

“  
To make nomadic living effortless,  
seamless and *pleasurable*  
”

# WHAT IS ANDO LIVING?

This is not just an apartment to *stay and live*, but a *lifestyle-serviced residence* built around *business and leisure*, connecting a *community of travellers and locals* alike.

ANDO LIVING



# ANDO LIVING

*YOUR NEIGHBOURHOOD*

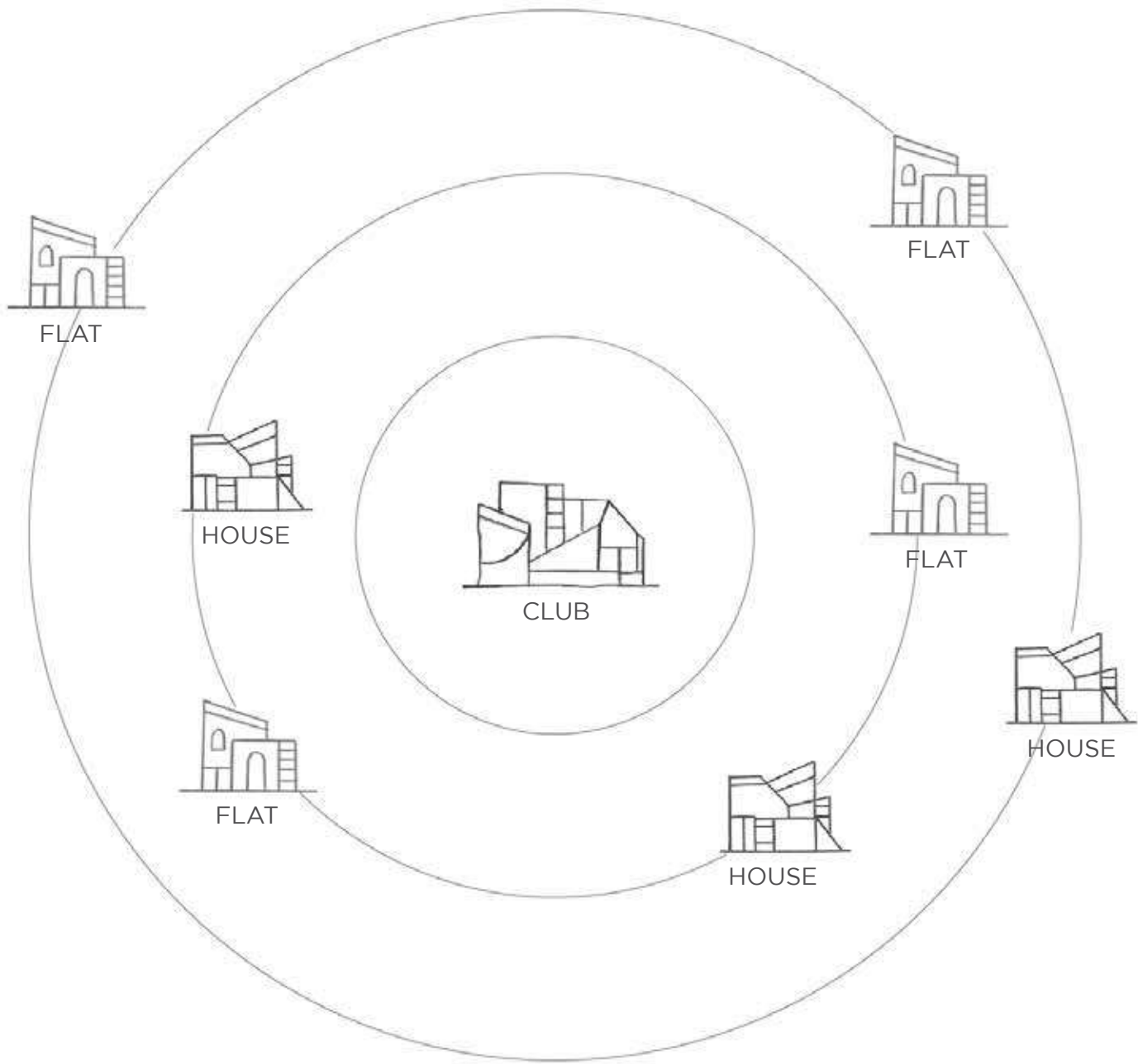
We are *Ando Living*. Your *local friend* who will ensure you have a *taste of all the best things* the city has to offer and *feel the pride* we have *for our neighbourhood*.

