



HYATT
PLACE™

Hyatt Place Hotel Edinburgh
Hotel Room Investment Opportunity



map
property & leisure
developments

Springside

Introduction

MAP Property and Leisure Developments Springside was established in direct response to the emerging interest and needs of individual investors looking for alternative investment opportunities, namely by investing in quality leisure property developments within the UK. We work with an impressive and strong network of Joint Venture partners which includes high profile industry experts in construction and finance and well known high-end global brands within the leisure and hospitality sectors.

We operate through a strong and trusted network of investment agents and also directly with individual investors, our aim being to offer all of our clients innovative, safe and secure investment opportunities within the UK. In essence, we give individual investors access to corporate style investment opportunities that previously would have been unattainable.

MAP Property and Leisure Developments Springside is part of the MAP Group of Companies who have been helping clients in the UK find inspiring property investment opportunities globally for almost three decades.



Why Hotel Room Investments?

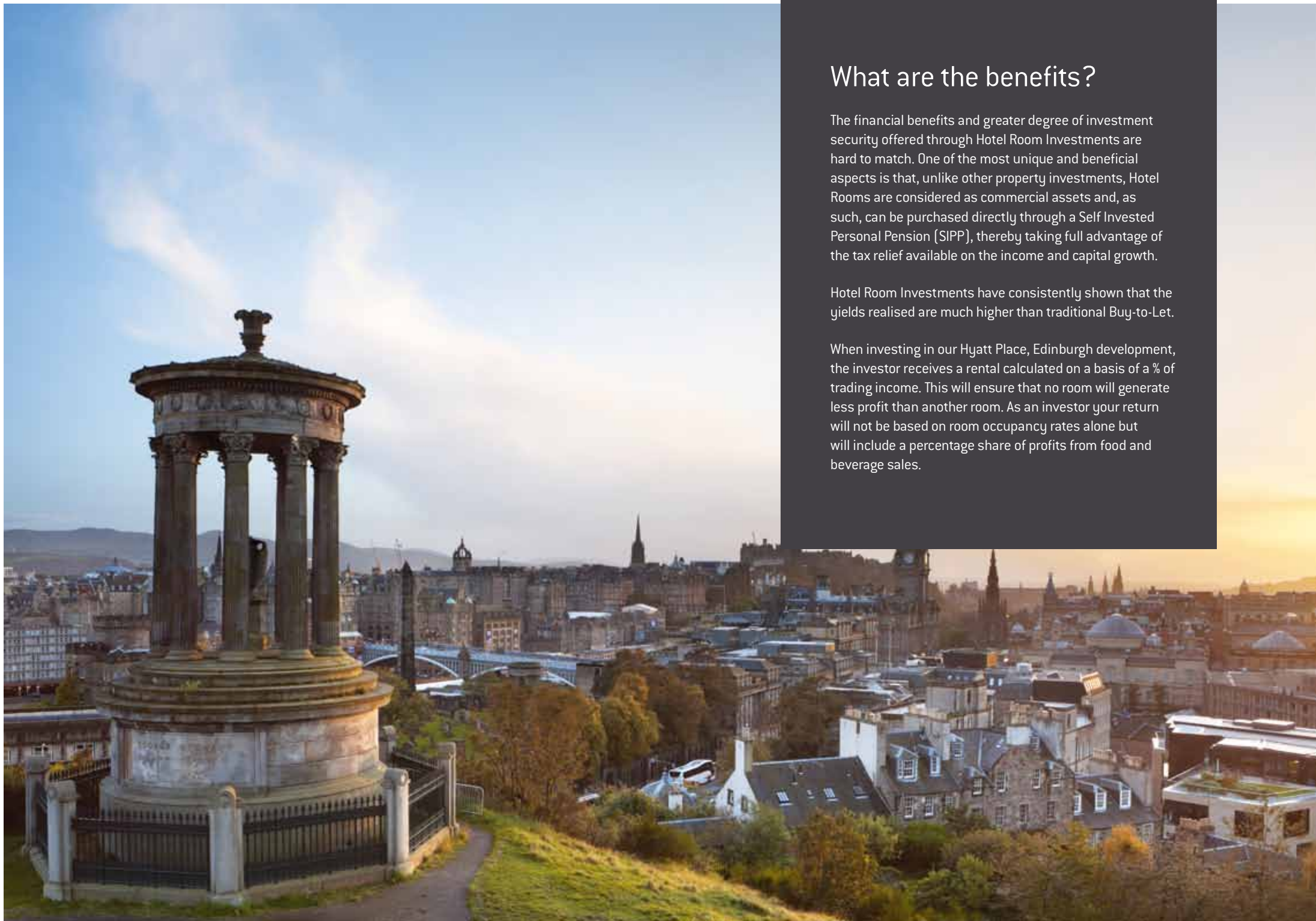
Hotel Room Investment has long been part of the private investment landscape in the US but is a relatively new concept here in the UK with few development opportunities being available outwith London.

