

LHA

LUXURY HOTEL
— ADVISORS —

A B O U T U S

Luxury Hotel Advisors, Inc. is a hospitality consulting and investment sales firm that specializes in assisting hotel owners and investors in selecting the best of course of action as it relates to hospitality assets. Our highly experienced principals are personally involved with each assignment or transaction and our board of advisors are some of the most well-respected professionals in industry. Honesty, transparency, and confidentiality are the cornerstones of our company. We will only take on projects and assignments where we are confident we can meet our clients' expectations.

The principals, Eric Prevette, Teresa Holden, Carlos Lopes and Stephane Zaharia have served in leadership executive positions with iconic luxury brands in such roles as hotel management, finance, marketing, rebranding and start-ups. The team's expertise is focused on development, repositioning, asset management, and hospitality real estate investments.

Our Board of Advisors includes notable industry leaders Ted Teng, Hans Maissen, Raymond Bickson, Shane O'Flaherty, Terry Petty and Eric Calderon, visionary leaders with unparalleled experience in branded and independent luxury properties. Recapitalization and financing expert, David Sonnenblick, offers a depth of knowledge that has assisted owners and investors in determining new strategies to strengthen their portfolios.

ADVISORY SERVICES

DISPOSITIONS & ACQUISITIONS

ASSET MANAGEMENT



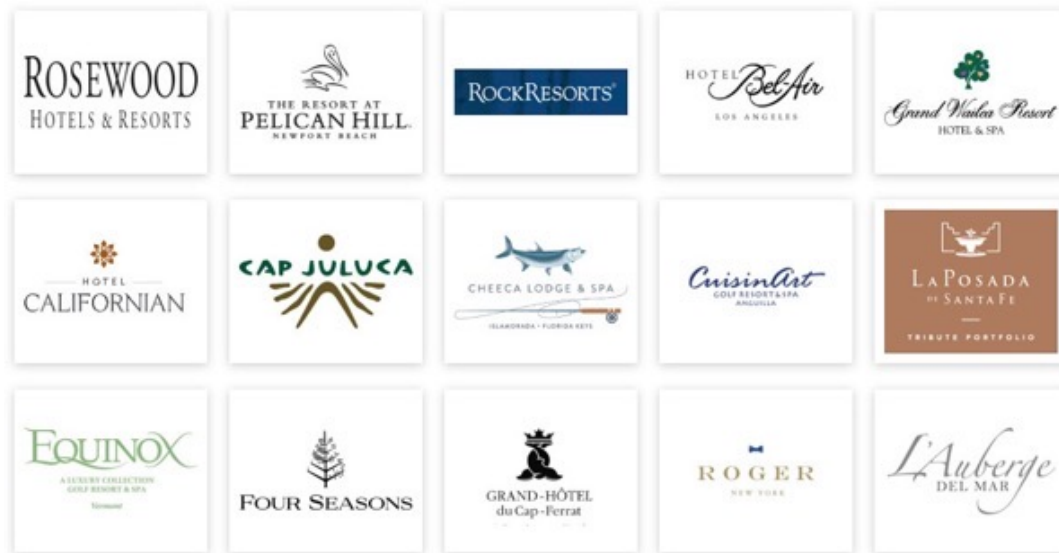
BRANDING STRATEGY

RECAPITALIZATION/FINANCING

HOA MANAGEMENT

OUR EXPERIENCE

Luxury Hotel Advisors was established by hospitality executives with a proven track record in all aspects of the luxury hotel sector. The LHA team of hospitality executives include the individuals who were involved in the creation and expansion of some of the world's most exclusive hotel management companies:



A scenic night view of a resort pool and deck overlooking the ocean. The pool is illuminated with a soft blue light, and the deck is furnished with lounge chairs, tables, and umbrellas. The background shows a dark blue sky and the ocean, with a rocky coastline on the left. A central text box contains the words "THE TEAM".

THE TEAM



LK Eric Prevet
Managing Director

With more than 30 years of real estate, finance and hotel experience, Eric is the Managing Director of LHA. He launched Unique Hotels in 1987 and that same year, co-founded Bel-Air Hotel Company. Eric has successfully repositioned and assisted in the sale of hotel properties valued more than \$500 million. He served as president for the Resort Properties Division of The Irvine Company, president and CEO of Olympus Hospitality Group/RockResorts, and Senior Vice President for finance and development with Rosewood Hotels & Resorts.



