

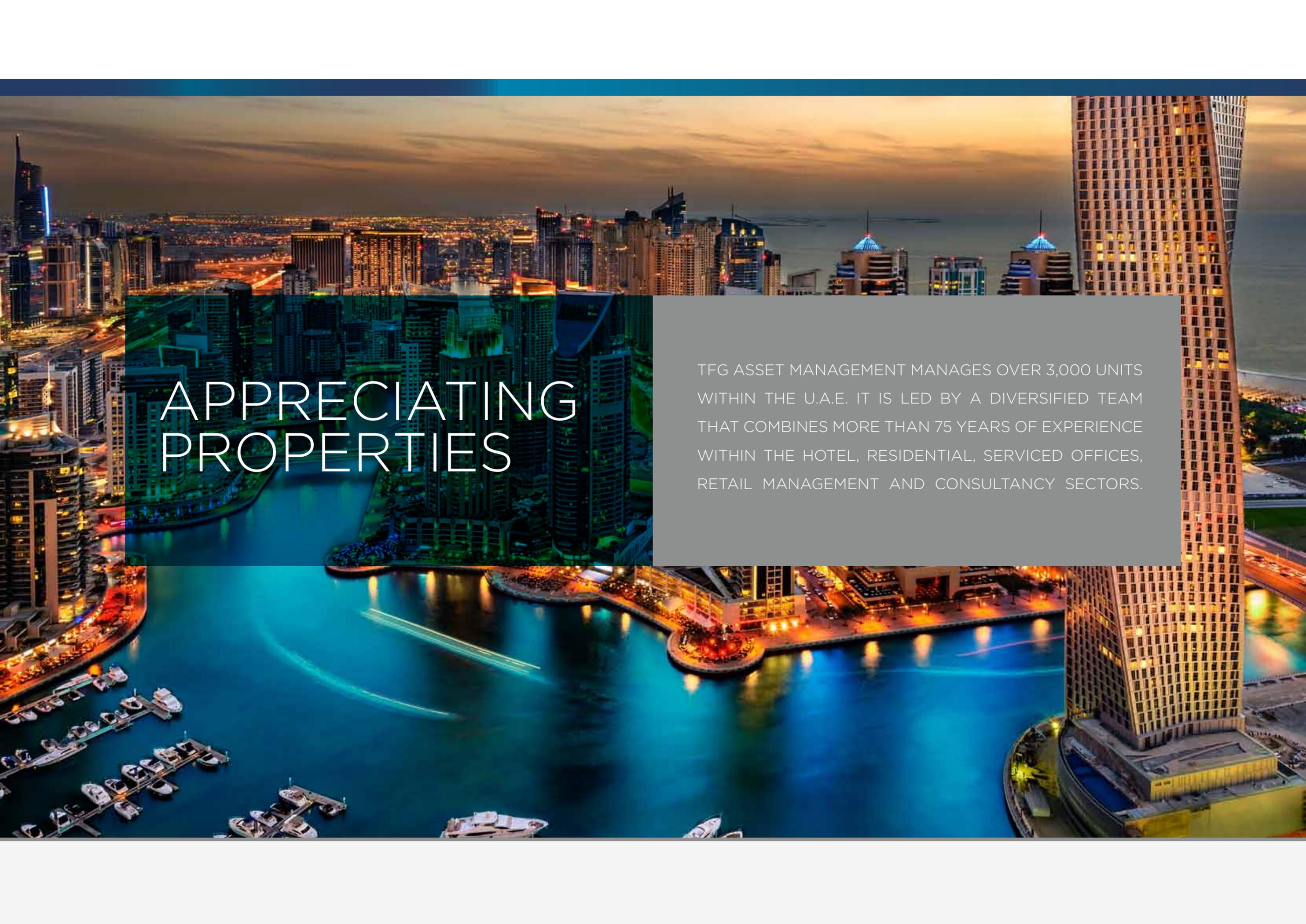


**TFG**  
ASSET  
MANAGEMENT

Appreciating Properties

THE REGION'S  
PREMIER PARTNER  
FOR HOTELS  
RESIDENTIAL  
SERVICED OFFICES &  
RETAIL VENTURES.

