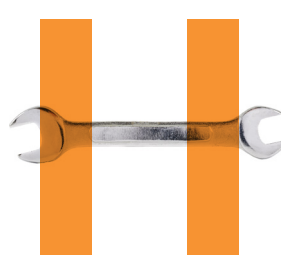
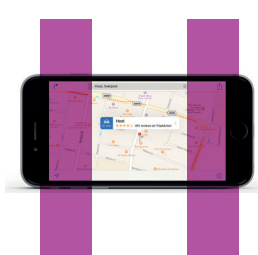
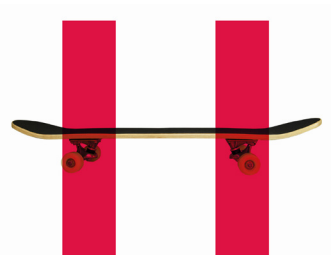
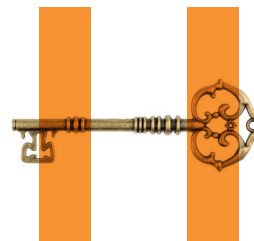
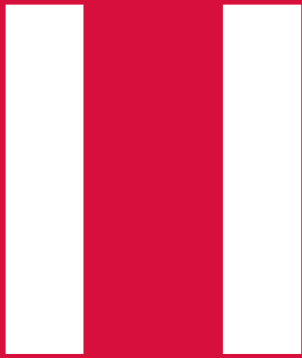


# Host.

Where students are at home.



## Host Student Housing Ltd.



- 01 Allow us to introduce ourselves
- 02 Operational proficiency
- 03 Where we operate
- 04 Revenue reassurance & optimisation
- 05 University relationships
- 05 Our investment partners
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See back cover for contact details.

### Associated companies



[tigerdevelopments.co.uk](http://tigerdevelopments.co.uk)



[oflynngroup.ie](http://oflynngroup.ie)

# Allow us to introduce ourselves.

Host Student Housing Ltd is one of the largest providers of student accommodation in the UK. But more than that, we're a specialist operator, developer and owner.

Having been established over two decades ago, we have extensive knowledge of the sector and a track record of working with universities, global investors and third-party clients – both at home and abroad. We are responsible for the development, operation and management of more than 12,500 student beds in over 30 cities throughout the UK and Europe.

At the heart of our business is our experience in letting and managing purpose-built student accommodation, and we're proud to have forged strong relationships with many universities and the students in their care.

This extensive experience means that we know what works, whether we're acquiring, developing, funding and operating investment assets, underwriting transactions, or delivering successful projects. We've managed over 20,000 beds since our business began and are proud to be fully accredited and affiliated with recognised industry leaders such as ANUK.

## Our vision

**To continue to be a market-leading operator and developer of quality student accommodation. We are committed to delivering the highest standard of customer service and also to ensure the best possible student experience.**





# Operational proficiency.

## Partnering with you from day one

Our process begins with an in-depth consultation on any prospective or current scheme to investigate the market opportunity, the projected costs and income, the operational performance and the respective market dynamics.

We are experts at taking over the operational mandate of existing buildings and giving them a new lease of life.

## Working together

We have experienced nationwide management teams that remain dedicated to a scheme from start to finish. They're responsible for hiring and training all staff including third party contractors, and design and implement best-in-class processes to run through the lifetime of a project. Over the years, we have developed close, ongoing relationships with universities and engage with them to maintain our high standards.

In many cases we have partnership agreements with universities which can range from simple soft referral agreements to hard nominations agreements to long term leases. All of which are tailored uniquely to meet the needs of their specific requirements.

**We'll work with you every step of the way.**

### • Mobilisation and marketing

Each scheme deserves a tailor-made marketing strategy that maximises awareness and increases the likelihood of achieving full occupancy from the start. We'll also build an on-site team to manage your property and ensure your building is run efficiently.

### • Operational management

Our on-site service covers every aspect of tenancy management from taking bookings, to Health & Safety compliance and event planning. We provide operational reports on a regular basis and monitor maintenance levels.































### • Financial management

You'll receive detailed financial reports throughout the life of our partnership so you can monitor the performance of your investment. We'll work to an agreed annual budget and control cash flow by collecting rent and supplier payments.