A *curation of clubs, houses and flats*, built to meet the *practical* and *emotional needs* of today's transient executive, *a home from home*.



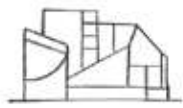
CONCEPT ILLUSTRATION

WHAT IS ANDO LIVING



CONCEPT SKETCH

“  
To make nomadic living *effortless,*  
seamless and *pleasurable*  
”



## CLUBS

*Clubs are the heart of Ando Living. They connect residents to locals alike and to the neighbourhood. Residents could enjoy the facilities of the Club, where they gain exclusive access to the restaurant, bar, café, concept store, rentable living rooms, gym and pool. It is where residents will be offered exquisite hospitality.*

*Alfama Club, Lisbon  
Alcântara Club, Lisbon  
Liberdade Club, Lisbon  
Vila Viçosa Club, Alentejo  
Melides Club, Melides  
Tomtom Club, Istanbul*



## HOUSES

*Houses are residence buildings centrally located with apartments designed by Ando Living. The residents that stay in the Houses are entitled to free access to the facilities of the Clubs, usually at a walking distance. They could spend their days in the Clubs, where the swimming pool, garden and gym are located.*

*Augusta, Lisbon  
Santa Justa 77, Lisbon  
Santa Justa 79, Lisbon  
São Nicolau, Lisbon  
Douradores, Lisbon  
Marquês De Abrantes, Lisbon  
Rua Nova do Almada, Lisbon  
Rossio Dezembro, Lisbon  
Santa Catarina, Porto  
Tomtom, Istanbul  
Nuri Ziya, Istanbul  
Gümüßsuyu, Istanbul*



## FLATS

*Flats that are Ando Living branded are curated by individuals or third party suppliers, scattered around the city. It may be entire buildings or individual apartments, but all special and centrally located. The residents of flats are also entitled to free access to the facilities of the Clubs, usually at a walking distance.*

*Soon available in Lisbon, Porto, Algarve, Sintra, Alentejo and Istanbul.*

CONCEPT STORE RENDERING





WHO IS IT DESIGNED FOR?

# WHO IS IT DESIGNED FOR?

The brand is *imagined and designed* to cater to the needs of the modern travellers: *Progressive Nomads (ProMads)*

# PROGRESSIVE NOMADS

A NEW DEFINITION OF COMMUNITY

ProMads *work, travel, and live transiently*, experiencing new *cultures* and *places*.

*Travel*, whether for *work or pure pleasure*, has taken on a *new form*.  
In search of *genuine experiences* in new cities, soaking up the juices of *local specialities* in crowded bars, or *meandering off the beaten track from the typical*.  
The ProMad searches for *authentic moments to live and feel at home*.

COMMUNITY DRIVEN

SEEKS FOR HIGH  
STANDARD OF  
COMFORT & QUALITY

ENVIRONMENTALLY  
CONSCIOUS &  
PURPOSE DRIVEN

GENUINE, REFINED  
& SPIRITED

SEARCHES FOR  
LOCALITY, SIMPLICITY  
& ESSENTIALS

SWITCHES  
SEAMLESSLY FROM  
BUSINESS TO LEISURE

# ANDO LIVING

## GUEST JOURNEY

### SHORT-TERM GUEST



GUEST BOOKS AN APARTMENT TO THEIR NEEDS & EXPECTATIONS



THEY ARE WELCOMED TO THE CLUB



GETS SETTLED INTO THE APARTMENT



EATS LUNCH WHILE WORKING AT THE CLUB



MEETS UP WITH FRIENDS TO DRINK AT THE BAR



TAKES HOME A LOCAL CRAFT FROM THE CONCEPT HUB

### LONG-TERM GUEST



GUEST BOOKS AN APARTMENT TO ITS NEEDS



GETS SETTLED INTO THE APARTMENT



SCHEDULES LAUNDRY PICK UP FROM THE APP



IS A REGULAR AT THE HUB GYM



THROWS DINNER PARTIES FOR CO-WORKERS TO THE EXTENDED LIVING ROOM



TAKES HOME CHARCUTERIE AND TAPAS

WHAT MAKES ANDO UNIQUE?

