



INDEPENDENT I CREATIVE I TRANSPARENT

"THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS"





ROGUE CITY HOTEL GROUP

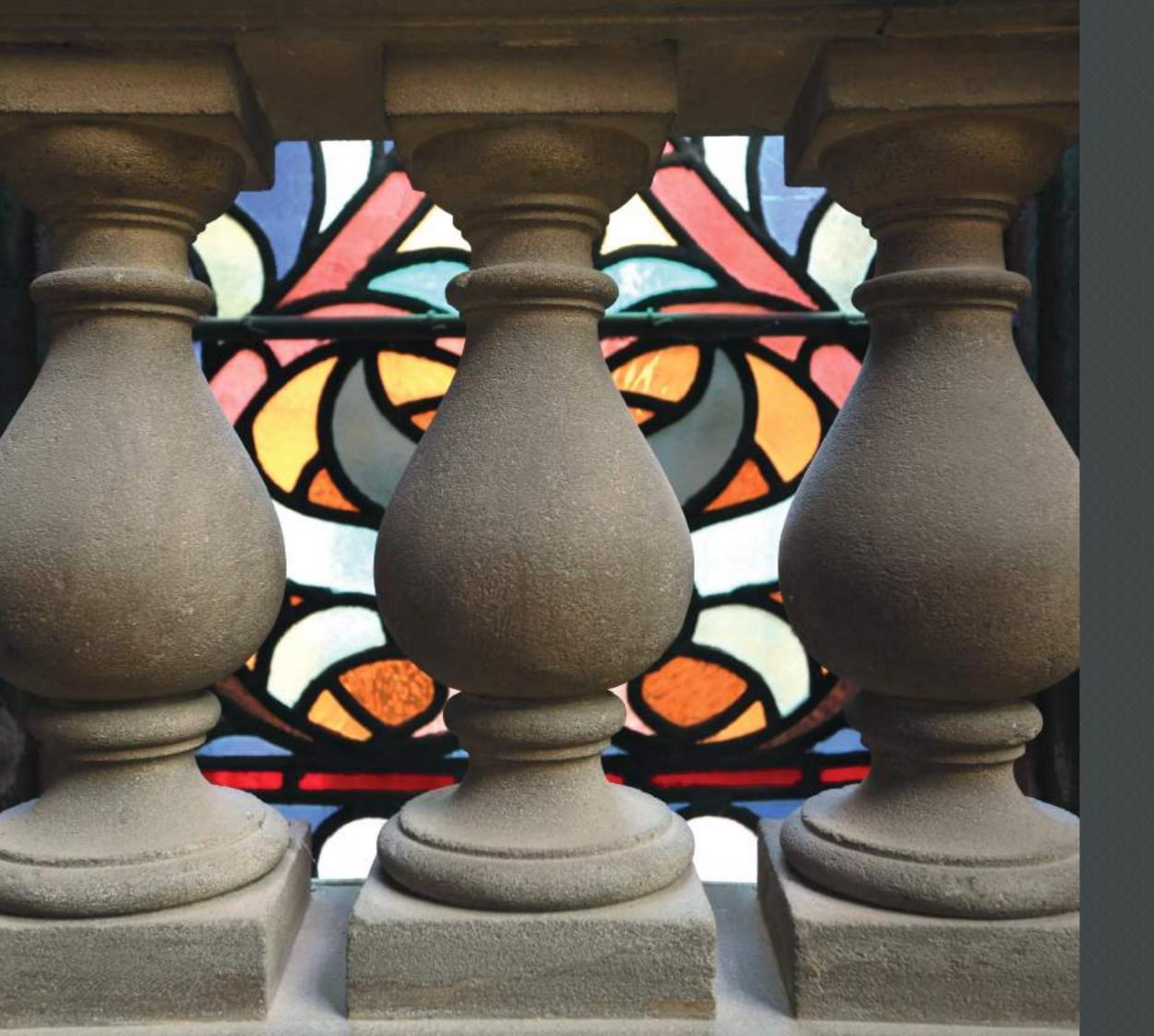


Rogue City Hotel Group is an owner-managed hotel company; it's business focus is to create a portfolio of properties in key locations in the UK and abroad. The group's aim is to build a portfolio of unique hotels in major cities in the United Kingdom and abroad.

Rogue City brings an advanced concept to the hospitality sector that combines affordable luxury accommodation with a creative and guest-centric technology driven design that deliver more than just a bed in a soulless room.

