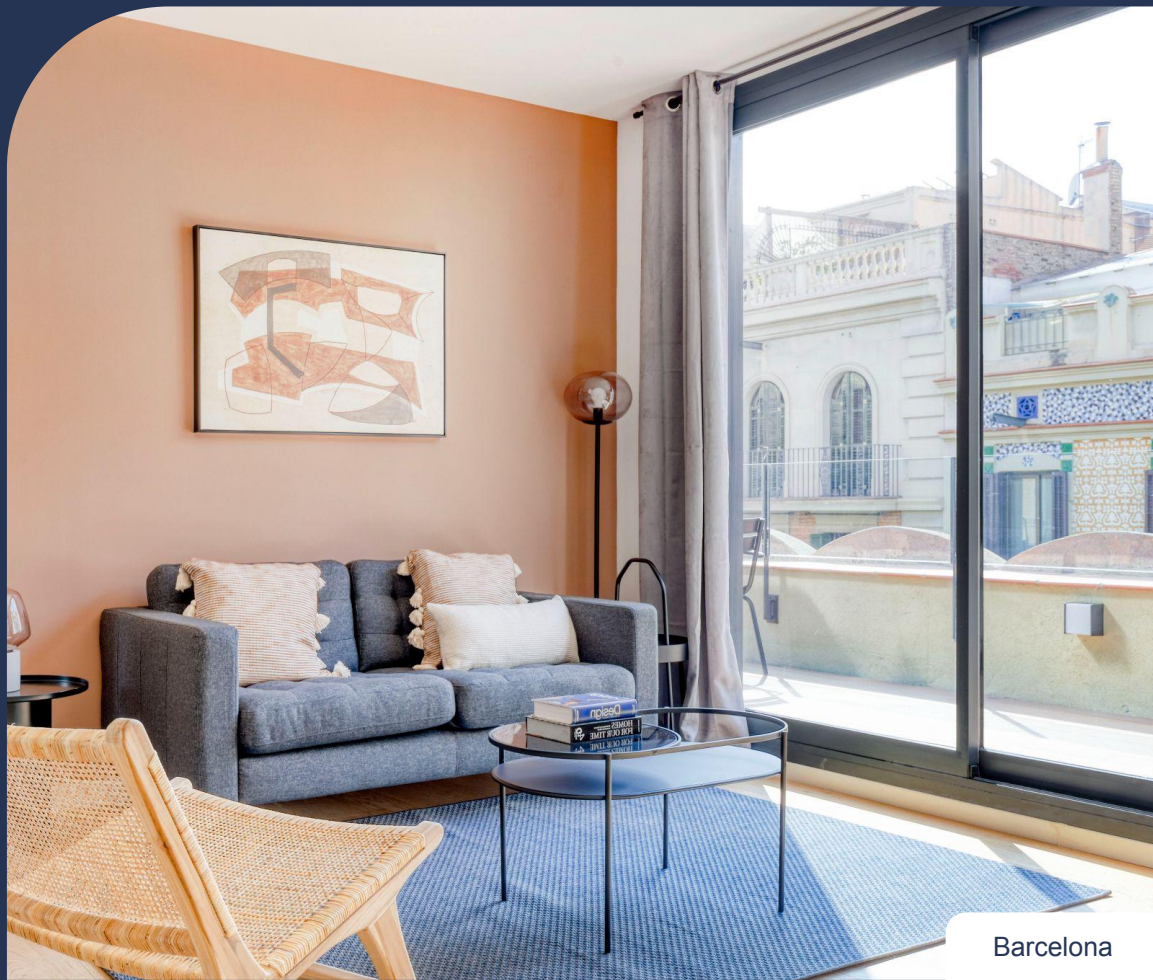




# Partnering with Blueground

2025

# Introducing Blueground





Blueground is the leading global flexible living operator that is reinventing the way people live in every major city.

With a growing curated network of thousands of quality, turnkey homes in sought-after neighborhoods in major cities, that are accessible for stays of a month or longer. We make these homes seamlessly bookable with real time availability, dynamic pricing and on customer centric flexible terms.

