ▼	3	649 551,25 zł
8 person - B ▼	0	0
10 person - A ▼	1	289 155,89 zł
10 person - B ▼	0	0
12 person - B ▼	0	0
SUMA Summary	227	34 557 396,90 zł



## Annual Profit Estimation – The Hotel updated

KATEGORIA Category	LICZBA LOKALI Number of Units	SZACOWANY PRZYCHÓD Z WYNAJMU  Estimated Annual Rent
2 person ▼	19	2 328 395,59 zł
4 person - A ▼	81	13 269 494,55 zł
4 person - B ▼	77	10 339 880,89 zł
6 person - A ▼	23	4 498 938,12 zł
6 person - B ▼	12	2 132 492,93 zł
8 person - A ▼	0	0,00 zł
8 person - B ▼	10	2 147 744,94 zł
10 person - A ▼	0	0,00 zł
10 person - B ▼	4	974 360,41 zł
12 person - B ▼	1	305 216,46 zł
SUMA Summary	227	35 996 523,90 zł



### SAMPLE BUSINESS MODEL - 70% of net revenue for the owner - Zero additional costs

Rent % for the owner I Operating costs on Loft Affair behalf I Utility costs deducted from income

#### Management includes:

- Manager and facility staff, including housekeeping supervisors
- Trained Loft Affair staff in revenue management, direct sales, and property marketing
- 24-hour reception/building security
- ♦ Hotel-standard housekeeping and all cleaning costs, including Welcome Pack
- Ongoing maintenance of all minor repairs and damages
- Management of property maintenance to hotel standards
- ❖ All IT tools for sales, property management software (PMS), and Channel Manager
- Mobile application for the owner with a daily revenue dashboard
- ❖ 24/7 guest service, including review management and concierge services
- Hotel laundry, hotel cosmetics, and daily replenishment of guest products (coffee, tea, sugar, spices, laundry and dishwasher capsules, etc.)
- ❖ Technical support 24/7, organization of ongoing inspections, and periodic inventory
- Apartment setup and sales preparation (including photo sessions, provision of hotel products, marketing development)

#### Costs settled from revenue before division:

- OTA commissions,
- Utility costs,

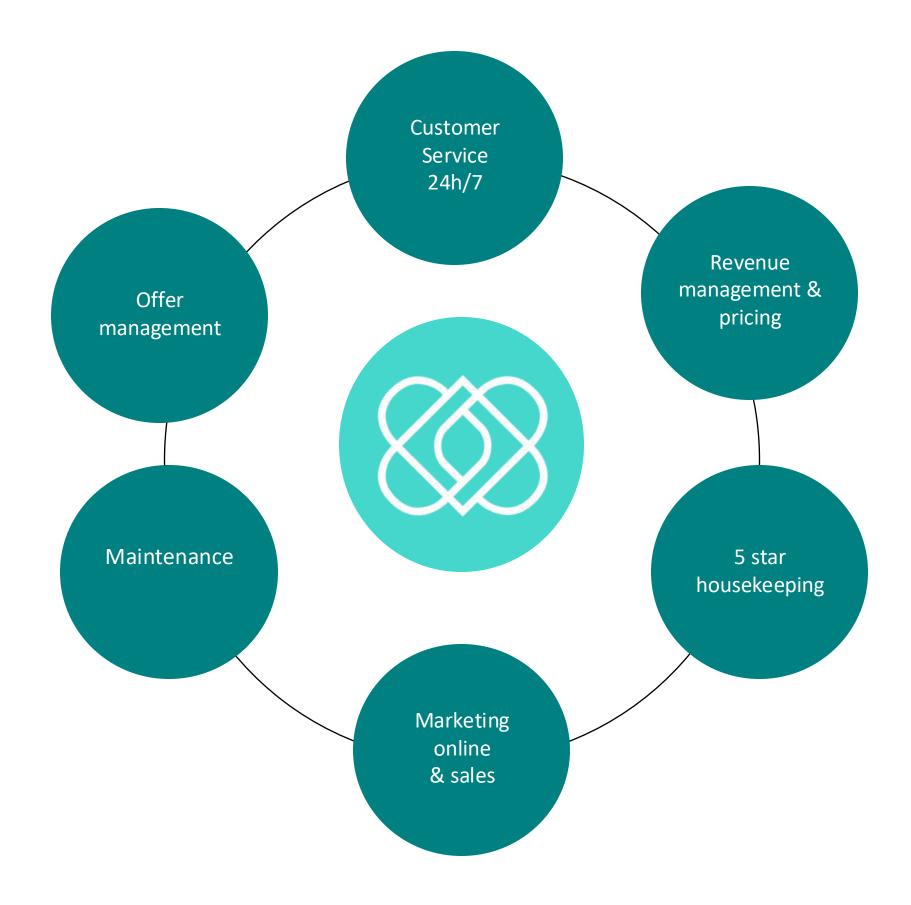
The parties bear these costs proportionally together, reducing the rental income before the profit division and the calculation of rent.

