

A photograph of a hotel room. In the foreground, a blue suitcase stands on a light-colored floor. In the background, a bed with white linens and a brown patterned runner is visible. A wooden nightstand holds a lit lamp with a white shade and a telephone. The scene is framed by dark, curved shapes.

studiostays

HOTELS WITH A DIFFERENCE

Mission Statement

StudioStays Hotel Group PLC brings together a highly skilled management team with deep expertise in the hospitality sector and a proven track record of scaling successful businesses.

Our goal is to acquire high-potential assets and implement a hybrid business model that integrates two additional revenue streams, maximising EBITDA and significantly increasing the asset's market value. This strategic approach ensures a stronger balance sheet and long-term financial growth.

This innovative and disruptive model is the first of its kind in the UK, positioning StudioStays at the forefront of a new era in hospitality.

JPJENKINS

StudioStays Hotel Group PLC has put in place a private share trading facility with JP Jenkins.

View more on [jpjenkins.com](https://www.jpjenkins.com)

A formal SSHG company valuation report is available upon request, as generated by AAB. [aab.co.uk](https://www.aab.co.uk)

JP Jenkins registered office is at 101 Wigmore Street, 5th Floor, London, England, W1U 1QU, and they are an appointed representative of Prosper Capital LLP, which is authorised and regulated by the Financial Conduct Authority.

JP Jenkins will support any shareholders or investors who would like to buy or sell shares. This facility will be launched on the 3rd February 2025 and any investors that wish to participate would need to contact their broker in the UK or open an account with one of the brokers listed [\[here\]](#). JPJenkins will only accept orders submitted via a UK regulated broker and not directly to JP Jenkins.

Shareholders wishing to trade these securities can do so through their stockbroker. Trades will be conducted at a level that JP Jenkins is able to match a willing seller and a willing buyer. Trades can be conducted, and limits can be accepted, during normal business hours.

As an existing shareholder opening a new broking account, you are required to provide proof of ownership eg. a share certificate, which they will confirm against the official share register held by our Registrar.

Any completed trades will be settled within two working days of the trade taking place with funds and/or shares being received to your chosen regulated brokerage account. If you are an EIS or SEIS shareholder and sell within your 3 year period you may lose your tax relief (but please take your own tax and financial advice on this).

None of the foregoing should be taken as financial or tax advice. We recommend that shareholders get qualified independent tax advice, as every jurisdiction and individual circumstance is unique.

If you have any questions, please get in touch with:

Veronica Oswald, Commercial Director

Email: +44(0)207 469 0937

Tel: vo@jpjenkins.com

O V E R V I E W

Acquisition Strategy:

Identify an existing Hotel that is underperforming but whose core business is stable but with significant potential to improve occupancy levels

Fit kitchenettes into approximately 30% of the rooms to immediately open three significant revenue streams that previously did not exist:

1) **AirBnB / Short Term Rental Sector (STR)**

Installing kitchenettes in a percentage of the rooms which will open them up to the AirBnB / STR sector. The kitchenettes will include:

A hob, a Virgin Pure (providing filtered, boiling and chilled water), fridge, sink, dishwasher, microwave and full extraction. They will also be fully stocked with complementary cooking implements and tableware.

The predicted size of the UK STR market is forecast at £3.6bn in 2024 (Statista). Demand throughout the UK is forecast for rapid growth, particularly in seaside and resort locations.

2) **StudioStays / Long Term Rentals**

Create long stay opportunities. The demand for long stay serviced accommodation is evolving and experiencing a dramatic increase in popularity.

3) **Food & Beverage**

Reduce payroll costs and COS

Revenue increase will occur due to higher occupancy percentage generated by AirBnB / STR and longer stays.



THE INNOVATIVE SOLUTION

Converting rooms in existing hotels to facilitate AirBnB / STR + StudioStays has significant commercial benefits:

- ❖ By introducing two additional revenue streams and increasing F&B revenue due to increased occupancy will have a dramatic impact on the forecasted EBITDA. It is possible to multiply the value of the asset up to three times the acquisition price over a twelve month term
- ❖ Reduction in personnel requirement vs. the traditional hotel model, reducing overhead.
- ❖ Opportunity to convert unwanted common space areas into further rooms / crash pads.
- ❖ Acute shortage of high end long term student accommodation. Typical student duration of stay is 3-6 months. Overseas students, particularly post grads, much prefer their own space and privacy, and there is a strong tendency to move away from shared amenities i.e bathrooms and kitchens. Students are also reluctant to commit to a typical 12 month AST, particularly with recent dramatic price rises.
- ❖ Large corporate demand for longer stays.
- ❖ Taking advantage of councils shutting down AirBnB / STR operations because they do not have the required consent. This is pushing the demand towards legal and fully licensed operations.