# World's largest and fastest growing flexible living operator

Global leader

**50** cities

**17** countries

**4** continents

**20,000+**

Apartments

Direct bookings

**75%**

**4,500+**

Corporate company clients



# Landlords choose us due to our compelling value proposition



Increased occupancy



Long-term certainty of cash flows



Ability to tap into a new pool of global demand



No broker or property management fees



Handle tenancy operations



# While guests choose us for our consistent, high customer care



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**Tech-Enabled**



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**Seamless Booking**



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**Flexible-Stay Terms**



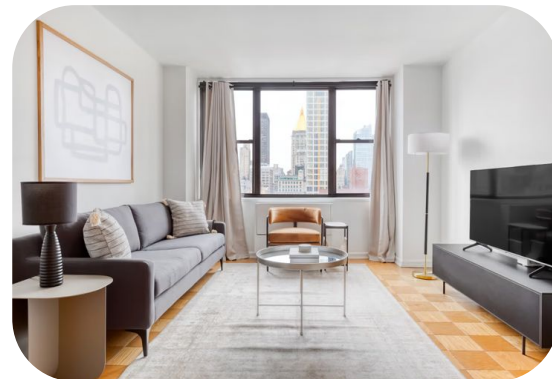
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**Turnkey & Fully Equipped**

# Providing quality furnished homes



## That are truly move-in-ready





## Guests love Blueground - 50% of guests extend their stay



Group level NPS score



Most beloved hospitality brands peak in the low-50s, while industry averages mid-30s

# A strong inbound demand in each city

**75%  
direct**

## **Blueground Website**

**SEO:** ranked top 1-3 in main key words in all our markets

## **Partner of leading companies:**

4,500+ corporate clients

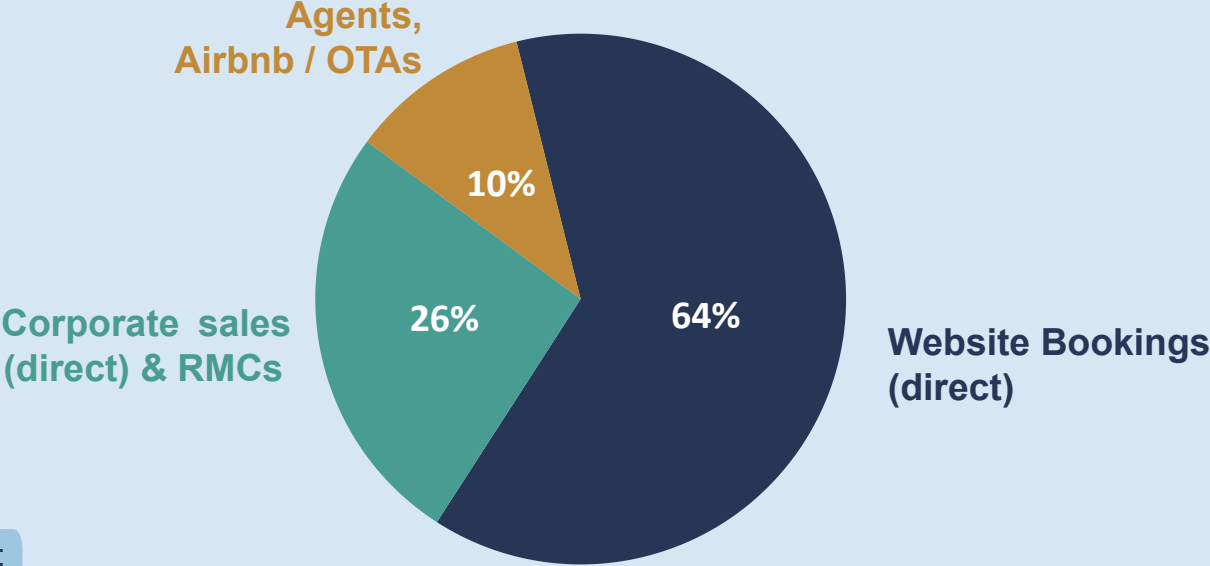
## **Loyal customers:**

50% extend and 20% repeat users





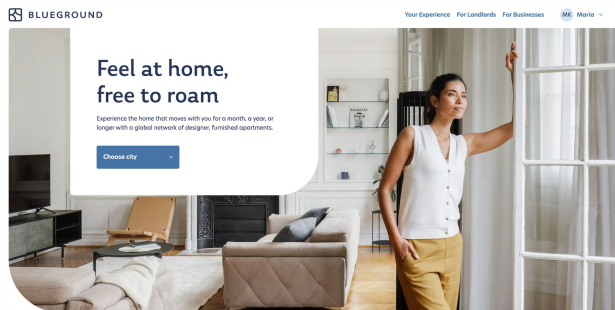
# Driving bookings via direct channels



Average booking length:  
6 months

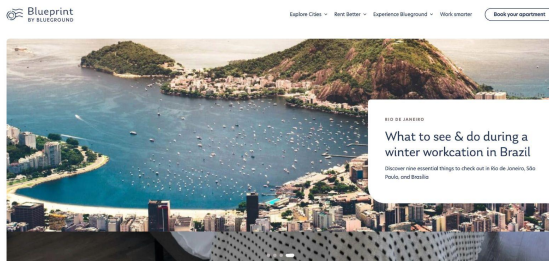
# Differentiated global brand with increasing awareness

In a category that often feels like a sea of sameness, Blueground stands out and champions a more differentiated brand experience: A lifestyle brand vs. simply a rental solution.