# WHAT MAKES ANDO UNIQUE?

The Clubs are the *heart of Ando Living*. They *connect residents* to the *locals* and to the *neighbourhood*.

# OLIO

## CLUBS WITH SIGNATURE SOCIAL FUNCTIONS

### CONCEPT HUB

*The concept hub includes a retail store that houses items from local designers, a take-away corner, and a stylish restaurant & bar typically extended with a terrace or courtyard and a private dining room. Combining food, culture and commerce, an authentic experience can be crafted - a curated lifestyle characterised by the local culture.*

### EXTENDED LIVING

*Purposefully designed private living rooms are always available at the convenience of residents, daily or for special occasions.*

### COOL WORKING SPACE

*Merging the living and working environments can add towards customer experience enhancement. The living-working spaces can become essentials of daily life. Including rentable living rooms that act as lounges and private phone booths.*

### WELLNESS

*Wellness facilities include a fully equipped gym, and occasionally a pool and spa. Residents thrive by maintaining their physical and mental healths in serene and comfortable spaces.*





ALFAMA CLUB RESTAURANT RENDERING

ANDO LIVING

# ANDO LIVING

## DESIGN

“  
*Houses with a comfort of a Home.*  
”

DESIGN CONCEPT PROJECT COMPLETED BY AVROKO  
FIRST PROJECTS TO BE LAUNCHED WITH THE NEW DESIGN IN SEPTEMBER 2022



TOP ROW  
ALFAMA CLUB RENDERINGS

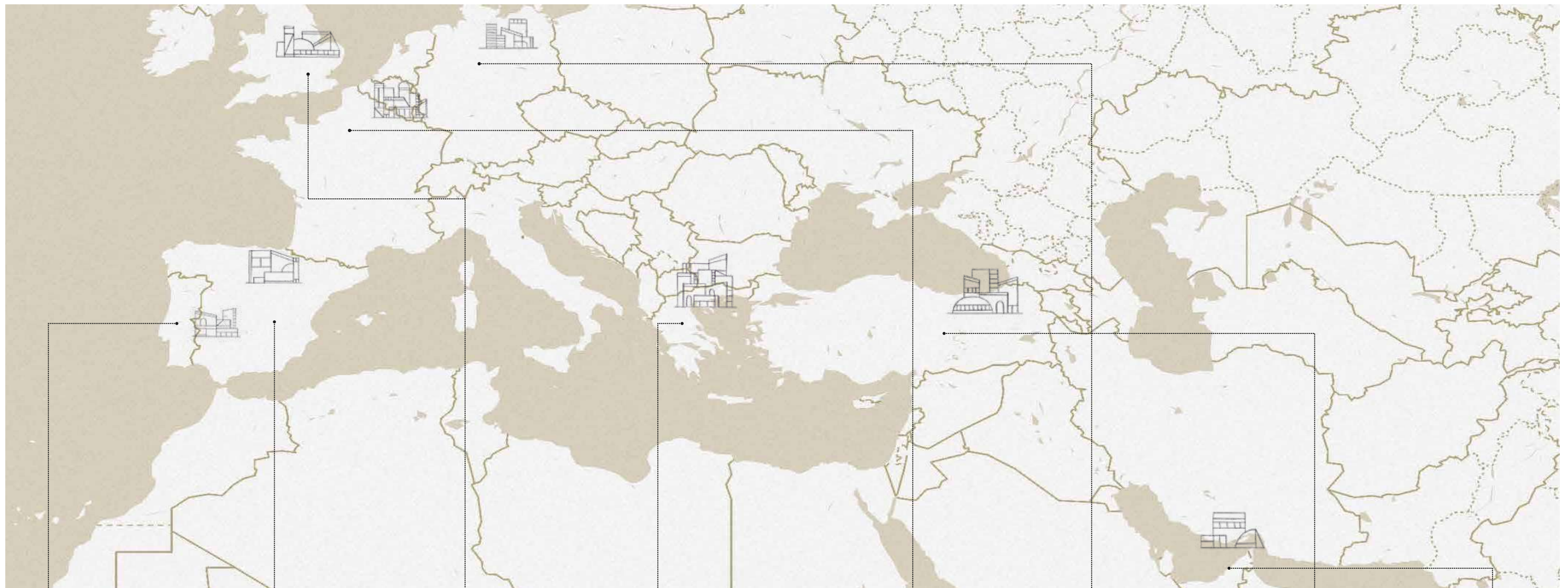
BOTOM ROW  
CONCEPT IMAGES

WHERE YOU CAN FIND US?

## WHERE CAN YOU FIND US?

Ando Living has currently *6 clubs and 8 houses* either operating or under development in *Portugal* and *Turkey*. Primarily *planning to expand* throughout the *Mediterranean countries*, such as *Greece* and *Spain*, Ando Living also aims for an expansion in *European metropolises* like *London, Paris, and Berlin* as well as *Dubai*.





PORTUGAL  
7 CLUBS  
15 HOUSES

SPAIN  
2 CLUBS  
4 HOUSES

LONDON  
1 CLUBS  
1 HOUSES

GREECE  
2 CLUBS  
6 HOUSES

PARIS  
1 CLUB  
2 HOUSES

BERLIN  
1 CLUB  
1 HOUSE

TURKEY  
3 CLUBS  
8 HOUSES

DUBAI  
2 CLUBS  
3 HOUSES

