






HOMA

A New Rental Experience

Q3 2022



						
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Introduction to Business Case	HOMA Unparalleled Co-Living	HOMA's Core Pillars	Our Current Projects in Thailand	Performance Indicators	Superb Management Team	Appendix

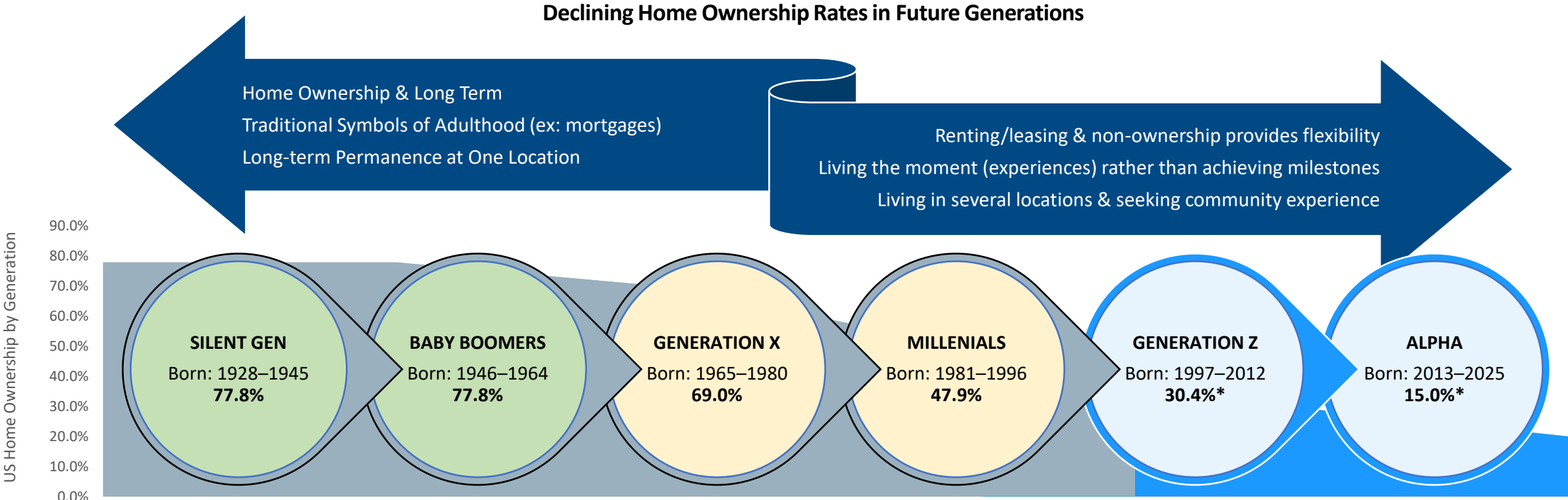


Changes in consumer paradigms lead to opportunity

The definition of *Home* is **shifting away from** a place of long-term permanence.

Younger generation of consumers are seeking a **new meaning to “living”**, looking for not just a place of comfort but a **sense of community**.

We forecast that the tendency to move from ownership to renting will solidify globally in the following decades.



Economic benefit, sustainable communities, and technology will drive the new definition of home



Key trends that drive the new paradigm in millennial preferences demand new solutions in housing.



Consumer Sentiment: Affordability

75%

Of Global respondents expect prices to increase faster than their incomes in 2022



Millennial Driving Force: Sustainability

80%

Of young consumers will shift consumption to strictly sustainable products & services



Sense of Belonging: Community

44%+

Of Millennials seek a strong & vibrant sense of community in their place of residence



A Booming Demographic: Digital Nomads

112%

Increase in digital nomad population from 2019 – 2021 (and increasing)



(Re)inventing Office Life: Hybrid & Remote Modes

65%

Of Digital Nomads will work from co-working spaces or hotels permanently



Demand for Efficiency: Tech-enabled Clients

90%+

Of Millennials own smartphones & nearly 100% rely on the internet for work

HOMA | An Unparalleled Co-Living Product

HOMA



A new and unparalleled solution we call HOMA



HOMA is a new breed of multifamily projects built exclusively for rent
They target both local and international young professionals and families