The Strategy

The company has already identified the first opportunity, as detailed on the next slide.

Due diligence has already commenced, identifying further opportunities that fit the acquisition criteria.

The business plan assumes a new acquisition will take place every 6 months.

The management team are very confident based on research that suitable opportunities exist.



S I T E O N E

studiosstays

EASTBOURNE LTD.

Opening April 2025

*Please note the staff are not aware of the impending sale therefore we are abiding by strict confidentiality

The management team at StudioStays have spent considerable time identifying its first opportunity which is situated on the south coast. It is currently trading successfully and is very well located, established in 1913 and under present ownership for the past 20 years, with significant potential. A formal exclusivity agreement has been entered into with the vendor. A £20,000 advance was paid to secure this agreement the company is aiming to complete prior to the end of March to avoid additional CGT exposure for the vendor.

Field Fisher have formally been appointed to act for the company. A formal valuation report is available upon request generated by Justin Cain MD Pinders.

Benefits include:

- ❖ Significant Tourism
- ❖ Good core business
- ❖ EBITDA for the year 2024/25 is c. £340,000
- ❖ Current turnover c. £2.4m
- ❖ Rated Excellent (4.5) on Tripadvisor & well liked within the local community
- ❖ Vast AirBnB / STR potential
- ❖ Strong local business penetration



U P O N A C Q U I S I T I O N

StudioStays will make the following changes to the business model

- ❖ Increase occupancy from 50% to 75% through installation of kitchenettes in 30 rooms.
- ❖ Kitchenettes open up significant AirBnB / long stay revenue substantially increasing EBITDA.
- ❖ Increase awareness of hotel through well developed marketing strategy across property portals and social media.
- ❖ Increase food and beverage cross sale and profitability through increased occupancy and reduced COS.



AirBnb Market Statistics for Eastbourne

provided by **airbtics**

A typical short-term rental listing in Eastbourne is booked for **241** nights a year, with a median occupancy rate of **66%** and an average daily rate of **£104**. In **2023**, a typical host income (annual revenue) was **£24K**. As of 12th September, 2024, there are **392** active Airbnb listings.

