

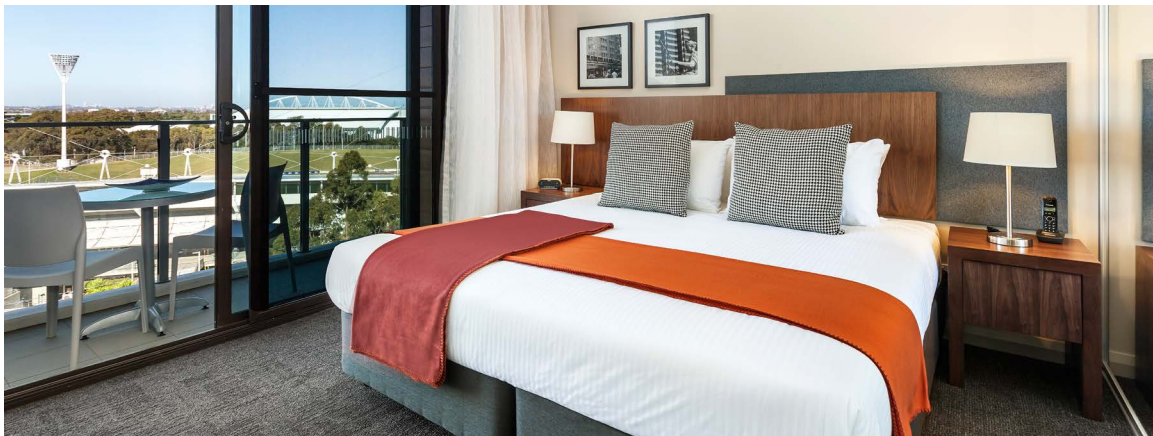
# QUEST

UK

  
**QUEST**  
APARTMENT HOTELS



PROVEN



# The History Of Quest

## A Track Record of 30 Years

Established in Australia in 1988, Quest introduced an accommodation alternative that changed the travel industry for the better: accommodation with the comforts of home and the service of a hotel.

Our success has been driven by our passion to meet the changing needs of the extended stay business traveller, coupled with our focus on building apartments in emerging business locations.



# Quest By The Numbers

## What We've Achieved

Quest's properties are centrally and strategically located, delivering the same consistent, familiar and reliable experience.

Almost 30 years later, Quest has a network of over 150 properties across Australia, New Zealand and Fiji. We continue to grow and look for new opportunities consistently opening 8-10 new properties each year.

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# 156

EXISTING PROPERTIES

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# 8-10

NEW PROPERTIES  
EACH YEAR



# Part owned by the Ascott Group

## Being backed by a global brand

The Ascott Limited is a part owner of Quest Apartment Hotels.

The Ascott Limited is a Singapore company that has grown to be the world's largest international serviced residence owner-operator. It has over 250 operating serviced residences in key cities of the Americas, Asia Pacific, Europe and the Gulf region. The company boasts over 30 years of industry experience and operates three award-winning brands – Ascott, Citadines and Somerset.



# ENGAGED



# Quest Development

## What Really Works

The Quest business began as a partnership with a developer, and almost 30 years later it remains our preferred model. Given our rate of expansion, this model allows us to proceed with several properties concurrently, partnering with the most appropriate developer for the project.

It is intended that the growth of the Quest brand in the UK will be effected in a similar manner. Long term leases will be offered (terms of which are to be negotiated), for suitable sites and preferred development partners.