How it works

# Operator offer

complex management

All-in-one service







We focus on professionalism and quality.

without compromises

Customer Service 24h/7	<b>Reservation specialists</b> are available 24/7, and the e-concierge service is provided for all customers.
Offer management	<b>Every day</b> we monitor positioning, offer ratings, and new sales channel opportunities, while also managing direct offers
Revenue management & pricing	We manage prices not only through <b>artificial intelligence</b> , but also with a <b>specialized team</b> that understands the local market.
Maintenance	Current repairs are addressed immediately; we also focus on improvements, energy optimization, and regular inspections.
5-star housekeeping	<b>Not just cleaning, but housekeeping</b> – we see a key difference between an apartment that is cleaned and one that is prepared for a 5-star stay.
Digital marketing & sales	We actively conduct <b>online marketing</b> , including <b>social media</b> , while running independent <b>B2B sales</b> team.



We distinguish by a modern technology platform, automated operations, and IT tools

supporting us in modern & smooth rental management

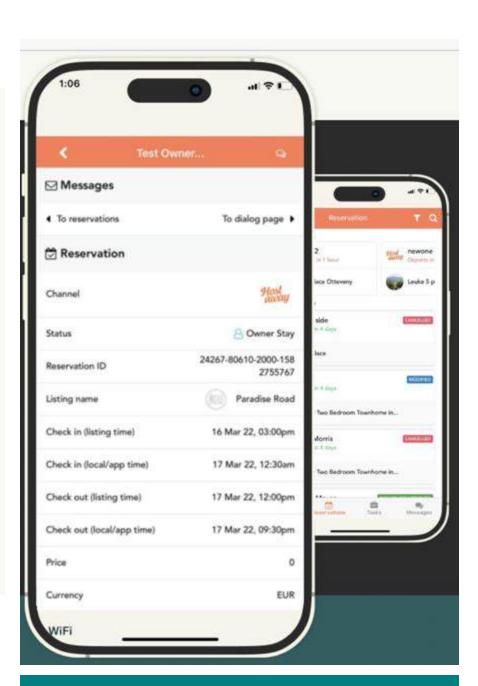




**Access control** 



**Channel Management** 



Mobile solutions

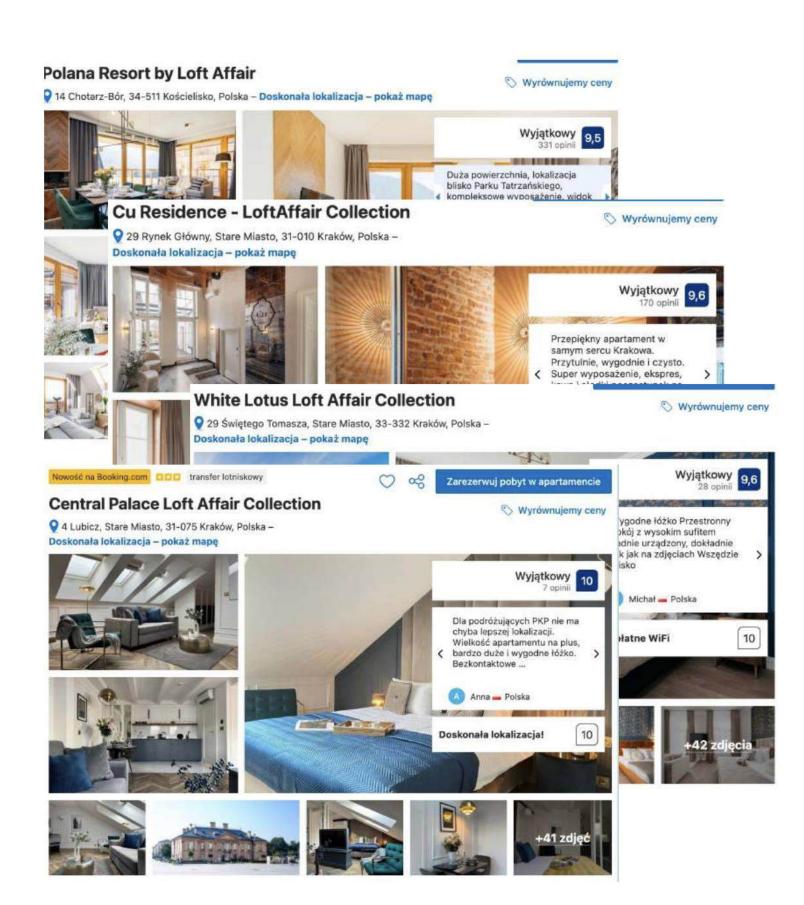
### Why Loft Affair?













