

totalstay™

THE
MADISON
CAPE TOWN

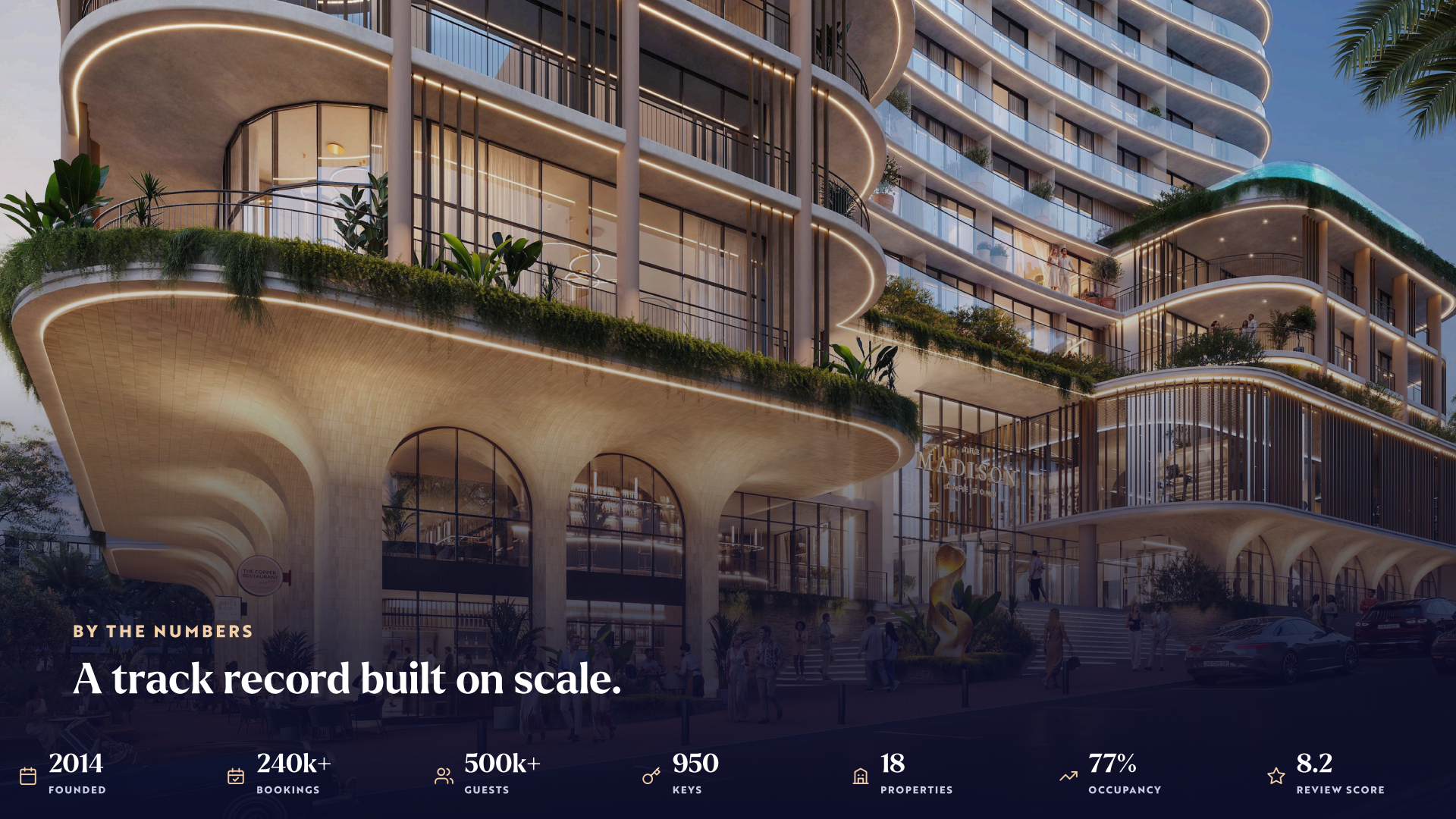
TRICOLT
GROUP

RENTAL POOL INVESTOR PACK

The Madison Aparthotel

by totalstay

Bree Street, Cape Town



BY THE NUMBERS

A track record built on scale.



