

ARC Hotel Consulting Network



- **ARC is a fully independent international consulting firm which was founded in 2007 in Italy**
- **ARC** embodies the motto *Excellence, Experience, Confidentiality*
 - Our consultants are senior professionals with many years of real estate industry experience
 - With our unique capabilities and the requisite judgment for dealing with inevitable change, we help ensure tangible and implemented results that create substantial and sustainable value for our clients
- ARC first expanded across Europe, with offices in Arezzo, Lucca, Turin, Milan, Prague, Moscow, Tel Aviv and soon Rome

ARC is comprised of top-level professional advisors with relevant know-how and experience in Real Estate

Our Firm

- We are an “**independent consulting firm of seasoned industry professionals**” operating under a partnership structure
- We offer “**experience, performance, confidentiality and value creation**” to government entities, boards of directors, CEOs and top Players in Hospitality
- We are “**committed to deliver substantial and sustainable value-creating results for our clients**” at each stage of an engagement
- We drive to “**fully resolve our client’s most pressing issues and to deliver turn-key solutions**”
- We have the goal to help our clients to transform their “**vision into operational results**”
- We deliver high value to clients at every stage of an engagement from “**concept to turnkey delivery as solution provider**”

Our Vision and Philosophy

ARC Hotel Consulting Network is dedicated to helping leaders solve critical strategic issues in **Real Estate**

Our experts provide advice & brokerage:

- **Strategy Development & Business Modelling**
- **Deals management and Valuation**
- **Operations Optimization**

- **Asset Restructuring Repositioning & Refreshment**
- **Project Management**
- **B.I. solutions**
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Our Business Model



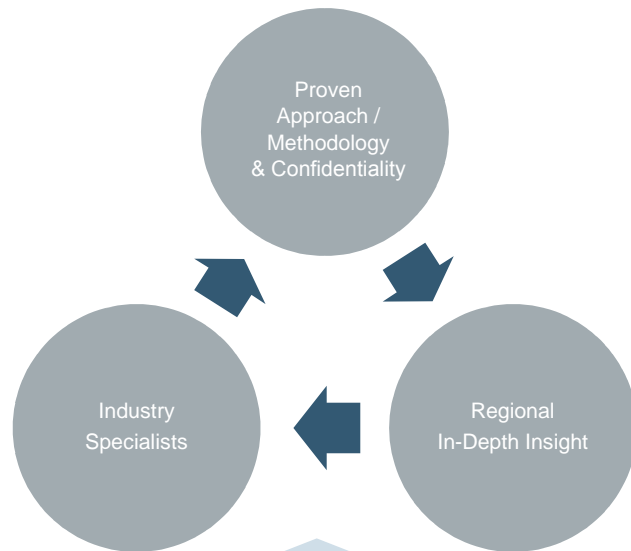
“As a professional services firm, we have embedded our clients' priorities within the framework of in our organizational model. Our clients come first”.

ARC is focused in on becoming an integrated partner with its clients, serving as an extension of their management & professional teams:

- We deliver rational and possible solutions. We apply our global wide International experience to focus quickly on key opportunities that bring the with the highest returns and develop innovative and , pragmatic solutions which will bring about for implementation with tangible results.
- We are independent. We focus solely on client advisory services., Our organization and our culture are client-centric focused.



We understand the regional market, are Real Estate specialists and have a proven methodology and market know-how: we do know Who-Wants-What



- We understand **region and industry** specific challenges and opportunities
- Our **approach** has been challenged and proven in many projects
- Our **methodology and economic perspective** applied at macro and micro level for Real Estate

ARC Added Value – More Specific

■ Approach / Methodology

- Focus on creating value at every stage from concept to turnkey delivery
- Fact-based analytics and pragmatic focus that delivers programs, implements solutions, and creates results with substantial and sustainable value
- Holistic approach that ranges from strategy definition to institutional infrastructure development to maximizing the return on built assets
- Nurturing long lasting client relationships as a trusted advisor

■ Industry Specialists

- We know the macro as well as micro perspective within the niche and industries we serve
- we can grant the utter confidentiality that Customers deserve

■ Europe only In-Depth Insight

- We strongly believe in specialisation, that is why we are focused in Europe market and Hospitality
- Strong cultural awareness and business grounding

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International Consultancy for Real Estate industry