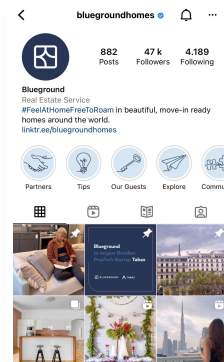
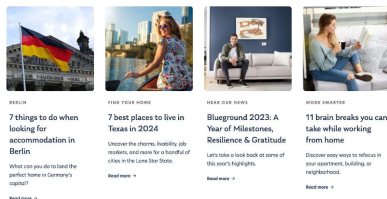
## Welcome to the future of living

Find the peace of mind, flexibility & confidence you need to explore life's latest adventure — a new work gig, a home in between homes, a new city, or travel fever — from the ease & comfort of a Blueground home. Just show up, and start living.



## Blueprint by Blueground

Get tips for moving cities or neighborhoods, find your ideal new home, and learn more about the Blueground experience.



# Our technology enables higher profitability and productivity



**Tech development  
with a team of 100+  
people**



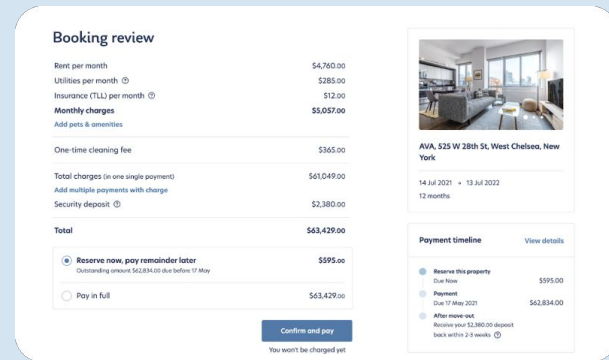
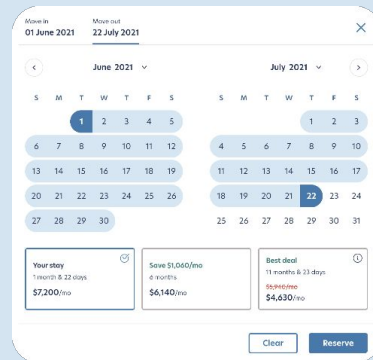
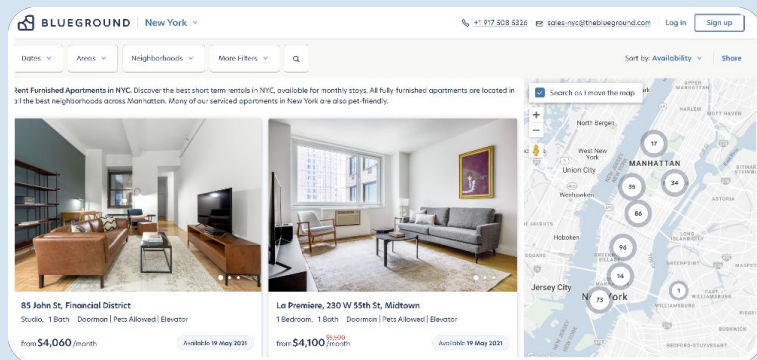
**Continuous  
automation in all  
functions**



**Optimization and  
productivity growth**

# Website

Select, view & book apartments with just a few clicks



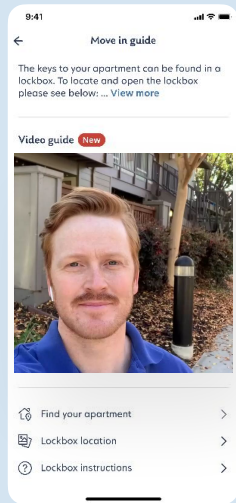
1 Browse local apartments

2 Optimize your stay

3 Select payment plan

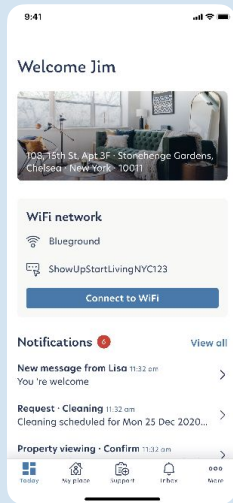
# Guest App

A tech-driven guest journey, end-to-end



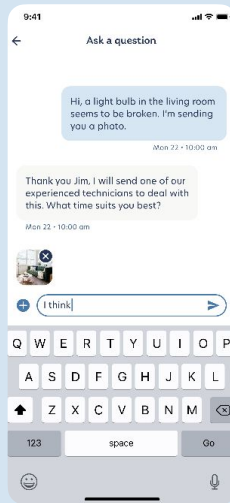
1

Show Up.



