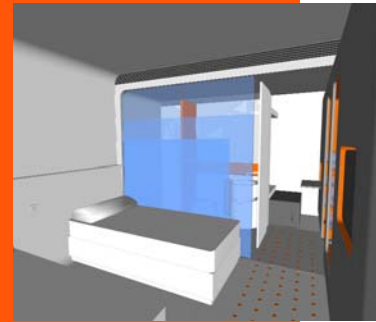




Brought to you by

استثمار هوتيلز
ISTHMAR HOTELS



easyHotel.com

easyHotel.com is the budget hotel offering from **easyGroup**. Located in the centres of major international cities, **easyHotel** is aimed at cost-conscious short-stay customers, who can book and pay for their rooms online at www.easyHotel.com. The earlier the booking, the lower the cost - that's the unique advantage of **easyHotel**.

Istithmar Hotels

Istithmar Hotels was launched in April 2006 to manage Istithmar's investments in the hotel sector. Istithmar Hotels has a portfolio which includes a significant investment in Kerzner Group, the developer and operator of Atlantis Resorts and of One&Only, the luxury resort brand; the master franchise for **easyHotel.com** in the Middle East, the Levant, North Africa, India and Pakistan; and ownership of the Knickerbocker Hotel on Times Square, the W Hotel Union Square in New York, the Hotel Washington in Washington DC, International Hotel Investments in Malta and the Mandarin Oriental, New York.

It recently announced the purchase of a 24.99% shareholding in leading Thai real estate developer, Raimon Land Public Company Limited.

Corporate Structure

Istithmar Hotels is a 100 percent subsidiary of Istithmar, Dubai World's investment company. Istithmar's real estate unit brings together the group's interests in commercial property, hotels and resorts, the leisure sector and in retail. Its mission is to acquire and assemble the world's most distinguished and diversified portfolio of properties.

Existing investments include The Adelphi, 230 Park Avenue, 280 Park Avenue, 450 Lexington, Grand Buildings, Jumeirah Golf Estates and Cape Town's V&A Waterfront, as well as its hotel interests.

Dubai World is a holding company which manages and supervises a portfolio of businesses and projects for the Dubai Government, working towards making Dubai the leading hub for trade and commerce.

easyHotel.com offers safe, clean, comfortable rooms at the best possible prices. Designed for city centres, the concept is aimed at customers who are willing to accept less space for a lower price. **easyHotel** offers customers the reassurance of a recognised brand that's known for delivering a high quality product.

Since 1995, the **easy** brand has stood for value for money and consistent quality in 18 countries around the world.

From **easyJet** to the most recent **easyGroup** company, all **easy** companies share the same key values:

- Great value
- Taking on the big boys
- For the many, not the few
- Relentless innovation
- Keep it simple
- Entrepreneurial
- Making a difference in people's lives
- Honest, open, caring and fun.

easyHotel and Istithmar Hotels

Istithmar Hotels has the master franchise for **easyHotel** in the Middle East, the Levant, North Africa, India and Pakistan, and recently launched its first **easyHotel** property in Al Karama, Dubai, one of six planned for the emirate. A further announcement in India was the second major launch and is the next stage in the company's planned investment of US\$ 400 million over the next five years, with 38 **easyHotel** properties, offering 3,800 rooms, scheduled to open in 17 countries around the region.

The **easyHotel** opportunity

easyHotel is unlike anything in the marketplace - and you can be among the first to benefit from this exciting opportunity. This is your chance to be a part of a brand that has always challenged the accepted norm, and at the same time benefit from being one of our initial partners.