# ANDO LIVING

EXPANSION TARGET - 2027

Focus on the Mediterranean and the Middle East  
2,600 apartments in 8 countries

WHY PARTNER WITH ANDO?

# WHY PARTNER WITH ANDO?

This is a *one stop shop solution* to *developers & building owners:*  
*branding & design, sales & marketing, technology* and management  
from beginning to end.



# ONE STOP SHOP SOLUTION

Ando may coordinate sales & marketing, branding, interior design and property management, from beginning to end.

## SALES & MARKETING

- 3Ds and project brochure production
- Coordination with brokers
- Legal documentation preparations
- Detailed studies
- Price list provisions
- Launch arrangements
- Digital marketing strategy
- Sales process management
- Regular reports to owners

## BRANDING & MARKETING

- Adaptation of Ando Living's interior design package
- Coordination with architects
- Preparation of furniture packages
- Integration of the project to Ando Living's website
- Access to Ando Living's worldwide clubs
- Preparation of all branding materials
- Pre-launch arrangements to Ando Living's network

## PROPERTY MANAGEMENT

- Onboarding apartments
- Quality checks and testing of units before opening
- Integrated dashboard
- Revenue management
- Client check-in & check-outs
- Regular Quality control
- Cleaning, laundry and maintenance
- Digital marketing
- Account management

# SALES & MARKETING

## *BRAND VALUE*

Branded residences can achieve a *premium of 31%*, on average, over equivalent non-branded properties\*.

Ando Living, first generation, achieved a *premium of 15%* in value and ADR.

BRANDED RESIDENCES  
AT A GLANCE

517

*517 Schemes globally*

21%

*Marriott is the largest player,  
with 21% of schemes*

76,000

*76,000 residences*

183

*The US is home to 183 branded schemes,  
the most globally*

170%

*The branded residence  
sector has grown 170% over  
the past 10 years*

3

*Top 3 cities by schemes:  
Miami(32), Dubai(29),  
New York(25)*

100

*2020 Another record year,  
with over 100 additional schemes*

156%

*By region, Middle East & North Africa  
is expected to see the largest growth,  
with 156%*