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An aerial night view of a city skyline, likely Dubai, featuring a prominent canal with several boats docked along the left side. The city is illuminated with warm lights, and a large, modern skyscraper is visible on the right side. The sky is a mix of orange and blue, suggesting dusk or dawn. A semi-transparent grey box is overlaid on the right side of the image, containing text.

# APPRECIATING PROPERTIES

TFG ASSET MANAGEMENT MANAGES OVER 3,000 UNITS WITHIN THE U.A.E. IT IS LED BY A DIVERSIFIED TEAM THAT COMBINES MORE THAN 75 YEARS OF EXPERIENCE WITHIN THE HOTEL, RESIDENTIAL, SERVICED OFFICES, RETAIL MANAGEMENT AND CONSULTANCY SECTORS.

# DRIVING EXCELLENCE

TFG Asset Management is a dynamic company offering total hospitality and property management solutions, tailored to meet even the most complex of requirements. From hotel asset management and consultancy, design and pre-launch planning, to handling every aspect of your residential or commercial property, TFG Asset Management has the expertise to ensure your investment brings you outstanding returns.



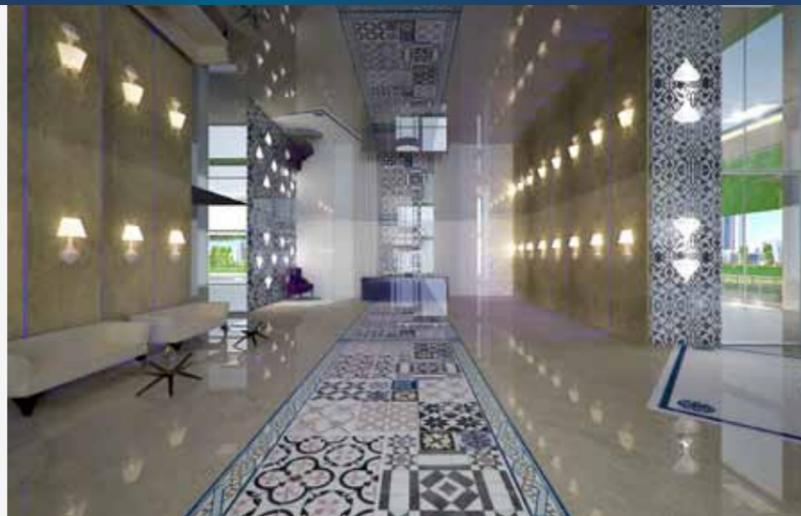


## IN EXPERT HANDS

At the leading edge of TFG Asset Management is a team that combines more than 75 years of experience in the global hotel, hospitality and property industry. Its expert managers and consultants draw from extensive backgrounds including interior design, architecture, hotel and property management, development, marketing, procurement, hotel pre-launch and opening. Together they have worked on projects across the UK, Spain, Dubai, Qatar and beyond – cultivating a high level of expertise that allows TFG Asset Management to be a leading authority in all aspects of asset management.

The team's extensive experience has also enabled TFG Asset Management to establish strong relationships with key hospitality leaders around the globe. From its headquarters in the strategic hub of Dubai, TFG Asset Management is well placed in the heart of commercial activity to meet the needs of the rapidly changing regional marketplace.