In principle it operates in the same way as a Buy-to-Let investment, with the hotel operator acting as a management company and overseeing the process on behalf of the investor. However it is here that the similarity ends as hotel room investment is a hands-off, hassle free, high yielding, secure and relatively modest investment which can be purchased individually or through SIPP/pension investors.

In considering Hotel Room Investments, there are five specific areas which we believe need careful consideration by our clients which will influence the future financial success of a hotel development and, ultimately, your investment return:



MAP Property and Leisure Developments Springside can with considerable confidence claim that the Hyatt Edinburgh development exceeds all of the above criteria, making this a very attractive and secure investment opportunity.



What are the benefits?

The financial benefits and greater degree of investment security offered through Hotel Room Investments are hard to match. One of the most unique and beneficial aspects is that, unlike other property investments, Hotel Rooms are considered as commercial assets and, as such, can be purchased directly through a Self Invested Personal Pension (SIPP), thereby taking full advantage of the tax relief available on the income and capital growth.

Hotel Room Investments have consistently shown that the yields realised are much higher than traditional Buy-to-Let.

When investing in our Hyatt Place, Edinburgh development, the investor receives a rental calculated on a basis of a % of trading income. This will ensure that no room will generate less profit than another room. As an investor your return will not be based on room occupancy rates alone but will include a percentage share of profits from food and beverage sales.



Why Edinburgh?

Attracting an estimated 13 million visitors each year, Scotland's historic capital city, Edinburgh, is the UK's second most popular tourist destination. The city was designated a World Heritage Site in 1995 and, despite the global financial crisis, its economy remains robust, placing it as the third most important financial centre in Europe.

Hosting 16 different cultural festivals including the Edinburgh Festival Fringe, Edinburgh International Festival, Edinburgh Military Tattoo, Edinburgh International Film Festival, and with iconic tourist attractions and international sporting events, the city benefits economically from a constant high demand for hotel accommodation. Figures show that room occupancy rates consistently remain above 75% for the majority of the year with the quieter winter months being bolstered by the capital's world-renowned Hogmanay celebrations. Room occupancy rates for Edinburgh have in recent years been the second highest in Europe.

Recent evidence would suggest that corporate business and events remain solid and with hotel industry leaders continuing to invest in facilities for the business community, a return to a higher level of corporate demand is anticipated. As a leisure, tourist and business destination, Edinburgh is exceptionally well served by an extensive transport infrastructure which includes a major International Airport and extensive rail and road networks. The new Tram network will considerably enhance transportation within the city itself. Hyatt Edinburgh is perfectly located within the Fountainbridge area of Edinburgh city centre, is easily accessible and within close proximity of all major tourist attractions, business facilities and retail outlets.





The Development Hyatt Place, Edinburgh

Hyatt Hotels Corporation has an intent to contract to manage the 4 Star Hyatt Place Edinburgh which has superb facilities and features ensuring its appeal to both business and tourism consumers:

- 181 larger than average sized en-suite rooms
- Five floors with ground floor restaurant, bar and café
- Business and meeting room facilities
- Located within the Fountainbridge area of the city
- Within easy reach of Haymarket and Waverley stations
- Within easy reach of all city centre amenities and tourist attractions

Additionally, the hotel development site is part of the wider Springside development programme and is surrounded by a number of large offices, commercial organisations, retail outlets and residential accommodation.