District17 - LoftAffair Collection

<u>Stare Miasto, Kraków</u> <u>Pokaż na mapie</u> 450 m oc Obiekt District17 - LoftAffair Collection położony jesi miejscowości Kraków i oferuje bar oraz bezpłatne Wi



Cu Residence - LoftAffair Colle

Stare Miasto, Kraków Pokaż na mapie 150 m od Obiekt Cu Residence - LoftAffair Collection położony Kraków, w odległości 400 m od jej centrum.



**Gallery 7 - Loft Affair Collectio** 

Stare Miasto, Kraków Pokaż na mapie 350 m o

Ø Ø Ø Travel Sustainable – poziom 1

Obiekt Gallery 7 - Loft Affair Collection położony jes lokalizacji w centrum miejscowości Kraków i oferuje widok na miasto.



White Lotus Loft Affair Collect

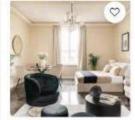
Stare Miasto, Kraków Pokaż na mapie 350 m c
Obiekt White Lotus Loft Affair Collection znajduje s
miejscowości Kraków i zapewnia różne opcje zakwa
doskonałym wyposażeniem oraz bezpłatnym WiFL



MUSE - LoftAffair Collection

Stare Miasto, Kraków Pokaż na mapie 0,5 km (

Obiekt MUSE - LoftAffair Collection położony jest w w centrum miejscowości Kraków i oferuje bezpłatne miasto.



#### Bogoria Residence - LoftAffair

Stare Miasto, Kraków Pokaż na mapie 0,6 km

Obiekt Bogoria Residence - LoftAffair Collection pi miejscowości Kraków, w odległości 700 m od jej ce



# Design - Construction - Finishing

A 60-person architectural and construction team specializing in designing functional and unique interiors for resorts, aparthotels, and apartments, as well as constructing and finishing hotels & resorts.

#### DESIGN PLANNING

Conceptual Design
3D Visualization
Equipment Selection
Furniture Design

#### PROJECT DEVELOPMENT

Technical drawings
Technical specifications
Specialized estimates
Executive documentation
Construction schedule

#### **EXECUTION MANAGEMENT**

Custom Furniture Production
Supervision of Work and Quality
Monitoring of Work Progress
Authorial Supervision of the Project
Final Quality Control

#### FITOUT HOMESTAGING

Material samples
Furniture layouts
Product selection
Purchase, delivery, installation
Homestaging after completion















## Loft Affair LAB - Our Architecture & Building department

Our in-house development department consists of a 60-person architectural and construction team specializing in the **design of functional and unique interiors** of resorts, aparthotels and apartments, **supervising constructions, implementing and coordinating comprehensive construction projects**.



**6500m2** interiors finished

**8000m2** designed space

+4000m2 finishing in progress



# Comprehensive construction projects.

We design, build, and finish aparthotels with a unique character, ensuring investment optimization.



# Comprehensive construction projects.

Our projects are well-thought-out solutions from the perspective of material durability and features focused on profitability.













# Comprehensive construction projects