The unique **easyHotel** pod design

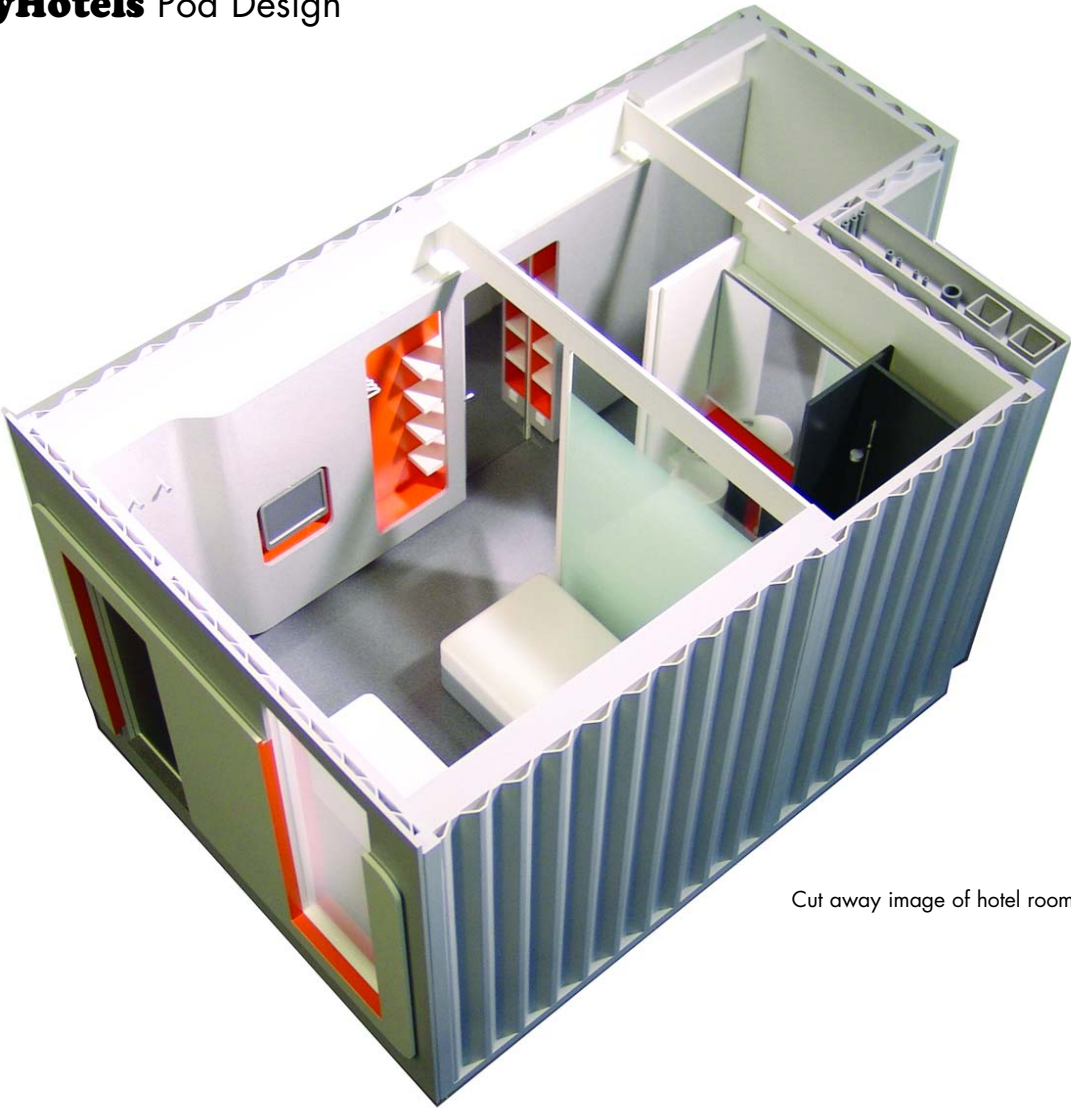
The key to **easyHotel**'s competitive advantage lies in its unique pod design: a compact, ergonomically-designed, prefabricated room that is transported to **easyHotel** sites for final construction.

Unlike the traditional approach to prefabrication, where on structural elements are prepared off site, the **easyHotel** pod will be fabricated in its entirety at Istithmar Hotels' custom-built factory - including the room's structure, all internal plumbing and wiring, furniture, flat-screen TV - even bedding and towels.

These finished pods will then be used to construct **easyHotel** properties using a novel 'stack, connect and stick' building concept. This involves pod units being stacked one atop the other, then connected with prefabricated corridors and lift units, and finally 'stuck' onto a concrete platform. Using this approach, a typical 200 room **easyHotel** can be opened within just 20 weeks of the concrete platform's completion.