Hyatt Hotels

Hyatt Hotels Corporation is world leading brand within the international hotel industry and has over 480 hotels across the world. They have an enviable reputation and track record for success in developing and managing Hyatt branded hotels.

The hotel development is targeted for completion and to be operational by July 2014.



Investment Opportunity

Edinburgh is the most important tourist destination outside London attracting more than 3.5 million visitors each year.

Occupancy in Edinburgh was the second highest in Europe, beaten only by London.

This is a rare opportunity for investors to acquire a hotel investment in Scotland's capital city, managed by a world leading hotel brand, producing a hands off style investment.

The project is contracted on a price not to exceed with our construction partner, international construction company, Interserve.

The build is scheduled to commence on June 2013 and opening on the 6th July 2014.

The individual rental return is calculated not just on room income but on a share of all income generated from the hotel operation including, food and beverage as well as conference facilities.

The rooms are purchased on a 175 year lease and registered at the land registry

VAT is payable, assistance can be provide regarding reclaiming the tax if applicable.

Purchase Process

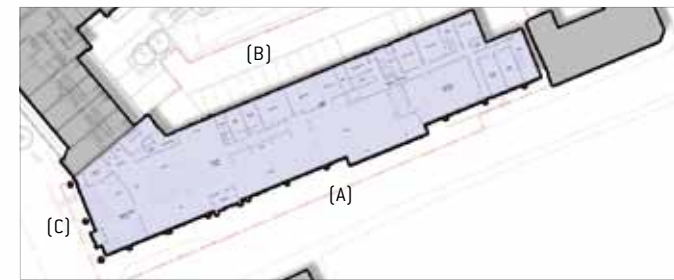
- Complete reservation form and submit to MAP Property and Leisure Development Springside.
- Within 5 days an offer to lease will be sent.
- Completion of offer - £65,000+ VAT payable.