# TFG ASSET MANAGEMENT OFFERS MANAGEMENT & CONSULTANCY SERVICES IN THREE KEY AREAS



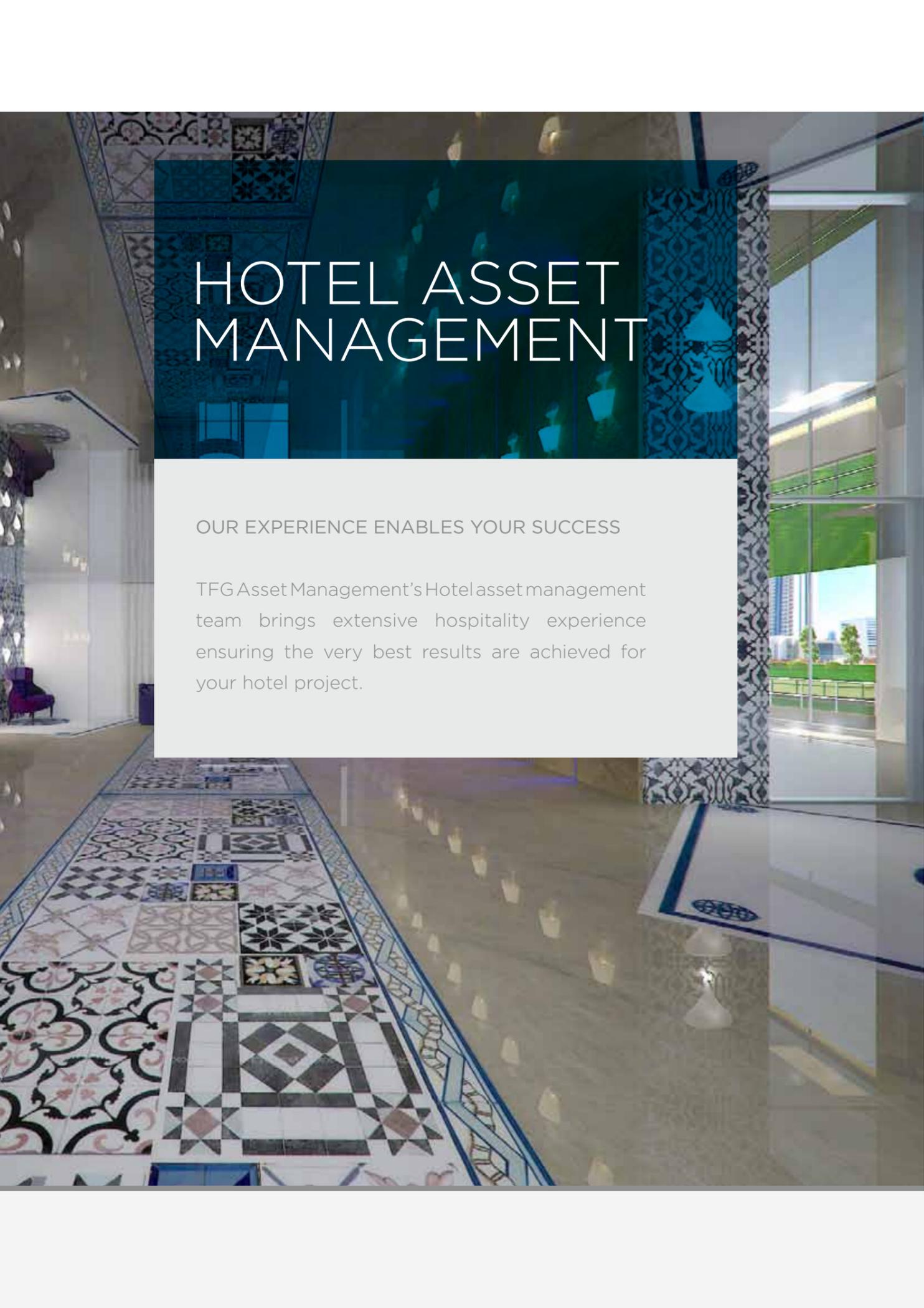
HOTEL ASSET MANAGEMENT



HOTEL CONSULTANCY



PROPERTY MANAGEMENT



# HOTEL ASSET MANAGEMENT

## OUR EXPERIENCE ENABLES YOUR SUCCESS

TFG Asset Management's Hotel asset management team brings extensive hospitality experience ensuring the very best results are achieved for your hotel project.

