



# Dex Squared Hospitality Asset Management

Where Hospitality Meets Innovation

A cityscape at dusk with a prominent skyscraper in the foreground. The sky is a mix of light blue and orange, suggesting sunset or sunrise. The buildings are silhouetted against the sky, with some lights visible. The overall mood is professional and modern.

# ENHANCEMENT & APPRECIATION OF PROPERTIES

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At Dex Squared, Enhancement & Appreciation of Properties (EAP) is our specialty. With a team carrying a combined experience of over 140 years in the hospitality and property management industry, we strive for nothing less than excellence.

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# Striving for Excellence

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Dex Squared Hospitality (DEX) consists of a diverse team of hospitality experts focused on enhancing and optimizing returns and reducing expenses from hotel operations. We unlock the true potential of a hotel asset by using market intelligence, logical assessment, and industry best practices to guide and assist the unit operations team to challenge the status quo. We strive for excellence through the balance of hotel operations and the financial objectives of the owners/investors.

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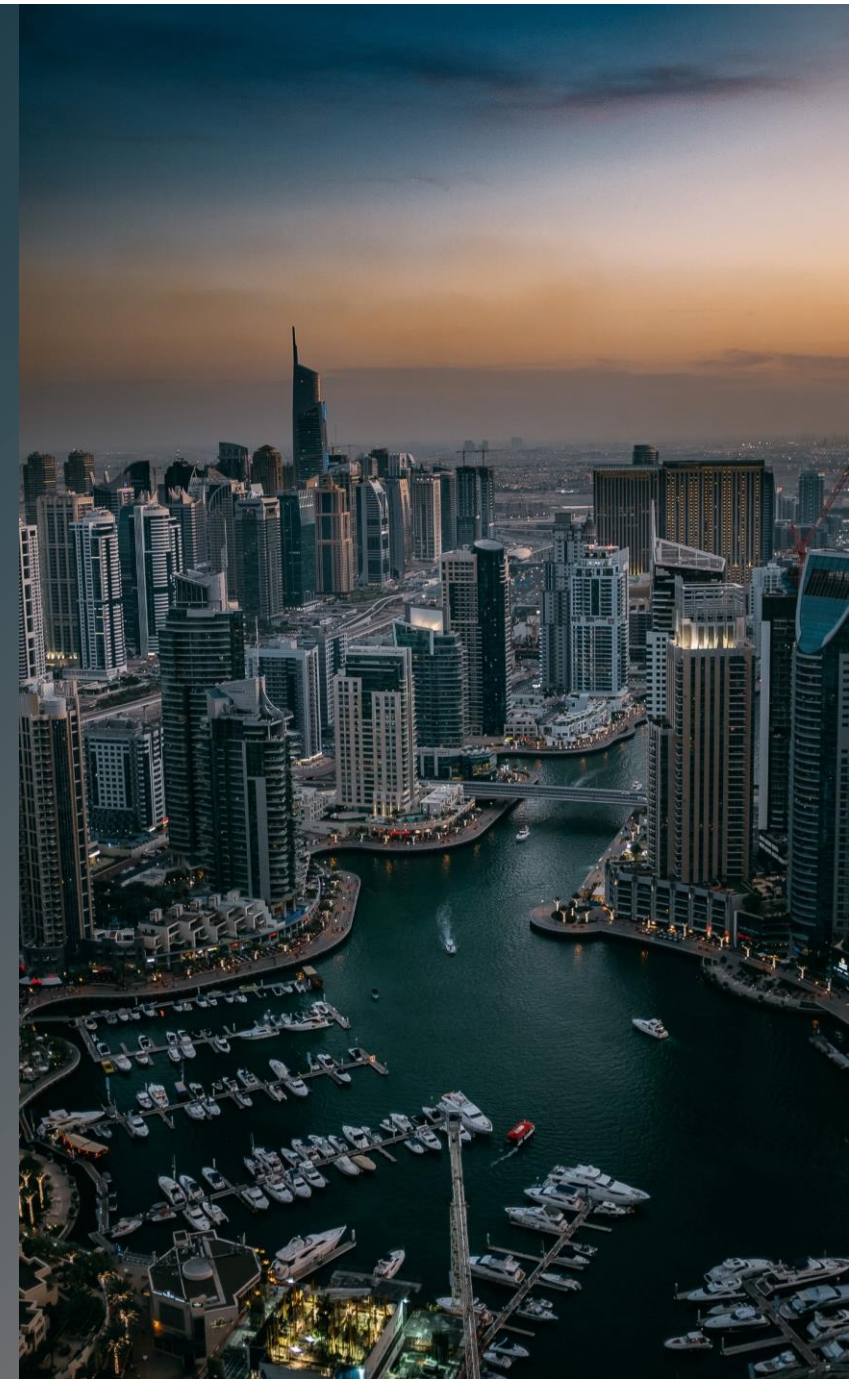
# Decades of Experience

With over 140 years of experience in over:

- 16 countries;
- 64 hotels;
- 18 pre-opening projects; and
- Over 17,000 rooms.