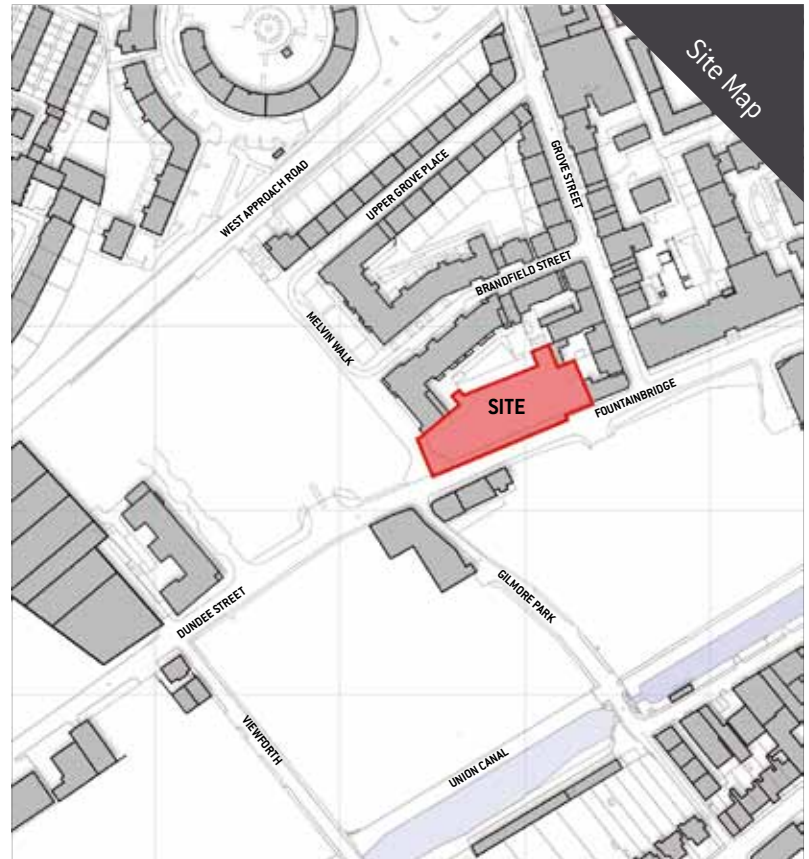
Hyatt Place Hotel, Edinburgh

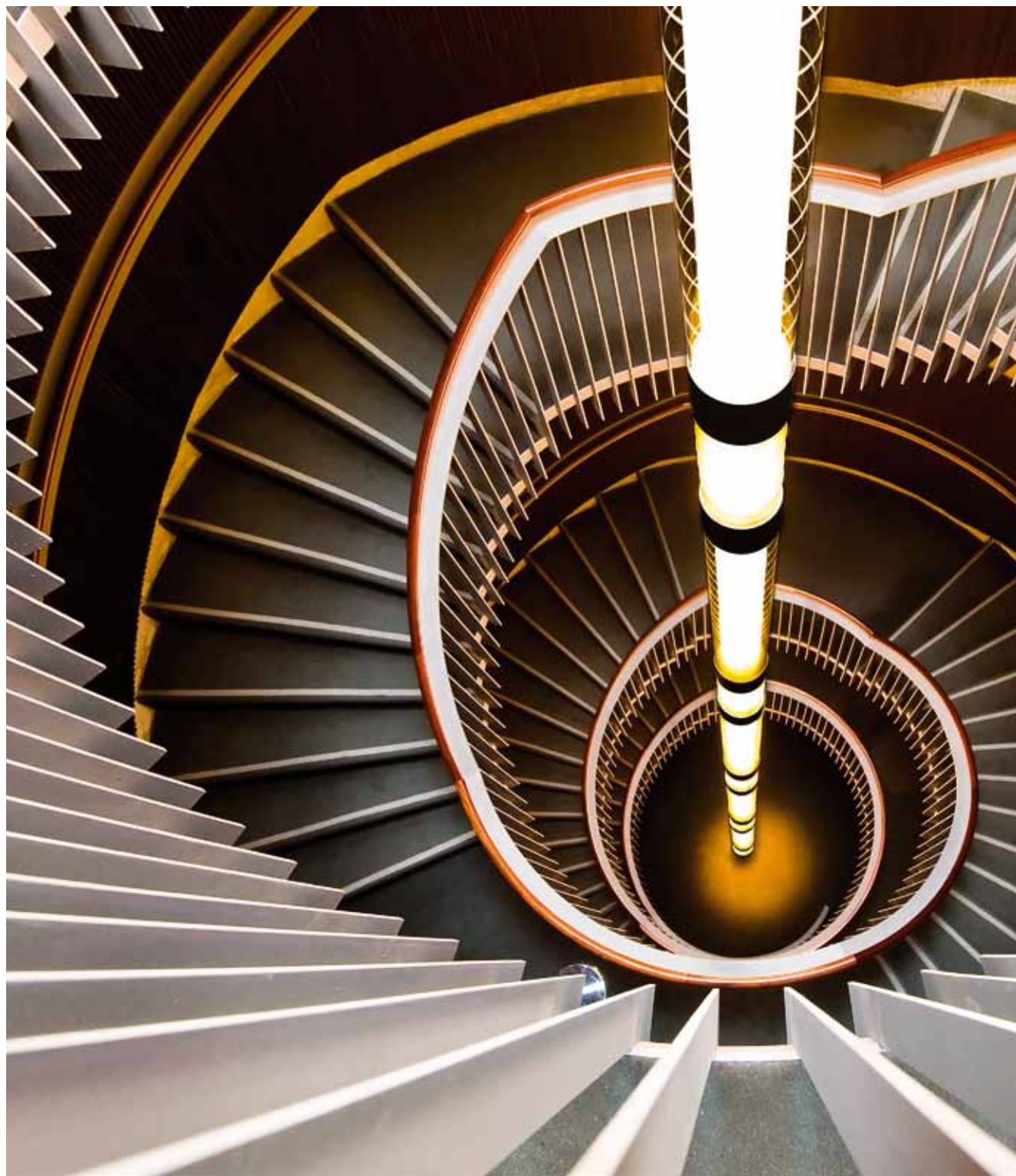
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- Housing**
(Owner/Occupied)
- Housing**
(Housing Association including student flats)
- Office**
- Student Halls**
- Supermarket**
- Creche/Nursery**
- Commercial/Retail**
- Affordable Housing**
(Final extent of affordable housing to be determined)





Financial Structure & Returns

The hotel will consist of 181 bedrooms, restaurant, bar, meeting and conference facilities. Individual investors or corporations may purchase the rooms on a 175 year lease basis . This investment has also been accepted as suitable for SIPP (Self Invested Personal Pension) investment.