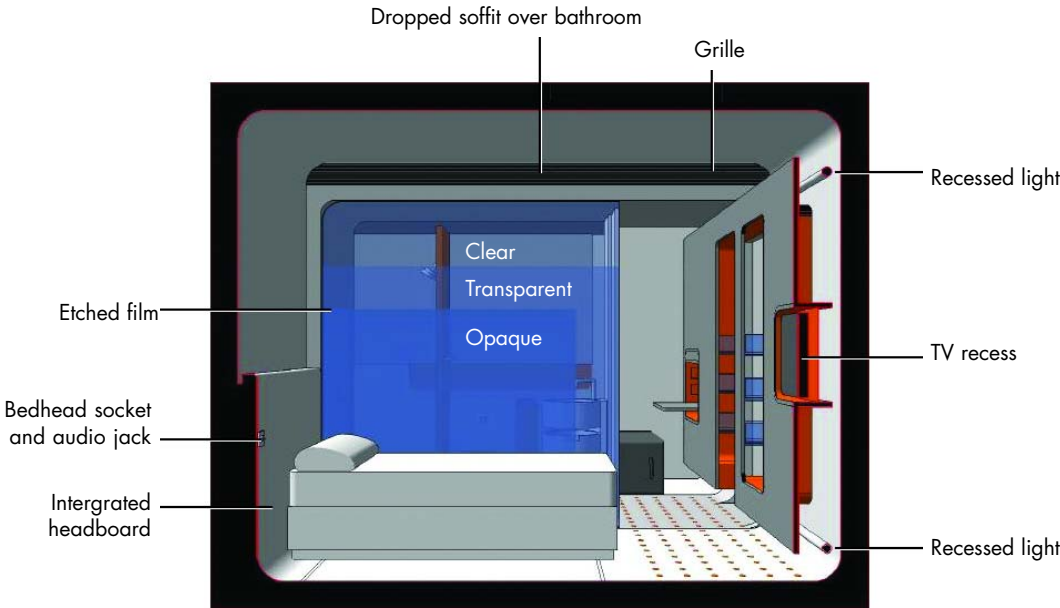
The elemental nature of the pod's interior lends itself to being used even when the pod solution is inappropriate. The component pieces can be assembled within an existing building or a refurbishment, to emulate the look and feel of the **easyHotel.com** brand.

easyHotels Pod Design

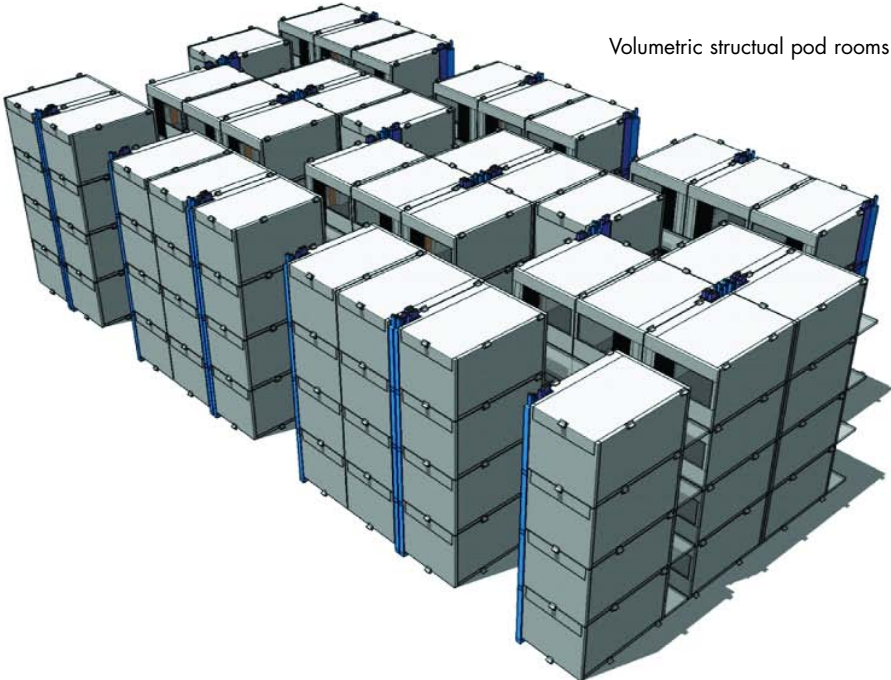


Cut away image of hotel room.

POD Bedroom



easyHotel Concept – Room Deployment



Volumetric structural pod rooms



Modular corridor section

For further information on franchise opportunities:
Email: hotels@istithmar.ae or Telephone: +971 4 375 9604



more value for less!