State-of-the-Art Rental Units

Flexible lease terms (Rent from 1 day to 1 year)
Quality and durability construction & fit out materials
Affordable price/quality point versus competition

Professional Management

Expert Financial Fund Managers
Experienced Project Management, Architectural, & Engineering Team
Award-winning Operating Hospitality Team

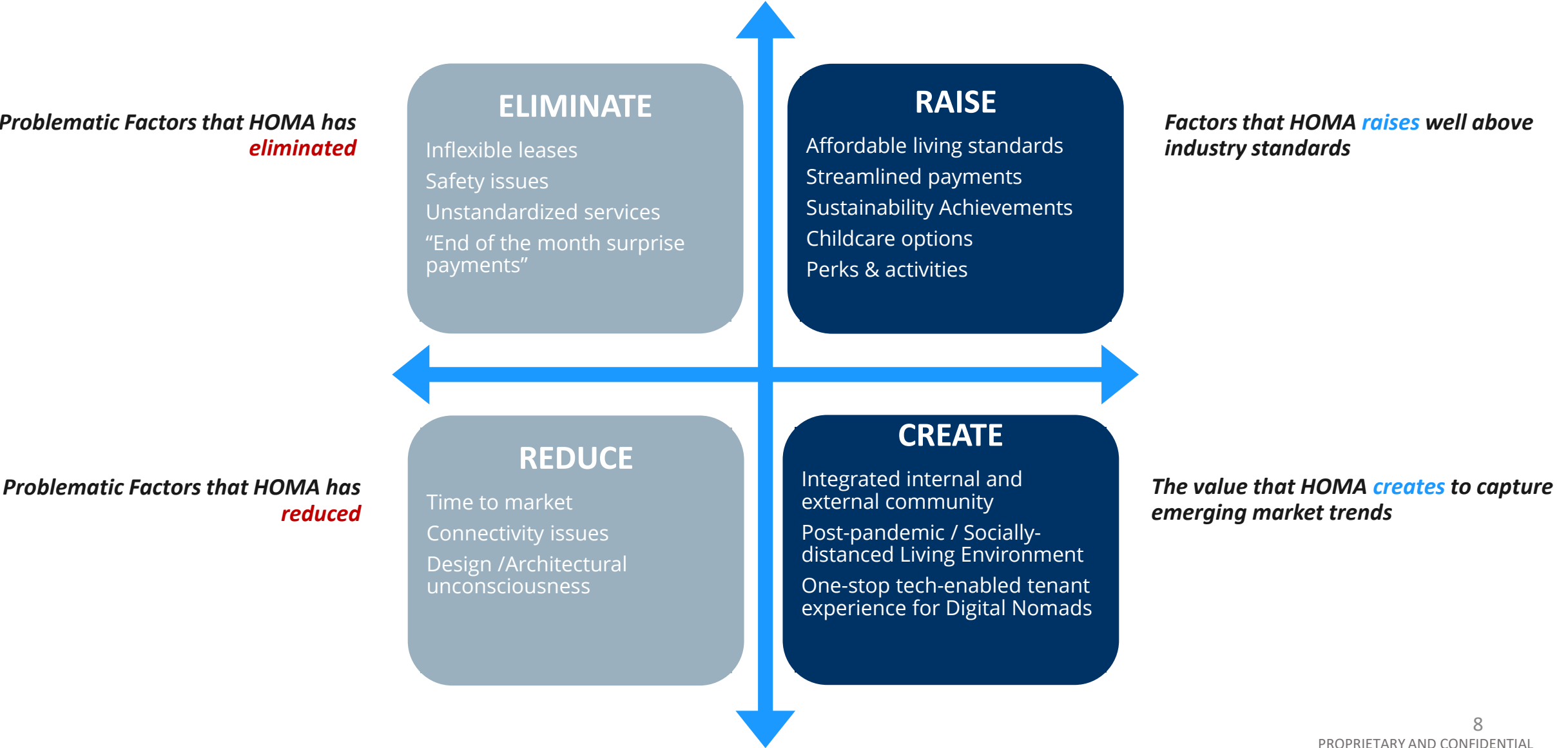
Sustainability Focused

HOMA is the first multifamily residential complex with LEED and EDGE certifications in Thailand
All future HOMA will seek these certifications
Efforts minimize carbon footprint, reduce ESG risks, and enhance social impact & project yields



HOMA’s strategic business model positions itself to achieve sustainable competitiveness

By applying the ERRC matrix, HOMA pursues differentiation within the industry, creating value for the modern-day tenant.