Purchase

- Purchase price £65,000 plus VAT
- The developer will retain the freehold on the property while offering investors a 175 year leasehold
- Each room has a value of £130,000 on completion and £155,000 on achievement of the business plan at the end of year 4
- The developer will acquire a loan for 50% of the initial development. The repayment of which will be deducted from the hotel income
- Investors will receive a guaranteed 6% net income for the first two years
- Over the following three years an average of 8% is projected
- The hotel will be managed on a 25 year contract by Hyatt hotels
- Hyatt trading underpin guarantee for the first 6 years of £1.6m

Exit

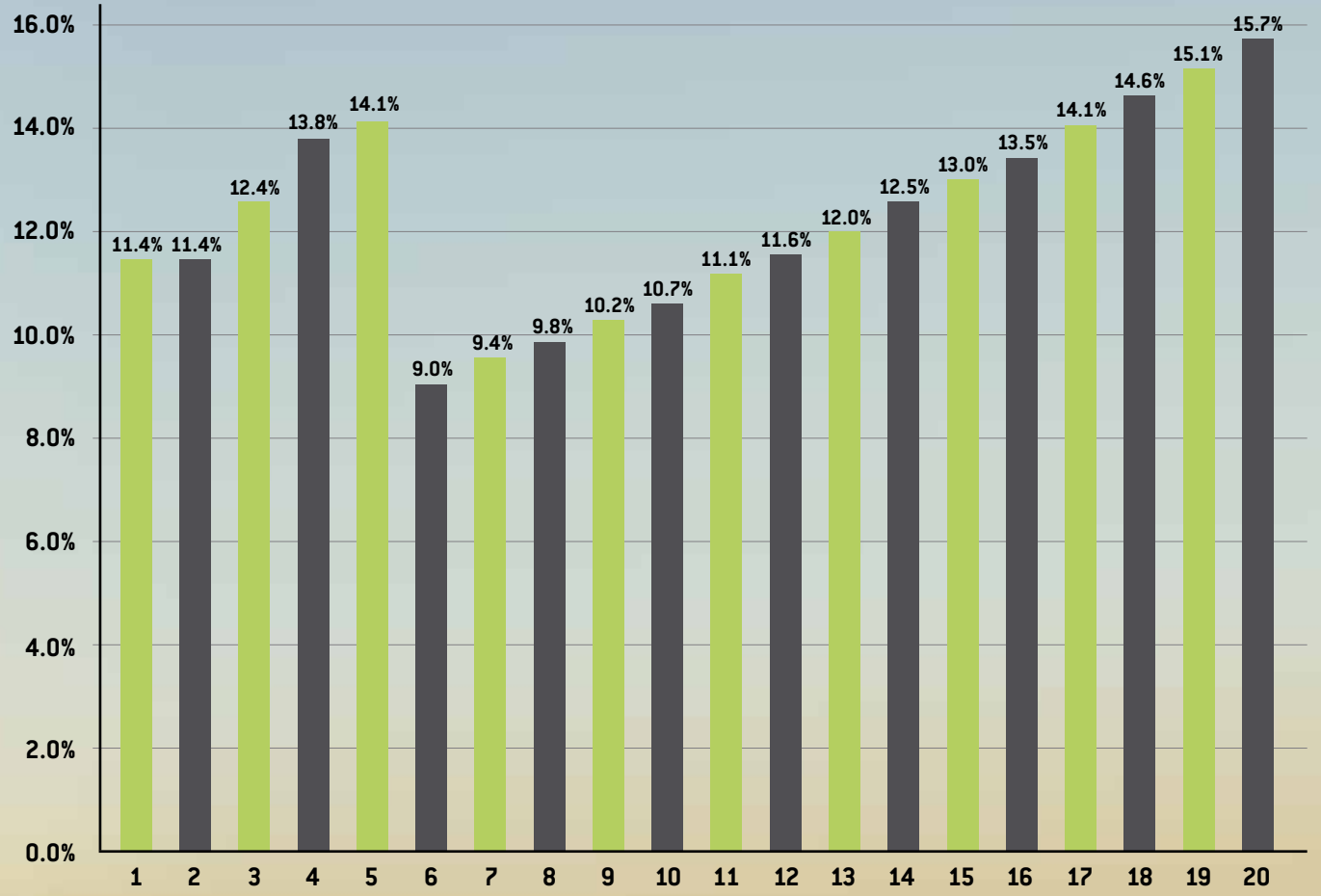
- This is a medium term income investment
- From year 4 the developer can exercise its option to sell the hotel in its entirety at the market value. The hotel room leaseholder will receive no less than the original purchase price and 70% of the sale price over the original purchase price , less any outstanding developers loan
- Buy Back Option – There is a buy back agreement allowing investors to request this option after 5 years
- Potential purchasers of this hotel are other hotel groups, pension funds and investment companies