Occupancy Rate
66%

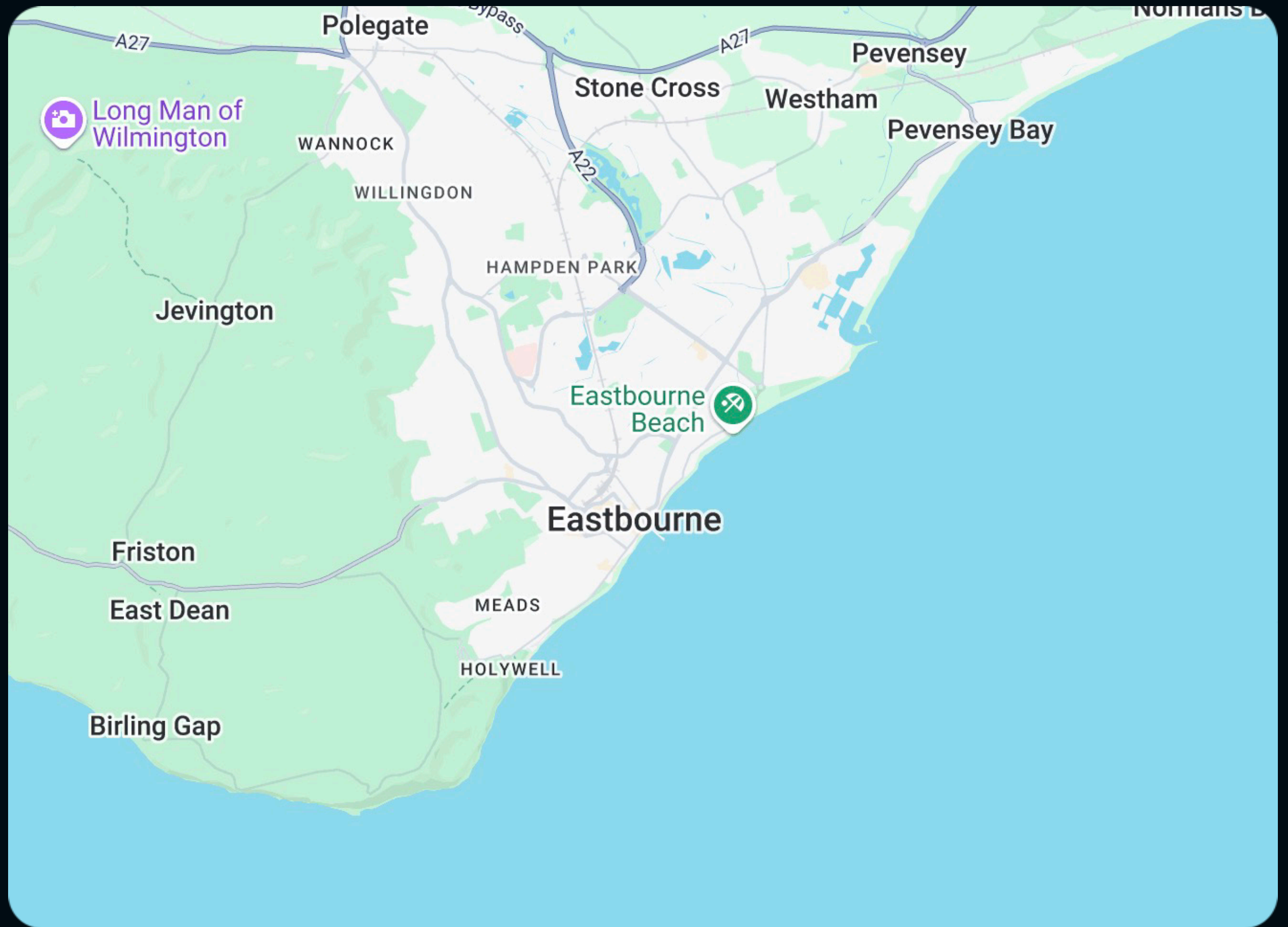
No. of Listings
554

Avg Daily Rate
£104

YoY Revenue Change
5.4%

Best Month
August

Regulation
Lenient



** Period: 2023 Aug - 2024 July | Last Updated on: 12th September, 2024

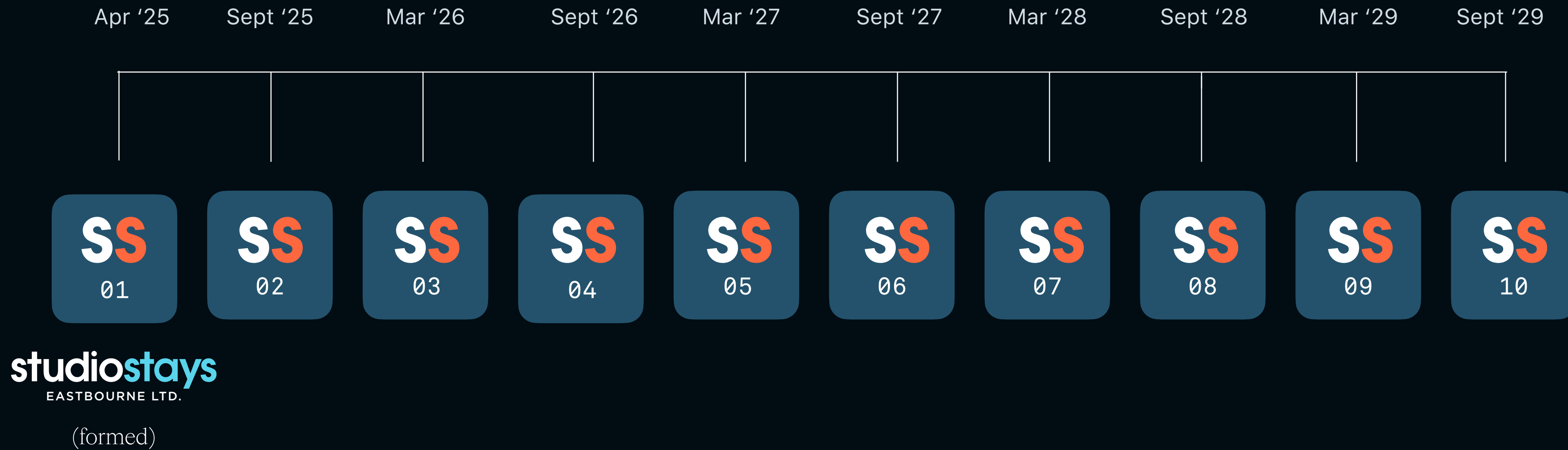
THE STRATEGY

Company Structure + Launch Timetable

studiosays

HOTEL GROUP PLC

(formed)