With a team of experts from diverse backgrounds in hotel and property management, hotel pre-opening, marketing, branding, food & beverage, technical services, project development, project management, and procurement.

We view the hotel industry through a very diverse yet refined lens and have developed a large array of proven services that are unique to Dex Squared Hospitality.





# Our Unique Approach

## Phase 1

Our approach begins by gathering a deep understanding of the Property's Owners short-term and long terms goals and targets.

## Phase 2

A detailed Hotel Performance Review is conducted, this audit includes the first of our unique services, the **Forensic Cost Audit**. The forensic cost audit tool is a platform that reviews all operational expenses in areas such as procurement, consumables, contracts, labor cost, payables, utility, licenses, and many more, to ensure the property is running at its lowest expense and highest efficiency while maintaining high standards and guest satisfaction.

Similarly, the property will undergo three other Forensic Audits in Phase 2 which include Commercial, Technical, and Quality & Service.

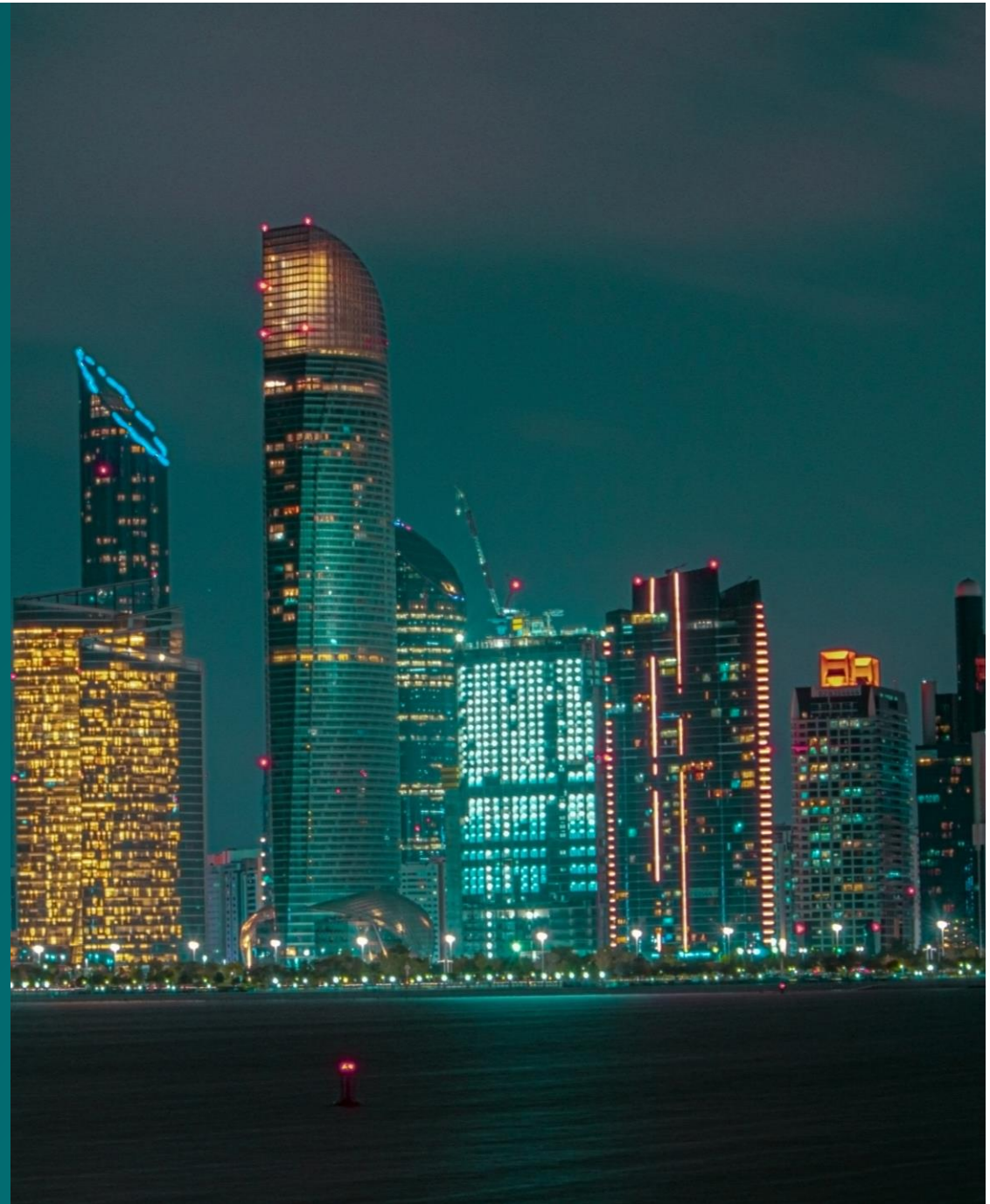
## Phase 3

The findings from Phase 2 are compiled into a series of reports, accompanied by recommended actions in order to implement the necessary changes. These reports are completed on a regular basis to ensure that the ownership is fully aware and updated on the progress of the asset.