The returns illustrated highlight the increase in value of the room during the initial trading years and rental income. The increased room rate is based on information and opinion supplied by surveyors DTZ.

Year	1	2	3	4	5
Rental RETURN	6.0% Guaranteed Rental	6.0% Guaranteed Rental	7.0%	8.4%	8.7%
INCREASED VALUE OF ROOM	5.4%	5.4%	5.4%	5.4%	5.4%
TOTAL Investment RETURN	11.4%	11.4%	12.4%	13.8%	14.1%

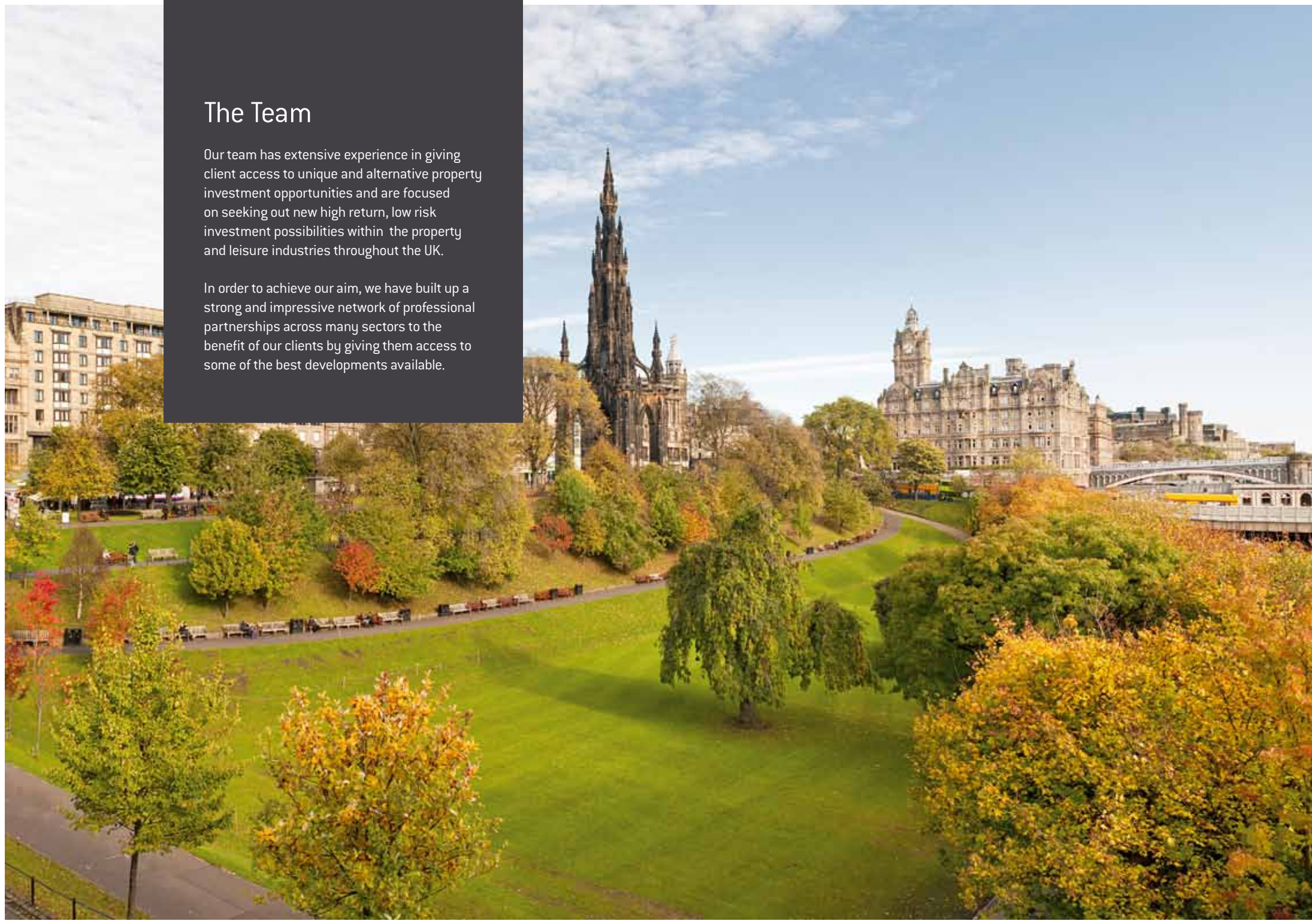
Projected Net Investment Returns Including Capital Growth for first five years as Hyatt business plan is achieved.



