

SERVICED APARTMENT SUMMIT

ASIA

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19

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LIVE LOCAL



WHO ARE WE?

The accommodation provider of choice for the enlightened business traveller.

Disrupting the UK serviced apartment market worth \$4.7billion per annum.

“Standing out in London’s crowded rental market” **The New York Times**
Expect the World®

An innovative property concept redefining space as a service.

We’ve created beautiful spaces across London based on our 4 core principles:



Flexibility



Community



Wellbeing



Design

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OUR MISSION

Our mission is to provide a better way to stay for business travellers.

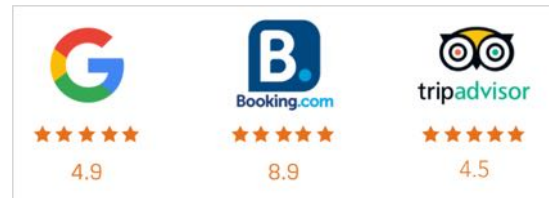
We are more than just an apartment. We are a business built on people. Which is why people are at the centre of everything we do. Whether it's the artist that's hand painted the murals on your wall, or the men that installed the furniture. To the folks that serve you coffee in our neighbourhood cafes or the smile that welcomes you on arrival.

Location, space and design are a focus, but it's the human touch that elevates the Cuckooz experience.



KEY ACHIEVEMENTS

- Operating 8 buildings in & around London's most vibrant neighbourhoods
- Serviced over 2,500 guests from around the world
- Preferred accommodation partner for some of the world's coolest brands
- Featured in global press including the New York Times, Evening Standard, the Independent, the Telegraph & the Sunday Times
- Nightly rate 10% above the London average (£165 vs. £150)
- Generated increased yields for our landlords and in turn have a strong pipeline of future opportunities
- Launched London's first fully-flexible nursery with integrated workspace
- Shortlisted for six awards including 'British Small Business Award: Best Workspace', 'Innovation Award', 'Innovation Excellence Award', & 'The People's Choice Award'



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THE UK MARKET

The boom in serviced apartments, globally, but particularly in capital cities such as London, has been fuelled by the rise in popularity of this form of accommodation.

This sector of the hospitality industry is growing at a pace we're not seeing elsewhere. Estimates suggest the UK market is growing at 26% year-on-year.

The fundamental drive behind this is the increase in business travel, combined with the desire of businesses to find more cost-effective solutions that also work on a supportive level for their employees.

Business travellers are increasingly wanting their family to be able to join them on trips, and the boom in internet-based working means business travellers need facilities and space to work in their chosen accommodation with ease.

50 NIGHTS

Average length of stay for all bookings over the past 2 years

\$1.6 TRILLION

Global business travel forecasted to increase to

34%

Of all global mobility bookings are for apartments in London



MIND THE GAP

The coolest companies and start-ups around the world are struggling to attract and hold on to talent.

Cuckooz makes business travel, whether for interview, project or relocation a pleasure by giving travellers a beautiful place to stay while plugging them into London's thriving start-up culture.

70% of millennials identified travel as their primary reason to work. According to Forbes "helping your employees take flight is a great way to help them stay grounded and build loyalty"

PwC predicts that by 2020 there will be a 50% increase in overseas assignments undertaken. Its data indicates that assignee levels have increased by 25% over the past decade.



WHO IS OUR CUSTOMER?

The enlightened business traveller.

Creatives, founders and digital nomads looking for their place in London.

Start-ups, SME's & fast growing companies who are dedicated to employee satisfaction when they travel.

amazon

FARFETCH

Courier



TransferWise

crowdcube



ALLSAINTS

80%+ bookings are for 2+ people

TOP 3: New York, Bristol & Paris

63% female

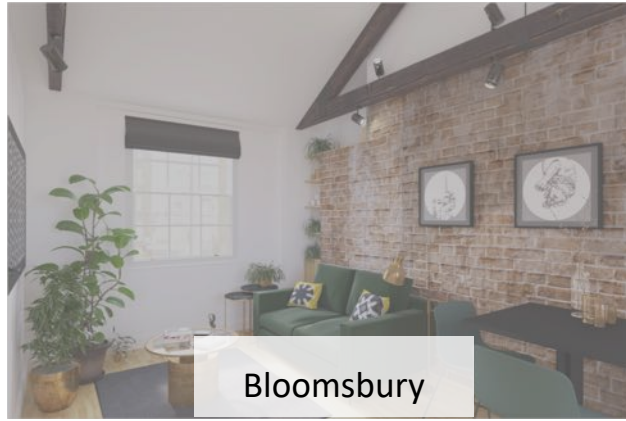
46% are aged 25 – 34 years old

China is our fastest growing customer sector, ranking 4th behind UK, USA and Australia.