63%

*63% in an urban location*

84%

*84% of schemes are hotel brands*



## SALES & MARKETING

*STRONG SALES FORCE AND NETWORK*

Investors from 36 different countries

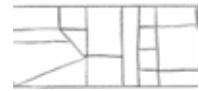
### OTHER INVESTORS FROM:

*Argentina, Algeria, Australia, Azerbaijan, Canada, China, Egypt, Indonesia, Iran, Iraq, Jordan, Kenya, Lebanon, Malaysia, Mexico, Nigeria, Pakistan, Qatar, Saudi Arabia, Singapore, Taiwan, UAE*

# PROPERTY MANAGEMENT

*BENEFIT FROM THE TECHNOLOGY AND  
EXPERIENCE OF A MARKET LEADER*

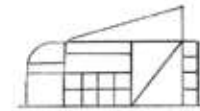
LovelyStay, subsidiary of Ando Holding, is a leading property manager in Portugal that manages over 800 third party apartments.



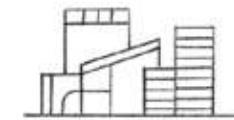
*150,000+*  
*Reservations Managed*



*300,000+*  
*Guests Welcomed-*



*850+*  
*Apartments under  
management*



*€ 39M+*  
*Generated  
to Owners*

- 7 years in the Serviced apartment business
- Offices in Lisbon, Porto, Algarve and soon in Istanbul and Athens
- Inhouse built, technology driven revenue management





## BRANDING & DESIGN

*Once in our hands, we coordinate the architecture and interior design with professionals from the industry. For the Liberdade, Alfama and Alcântara projects, we are working with internationally renowned designers. The next buildings we sign will follow the same path and will*

*be renovated according to Ando Living's standards. Based on market and trends, plans will be designed to fit harmoniously with the style of the building, while retaining the atmosphere.*

# ANDO LIVING

## PIPELINE PROJECTS - UNDER DEVELOPMENT CLUBS

### LIBERDADE CLUB

*Lisbon, Portugal*



Located in Rua Alexandre Herculano, this building is a rehabilitation project that converts the existing building into one of the first Ando Living Clubs in Lisbon. Historical and architectural elements of the original 1889 building would be preserved and the spaciousness will be enhanced by adding two floors to the existing structure and a roof-top pool. 42 luxury touristic apartments, will be styled to Ando Living brand's standards. Liberdade Club will offer residents state-of-the-art hotel-like amenities (rooftop pool & terrace, extended living and gym), as well as living spaces that bring like-minded people together, in an energising and anchored setting.