TFG Asset Management knows what it takes to make your hotel investment a success. It also knows that owning a hotel property can be a daunting task, given the ever-increasing cost of development, operation and growing supply and competition. While TFG Asset Management works very closely with hotel operators, its objectives differ slightly from theirs. Its primary aim is to increase the net revenue of your hotel property by meticulously monitoring the way it is operated. The objectives of a hotel operator may not always be in line with the interests of the hotel owner. TFG Asset Management provides the balance between the two, securing and safeguarding your hotel investment and your vision, whilst motivating the operator to provide the highest quality of service standards.

### **Hotel Operation Solutions**

TFG Asset Management's Hotel Asset Management team watches over the day-to-day operations of the Hotel. This includes closely monitoring expenses, budget, cash flows and capital expenditure, as well as ensuring the hotel operator is providing the highest possible level of service.

### **Hotel Strategy and Positioning**

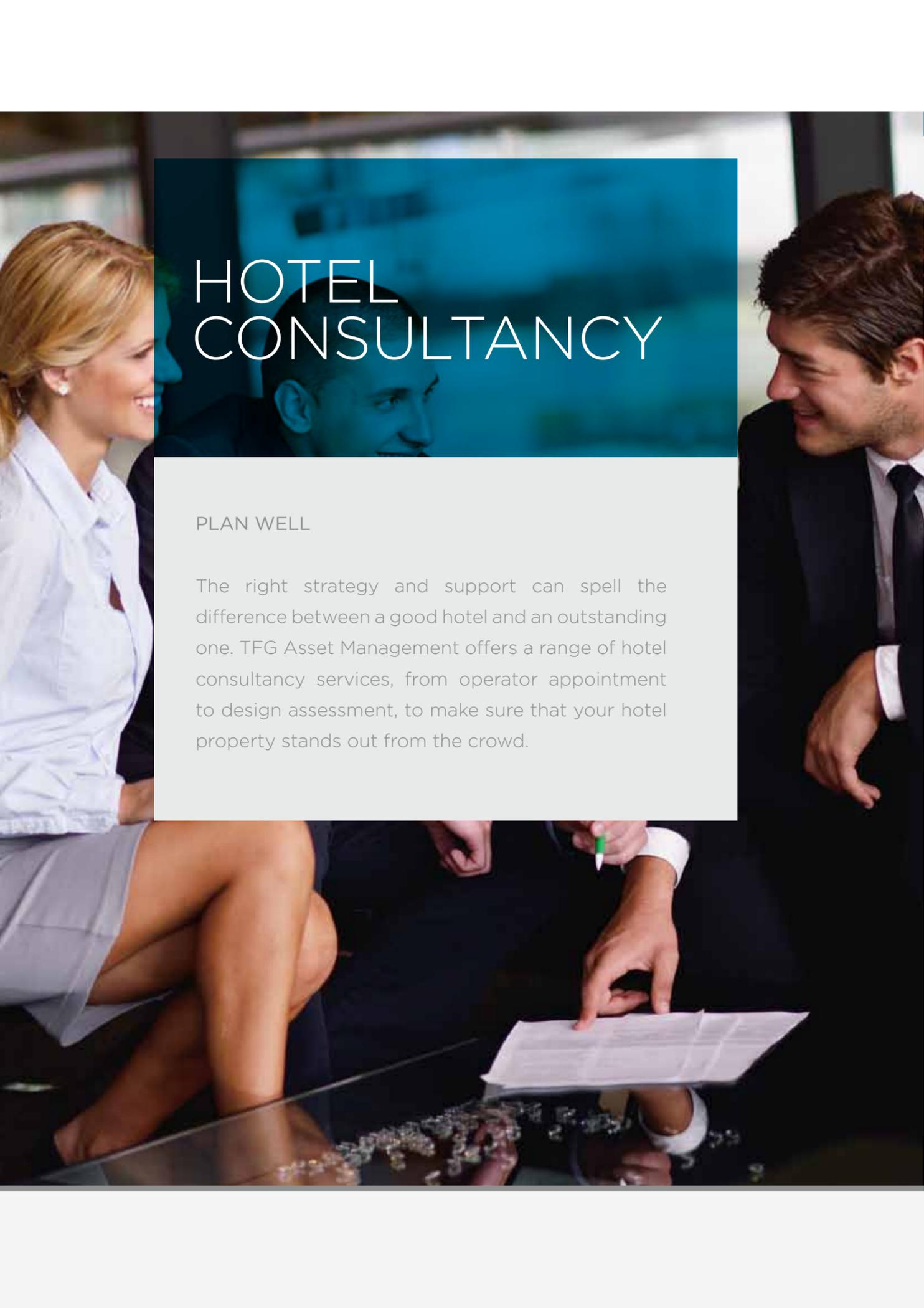
Reviewing a hotel's position versus its primary market is crucial to maximising its financial returns and success. Thanks to a strong long-term plan in partnership with TFG Asset Management's Hotel Operation Solutions, hotels under the TFG Asset Management portfolio are averaging 20% more occupancy and revenue than their primary competitors.