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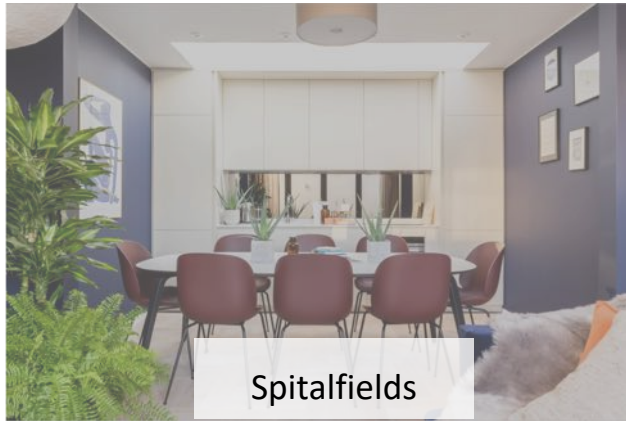
Aldgate East



Bloomsbury



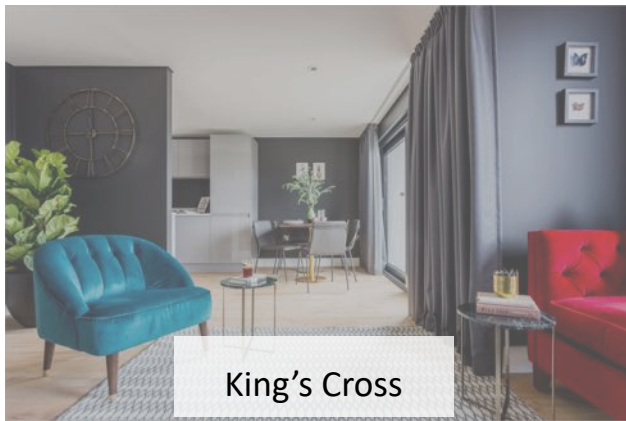
Hoxton



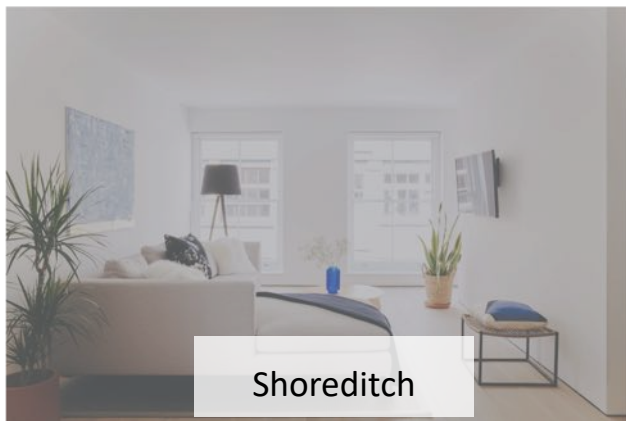
Spitalfields



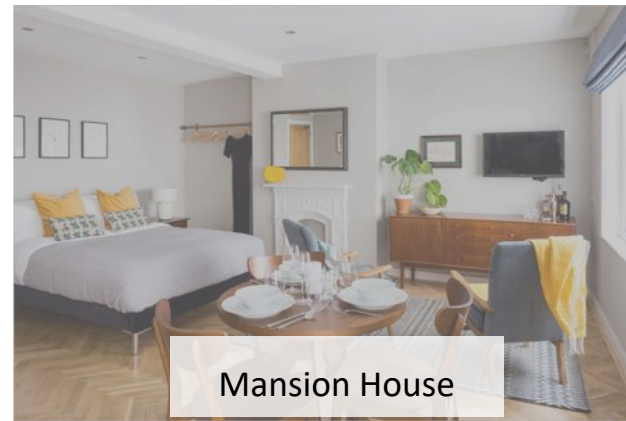
Old Street



King's Cross



Shoreditch



Mansion House

OUR LOCATIONS

8 locations across Central & East London

All within 0.2 miles of underground or overground transport

Each individually designed by an up & coming creative talent

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WHY ARE WE DIFFERENT?



POWER OF PARTNERSHIPS

- We strive to be at the forefront of innovation within the hospitality sector and to push the boundaries when it comes to guest experience.
- Design and wellbeing are at the heart of everything we do, which is why the collaboration with Simba was such a natural progression for us.
- In 2017 we installed their Award-Winning Hybrid Mattresses to every apartment.
- In 2018 we launched a collaborative apart-hotel concept The Zed Rooms.
- We created the Womb Room – to help you “sleep like a baby” and counter the ‘first night effect’

146 articles worldwide

10.3m estimated coverage views

1.5k social media shares

LIVE + WORK + PLAY

We offer more than just an apartment – with our workspace + nursery we can meet *all* the needs of the modern business traveller:

"People are trying to find family time in what's become a more pressured life. **It's part of a much larger trend towards the humanization of the professional life.**" (NYT)

55% of bleisure travellers bring family members with them, a further 29% would like to (Bridgestreet Hospitality)

Over 60% of our apartments cater for 4 or more people.

With the roll-out of our app in Q2 2019, we can streamline the guest experience giving them access to everything in the neighbourhood, plus our workspace, nursery and more.



BRAND POWER

- We are moving away from a transnational relationship mediated by big-scale advertising to much more of a one-to-one relationship with the customer.
- Cuckooz is not just about beds or apartments. We are about experiences
- **We bring together different people and strands of activity to create something greater than the sum of its parts.**

Cuckooz is a promise, a feeling, an expectation.

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WWW.CUCKOOZ.CO.UK