### ALFAMA CLUB

*Lisbon, Portugal*

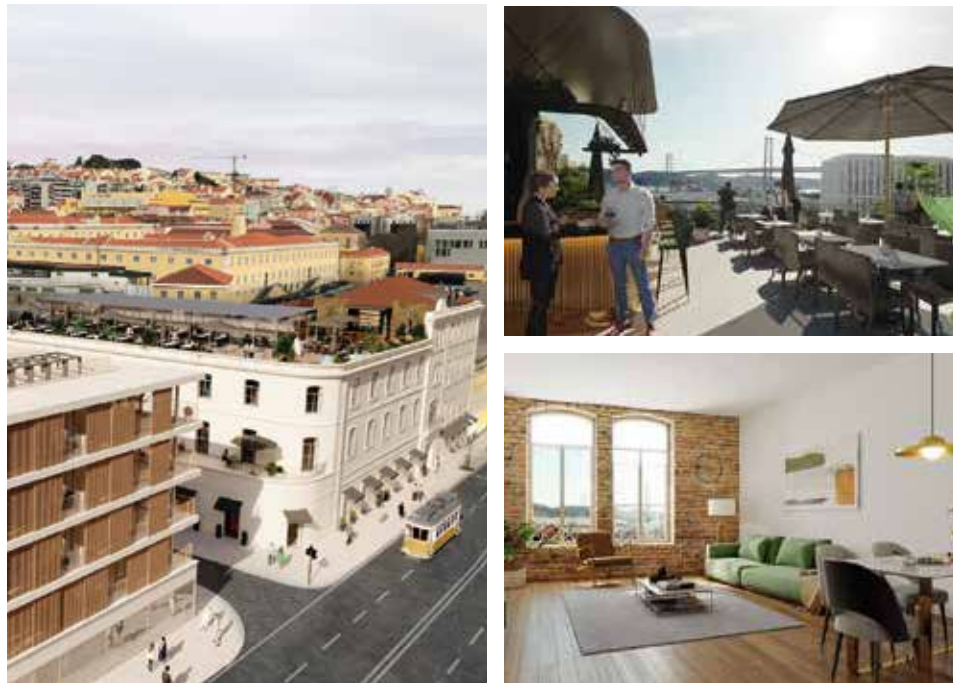


The 3 historical buildings are strategically located between Lisbon's historical centre and Alfama, and only a minute walk from both the Santa Apolonia Intermodal station and Lisbon's international cruise ship terminal. The Club has a great courtyard and terrace with an infinity pool overlooking the Tejo River. 74 apartments as well as a restaurant, a gym, a pool and meeting rooms. The Club's interior is designed by Avroko, setting up the Ando Living brand's standards.

# ANDO LIVING

## PIPELINE PROJECTS - UNDER DEVELOPMENT CLUBS

### ALCÂNTARA CLUB *Lisbon, Portugal*



*Alcântara Club is part of a large real estate project consisting in a mixed-use new development to be built on the land in front of the new Cuf hospital, and the rehabilitation of existing buildings next to Lisbon maritime court. The project is located steps away from LX factory, in Alcântara Borough, which is one of Lisbon's trendiest areas, undergoing massive regeneration projects – both public and private. Alcântara project is signed by Frederico Valsassina. It will include 80 apartments as well as many facilities such as rooftop, restaurant, bar, concept store, private meeting and living rooms, and a gym.*

### VILA VIÇOSA CLUB *Vila Viçosa, Portugal*



*The asset is located in Vila Viçosa, a typical village in the heart of the Alentejo region. The convent used to house the order of Capuchos and is a landmark building in Alentejo. The property is surrounded by orange and olive trees, and vineyards. Vila Viçosa project will consist of 50 apartments and club facilities including restaurant, gym, pool, spa and meeting rooms.*

# ANDO LIVING

## PIPELINE PROJECTS - UNDER DEVELOPMENT CLUBS

### MELIDES CLUB *Alentejo, Portugal*



Comporta was referred as “Portugal’s best secret beach spot” in a recent article published by Condé Nast traveller. The peaceful region is characterised by rural towns, wild atlantic beaches and raw landscape: vineyards, rice fields and forests tumbling down hillsides. The project is located in Comporta area, which is about an hour’s drive from Lisbon restaurant, a gym, a pool and meeting rooms. The Club’s interior is designed by Avroko, setting up the Ando Living brand’s standards.

### TOM TOM CLUB *Istanbul, Turkey*



The asset is located in a prime location in the heart of Istanbul, in Tomtom design district, next to Karakoy and Galataport, the new waterfront destination with shops, restaurants, bars, and museums. Tomtom club has been home to many design, art, and music events. The project will be developed as an exclusive club, with a Townhouse at a walking distance including 50 apartments plus various facilities, such as a concept hub, cool working spaces, and private dining areas, and a restaurant in a magnificent courtyard.

# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### SANTA JUSTA TOWNHOUSE *Lisbon, Portugal*



Originally built at the end of the 18th century, Santa Justa 79 is just a few steps away from Rua Augusta, Lisbon's main pedestrian street and shopping hub. Santa Justa 79 is a corner building offering unique views over the emblematic santa justa elevator. Top floors also offer rare views over the Sao Jorge castle and Carmo convent. Santa Justa 79 was renovated by preserving the historical aspects and feeling of the building using top quality materials. The building's 7 residential units are being rented as serviced apartments under the management of LovelyStay and the retail unit located on both ground floor and 1st floor, is being rented by the international brand Starbucks.