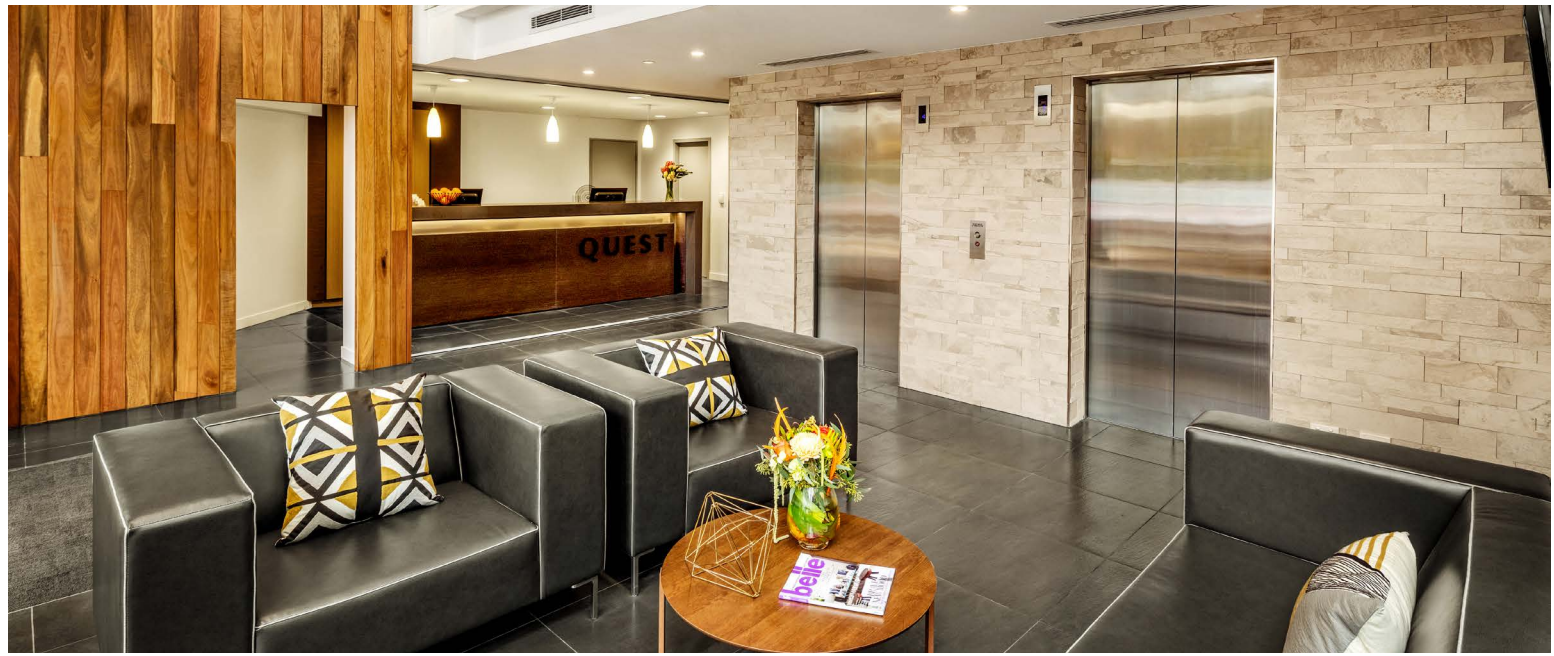
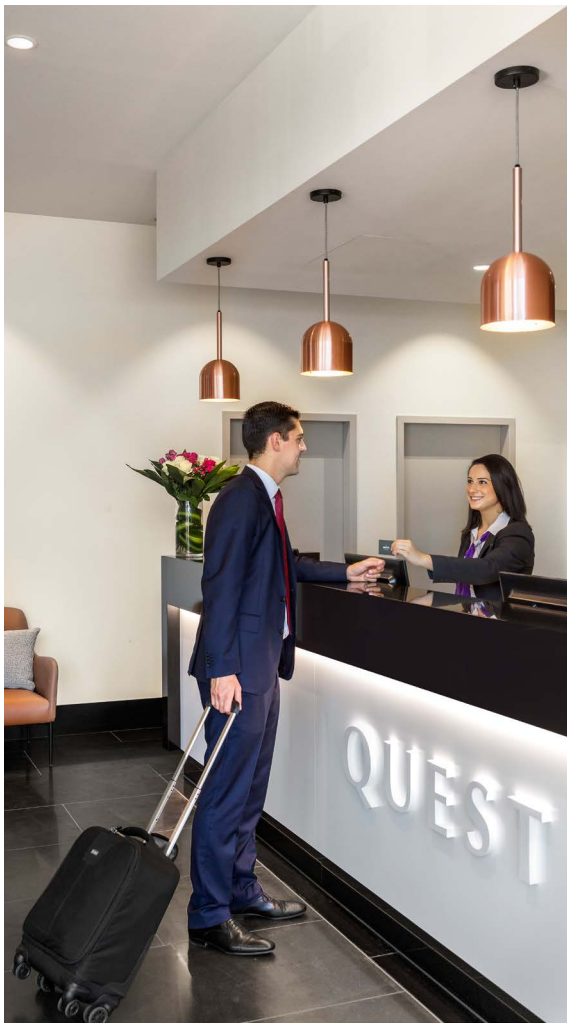
We seek out those who are invested in the concept and have a balanced stakeholder approach, conscious that the development needs to provide a reasonable return for all parties including developer, tenant and landlord / investor