StudioStays Hotel Group PLC



Diana Banks

NON-EXECUTIVE CHAIRMAN

Diana Banks is a distinguished commercial leader and brand strategist with over 35 years of experience shaping the global hospitality sector. Having held senior executive roles across Europe, Asia, and the Middle East, she brings a truly international perspective to strategic leadership, governance, and brand differentiation.

Renowned for her ability to craft compelling brand narratives and drive commercial success, Diana has been instrumental in the transformation and expansion of some of the world's most iconic luxury hospitality brands, including Raffles Hotels & Resorts, Mandarin Oriental Hotel Group, and Langham Hotels International. Her expertise lies in positioning organisations for sustained growth through innovative marketing, customer engagement, and strategic brand management.

Currently a sought-after advisor to leading hospitality groups, Diana also brings extensive board-level experience. She has served as a Trustee for The Royal Foundation of St Katharine's and has held non-executive directorships with Elite Hotels. Additionally, she was a board member for Raffles Hotels & Resorts, where she played a key role in shaping the brand's global strategy and market positioning.

As Chair, Diana provides governance oversight, strategic vision, and commercial insight to help organisations navigate complex market dynamics while maintaining operational excellence. With a deep understanding of corporate stewardship and brand leadership, her expertise is invaluable in ensuring businesses not only remain competitive but lead with distinction.



Grant Bovey

CHIEF EXECUTIVE OFFICER
& SHAREHOLDER

Grant has 40 years of entrepreneurial experience. In the year 2000 Grant founded Imagine Homes which through clever and innovative marketing quickly became very successful becoming the biggest buy to let company in the UK. In 2006 HBOS acquired a 22% stake in Imagine for £44m. Imagine employed circa 120 personnel based at its HQ in Farnborough, and offices in London, Dubai and Hong Kong.

In 2007 the turnover exceeded £500m with an EBITDA of c. £40 million. The business model for Imagine Homes was formulated by perfecting a template followed by rapid expansion very similar in many ways to the business model for StudioStays.

Grant also formed a 50/50 JV with HBOS in 2005 called Veritas investments, which over a two year period acquired a residential property portfolio in excess of £450m. Grant also owned Imagine Furnishings which provided furniture solutions for over 5000 apartments. Over the course of 10 years, Grant has acquired in excess of £2bn of property.

In more recent times, Grant has been responsible for raising significant funding for various companies operating in the media and property sectors.

StudioStays Hotel Group PLC



Neil Barnett

CHIEF FINANCIAL OFFICER
& SHAREHOLDER

A CFO and qualified Chartered Management Accountant FCMA, with experience in the property & media industries. Starting out at KPMG, his expertise includes Executive Board positions, management of finance teams, acquisitions and corporate finance within the both industries. Within the property sector, alongside the CEO, Imagine Homes purchased circa £2bn of residential property to build the largest buy to let company in the country. Veritas Investments a sister company held a £450m UK portfolio. We were responsible for off plan acquisitions, working with developers during the construction phase, property & furniture sales and property management of circa 3,000 buy to let properties throughout the UK.

He brings expertise in financial governance, business modelling and financial reporting, along with sound commercial acumen. Currently he is the Finance Director for numerous medium size businesses some of which he has assisted the sales process to a third party or through an Employee Owed Trustee Scheme.

He is a team player with strong interpersonal skills & has served on both audit and remuneration committees.



Sue Wheatley

NON-EXEC DIRECTOR
& SHAREHOLDER

Susan is a highly professional Sales and Marketing Leader with over 30 years of international luxury hospitality experience, leading the commercial, brand marketing, revenue and event divisions at luxury hotels, including The Peninsula London, Jumeirah Group, Burj Al Arab and Raffles Dubai. As Executive Director in charge of luxury sales for FRHI Hotels, managing an international team with presence in China, Europe, UK and USA for Raffles & Fairmont.

Susan is currently Director of Sales and Marketing for The Peninsula London

Susan has an energetic and passionate approach and strong commitment to achieving results with the ability to develop strategic and creative plans to support the business.