### SÃO NICOLAU TOWNHOUSE *Lisbon, Portugal*



Originally built in 1805, São Nicolau 119 is a sun-drenched corner building located in Lisbon's most elegant and coveted neighbourhoods, Baixa and Chiado. Guests can enjoy all the benefits from the proximity of the city's top cultural, commercial, touristic and nightlife attractions with easy accessibilities, while enjoying the comfort of a quiet street. A total of 9 residential units, where 7 are used as serviced-apartment and rented under the Ando Living brand. The ground floor is divided into 3 retail units which are rented to flagship concept stores, and the Papa Poule bakery from the group Ô Papa Poule Lisboa, a Franco Portuguese creation.

# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### DOURADORES TOWNHOUSE

*Lisbon, Portugal*



Originally built at the end of the 18th century, the building is part of the original Marques De Pombal's grand reconstruction plan of Lisbon. Its location at the corner of the emblematic Rua Dos Douradores and the busy Rua Da Conceição, two of the most charming streets of Baixa, makes it an ideal nest in the city. The project consists of a complete rehabilitation of the existing building, preserving all of its traditional Pombaline features (high ceilings and abundant windows). This mixed use project of 1,437 sqm construction area, includes 12 residential units over 935 sqm and 532 sqm. Retail space. Opening in Q2, 2022.

### SANTA JUSTA 77 TOWNHOUSE

*Lisbon, Portugal*



This building is located in the centre of Lisbon in the Baixa district, right next to the Santa Justa elevator, one of Lisbon's main attractions, and next to our first Ando Living project, creating a larger offering in this prime location. The building's units will be decorated in the coming months and will be open for rent in October 2022.

# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### AUGUSTA TOWNHOUSE

*Lisbon, Portugal*



*Located on Lisbon's main and busiest commercial street, right above Salsa retail store and across the street from Zara, this asset offers a one-of-a-kind opportunity to expand the Ando brand in the center of Lisbon. The building was fully refurbished in 2016 and all 6 touristic apartments (studios, T1s and T2s) will be styled to Ando Living brand's standards. The apartment units should be ready to receive its first guests in the summer of 2022. Young travellers and ProMads will appreciate proximity to all major retail brands and to be at the very heart of the action.*

### MARQUÊS DE ABRANTES TOWNHOUSE

*Lisbon, Portugal*



*This project is a beautiful typical building in the trendy neighbourhood of Santos, composed of 14 units of T1 and T2, with a total area of 1276 m2. This building is in a prime location, right next to Green street, famous for its unique decoration and international cuisine restaurants. Only 10 minutes walk from Cais Do Sodré train station and 15 from the city centre.*

# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### SANTA CATARINA TOWNHOUSE

*Lisbon, Portugal*



*Located on Porto's main and busiest commercial street, this asset offers a one-of-a-kind opportunity to expand the Ando Living brand in Portugal's second most populated city. The building is completing a full rehabilitation and all 6 apartments will be furnished and styled to Ando Living standards. The 6 apartment units should be ready to receive its first guests in the summer of 2022. Young travellers and ProMads will appreciate proximity to all major retail brands and to be at the very heart of the action.*

### TOM TOM TOWNHOUSE

*Istanbul, Turkey*



*The asset is located in a prime location in the heart of the city, in Tomtom design district, next to Karakoy and Galataport the new waterfront up-and-coming destination with shops, restaurants, bars and museums. The project will be developed as a house with 30 apartments, at a walking distance to Tomtom club with various facilities, such as a concept hub, cool working spaces and private dining areas and a restaurant in a magnificent courtyard.*



# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### ROSSIO DEZEMBRO TOWNHOUSE

*Lisbon, Portugal*



Rossio Dezembro, building located just next to the monumental Rossio railway station, an important Portuguese landmark and considered one of the most beautiful train stations in the world. The building is composed of five floors with a total of over 2,200 sqm which will be fully refurbished and converted to an Ando Living Rossio Dezembro Townhouse with 13 units. The building also incorporates a retail area in the ground and first floor with 1,035 sqm.