How is this achievable? The answer can be found in the creative minds, thought capital and proven industry success of its founders. Our approach utilises our own resources and experience to deliver a unique and successful product in each of our hotels, positively disrupting the current expectations of a luxury hotel.

Rogue City's 'best of both worlds' concept is designed to surpass our guests' expectations at every level. Investment is focussed on creating beautiful, high end bedrooms, complimented by service excellence, at affordable prices.



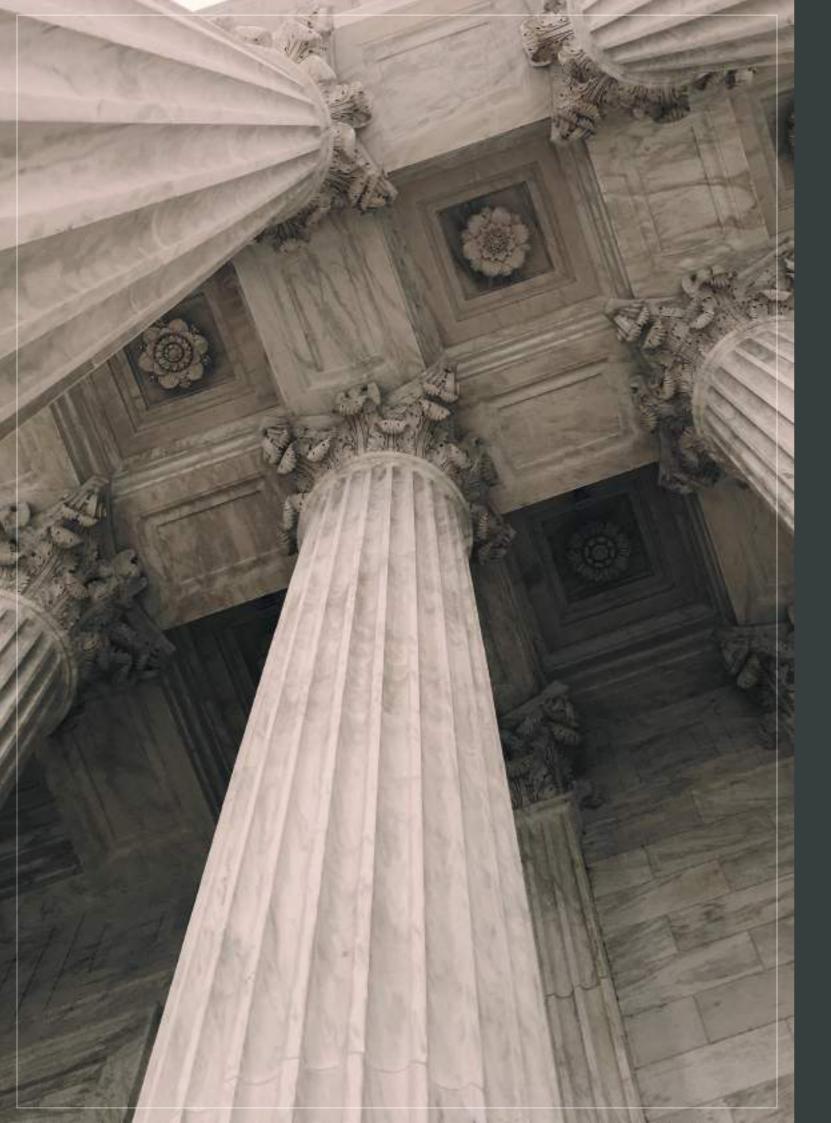
CONCEPT



Much creative thought has gone into the brand's concept and it development. Rogue City Hotels is a luxury boutique hotel group with a difference. Rather than simply add bed count to the generic offer of mainstream hotels in a city, our creative technology and design led driven boutique hotels offer an alternative to the conventional hotel landscape. The RCH model leverages on both the extended stay and boutique hotel models. The concept employs a select model of reducing the number of "discretionary" services such as restaurants, bars and gyms that a mainstream hotel provides and which only a limited number of guests use or want, thereby significantly reducing operational costs, whilst concentrating on providing luxury standards of accommodation and "inroom" facilities, which every guest benefits from.