Seen as an inspiring and effective team leader and an excellent communicator at all levels whilst maintaining a down to earth approach. A believer in teamwork and very successful at creating and bringing together a strong team culture.

StudioStays Hotel Group PLC



Alan Wheatley

OPERATIONS MANAGER

Alan has returned to the UK after working in the UAE for over 20 years. During Alan's early period in the UAE, he set up his own consultancy that exclusively bought and sold London off-plan developments from Berkeley Homes, selling throughout Alan's networks in the Middle East and Asia. After meeting Grant in Dubai in 2000, Imagine Homes was born which quickly became the market leader. Alan oversaw the dynamic business development and sales growth in the Middle East and Asia. He was an active Board Member during this period as HBOS acquired a stake in Imagine Homes.

Alan was an active member of the Dubai media community, regularly hosting and guesting on the national radio broadcaster Dubai Eye and also contributing written articles with Motivate Publishing titles.

Alan's last role prior to leaving Dubai saw him return to the Hospitality sector, taking a leading Business Development role with Wydnham Hotels. Recently, Alan decided to add to his education attaining an Msc in Real Estate and Finance on the RICS accredited course at Herriot Watt University.

StudioStays Eastbourne Ltd



John Doe (alias)

MANAGEMENT
CONSULTANT

This person is incognito due to confidentiality re: the hotel for sale.

This person has worked in the hospitality for over 30 years, and has been the general manager of Site 1, controlling all aspects of the business, for over 18 years. He controls all day to day running of the Hotel. All senior current staff report into him and he is very supportive of the new strategy being implemented. The majority of staff have been managed by him for many many years, there is significant loyalty, and he is very much looking forward to the next chapter taking the Hotel forward to reach its full potential.

Summarised 5 Year Business Plan

Profit & Loss					
Profit and Loss Statement	Y/E Feb-26	Y/E Feb-27	Y/E Feb-28	Y/E Feb-29	Y/E Feb-30
Revenue	4,328,304	11,046,008	18,359,530	26,313,329	34,954,818
Cost of Sales	848,422	2,143,954	3,546,564	5,064,318	6,705,819
Gross Profit	3,479,882	8,902,054	14,812,966	21,249,011	28,248,999
	80%	81%	81%	81%	81%
Property Overheads	2,513,930	6,224,780	10,242,452	14,589,330	19,289,277
Group Overheads	393,000	454,900	478,321	503,553	530,945
EBITDA	572,952	2,222,374	4,092,194	6,156,128	8,428,777
	13%	20%	22%	23%	24%
Interest	261,000	659,750	1,094,750	1,529,750	1,964,750
Net Profit before Tax	311,952	1,562,624	2,997,444	4,626,378	6,464,027
Corporation Tax	77,988	390,656	749,361	1,156,594	1,616,007
Net Profit after Tax	233,964	1,171,968	2,248,083	3,469,783	4,848,020

Summarised 5 Year Business Plan

Balance Sheet					
Year	Y/E Feb-26	Y/E Feb-27	Y/E Feb-28	Y/E Feb-29	Y/E Feb-30
Property	8,541,500	19,887,304	31,233,108	42,578,912	53,924,716
Cash	2,258,552	1,099,864	1,270,135	2,701,817	5,551,044
Total Assets	10,800,052	20,987,168	32,503,243	45,280,729	59,475,760
Corporation Tax	(77,988)	(390,656)	(749,361)	(1,156,594)	(1,616,007)
PAYE Due	(59,100)	(122,234)	(190,967)	(265,717)	(346,928)
Deposits	(200,000)	(200,000)	(200,000)	(200,000)	(200,000)
Mortgage Interest Due	(29,000)	(64,042)	(100,292)	(136,542)	(172,792)
Mortgage	(4,450,000)	(10,250,000)	(16,250,000)	(22,235,167)	(28,201,000)
Total Liabilities	(4,816,088)	(11,026,932)	(17,490,620)	(23,994,019)	(30,536,726)
Net Assets	5,983,964	9,960,236	15,012,623	21,286,710	28,939,034
Retained Earnings	233,964	1,405,932	3,654,015	7,123,798	11,971,818
Revaluation Reserve	-	2,804,304	5,608,608	8,412,912	11,217,216
Investment	5,750,000	5,750,000	5,750,000	5,750,000	5,750,000
Capital Employed	5,983,964	9,960,236	15,012,623	21,286,710	28,939,034