2014
FOUNDED



240k+
BOOKINGS



500k+
GUESTS



950
KEYS



18
PROPERTIES



77%
OCCUPANCY



8.2
REVIEW SCORE

OUR APPROACH

Totalstay is a South African aparthotel operator built to manage the complete hospitality experience.

For guests, we offer a stay that flows - thoughtful, quiet, and ready to receive. For owners, we protect value and deliver performance with care.

For both, we bring consistency, simplicity, and soul.

Rooted in Cape Town. Designed for modern living. We don't do generic. We don't do halfway. We do stays that mean something.

Stay for the story.





A stay guests choose. A business owners can trust.

FOR GUESTS

- 24 hour concierge
- Daily housekeeping
- Luxury linen and amenities
- Fully equipped kitchens
- Welcome packs
- 24 hour security

FOR OWNERS

- Central reservations
- Revenue management
- Intelligent pricing
- Guest relations
- Housekeeping and maintenance
- Financial reporting

**Everything guests want from a hotel.
Everything owners can trust.**

THE ADDRESS

The right building, on the world's coolest street.

Guests don't just book a room — they book a location. Bree Street is one of the most in-demand addresses on earth, and that demand is the raw material of the pool.

- **The world's 11th coolest street**

Ranked by Time Out (2024). The Wall Street Journal calls Bree Street "Cape Town's hippest street."

- **A walkable culinary mile**

Cape Town's coolest restaurant strip — cafés, wine bars, galleries and boutiques spilling onto wide pavements, block after block.

- **The heart of the CBD**

Minutes from the business district, the V&A Waterfront and Table Mountain — a year-round catchment of corporate, leisure and long-stay guests.

- **Demand that fills rooms**

A destination address drives the occupancy and rate the whole pool depends on. Guests want to be exactly here.

THE BUILDING · BY TRICOLT

23 storeys rising over Bree Street

391 residences, retail & hospitality

R1.95bn landmark development

1st Gold's Gym in Cape Town, on site

~10% p.a. estimated precinct capital growth

Building and precinct figures per the developer (Tricoltt). Capital-growth figure is an estimate, not a guarantee.



THE MADISON APARTHOTEL

An aparthotel is a hotel, so we run it like one.

Within the Totalstay rental pool, one dedicated brand, one operating standard, and one revenue team work together to drive performance for participating owners.

UNIFIED BRAND

Every Totalstay touchpoint contributes to a distinct aparthotel identity and a shared reputation across the rental pool.

ONE RATE STRATEGY

One revenue team prices and manages participating inventory as a coordinated room pool, responding to demand across room types.

CONSISTENT EXPERIENCE

Concierge, housekeeping, linen, and guest service follow one Totalstay standard across every participating apartment.

**A professionally managed rental pool, built on transparency
and operated with the discipline of a hotel.**



Your asset. Our business.

We manage the complete hospitality engine, so you do not have to.

PROTECT

- Consistent furniture and linen
- Guest vetting and access control
- Housekeeping quality assurance
- Maintenance coordination
- Stock and asset control

PERFORM

- Sales and marketing
- Central reservations
- Revenue management
- Intelligent pricing
- Guest relations and concierge

REPORT

- Monthly financial reporting
- Performance visibility
- Neuro business intelligence
- Budget oversight
- One point of accountability

Booking.com

PREFERRED PARTNER

 **airbnb**

DIRECT API

 **Expedia**

 **agoda**



HOMES & VILLAS
by MARRIOTT BONVOY

CERTIFIED PARTNER



BLUEGROUND

totalstay™

DIRECT

Your apartment remains your asset. Its performance becomes our business.

LUXURY

latitude°

B
BOULEVARD
APARTHOTEL

Xenia
Travel Management

LIFESTYLE

H
HORIZON

THE
DECK

PREMIUM

Xenia

The bantry
APARTHOTEL

casa.