By passing on the savings of reduced overheads through the edification of loss making zones in our hotels, we provide five star accommodation at four star or less prices ensuring that our guests get optimised value by offering them much more for less.. The RCH concept also leverages on the increasing growth of the extended stay model by adding our signature mini-kitchen to each hotel room or suite. This has the further advantage of empowering the guest. Together with the "RCH e-directory", making it easy to access local facilities and service providers at high street prices without any hotel mark-up, thereby giving guests the independence, choice and economic benefit of a serviced apartment with the look and feel of a boutique hotel together with 24 hour duty management, reception, concierge and daily maid service.

RCH has created its own niche between two of the more recent themes in hospitality and this provides an alternative offer at a price point today's traveller can afford appealing to all market segments and demographics. In other words, Rogue City Hotels offer affordable luxury.



1. INDEPENDENCE AND FLEXIBILITY WITH LOCAL TOUCHES

Whilst many global and international hotel brands continue to introduce boutique brands to offer a supposedly "local feel", Rogue City is truly independent and comes to market with a purity of offering without the dilution of brand values. All our hotels have an individual character and identity in the area in which they are situated. Our brand values ensure that subtle elements of local heritage are evident and promoted. Our signature mini kitchens offers guests the independence, price transparency and flexibility allowing guests to make our rooms and suites their own whether staying in one of our hotels for a night or for a month , offering the guest true control of their spend.

2. VALUE-BASED SERVICES

Delivering on brand promise is key to longevity of brand equity. Modern, hi-tech design, fivestar quality bedroom furnishings, Egyptian cotton linen and affluent amenities, our in-room signature mini-kitchen facilities with a 24-hour reception, concierge and housekeeping services including evening turn-down service will win strong recommendations when delivered at a price point usually associated with a conventional hotel product. Rogue City Hotels is confident that guests will appreciate our partnerships with local grocery shops, restaurants, cafés, and other suppliers offering value through pre-arranged discounts for guests. We secure discounts in such outlets for the benefit of our guests, so that the value of staying at a Rogue City Hotel Group does not stop with your room rate. Only city centre locations can offer these benefits, with a Rogue City Hotel's negotiated supplier platform offering discounted visits to all of our guests. Such services are easily accessible through our e-concierge directory available at the touch of a remote control as part of our bespoke technology platform.

3. CREATIVE USE OF SPACE

By taking a creative and forward-thinking approach to every space within our hotels, only then can the guest be afforded with the satisfaction of a luxury experience, coupled with an affordable price. How is this affordable price achieved, without sacrificing on the quality of the product? By removing excessive cost centres, such as physical food and beverage spaces. These savings can be relayed on to the guest.



HOTEL COLLECTION



THE WELLINGTON





Dating from 1878, a Grade II listed former Georgian courthouse, a redevelopment of the Law classrooms of St Mungo's College in 1894 and life as a former Atelier, brings a unique concept to a luxury boutique hotel in Glasgow. Just 6 minutes' walk from Glasgow Central Train Station, on the edge of the Merchant City, in the UNESCO Creative City of Music, lies your key to the heart of Glasgow.

Previously home to the wealthy 'Tobacco Lords' of the time, the Merchant City formed the backbone of Glasgow, quickly becoming the second city of the United Kingdom during the time of the British Empire. The Wellington retains all of this past glory, while offering modern contemporary amenities and beautifully designed boutique hotel suites with the very pinnacle of comfort.

With 98 luxury suites, a striking 'floating' meeting room and our unique Rogue City Hotel's concept brings a vibrant new hotel to a city steeped in culture. Reborn as a haven of style and vibrancy set against a backdrop of outstanding history. Glasgow boasts world famous art, some of the best shopping experiences in Europe, and a mix of traditional and nouveau night-life in Scotland.

The Wellington's ideal central location makes it a fantastic base for exploring the City, the Scottish Highlands, Edinburgh and beyond. Being only 20 minutes from Glasgow International Airport, The Wellington offers an excellent gateway to Scotland.



DUNALASTAIR HOTEL SUITES





Rogue City Hotel Group's first hotel, the multi-award winning Dunalastair Hotel Suites is a historic all-suite hotel, located in the heart of the Scottish Highlands.

This highly acclaimed design-led luxury hotel offers excellent boutique accommodation perfectly in tune with the naturally stunning surroundings of Kinloch Rannoch. Dunalastair Hotel Suites offers a perfect blend of history and modern convenience, understated luxury designed with guest comfort at its heart.