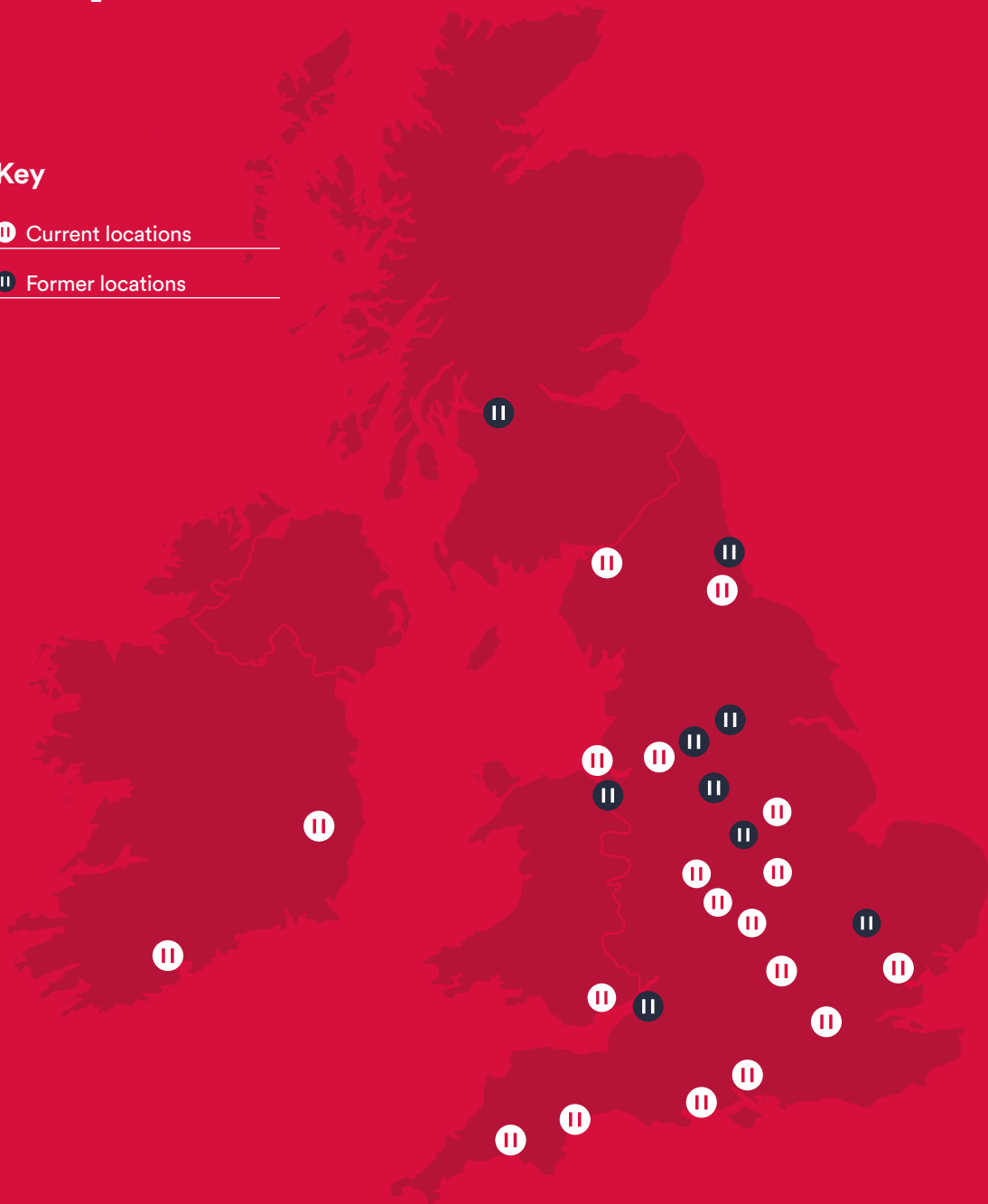
# Where we operate.

## Our locations

-  Birmingham
-  Bournemouth
-  Bremen, Germany
-  Bristol
-  Cambridge
-  Cardiff
-  Carlisle
-  Chester
-  Colchester
-  Cork
-  Coventry
-  Derby
-  Dublin
-  Durham
-  Exeter
-  Glasgow
-  Huddersfield
-  Leeds
-  Leicester
-  Liverpool
-  London
-  Manchester
-  Newcastle
-  Nottingham
-  Oxford
-  Plymouth
-  Sheffield
-  Southampton
-  Valencia, Spain
-  Wolverhampton

## Key

-  Current locations
-  Former locations



# Revenue reassurance & optimisation.

## Marketing, sales and lettings management

Host manages all lettings and always aims for high early occupancy before the start of each student academic year. This drives net operating income through optimising costs and maximising revenue.

The property will be maintained both internally and externally and we strive to go further, identifying and implementing any opportunities to enhance assets. Behind the scenes, we will also provide all necessary accounting and administrative services.

## Unrivalled marketing support

One of the features that sets us apart is our marketing expertise. Our team carries out market analysis and creates individual plans for each site to produce communications that engage with your target audience – wherever they are.