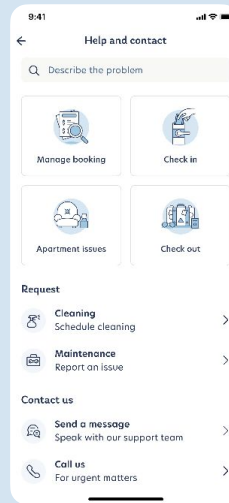
2

Start living.



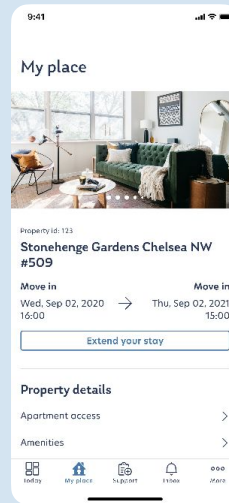
3

Ongoing Support and Maintenance.



4

Schedule a Cleaning or Other Service.



5

Manage Booking.

# Blue B

An in-house built, continuously evolving ERP / PMS system, with several modules that support respective areas of the business, generating high efficiency in workflows

- Streamlined property onboarding process split into stages for each team
  - Live apartment availability
  - Seamless online booking flow from apartment searching to move-in
  - 250.000 automated price updates daily
- Integrations with real estate channels and marketplaces (thousands of automated updates daily)
  - Resolution optimization of 120.000 tickets monthly to meet customer needs and maintain a high NPS
  - Leveraging external data from multiple sources to drive rational decision making



# Partnering with Blueground in New Cities



# Partnership Models

Blueground offers **exclusive development rights** on new cities under **License** or **Managed by BG** partnership models.

## License

Blueground's license program provides partners with a 360 toolkit of systems, resources & services across technology, global marketing, global corporate sales, operational business set-up, business intelligence, design and supply chain.

In addition to access to Blueground's world class tech-enabled operating platform, license partners can take advantage of our powerful global marketing systems and our strong global network of clients to consistently drive strong results.

## Managed by Blueground

Blueground operates thousands of properties worldwide in multiple cities across 4 continents, making us the largest and most experienced flexible living operator in the world.

Blueground management ensures seamless integration with our systems, driving revenue for your Blueground business while realizing efficiencies in alignment with ownership's goals.

# Blueground Provision

- **Brand, Use of Registered Trademarks**
- **Operational setup of local business** - Manuals and SOPs
- **On-board Training** - Management, Real Estate Development, Operations, Sales, Customer Experience, Supply Chain
- **BG Technology** - local business set up & ongoing usage
- **Pricing services** - periodical provision of pricing recommendations so to maximise rental yields
- **Design** - specifications for furniture procurement and provision of new properties layout
- **On-going support** - access to expertise and online materials
- **Global Corporate Sales** - sourcing global corporate accounts leads
- **Global Marketing** - activities to promote global brand and business
- **Supply Chain (on demand)** - procurement and shipping of furniture

*In addition, if Managed by Blueground:*

- **Management** of the local business through Group & Regional management teams



# License

## TERM

20 years

## FEES

6% on Gross Revenue

## PARTNER PROVISION

- Legal entity
- Capital
- Management of business
- Development plan





# Managed by Blueground

## TERM

20 years

## FEES

8% on Gross Revenue

## BLUEGROUND PROVISION

Management  
of business

## PARTNER PROVISION

Legal entity,  
capital



# Dedicated support to set up & launch partner's business



## Contract Templates

Provide templates and support the drafting of necessary contracts in line with different business models



## Product Readiness

Coordinate all partner's functions to ensure timely delivery of all necessary product infrastructure (systems, applications, reporting, etc.)



## Team Onboarding

Provide extensive training (remote and on the ground) to local team on tools / systems and processes



## Launch Support

Provide hands on oversight on asset selection, negotiation and furnishing procedures up to reaching a portfolio size of 30-50 units





Partner with us on this exciting journey of bringing our “feel at home, free to roam” flexible living offering to your city!