A community-driven lifestyle demands an all inclusive package

All of HOMA’s properties deliver customer needs, based on existing (and recurring) customer feedback



Pristine Individual Apartments

Privacy when you need it. No shared private spaces, ranging from studios to three bedroom suites



24/7 Dedicated Co-Working Spaces

From soundproof meeting rooms & pods, to free café and high-speed connectivity



Curated Fitness Lessons & Outstanding Gym Facility

Book free lessons with trained instructors in our daily Yoga, Pilates, Boxing, Swimming Lessons



Free Weekly & On-Demand Housekeeping

Included in all pricing plans, keep your flat spotless at your convenience



Super Hi-Speed WIFI Connectivity

No additional hidden costs, we give you fiber broadband included in your pricing plan



Year Round Community Events

Integrate with your peers – come to our outdoor movie nights or enjoy our after office sundowners



24/7 Reception and Security

Our HOMA Hosts are working round the clock to make your life easier while you concentrate on what really matters to you



Restaurant & Pool Bar on Premises

All HOMA buildings include fantastic meal & beverage options (available for room service!)



Infinity Pools, Lounges, Game Room, & Kids Room

We offer the full entertainment suite catered to all ages at HOMA



Customer obsessed – HOMA’s Core Pillars spearhead our customer-centric approach



About HOMA – Core Pillars

At HOMA we remain true to our ventures DNA: Our core pillars define our offering and the ecosystem we have created.



Affordability

Unparalleled pricing: starting at THB 11,000 or US\$270 / month



Sustainability

All projects are LEED & EDGE Advanced Certified



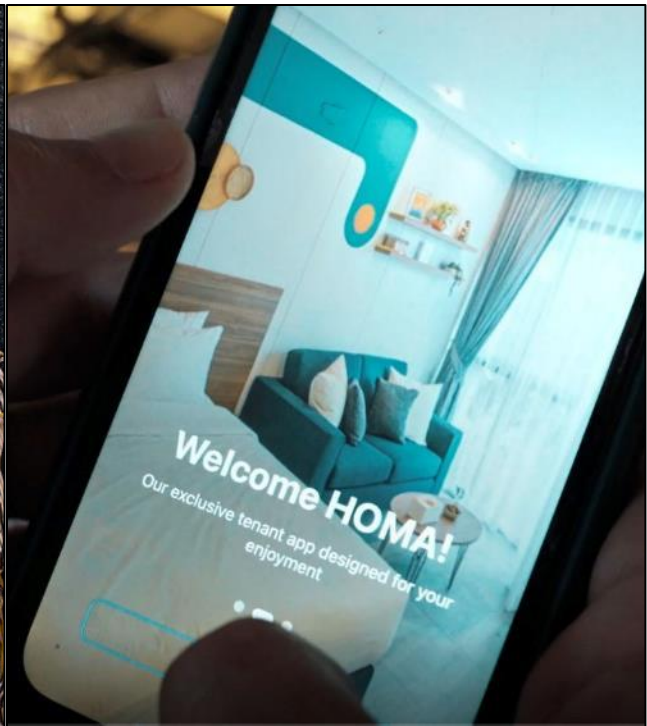
Community

Internal & External communities & stakeholders involved in ecosystem



Technology Enabled

State-of-the-art tech stack in all touchpoints with tenants





Budgeting as the driver for an all inclusive pricing

We manage all units at HOMA: standardized pricing & tenant treatment.
We deliver an all inclusive solution for the digital nomad lifestyle.
We provide an all inclusive package to “live a better life.”