Summarised 5 Year Business Plan

Cashflow					
Year	Y/E Feb-26	Y/E Feb-27	Y/E Feb-28	Y/E Feb-29	Y/E Feb-30
Opening Balance	-	2,258,552	1,099,864	1,270,135	2,716,651
Overheads	(3,696,252)	(8,760,499)	(14,198,604)	(20,082,452)	(26,444,830)
Property	(8,354,000)	(8,354,000)	(8,354,000)	(8,354,000)	(8,354,000)
Loan Funding	(419,500)	(812,208)	(1,246,000)	(1,681,000)	(2,116,000)
Corporation Tax	-	(77,988)	(390,656)	(749,361)	(1,156,594)
Payments Received	14,728,304	16,846,008	24,359,530	32,313,329	40,954,818
Closing Balance	2,258,552	1,099,864	1,270,135	2,716,651	5,600,044

Legal Disclaimer

You are being permitted to view this document because you have declared to us that you fall into one of the following categories of persons: Investment Professional; Certified High Net Worth Individual; an authorised representative of a High Net Worth Company etc; or Self-Certified Sophisticated Investor (details of the requirement for each category can be found below). As the contents of this document are being made available to persons falling within one of the above categories, any promotions contained within it are exempt from the general restriction (contained in section 21 of the Financial Services and Markets Act 2000 (FSMA)) on the communication of invitations or inducements to engage in investment activity.

Investment Professional – this is a person who has profession relates to matters to do with investments within the meaning of paragraph 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (FPO).

Certified High Net Worth Individual – is a person who has signed, within the previous 12 months, a statement (in the form set out in Part I of Schedule 5 of the FPO) confirming, among other things, they had an income to the value of £100,000 or more or assets to the value of £250,000 or more and accepts that they can lose their property from making investment decisions based on financial promotions.

High Net Worth Company etc – these include:

Companies with a called-up share capital or net assets of not less than (i) £500,000 (where the company has more than 20 members); or otherwise (ii) £5,000,000;

Unincorporated associations or partnerships with net assets of not less than £5,000,000;

High net worth trusts being trusts with an aggregate amount of cash and investments of not less than £10,000,000.

Self-certified Sophisticated Investor – this is a person who has signed, within the previous 12 months, a statement (in the form set out in Part II of Schedule 5 of the FPO) confirming that, among other things, they are able to receive promotions not approved by a person authorised by the Financial Conduct Authority (FCA), which may not comply with their rules on the basis that they have experience in such investments and accepts that they will not be afforded the protection and remedies which the FCA's rules afford to other investors and that they can lose their property from making investment decisions based on financial promotions.

GENERAL NOTE: If you are in any doubt as to whether you qualify for one of the categories listed above, you must consult a person authorised under FSMA who specialises in advising on investments of the kind being offered in this case (investments in loan notes issued by a private limited company). If you are in any doubt you must delete the document.

The information contained on the pages of this document:

- Is provided for informational purposes only;
- Is not intended for distribution or use by anyone in any jurisdiction in which such distribution or use would be prohibited or in which the person making such offer or solicitation is not qualified to do so or to anyone to whom it is unlawful to make such offer or solicitation;
- Does not contain or constitute an offer to the public for the purposes of s755 of the Companies Act 2006 or for the purposes of the Prospectus Rules
- Is exempt from the financial promotion restriction (contained in section 21 FSMA) on the communication of invitations or inducements to engage in investment activity on the grounds that it is directed only at persons falling within the exemption set out in the FPO, including investment professionals (article 19); certified high net worth individuals (article 48); high net worth companies, unincorporated associations etc (article 49); and self-certified sophisticated investors (article 50A).

No person has been authorised to give any information or make any res other than as contained on this document and, if given or made, such information or representations must not be relied on as having been authorised by StudioStays Hotel Group PLC.

The value of investments, and income from them, can go down as well as up and an investor may get back less than the amount invested. Tax treatment will depend on the individual circumstances of each investor and may be subject to change in the future. Investors should take their own tax advice before making any investment decision. Any statements containing projections or other forward looking statements regarding future events or future financial performance are only predictions, opinions or estimates made on a general basis and actual events or results may differ materially. While all reasonable efforts have been made to ensure the accuracy and completeness of the material contained on this document, all liability for any errors or omissions in such material is expressly disclaimed.

If you are in any doubt about any of the above or the information contained on this document you should consult your stockbroker, bank manager, solicitor, accountant or other financial adviser.