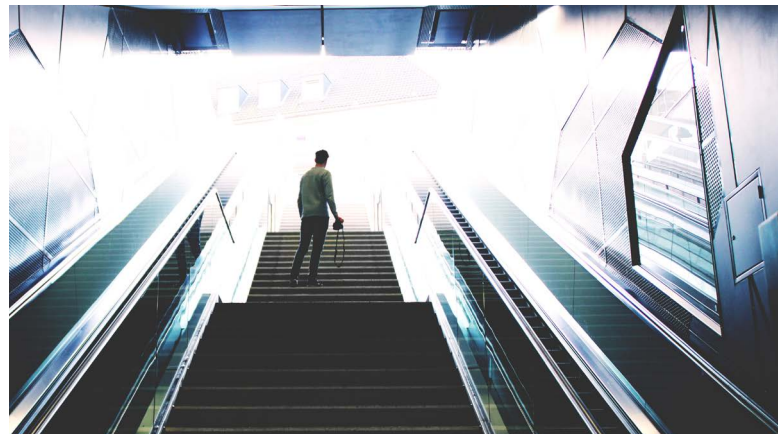
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**The Longevity, Size &  
Sustained Growth Of Quest  
Is Testament To The Viability  
Of Each Development. It  
Is Feasible For All Parties  
From Developer, Contractor,  
Landlord, Financiers,  
Operator And Guests.**