The Team

Our team has extensive experience in giving client access to unique and alternative property investment opportunities and are focused on seeking out new high return, low risk investment possibilities within the property and leisure industries throughout the UK.

In order to achieve our aim, we have built up a strong and impressive network of professional partnerships across many sectors to the benefit of our clients by giving them access to some of the best developments available.



Our key partners in the Hyatt Place Hotel development

Interserve Construction Limited

One of the five operating divisions of The Interserve Plc Group, a major player in the UK and Middle East Construction sectors as well as the UK Support Services market and the Construction Equipment industry worldwide, the Interserve group employs over 50,000 people and is ranked in the FTSE 250 with a turnover in excess of £2.3 billion.

The construction operations in Scotland are managed from the centrally located office in Livingston, where the team focus on new build, refurbishment and fit-out projects in the commercial, industrial and public sectors. Interserve has a wide range of experience in the hotel industry having completed major projects at Turnberry and Cameron House for Leisure Corps and De Vere and are currently working for Hilton at the Edinburgh Caledonian and for Malmaison in Dundee.

www.interserve.com

Goodson Associates

Goodson Associates has three strategically placed offices nationwide that are highly focused on the core business of Civil and Structural Engineering Design plus a fourth office, in Edinburgh, which specialises in transportation.

With a reputation for delivering a first class service on all commissions covering project values from £1,000 to over £100 million, the company's success lies with the ability to meet the changing demands of Clients while maintaining a quality service from feasibility through to contract completion.

Goodson Associates has been involved in many hotel projects including the expansion of the Stakis brand throughout the United Kingdom, the development programme for the Livingwell Health Clubs for the Hilton Group, the Glasgow Campanile Hotel on the River Clyde and Fraser's Suite, the refurbishment of a nine storey listed old town property off the Royal Mile in Edinburgh, several projects for the Gleneagles Hotel and for the Old Course Hotel in St. Andrews.

www.goodsons.com

Archial

Part of the Ingenium Group of Companies, Archial is a leading, UK based, architectural practice, delivering intelligent solutions to clients in the public and private sectors.

Archial has extensive experience of the hospitality and leisure industries providing a comprehensive service; from establishing strategic need and initial feasibility to construction and occupation of the facility. They offer hands-on leadership to steer clients through best value facility procurement and delivery options.

www.archialgroup.com

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