Teresa Holden
Managing Director

Teresa has over 20 years of experience as a sales and marketing executive in luxury hospitality and has been affiliated with the Ritz-Carlton Hotel Company, W Hotels, Ian Schrager Hotels and St. Regis Hotels. Teresa was a member of the advisory team that participated in the development and launch of the W Hotel brand. She directed the marketing effort to maximize the value of Cap Juluca prior to disposition and has developed marketing strategies for the prestigious Paws Up Resort in Montana, Sea Island Resorts off the coast of Georgia, Kona Village on the Big Island of Hawaii and the Sunset Marquis Hotel in West Hollywood.



Carlos Lopes
Managing Director

Prior to becoming a Managing Principal for Luxury Hotel Advisors, Carlos served as VP & Managing Director of Hotel Bel-Air and the Palace in New York as well as EVP and COO of Olympus Hospitality responsible for directing hotel operations, marketing, and branding strategies for eight Rock Resort properties. Prior to that, he served as Senior VP at Rosewood Hotels and Senior VP of Marketing of Four Seasons Hotels during their primary expansion which included new hotels in Washington, San Francisco, Vancouver, Newport Beach and New York.



Stephane Zaharia
Managing Director

Managing Director of Luxury Hotel Advisors Ltd Caribbean Region, Stephane Zaharia, brings his vast management expertise to LHA as a Caribbean Specialist. He brings over 25 years' experience in the hospitality industry, beginning his career with Hyatt Hotels Corporation North America, which through various appointments, led him to Aruba Dutch West Indies. Zaharia continued as Hotel Manager with Ian Schrager Hotels at the renowned Sanderson Hotel London, his continued love of the Caribbean Region brought him to Antigua to lead the Five Star Carlisle Bay Resort where he assisted in the reorganization of the property and achieving thereafter numerous awards and recognition as a leading luxury resort in the Caribbean.



WHAT WE DO

ACQUISITIONS & DISPOSITIONS

- Specializing in off-market assets
- Access to HNW individuals, family offices, and hospitality investors
- Complete confidentiality and privacy
- Market assessment, valuation review and comp set analysis
- Targeted approach for outreach
- Assist with contract negotiations



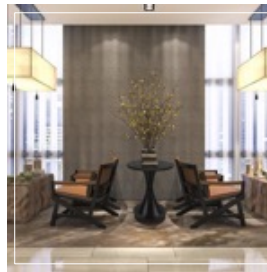
ADVISORY SERVICES

- Residential hotel planning with HOA development, implementation and management
- Hotel development and pre-construction planning
- Hotel repositioning and relaunch
- Selection of brands, soft brand affiliations and distribution platforms
- Financial consulting, refinancing and recapitalization



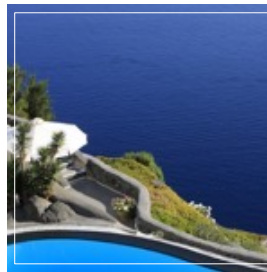
ASSET MANAGEMENT

- Annual business plan review and capital budget management
- Monthly performance reviews with senior management, marketing, and finance
- Positioning, marketing strategy, and analytics
- Labor management and operational efficiencies
- Monitor all insurance policies, licenses, leases, and contracts



H O A M A N A G E M E N T

- Establish and implement HOA program
- Develop expense and revenue budgets
- Implement management systems
- Manage homeowner relations



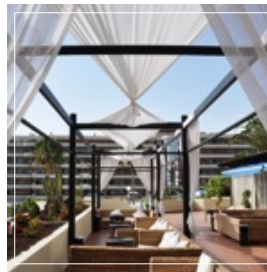
BRANDING STRATEGY

- Brand evaluation and comparison
- Market analysis
- Competitive landscape review
- Introductions and negotiations



RECAPITALIZATION / FINANCING

- Pro forma studies & feasibility/investment analyses
- Capital structuring
- New development and renovation financing
- Construction cost projections/budget management



GET IN TOUCH

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