### **Asset Optimization and Maintenance**

A well maintained asset is critical to the long-term performance of a hotel. TFG Asset Management continuously monitors, audits and measures the efficiency of a hotel to ensure it stays in line with its owner's objectives and delivers top returns.

### **Legal Process and Overall Compliance**

In this constantly changing environment, TFG Asset Management stays up to date with all the current local, regional and national regulations that might have an impact on your hotel. Its legal team is on hand to make sure the hotel complies with laws across every level. TFG Asset Management will arrange all necessary licenses and supervises, along with the hotel operator, inspections from the Tourism department or any other local authorities.



# HOTEL CONSULTANCY

## PLAN WELL

The right strategy and support can spell the difference between a good hotel and an outstanding one. TFG Asset Management offers a range of hotel consultancy services, from operator appointment to design assessment, to make sure that your hotel property stands out from the crowd.

## HOTEL OPERATOR APPOINTMENT

### FINDING THE PERFECT FIT

TFG Asset Management's team members are experts in negotiating hotel management contracts (HMC) and to date they have secured more than 30 HMC's with some of the world's leading hotel operators – a factor which is a driving force behind the success of its client's hotel properties.

#### *TFG Asset Management sources the perfect hotel partner by ensuring:*

- Only the most suitable operators are selected and pre-qualified for consideration
- The operator's brand strengths, portfolio, management style, reservation systems and fee structure are meticulously evaluated.

#### *Once the hotel operator is selected, TFG Asset Management takes care of every intricate detail including:*

- Handling all commercial terms and conditions for the Memorandum of Understanding
- Negotiating and securing Hotel Management Contracts (HMC) or franchise agreement.

## PRE-OPENING ASSESSMENT

### MAKE A LASTING FIRST IMPRESSION

TFG Asset Management knows that the pre-opening stage can be crucial to the future success of your hotel property. Its dedicated team has been involved in a large number of pre-opening hotel projects and fully understands the critical path that must be followed before the first paying guests can arrive. TFG Asset Management aims to facilitate the smoothest of launches by ensuring that every detail prior to opening your hotel for business is scrupulously attended to.

#### *Key Pre-opening services include:*

- Assessment and supervision of the full pre-opening programme
- Assistance in development of a marketing strategy
- Pre-launch budget review and advice
- First year budget review and advice
- Support with the appointment of key executives

## HOTEL OPERATIONS ASSESSMENT

### SMALL CHANGES FOR TOP RETURNS

TFG Asset Management has the credentials and capability to offer expert evaluation and analysis of your business operations. Assessments can range from an isolated or potentially stagnant area of concern, to an in-depth and complete overhaul of operations. TFG Asset Management's expert team make qualified recommendations and provides advice on implementation, with the aim of making a real difference in the overall running and profitability of your business.

#### *Services include:*

- Revenue and expense benchmarking
- Operating costs review and cost-benefit analysis
- Internal control procedures
- Quality control and service standards checks
- Pricing strategy evaluation
- Marketing plan and strategy review.