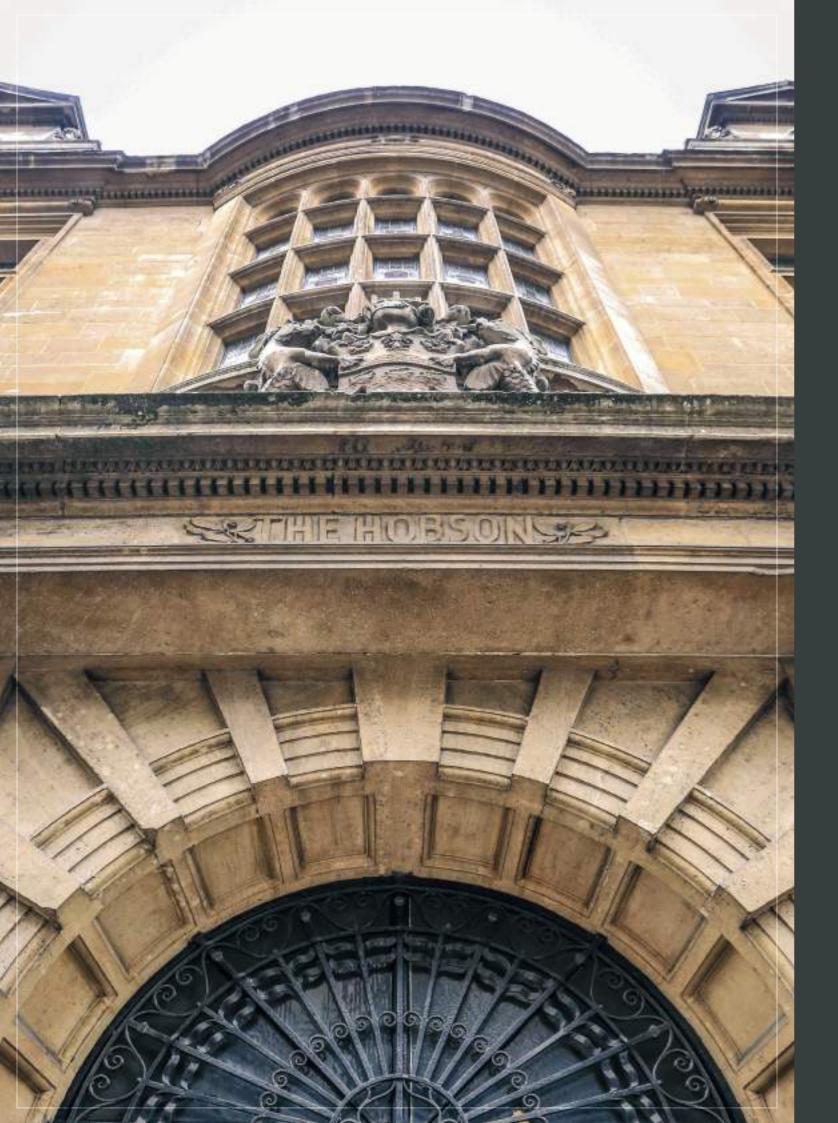
The hotel has recently undergone a multi-million pound refurbishment, fusing the original stone façades of the building with modern and contemporary interiors, resulting in an oasis of luxury. Relax in the lounge overlooking the enclosed courtyard, or dine in Edina's all day dining. Have an indulging evening in the hotel's latest addition, the fine dining restaurant The Library. Showcasing locally sourced ingredients and utilising the hotels 'farm to fork' initiative. The Library can also offer a versatile event space for any private dining, corporate presentations or meeting space needs.

Overlooking the river and waterfall, nestled in the picturesque Scottish Highlands between Loch Rannoch and Loch Tummel, the breath-taking surroundings offer endless opportunities for hiking, hill walking, horse riding, fishing, golfing and on and off-road cycling as well as sightseeing and activities and experiences for all the family.

DUNALASTAIR HOTEL SUITES * * * * *



THE HOBSON





'Hobson's Choice'. Located just 45 minutes from London, on the banks of the River Cam, in a city steeped in history. A jewel in the crown of Cambridge's historic city centre.

In Cambridge, one of England's most evocative cities, The Hobson offers 56 luxury suites and versatile event spaces ideally suited for both romantic getaways, family gatherings and corporate travellers. Each these spacious and beautifully designed suites combines Cambridge, and an authentic contemporary feel, all providing a total package that will have you wanting to return time after time.

Located in the very centre of Cambridge, St Andrews Street is one of the city's busiest and most exciting locations. With quaint cobbled side streets, shops suiting all budgets and the best dining district in city, where better to experience the best Cambridge can offer.