# Pre-Opening Asset Management

Our 9 elements of pre-opening asset management consist of being Owner consultants and representatives covering all aspects of a project from feasibility to opening of the asset.

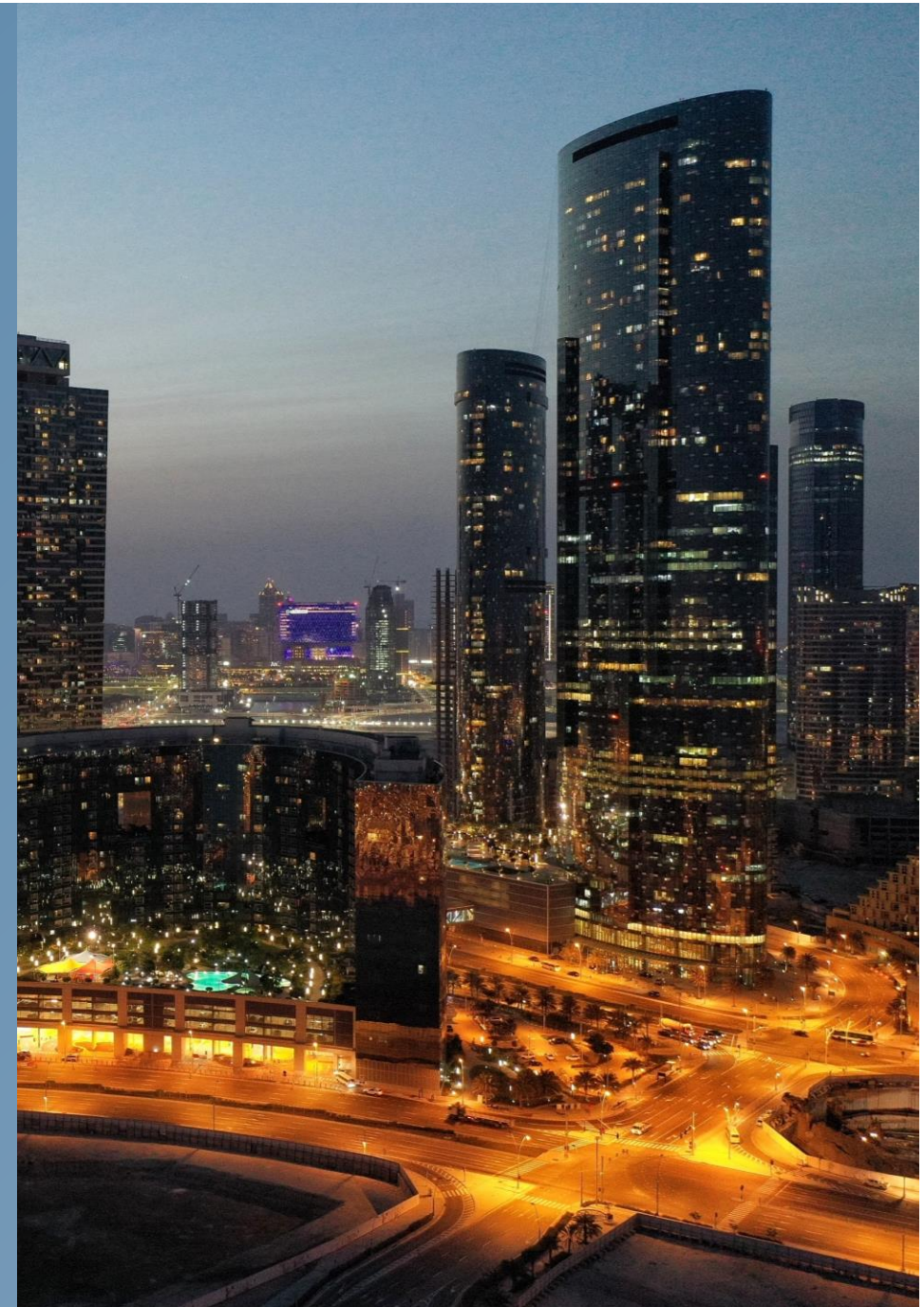
1. Asset Management Operating Hotels
2. Identifying, sourcing, and selecting the Hotel Brand;
3. Pre-launch budget review & advice;
4. Activating unutilized space;
5. Full commercial feasibility;
6. Property maintenance & technical services;
7. Revenue management & yielding strategies;
8. Pre-opening planning and execution
9. Recruitment, training, and HR management



# Operational Asset Management

DEX delivers a comprehensive range of services designed to maximize operational profitability and minimize risk. At the forefront of industry trends, using our understanding of current and future value drivers, the team strives towards the Enhancement & Appreciation of the Property (EAP) through services such as, but not limited to:

1. Competitive Analysis (revenue & expense benchmarking);
2. Operations Management;
3. Finance & Business Support;
4. Operation & CAPEX Budgeting;
5. Sales & Marketing;
6. F&B Concept Development;
7. Key Personnel Recruitment Review;
8. Technical Services & Property Maintenance;
9. Contracts & Procurement Reviews; and,
10. Operator Owner Relationship Management.





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# Contact Us

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