



**Kula is a lifestyle
flex-stay brand that
offers functional
and stylish hotel
lofts and serviced
apartments in urban
environments.**





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We are reshaping the flex-stay segment for the young professionals, relocators and young families through design, digital experience and lifestyle services.

From weekend trips to months-long stays, we cover the needs of both corporate & leisure travellers.

Currently operating over 200 units in London, Lisbon, Sydney and Melbourne.

Target Audience

(Millennials & Gen Z)

Bleisure
Travelers



Young
Professionals



Global Mobility
& Relocation



OUR PRODUCTS:

Flex-Stay Hotels

- **498 units** under development in **5 major european city centers.**
- Another **1,500 units** in pipeline.



- Located in city centers.
- Growth targeted towards an **owner-operator strategy.**
- Hotel setting (Lobby, wellness center, communal and commercial spaces).
- Fully functional rooms with equipped kitchens.
- A great fit for short to medium term stays.
- Buildings with 80+ units with amenities and an F&B component.



OUR PRODUCTS:

Flex-Stay Apartments

- 200+ operating units in London, Lisbon and Australia
- Another **700 units** in pipeline



- Residential setting (usually limited commercial / communal space).
- Growth mainly through an **asset-light strategy**.
- Mix of studios, one & two bedrooms.
- Full kitchen and living room.
- A great fit for medium to long term stays.
- Min of 20 apartments per building & only full buildings.



Introduction to **GOLD TREE GROUP**

The Gold Tree Group is an international investment company specializing in fixed income real estate, mainly in Switzerland and Germany.

Gold Tree Group is an International investment company specializing in fixed income real estate, mainly in Switzerland and Germany. Over the years Gold Tree has completed transactions in excess of €3bn. Today the group holds and manages over 1.3 million sqm of almost all real estate asset classes.

In 2018 Gold Tree made a strategic decision to venture into the hospitality sector

Isrotel €500m Joint Venture

Gold Tree is developing over 1,000 rooms in 4 hotels in prime Tel Aviv locations for Isrotel (ISRO:Tel Aviv) a leading Israeli hospitality group

Founding Gold Tree Hospitality

Gold Tree Hospitality, a subsidiary of the Gold Tree Group, was set up to tackle this expansion on the real estate and operational aspects. Compelled by the stellar pace of growth of the serviced apartments segment, Gold Tree realized that there is a strong potential in growing its footprint in the hospitality sector.

Meet the team.



Moran Machtey

Co-Founder & CEO

A well-rounded background, with over 15 years of experience in Real Estate Development, Finance and Banking, Strategy Consulting and Business Development.



Golan Weiss

Co-Founder & COO

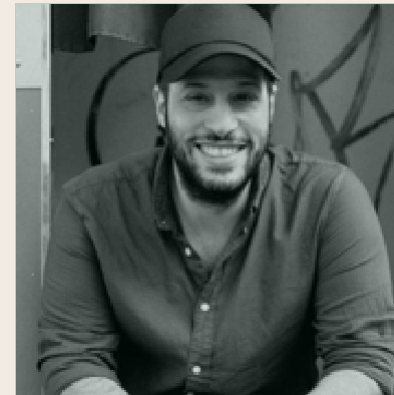
Former-CEO of a Multi Billion Dollar Travel Retail and Hospitality Corporation, with extensive experience in Operations, Business Development and Finance.



Ehud Shlain

Head of Real Estate, Europe

15 years of managerial experience. Founded a RE development and construction company with budgets of over €500M.



Nisan Larido

VP Product & Brand

More than a decade of international experience with multi-million dollar ventures such as Selina, Brown and Vonder at the intersection of design, creative & hospitality.



Adi Ben Nun

Director of Design & Architecture

Architect and Interior Designer with more than 12 years' experience and a proven record of delivering high-end interiors and architectural projects for both private & commercial clients throughout Europe.



Ori Cohen

VP Technology

An international product, strategy and business executive, with over 10 years of experience leading the delivery of innovative online platforms and the integration between digital and physical products.



Laura Aloisio

Director of B2B Sales

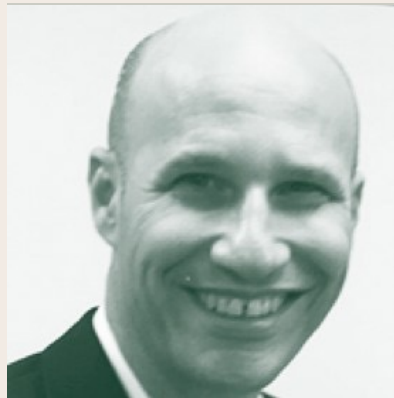
Over 16 years of experience in the Travel, Hospitality & Corporate Housing sectors, with proven track record in sales, BD, account management and supply chain relationships in the B2B segment.



Vivek Gupta

Director of Revenue management

Over 20 years of experience with both traditional and innovative hospitality players, specializing in Revenue Optimization, Pricing and Strategy and Commercial Management.



Omer Lang

VP Operations

Experienced professional with proven management and leadership skills. Considerable knowledge and expertise in the hospitality industry gained from working in multicultural environments in both commercial and operational roles.



