Investor Call with Leaders Romans Group (LRG)

Key Points and Introduction

- Establish credibility of Londonist as a high-growth, and key player in the PBSA sector.
- Explain the financial journey, particularly the profit fluctuations.
- Showcase the model: scalable, asset-light (where relevant), and with strong unit economics.
- Align on strategic fit and future vision.
- Build confidence in leadership, infrastructure, and execution capabilities.
- We're not just looking for capital we're looking for strategic alignment with a group that understands property, appreciates operational efficiency, and wants exposure to one of the most resilient and fastest-growing verticals in property student living.
- We focus not just on volume, but on flexibility and margin. Our model combines long-term student stays with short-term international internships and summer language schools, allowing us to optimize occupancy throughout the year.
- With LRG's strong property portfolio and residential lettings expertise, and our global demand engine and tech-enabled ops model, we believe there's a great opportunity to build something scalable and highly profitable together.

Key Points on Romans' and Matthew Light:

- Moginie James (January 2020): A residential sales and lettings agency in Cardiff, comprising three branches. This acquisition marked LRG's entry into the Cardiff market.
- Outlook Property (March 2020): A six-branch residential sales and lettings agency located in East and North London.
- Hill & Clark (February 2021): A five-branch lettings and sales agency in Lincolnshire

Key Stats which may be useful on the call:

Margins and Network

- Short-term bookings: 35–40% gross margin

- Long-term stays: 20–25%
- 2000 beds in 33 locations
- 357 new beds added via Citi View (strategic long-term contract)
- Direct bookings: 25%
- Agent network: 45%
- Marketplaces: 30%
- University and Institution Partnerships – UCL, LSE, KCL, Imperial, Le Cordon Bleu

Introductions

Mr Asim Erturk

- Background: 12+ years running Londonist DMC.
- Vision: Built a scalable student accommodation business, focused on quality, service, and growth in high-demand cities.
- International insight: Deep experience working with global student agents, accommodation platforms, and marketing funnels across China, India, Turkey, and beyond.
- Marketing and Tech Growth (TBC)

C Levels/Management

- Umang Gandecha – Strategic Global Growth and information on operational control and building managements
- Mr Joy - Background, financial strategy.
- Sadik Bey

Company Overview

- PBSA units in premium London locations.
- Use a mix of nomination agreements, building management, and direct bookings.
- Offer both short-term and long-term contracts to maximize occupancy and yield.

B. Business Model

- Scalable and low CapEx growth (most assets not owned).
- Tech-enabled management portal for pricing, leads, agent commissions, and ops.
- 95–98% occupancy during peak seasons
- Work with all the key PBSA operators on multi year deals like Greystar (Chapter) Unite AXO and others such as iQ Student and Yugo

Financials – Mr Joy to Review

Revenue Growth (2021–2025)

- Massive YoY growth: £5.2M → £13.8M → £23.5M → £38M (proj.) → £45M (target)
- Driven by post-COVID rebound, agent networks, platform growth, and demand influx from China and India.

Profit Variation

- 2021: COVID impact (loss of £4.6M, travel bans).
- 2022: Rebound begins, but catch-up costs (refunds, re-hiring, platform commissions).
- 2023: **Profitability returns** (£1.3M net profit) due to margin improvement and stabilized ops.
- 2024 (proj. -£0.3M): A **planned strategic investment year** — expanded building inventory (e.g., Citi View Paddington), tech upgrades, and team hiring.
- 2025: to be discussed
- Real Assets / Property

Highlight:

- Norwood Flats: £1.99M generating £12K+ rent/month. Expansion approved.
- Sheffield units + North London acquisition: Part of long-term balance sheet growth strategy.

Why Invest in Londonist?

Market Timing

- Surging global student mobility post-COVID.

- UK remains a top destination, with London at the heart.
- Scalable and brandable model
- Global Network of Agents and Partners

Strategic Fit for LRG

- LRG focuses on residential, lettings, and asset management. Londonist complements with:
    - Tech-led operations
    - International client base
    - Flexible PBSA exposure
    - High-growth sub-brand potential
- Student Portal: A One-Stop Digital Solution

The Student Portal is a fully integrated online platform that empowers students to efficiently manage all aspects of their accommodation. From booking and bill payment processing to accessing event details and exclusive discounts, the portal provides a seamless experience and 24/7 support. Acting as a direct line of communication between students and Londonist DMC, it enhances transparency and convenience, setting the company apart from competitors still reliant on outdated service models.

- Student Ambassador App: A Peer-Driven Support Network

This innovative mobile app creates a space for students to ask and answer questions about student life, offering real-time peer support. Student ambassadors actively contribute by sharing insights on studying and living in London, while senior ambassadors take on mentorship roles, leading initiatives around mental health, equality, and diversity. By encouraging engagement and inclusivity, the app strengthens the student community and enhances their overall experience.

- Agent Portal: A Streamlined Booking and Management Tool

The Agent Portal is an advanced digital platform designed to simplify the accommodation booking process for student recruitment agents. It provides real-time access to availability and weekly pricing, allowing agents to secure rooms, book additional services, and monitor reservation statuses with ease. Additionally, the system offers a clear and efficient way to track commission payments, ensuring smooth collaboration between Londonist DMC and its network of global agents.

- AI-Driven Dynamic Pricing: Smarter, Fairer, and More Flexible

In a move to enhance affordability and optimise occupancy rates, Londonist DMC utilise AI-driven dynamic pricing. This technology continuously analyses demand patterns, seasonal fluctuations, and market trends to adjust pricing in real time. By leveraging data science, the

company ensures that students benefit from competitive rates while maintaining financial sustainability. This level of pricing flexibility is a rarity in the industry and reflects his commitment to innovation and accessibility.

Questions we may need to prepare for?

Financial:

- What explains the loss in 2024 after making profit in 2023?
- How are you funding the property purchases?
- What is your average revenue per week per bed?
- Break down gross margins by booking type (short-term vs long-term)?

Strategic:

- Why not expand outside London? https://uninist.com/
- How do you mitigate international student visa risk or cancelations?
- What is the exit plan: IPO, strategic exit, roll-up?
- What is the Global Structure future for Londonist – OpCo/PropCo

Operational:

- How do you maintain quality in 1,900+ beds?
- Update on LHS: https://www.londonisthospitality.com/