## CONCEPT DESIGN AND DEVELOPMENT ASSESSMENT

### AN EXPERT EYE FOR DETAIL

TFG Asset Management has consulted on many hotel developments, assisting and advising throughout the entire design and concept phase. It knows that the right planning is vital, particularly at the very early stages of a project, and that it is essential in order to achieve a hotel that is operating more efficiently and cost effectively. TFG Asset Management oversees every intricate step of development from start to finish, continuously reassessing your brief to make sure it measures up to your vision.



# PROPERTY MANAGEMENT

## EXPERIENCE BRINGS RESULTS

With more than 50 years of experience in the global property market, TFG Asset Management manages over 2,000 residential properties in the United Arab Emirates, offering the most comprehensive, hands-on residential property management solutions in the region - leaving you free to focus on the rewards.

## RESIDENTIAL ASSET MANAGEMENT

The Residential Property Management programme offered by TFG Asset Management is a fully managed, one stop shop covering every residential property requirement. Properties under TFG Asset Management's management outperform their competition, with higher rental yields, excellent tenant satisfaction ratings and high retention levels.

### *Residential services include:*

- Rental Management
- Maintenance Management
- MEP (Mechanical, Electrical and Plumbing) supervisory services
- Assistance on Government approvals and registrations
- Procurement up to a five star service level
- Allocation of a dedicated Building Manager
- Unit quality checks and inspections

## DYNAMIC LEASING SOLUTIONS

TFG Asset Management has a proven track record in creating tailor-made leasing solutions and drive high quality occupancies for our clients, all year round. Our crucial understanding of the market and reach within it, allows us to remain responsive and adapt to changing conditions and trends, maximising the value of leasing opportunities. Thanks to its strong service and dedication, projects managed by TFG Asset Management have achieved close to 100% occupancy and secured yields up to 25% higher than the market rates.

### *Leasing services include:*

- Leasing full buildings, client portfolios and individual units
- Sourcing and vetting high quality tenants
- Full leasing administration and services, including tenancy contracts, registration, utilities provision, etc.
- Rent collection and banking
- Marketing and PR communications

## PROPERTY HANDOVER SERVICES

TFG Asset Management's handover and snagging team ensure the smoothest of transfers from developer to owner. Its team meticulously inspects and addresses any defects of each and every unit. It also deals with all the administrative and legal work so that owners can enjoy a hassle free transfer of unit and title.

### *Handover and snagging services include:*

- MEP Supervisory Services
- Civil Snagging and Defects, including inspections, official reports etc
- Drafting of Building rules and Occupier's Handbook
- Assistance of Transfer of title, as well as liaison with relevant land and real estate authorities.

# OUR PORTFOLIO

TFG Asset Management manages more than 3,000 units, ranging from Rental Residential Properties, Hotels, Hotel Apartments and Serviced Offices.

## HOTEL PROJECTS



TRYP by Wyndham (Sky Central Hotel)

TRYP by Wyndham is a 672 guest room, iconic four-star hotel development located in the heart of TECOM, Dubai's premier business district. TFG Asset Management selected and secured the world's largest hotel company, Wyndham Hotel Group, as the development's prestigious operator. TFG Asset Management is also involved in the entire management of TRYP by Wyndham, from the overall design and development, right through to the pre-opening process.



Wyndham Dubai Marina (TFG Marina Hotel)

WYNDHAM DUBAI MARINA. This stunning 4 star hotel project featuring 497 guest rooms is located in the vibrant district of Dubai Marina. TFG Asset Management has been appointed as the full hospitality consultant for this project's design, development and pre-opening stages. It also selected and secured a prestigious Hotel Management Contract with the world's largest hotel company, Wyndham Hotel Group. Wyndham Dubai Marina marks an impressive first for Wyndham in the UAE.