FOUNDER & CEO



Nassar Khalil MBA FIH MBIFM is the CEO and Co-Founder of ROGUE CITY HOTEL GROUP, the umbrella brand that manages Henley's portfolio of luxury boutique hotels. With more than 25 years of practical and hands-on hotel and hospitality management experience and expertise, Nassar is internationally recognised for his achievements in the sector and significant contribution to the industry. Since leaving University, Nassar's passion has been hotels, he has dedicated his entire career to the hospitality sector, with a particular focus on tactical planning, brand development, repositioning and growth strategy. His operational management expertise is both profound and widespread and encompasses an impressive and outstanding track record in the development of award winning hotel concepts, boutique brand management, five star multi-site and cluster general management, online reputation optimisation, facilities management, emerging technologies, e-commerce and compliance.

Nassar graduated from Imperial College in Business Studies and holds an MBA in Hospitality and Tourism Management from The London School of Business and Finance. Formerly the Chief Operating Officer for Royal Luxury Hotels, he led and managed the launch of the luxury group's seven star hotel in Doha, Qatar. Prior to that Nassar played a pivotal role in the development of, and successful launch and growth of Nadler Hotels (formerly known as base2stay hotels) where he was a shareholding board member and the Operations Director. Nassar has also held other board and senior management roles for hotel groups including Nikko (JAL) Hotels International, where he was Head of Global Standards, Sanderson Hotels, Hilton Worldwide and The Kensington Boutique Hotel Group.

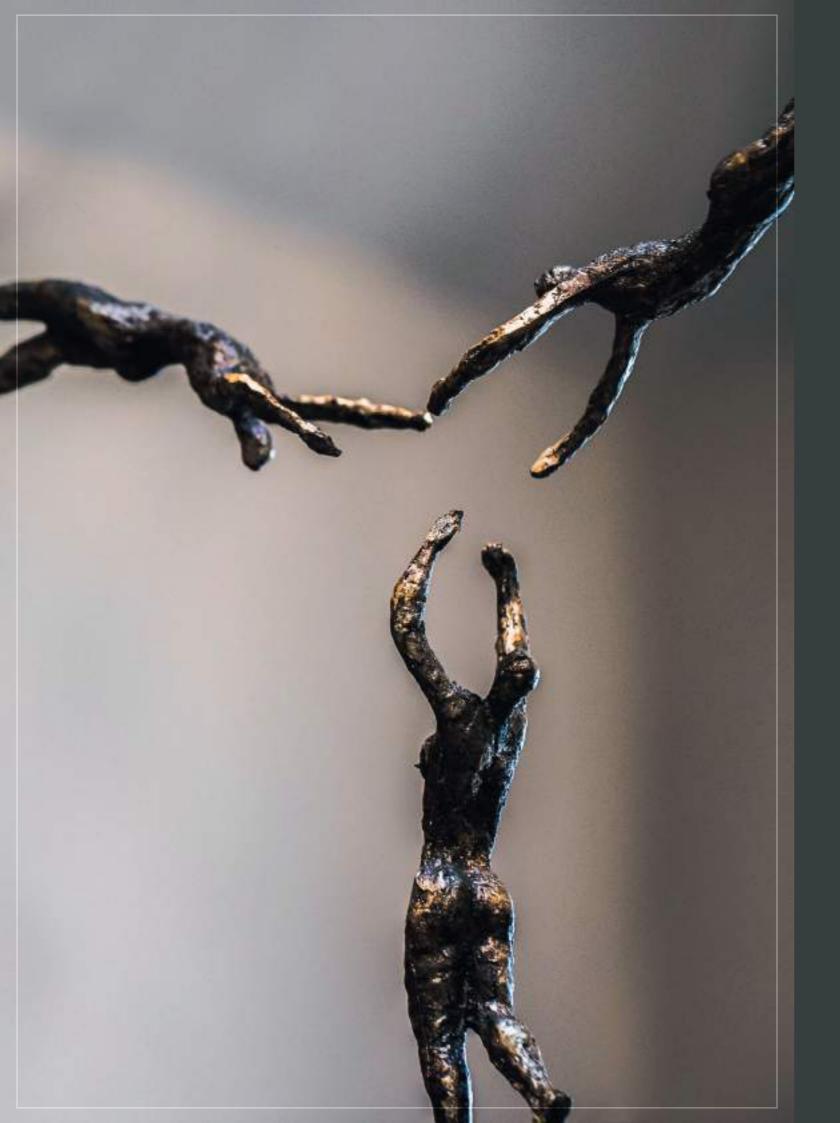
He has been recognised by the industry through the attainment of numerous industry awards including Hotel Manager of the Year in 2005, a GTBS Gold Award in 2010, Trip Advisor's Travellers Choice Award in 2011 and an Outstanding Achievement Award by World Luxury Hotel Awards in 2012. Nassar was chairman of the West London General Manager's Association from 2002 to 2005. He is a fellow of the Institute of Hospitality and a member of the British Institute of Facilities Management. He is a panel member of the advisory board of London and Partners and has consulted for hotel groups including Accor, Firmdale Hotels and Katara Hospitality.