CONCEPT	1 BEDROOM HOMA	1 BEDROOM COMP
MONTHLY RENT	THB 14,000	THB 11,000
ELECTRIC BILL	THB 1,800	THB 2,000
WATER BILL	INCLUDED	THB 300
PARKING	INCLUDED	INCLUDED
GYM MEMBERSHIP	INCLUDED	THB 1,200
CO-WORKING	INCLUDED	THB 3,000
WEEKLY HOUSEKEEPING	INCLUDED	THB 2,000
DRINKING WATER	INCLUDED	THB 300
WIFI	INCLUDED	THB 700
TOTAL MONTHLY EXPENSE	THB 15,800	THB 20,500

Exceeding the demands of a strong & vibrant community

At HOMA, there is a core focus on driving tenant engagement initiatives as it enhances the rental experience for the community and minimizes turnover

Curated Fitness Sessions Drive Healthy Integration



"I've been staying at HOMA for three months now. The advanced Vinyasa Yoga lessons and Muay Thai classes offered weekly through their mobile app are unique and come included in the rent!" – Ao | Canada

Entertainment Events All Week Long



"We met people from all around the world through the Muay Thai classes, soccer nights, and drinks at the pool. We look forward to coming back!" – Filipe | Portugal

Networking = Internal Synergic Community



The community was alive, with new faces and souls transforming the spirit, making it something unique, something precious" – Vasudev | Singapore



A focus on the external community solidify our presence

It is not only about what happens inside HOMA, but how we interact with our external community, which creates long-lasting impact & differentiates us from any other offer in the market



Prince of Songkla University x HOMA

- M.O.U. signed 2022
- Faculty & student accommodation
- Management Development Program at HOMA for PSU student Interns
- HOMA hospitality & business case competitions at PSU