# ADAPTIVE



# UK Target Locations

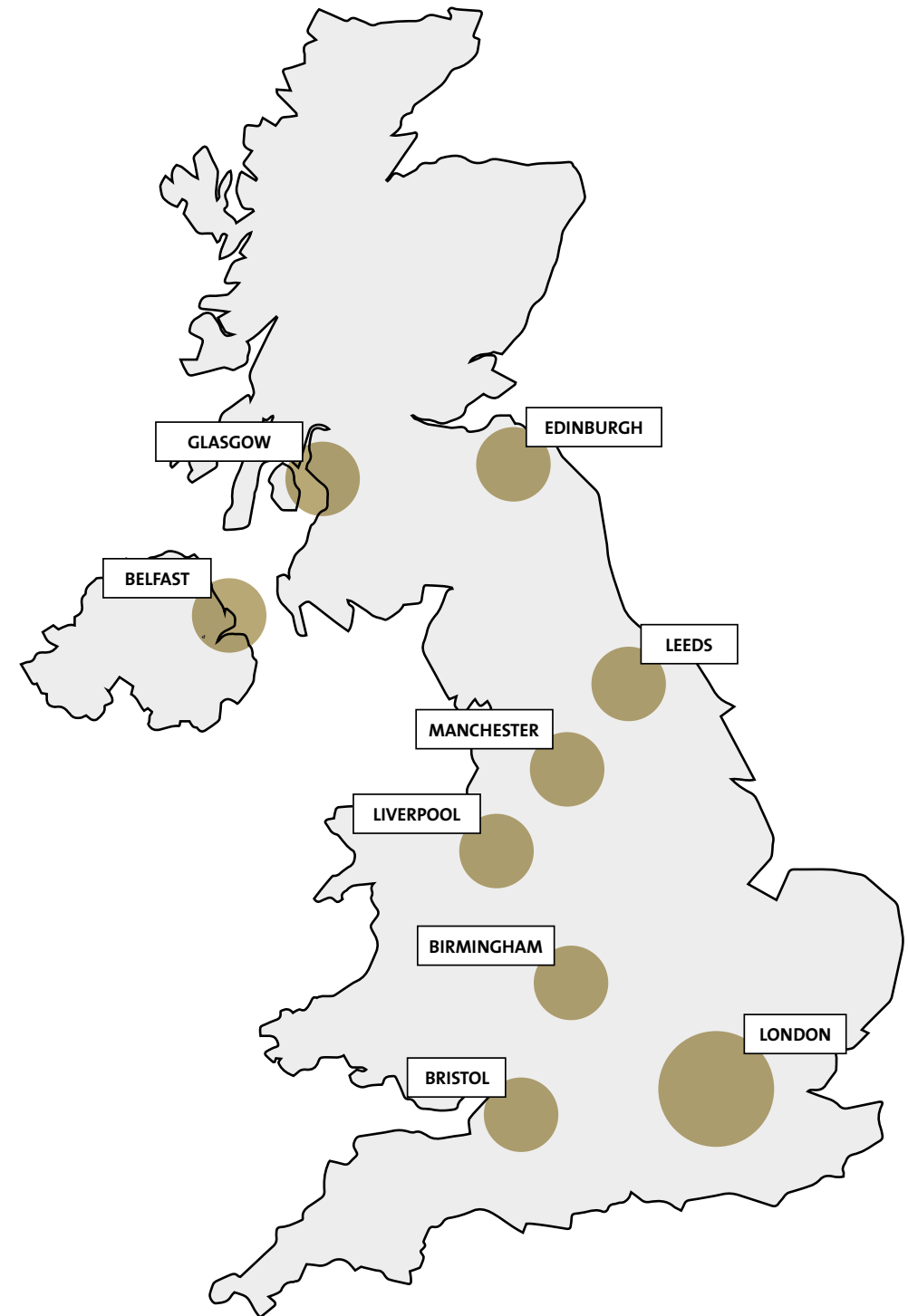


## A Viable Plan In Place

Location is key, so proposed site must have the following characteristics:

- Close to Town Centre and within easy reach of public transport links (5-10mins walk)
- Prominent location, preferably with street frontage
- Strong commercial catchment area with key economic drivers
- Local access to restaurants, cafés and grocery shopping

With the above in mind, we are primarily focusing on the following locations: Birmingham, Bristol, Leeds, Liverpool, Manchester, Edinburgh, Glasgow, Belfast and any commercial areas of London within the M25.



# Typical Requirements

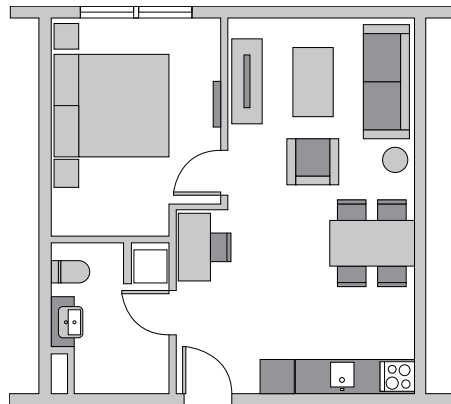
## What We Can Offer

60 - 100 Apartments

3,500 to 5,500 m<sup>2</sup> GIA

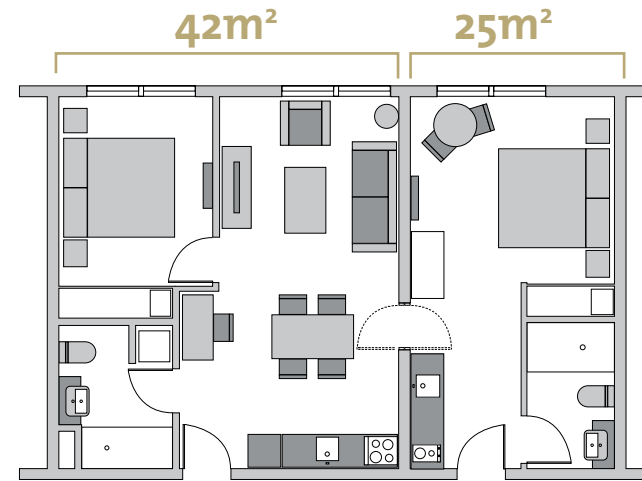
Apartment mix will vary on location, but preference is for a mix of Studio (25m<sup>2</sup>), 1 Bedroom (42m<sup>2</sup>) & 2 Bedroom (67m<sup>2</sup>) apartments

Other areas include: front-of-house, back-of-house, meeting facilities and gymnasium.  
Approximate requirement is 250-300m<sup>2</sup>



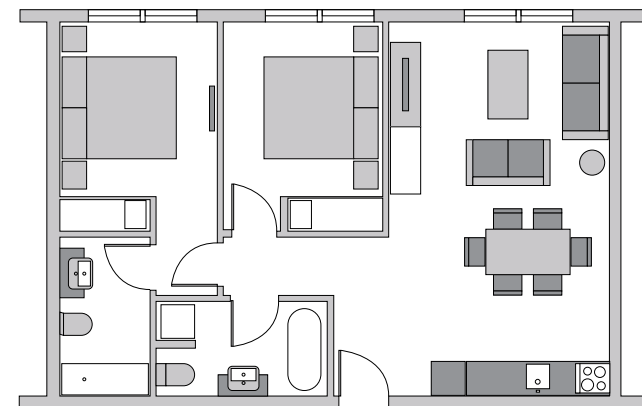
1 Bed Apartment

42m<sup>2</sup>



2 Bed Apartment Twin Key

67m<sup>2</sup>



2 Bed Apartment

65m<sup>2</sup>

# Design

## An Insightful Approach

The Quest model can be adapted to suit location & demand i.e. low rise, medium rise & high rise. Predominately studios & 1 bedrooms for corporate market or larger apartments such as 2 bedroom for the relocation & leisure market. Standard apartment types can be adapted to suit conversion of an existing building to a Quest.