He has chaired the quarterly Hotel Economic Forum hosted by Coutts Bank and is very often asked to sit in hotel panel Q&A sessions in exhibitions such as the Independent Hotel Show and World Travel Market. He is a visiting hospitality lecturer at the renown Vatel International Hotel Institute.

Nassar is also an advocate for giving back to the community. He is a trustee of Better Community Business Network, seeking to promote altruism amongst the business community and to encourage it to re-direct some of its energy, creativity and the vast skill base it possesses for the betterment of wider society. Nassar has also installed initiatives to encourage hotel guest engagement within charitable organisations, with a particular focus on developing countries, including Sense International, a leading global charity supporting people with deaf-blindness in Africa and the Near East.



AWARDS





INTERNATIONAL HOTEL & PROPERTY AWARDS SHORTLISTED 2018

The International Hotel & Property Awards, are hosted by design et al, a leading UK interior design magazine. These awards aim to commend design, recognise talent, create opportunities and offer inspiration.



to recognise and reward those within the hospitality industry that work hard to give their customers the very best experience.

The

Scottish

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PRESTIGE HOTEL AWARDS BEST SERVICED ACCOMMODATION 2019

We were nominated for an unprecedented 7 award categories, and are delighted to receive the Prestige Hotel Awards Best Serviced Accommodation 2019.





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HOTEL

VISIT SCOTLAND 5 STAR ACCREDITATION





PRESS



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BAZAAR

MEMBER OF CONDÉ NAST JOHANSENS LUXURY HOTEL COLLECTION

Hail Online



THE BAZAAR TRAVEL GUIDE



walkers. It's also right by the vast silvery expanse of Loch Rannoch, which also has hiking trails. There's a handy little boot room by the smart reception, which has free maps"



In the small village of Kinloch Rannoch, right on the village square, is this light grey stone Victorian building, which for many years housed a more humble Highlands inn, before a sophisticated makeover a few years ago turned it into a luxury hotel.





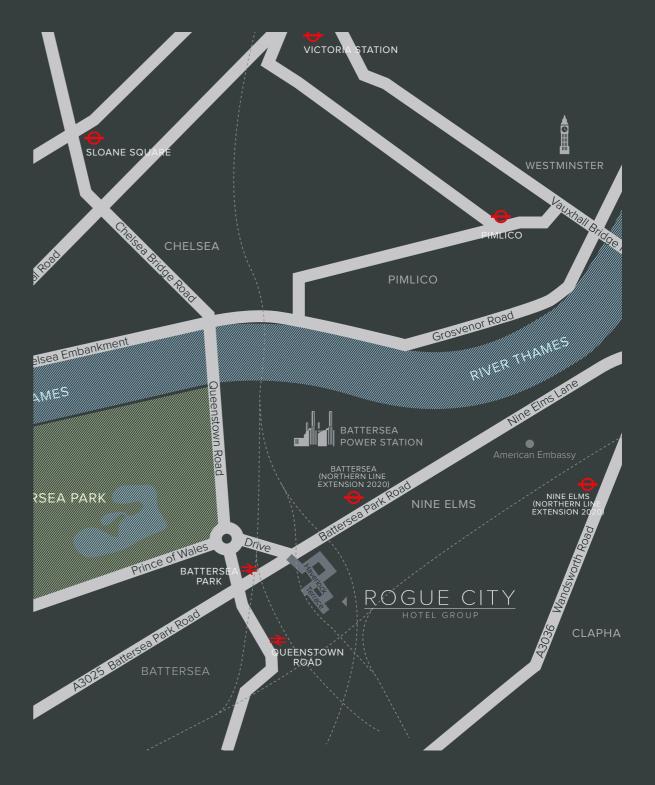
NOMINATION FOR TOP INDUSTRY AWARD



LOCATION



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