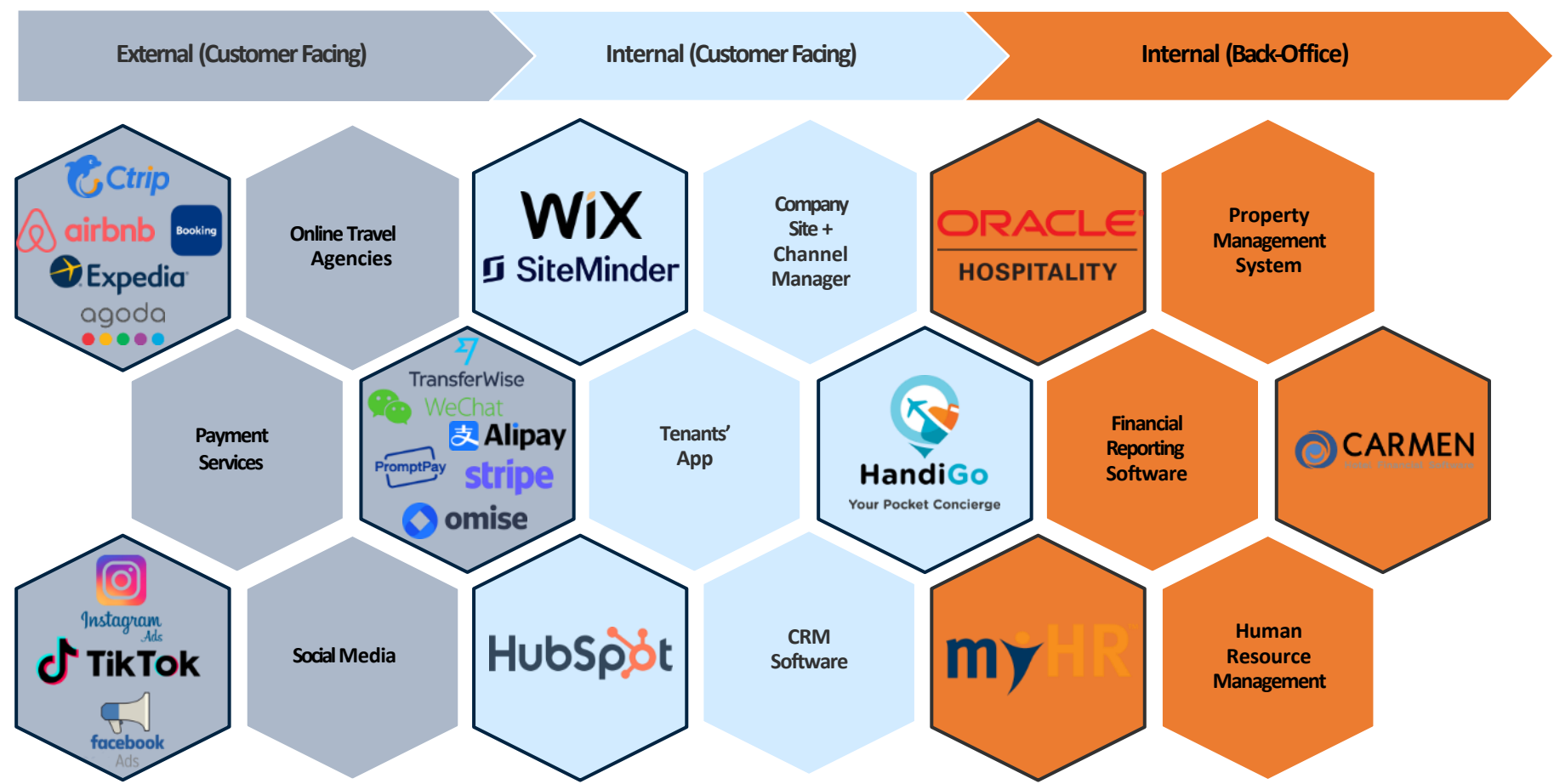
Bangkok Hospital x HOMA

- M.O.U. signed 2021
- Staff & patient housing & accommodation
- Medical tourism packages provided
- Medial IoT devices installed in HOMA handicap units



HOMA's technology bridges the gap between the old rental experience and ours

Customer satisfaction is driven by our quick response time, and our outstanding suite of products offered by our tailor-made technology stack



The promise of sustainability delivered by global standards



LEED Certified



EDGE Advanced
by IFC



43%

Less energy consumed vs.
industry peers



53%

More water efficient vs. Thailand
residences



750kW

p/hour produced each day by
our solar farms



300kg

Of monthly waste recycled and
diverted from landfills



Breaking New Ground

To date, HOMA has sourced/developed/acquired three assets in Thailand. Our first project, HOMA Phuket Town, is fully operational with nearly 50% occupancy (250+ apartments leased out) with an average length of stay of 180 nights.

All assets are to be managed under the HOMA brand, delivering a one-of-a-kind experience in the rental market in Thailand.

EXISTING PROJECTS

HOMA Phuket Town



HOMA Laguna



HOMA Si Racha



Investment Strategy:	Development	Development	Value-Add
Project Status:	In Operation	Under Construction	Under Renovation
Land Area:	6.12 Rai (9,798 sqm)	6.25 Rai (10,000 sqm)	1.27 Rai (2,032 sqm)
Total Gross Floor Area:	32,343 sqm	33,400 sqm	8,092 sqm
Unit Count Avg Unit Size:	505 36 sqm	422 41 sqm	100 / 64 sqm
Project Completion Date:	Q4 2021	Q4 2023	Q4 2022
Total Project Cost ⁽¹⁾:	THB 1,272 million / USD 40.4 million	THB 1,388 million / USD 44.1 million	THB 338 million / USD 10.7 million

(1) Excludes Financing Costs



Seven months into our first operation, HOMA Phuket Town delivers the proof of concept



Ramp-up of first operation is yielding both fantastic customer satisfaction and obtaining successful KPI targets.

Operational Snapshot of HOMA Phuket Town 07 Months into Operation

Guests in House

360

People from over 90 nationalities concentrated in the 24-45 age group

Spot Occupancy

49%

Of Rooms occupied in our first 505 unit project

Average Length of Stay

180


Room nights, combining daily, monthly and yearly leases

Spot ADR


฿720

Gross Average Daily Rate out of a targeted ฿ 923 for 2022

Exceptional Customer Reviews on Certified International Travel Platforms & Main OTAs




5/5






9.6/10





9.3/10





4.9/5





4.9/5





Real Estate Private Equity, Development, and Operation experts spearhead HOMA's proposition



Nigel Tovey, Ph.D.
General Manager
THA Best GM Award 2008



Luca Dotti, CFA, MBA
Partner & Managing Director
Finance & PropTech



Blake Olafson
Partner & Managing Director
Finance & Real Estate



Riccardo Balzano
Partner
Head of Project Management



Massimiliano Traversi
Partner
Head of Engineering



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