To achieve this, we actively market across the world's leading social media platforms and even have third party liaisons with CSSA (Chinese Students and Scholars Association), and attend the China Education Expo in China (Beijing). In addition, we produce SEO-driven content, invest in brand communications and PR, and conduct campaign management for all our marketing initiatives.

When it comes to in-house marketing, we organise an extensive roster of social and wellbeing events for students including yoga classes, welcome parties, Halloween balls... to name just a few!

## Supporting charitable causes

In addition, we work with many great causes and are committed to making a positive, lasting difference to the wider community.

Once onboard, we will:



Supervise day-to-day management including security, Health & Safety, cleaning, utilities & internet, reception services, etc.



Provide excellent customer service, student welfare and pastoral care



Optimise utilities procurement and the management of your supply chain



Provide a full facilities and property management service



Build long-term university relations

**“Apollo Works is a great place to live, with lots of events going on from pool competitions to party nights and quizzes. It’s such a shame I’ve finished Uni - I’d like to come back next year!”**

**Clare Bartlett, student**

**Creating a community for students where they can feel at home.**



# University relationships.

Working with both universities and local planning authorities to acquire successful planning consent. Host provides accommodation in partnership with a number of universities.



**“Sheffield Hallam University has worked in partnership with Host from its early years as Victoria Hall. They have been a partner accommodation provider for 19 years and it has truly been a pleasure to call them our ‘partner’ and we look forward to continuing our working relationship for the foreseeable future.”**

**Karen Burke**

Head of ASRA and Accommodation Services at Sheffield Hallam University

## Our investment partners.

### Who we work for

We’ve built relationships with an increasing number of global investors and other third parties:

Management contract	Number of UK properties	Beds
US Investor	7	2398
UK Investor	15	3368
European Investor	4	1978
Middle Eastern Investor	1	458
Jersey Investor	1	527
Central Asia Investor	14	3436

**“Host have a strong reputation for quality and high standards, so they were the obvious choice when we were looking for an operational partner. Host look after 1,750 beds across seven UK locations. We have been offered guidance throughout the process and we couldn’t be happier with our choice.”**

**Natalia Kolotneva**

Head of Alternatives –  
Asset Management  
LaSalle Investment Management



WESTBROOK PARTNERS



CURLEW





# What sets us apart.

## Providing opportunity

Delivering a high standard of living for students is one of our priorities, but we also offer huge opportunities for the organisations and investors we work with too.

Our expertise and experience in the sector gives us the knowledge to identify opportunities and the agility to act upon them. As a market-leading and award-winning operation across the UK and Europe, we can:

- Provide superior access to market opportunity, manage risk and maximise returns
- Offer a successful track record working in joint ventures, well-proven and workable documentation, and appropriate and acceptable fee, incentive and profit-sharing arrangements

## Going even further

We operate under the highest standards of Health & Safety from making our first step onto a site or into a building, right through to the accommodation being fully operational. We invest in staff training and, if maintenance work is necessary, ensure this is carried out promptly and efficiently.

We care about what we do and the people we work with and for. We're responsive to issues that may arise and we're constantly striving to do more. That's because it matters – to those who live in our properties, to you as an investor and to us as operators.

**We expect full occupancy from year one and work hard to meet the expectations of students and investors alike**

# Our goals and values.

## What makes Host tick

- ✓ We strive to be the UK's leading integrated operator and developer of quality student accommodation. We continue to evolve and lead the market.
- ✓ We aim to grow our operational portfolio and build upon our operational platforms, both with existing investors and by establishing new clients.
- ✓ We provide a full service, right from the identification of a site to its ongoing management once students have moved in.

- ✓ We are highly professional, passionate, dedicated and results orientated.
- ✓ We value high standards and our ISO accreditations (9001, 14001, 18001) underline our commitment to quality, sustainability and Health & Safety.
- ✓ An Investor in People (awarded Gold in 2021) we're proud to put people – both residents and employees – first.
- ✓ We are responsible scheme operators and are proud to be accredited by ANUK.

**“While our priority is to achieve the best rents at the best margins, we are ultimately a people business. From the students in our care to the university and investor clients we work with every day, we strive to ensure customer satisfaction. We aim to provide best-in-class service to create enduring, fulfilling relationships.”**

**John Ripley, Chief Operations Officer, Host**

**Host.**

Where students are at home.

# Host.

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## Development / Investment

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Managing Director

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## Operations

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Chief Operations Officer

**E** [john.ripley@host-students.com](mailto:john.ripley@host-students.com)



## Development/Investment

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Investment Director

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We invest in people Gold