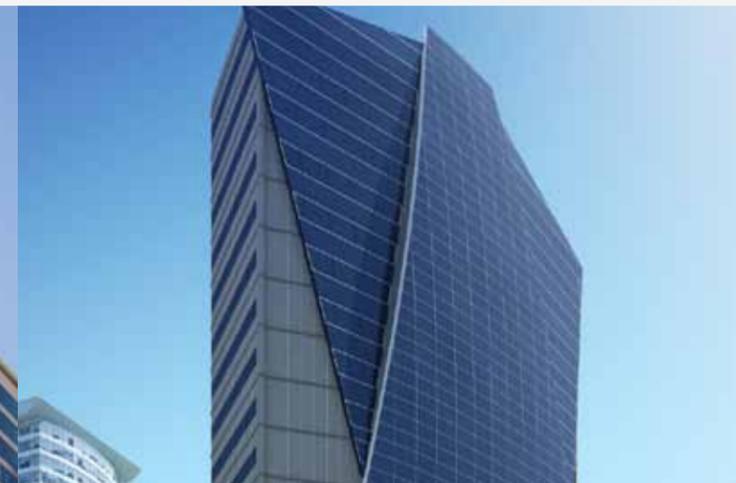
Metro Central

Metro Central by Auris Hotels. Set on the edge of Dubai's thriving business district of TECOM and adjacent to the Dubai Metro, Metro Central features 210 beautifully appointed Hotel Apartments spanning 17 levels and is managed by Auris Hotels. Since opening in March 2012, the hotel has been enjoying outstanding success, regularly posting occupancy levels upwards of 90% - over 20% above comparable estimated market levels. TFG Asset Management has been appointed as the Hotel Asset Manager to monitor the daily operations of the hotel. It was also involved in the pre-opening of Metro Central.



First Central

Auris First Central is an iconic 524 hotel apartment development located in Dubai's rapidly growing business district of TECOM. Within weeks of launching in October 2010, First Central was achieving occupancy levels of 85% plus. TFG Asset Management acts as Hotel Asset Manager for First Central, overseeing the daily running of the hotel.



Grand Central

Based in Dubai's TECOM area within convenient reach of the Dubai Metro network, Grand Central features 184 luxurious hotel apartments set across 18 levels. TFG Asset Management was appointed to source and select the best operating solution for the project and oversee its pre-opening.

# OUR PORTFOLIO

TFG Asset Management manages more than 3,000 units, ranging from Rental Residential Properties, Hotels, Hotel Apartments and Serviced Offices.

## RESIDENTIAL PROJECTS



The Bridge

This exciting project located in Dubai Sports City features both residential apartments and four floors of business centre and serviced office space. TFG Asset Management oversees the complete management of units in The Bridge, including the maintenance, marketing and rental of both the residences and the office space. Within just a week of its official launch in July 2013.



The Spirit

Also based in Dubai Sports City, The Spirit's luxury apartments opened in February 2013. This 19-storey tower offers stunning facilities and luxurious leisure amenities, including an exclusive rooftop jogging track. TFG Asset Management is responsible for the management and rental of The Spirit.



The Diamond

Featuring 124 state of the art residential apartments, The Diamond is set in the heart of Dubai Sports City. Thanks to its superb location and amenities, it has fast become a highly popular Dubai base. TFG Asset Management oversees the management of The Diamond, attending to everything from building maintenance through to marketing and leasing.



Yasmin At Ras Al Khaimah

Yasmin is an eco-friendly, low-rise development featuring one, two and three bedroom apartments and penthouses. This beautiful and extensive gated community comprising of eleven separate buildings is set in the heart of the picturesque northern emirate of Ras Al Khaimah, around 45 minutes drive from Dubai. TFG Asset Management oversees the full management of Yasmin, from maintenance and marketing to leasing.



The Matrix

This innovatively designed 34-storey residential tower is one of the most exciting properties in Dubai Sports City. The fully furnished luxury apartments are managed and rented under our dynamic leasing programme.

## SERVICED OFFICES



Solo

SOLO comprises 56 fully furnished offices and seven meeting rooms, all combined in a state of the art business centre that offers everything you need to fulfill your corporate dreams. Surround yourself by an environment that fosters CREATIVITY. A space that ignites PRODUCTIVITY. TFG Asset Management team is involved in the Pre-opening services and launch of the project.



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Foundation for Growth