### NOVA DO ALMADA TOWNHOUSE

*Lisbon, Portugal*



Located in the border of Baixa and Chiado, two main touristic areas in Lisbon, this building is near popular attractions such as Avenida da Liberdade, Castelo de São Jorge and Praça do Comércio. The building faces three streets - Largo de São Julião, Rua Nova do Almada and Calçada de São Francisco - and is divided into three retail units on the ground floor, two office floors, and two residential floors. 28 luxury units will be styled to Ando Living brand's standards.

# ANDO LIVING

## PIPELINE PROJECTS - TOWNHOUSES OVERVIEW

### NURI ZIYA TOWNHOUSE

*Istanbul, Turkey*



*This asset is centrally located at Nuri Ziya street which is one of the most authentic spots of the city neighborhood Istanbul's well known Istiklal street. Built in early 1930s it is a 2nd degree historical building comprised of 5 floors and 18 apartments with beautiful with beautiful views of the historical peninsula on one side and Saint Antoine church on the other. It is in walking distance to the planned Ando Club Tom Tom. The pedestrian accessibility of the asset is very strong and attractive destinations such as Cukurcuma, Sedar-I Ekrem, Galata and Karakoy are all in walking distance.*

### GUMUSSUYU TOWNHOUSE

*Istanbul, Turkey*



*Nestled in the neighborhood of Gumussuyu, between Taskim Square and Dolmabahce, and in close proximity to Tom Tom Club, this asset is ideally located for travelers looking to experience Istanbul. Built in 2019 with state of the art architectural elements, it is comprised of 21 spacious serviced apartments with fully equipped kitchens suitable for travelers who prefer a home-like atmosphere. Apartments of different sizes provide comfortable and convenient stay for a variety of travelers.*

WHO IS THE TEAM BEHIND ANDO?

# WHO IS THE TEAM BEHIND ANDO?

*A collective of talents* from real estate development  
to design makes Ando Living.

# DEVELOPER

## OPTYLON KREA

*Optylon Krea is a Pan-Mediterranean real estate development and investment management group.*

*Founding partners, Optylon Capital and Krea Real Estate have a combined track record of €1.8 billion in gross development value in 38 judicious investments - residential, mixed-used projects, yielding assets and shopping centres - in 8 different cities throughout Portugal, Turkey and Romania.*

*This translates into over 1 million square meters of owned, managed, and developed properties over the years. This is also supported by 6 international awards.*

*Having vast experiences in the Portuguese hospitality market, the group manages over 700 third-party apartments through its subsidiary LovelyStay in addition to its Ando Living brand.*

# INTERIOR DESIGN

## AVROKO

*Launched in 2001, focusing on the hospitality industry, creating thoughtful and engaging architecture, brands, products, and environments.*

*Avroko has earned a reputation as one of the most innovative design firms in the field and won multiple awards*

*The firm has grown to four offices (NYC, Bangkok, San Francisco, and London) working on projects across 22 countries in 32 cities, launched over a dozen company owned-and-operated restaurants, and created a furniture and lighting company.*

*Avroko supports the brand Ando Living in the development of the interior identity*

# CONSULTANT

## SERVOTEL

*Founded in 1984 in London, Servotel is a leading boutique consulting practice with an unsurpassed depth of experience, research-based know-how and a highly selective client base, including investors, developers, hotel companies and financial institutions*

*The company's decades of experience spans the main areas of activity such as tourism, recreation, residential real estate and office projects in 43 countries.*

WHO IS THE TEAM BEHIND ANDO?

# BRANDING AGENCY

A WORK OF SUBSTANCE

*We are a collective of passionate explorers from 15 countries.  
We exercise the art of forgetting what we know and look to maps  
of the past, as we scavenge for vibrant stories about the people and  
cultures that our designs inhabit*

*Our team of strategists, editors, graphic designers, architects, landscape  
designers, interior designers, product designers allow us to shape every  
single touch point. Our designs are an opportunity to entertain  
a conversation with your guests, an invitation to interact and  
to contemplate, entertaining rituals and creating habits.  
It is an opportunity to tell your story and to tell a story that  
no else is telling.*