Barbara Canziani

Head of Customer success

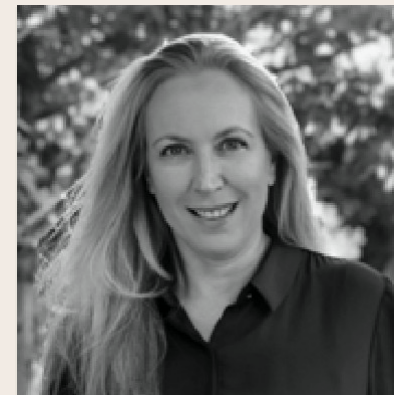
Over 20 years of experience with both traditional and innovative hospitality players, specializing in Revenue Optimization, Pricing and Strategy and Commercial Management.



Michal Freeman-Shor

General Counsel

Over 20 years of experience as a senior lawyer in the UK and in Israel, specializing in corporate law, M&As, fundraising and commercial transactions.



Shirley Yogev

VP Finance

A professional CPA with over 15 years of experience In the High Tech industry. Proven track record in Big 4 Accounting Firms and large multinational companies.



Greg Bell

Head of Development

Over 35 years in the Development Management business delivering many high-end projects such as the ExCel exhibition center in London Docklands. That included all surrounding residential and hotel projects.



What are we looking for?

Development
Objectives and
Target Destinations

Development Objectives

Operating 200 Kula flex-stay apartments

Lisbon | London | Sydney | Melbourne

5 Kula flex-stay hotels under development (400+ rooms)

London | Lisbon | Basel | Dublin | Stuttgart

Growth targets:

10,000 units by 2027,
400-500 units in each city.
A mix of flex-stay hotels and apartments.

Main target destinations in Europe & APAC

Phase 1 (Kula hotels & apartments):

UK & Ireland | Germany Switzerland | Austria | Portugal

Phase 2 (Kula hotels & apartments):

Spain | Benelux | Italy France | Nordics

APAC (Kula apartments only):

Australia | New Zealand | Singapore | Indonesia

Property Search Profile

	Kula Hotels	Kula Apartments
Number of units	80-250 Units are 25-30 sqm on average	20-150 Units are 35-40 sqm on average
Building size	4,000-8,000 sqm	NA
Ownership structure	Ideally owner-operator Long term leasehold (opportunistically)	Management agreement or leasehold + Rev-share models Owner-operator (rarely)
Deal Structure	Forward deal forward funding turn-key developments	Leasehold Forward deal (rarely)
Project Type	Ground up or renovation purpose built hotel / office conversion	Existing building quick turn around Purpose built Operator M&As
Zoning and Planning	Commercial use no planning risk subject to planning hotel / aparthotel zoning and permit	Commercial/residential use - short term rentals allowed (nightly basis)
Building characteristics	Common areas in the building F&B permit for the ground floor Back of house, restrooms and ideally a gym area	Full building Elevator and secure entrance Common areas are a plus
Deal size	€20 - €60 million	NA
Location	City center urban locations, with good access to neighborhood amenities, restaurants, bars and public transportation. For Kula apartments, proximity to business areas.	



Deal Structuring

Owner-Operator:

Looking for development partners to structure deals as Forward Purchase, Forward Funding or Turn-key projects. Alternatively considering converting existing hotels.

Asset-Light:

Management contracts and multi-year leases and rev-share models.

"We bring a full design team to support the architecture, interior design, IT planning and implementation solutions, and a solid financial backbone to support the deals".



Look & Feel

Kula

Flex-stay
Hotels



A modern, minimalist apartment interior featuring a dark green ceiling with white decorative molding, two round pendant lights, and a large window with a black frame. The room includes a dark grey kitchen unit with a sink, a small round table, a green sofa, and a bed with white linens. A large potted plant is positioned near the kitchen area. The floor is made of light-colored wood. A glass partition with a black frame separates the living area from a bedroom. A small orange vase sits on a shelf. A wooden stool is visible near the bed. A white circular graphic with the word "Lisbon" is overlaid on the bottom left.

Lisbon



Lisbon



Stuttgart



Stuttgart



Dublin



Dublin



Cafes Cocktail Bars & Restaurants



Wellness Studio





Kula

Flex-stay
Apartments

Kula London



Victoria

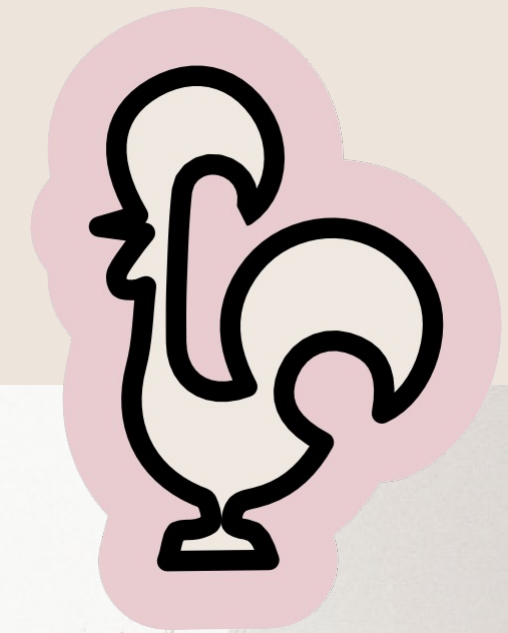


Holborn



Covent Garden

Kula Lisbon



Marques de Pombal



Terreiro de Paco



Santa Apolonia

Kula

Sydney & Melbourne



Claremont



Crows Nest



Parramatta

**Stop Compromising.
Stay Kula!**