High-rise

Medium-rise



Low-rise



# DYNAMIC



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**1400**  
APARTMENTS

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**21**  
PROPERTIES

## **An Experienced Developer Ourselves**

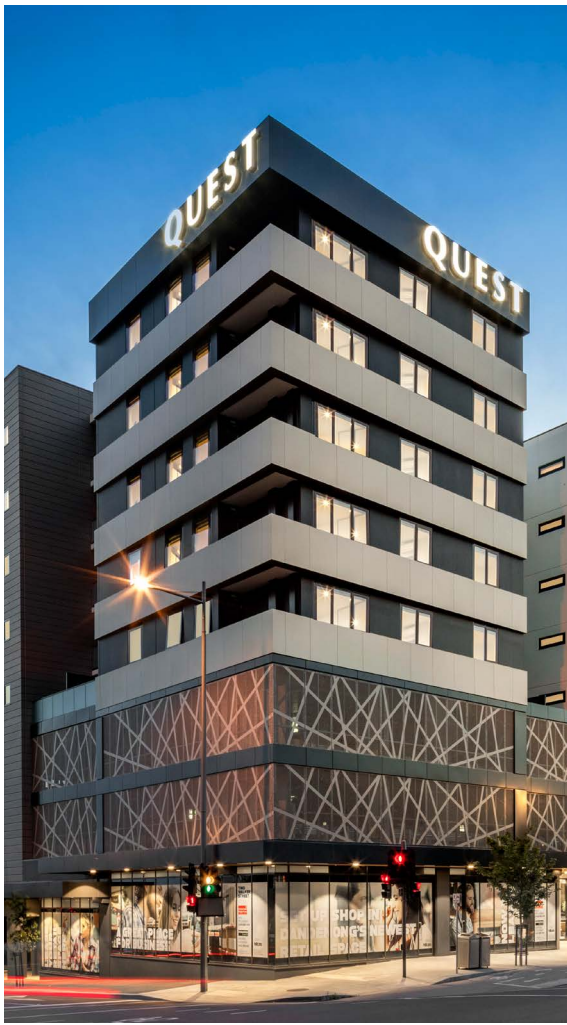
### We've Been In Your Shoes

We have gained extensive & insightful development knowledge, by completing a number of developments ourselves in diverse geographical locations. We have the experience of developing 21 properties containing over 1400 apartments. In addition, we have sold most of the properties we developed (all with a long term leaseback to Quest), to various investors including high net worths, pension funds & The Ascott Limited (3 properties / 313 apartments).

# We Make It Viable

As a result of Quest development experience, we can provide valuable input

- 1 Most efficient apartment layouts & use of space when designing a new building or conversion of an existing building
- 2 Minimisation of non-rent generating areas such as reception, back-of-house etc. This allows high yielding areas, such as ground floor retail, being made available for other uses
- 3 Structural & building services efficiencies i.e. vertical alignment of structure, light weight additions where possible to increase net lettable area, locating plant & equipment to reduce pipes runs etc.
- 4 The need for standardisation of elements within the building, to produce construction cost efficiencies i.e. standard bathroom layouts, linear kitchens etc.
- 5 The separation of fixed elements from the FF&E, so there is less co-ordination on site for the main contractor i.e. no built-in desks, bedheads, etc



# COMMITTED





# Delivery

## Engaged at Every Level

Partnering with agents, developers, consultants & contractors throughout the process to deliver projects together.

Providing flexibility within our Brand standards to ensure that the developer / contractor can select building elements i.e. fixtures & finishes, plant & equipment etc. to meet budget

Working with the main contractor to ensure that they deliver the most cost efficient product for the developer & still meeting Quest brand standards

Ensure that the development works for all parties, from landlord to guests.





# UK Team

## Headed By Director of UK Development

Andrew has more than 20 years' experience in leasing, development, project management & construction. Starting at Quest in 2002, he was initially responsible for Quest's own property developments. Over the years he completed 16 of these developments and also acted as the Quest representative on over 75 Quest properties that were delivered by third party developers. During Andrew's 15 years at Quest he developed the Quest standard apartment types and the Quest Brand Standards. These standard systems and processes have seen Quest consistently deliver 8-10 new properties each year.

Please Direct All Enquiries To:

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