SELECT

A
ANTRIM
COLLECTION

THE
TOKYO

The Carrington

THE SAGE

ZEELAND
PIER

ECONOMY

CIRCA

HABITAT

HAVN

**Totalstay is the leading
aparthotel operator
in South Africa**

A CLEAR CHOICE

Rental Pool vs Single Listing

Totalstay Aparthotel Rental Pool

Income follows the participating room pool

Vacancy is shared across the pool

One building wide revenue strategy

One hotel reputation benefits the pool

One consistent operating standard

Professional management and reporting

Short Term Rental / Single Listing

Income follows bookings for one apartment

The owner carries every empty night

Each apartment is priced independently

Reputation remains unit specific

The experience can vary by apartment

Unit specific performance and oversight

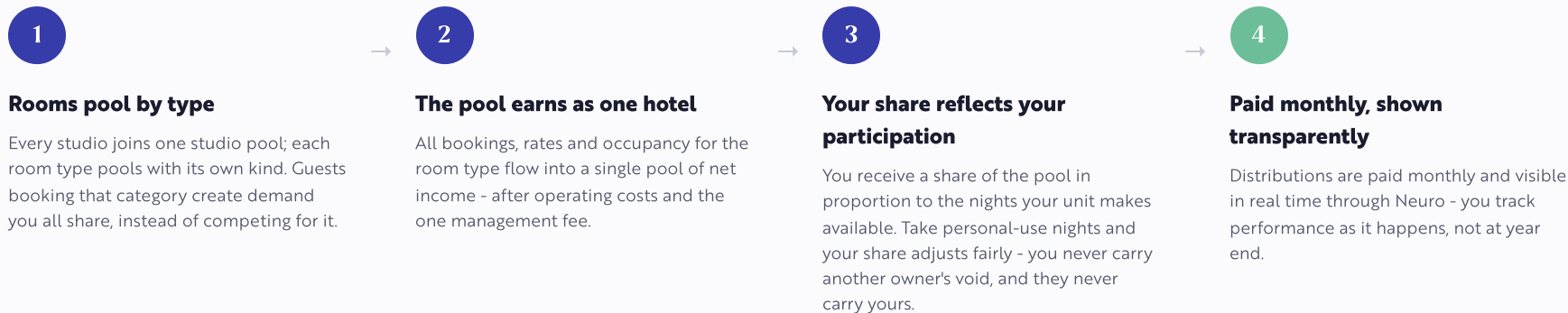
Choose the model that matches the ownership experience you want.

The exact pool mechanics and owner rights are governed by the final rental pool agreement.

HOW THE RENTAL POOL WORKS

Your income, calculated in the open.

The pool is a defined, transparent mechanism - not a black box. Here is how a booking becomes your distribution.



This is **diversification, not **dilution**. Your return tracks demand for the whole room type – never the luck of one unit's floor, view or number.**

Illustrative overview. The exact pool definition, share basis and distribution terms are set out in the final Rental Pool Agreement.

THE COMMERCIAL ADVANTAGE

Your apartment gains the earning power of the whole building.

Approximately

200

participating keys

A breadth of inventory that no individual listing can replicate.

Shared demand

Income participates in the performance of the room pool, subject to the final agreement.

More ways to convert

Room type flexibility helps the hotel retain demand when one category is unavailable.

Reputation compounds

Every successful stay strengthens the same hotel brand and benefits the participating pool.

A stronger proposition

A coordinated building can pursue leisure, corporate, group, and extended stay demand.

Professionally managed scale creates diversification, commercial flexibility, and a stronger reason for guests to choose The Madison.

Commercial benefits are directional and do not guarantee a particular financial result.

PRICING

A complete operating model for one management fee.

HOTEL MANAGEMENT FEE

8–12%

Excluding VAT
Sliding scale

**The Madison projection uses
10%.*

INCLUDED

- Sales and marketing
- Revenue management
- Guest relations and concierge
- Maintenance management
- Linen and stock control
- Financial reporting
- Central reservations
- Intelligent pricing
- Property management systems
- Housekeeping management
- Human resources
- Access to Neuro

One fee aligns the operating team around the performance of the hotel.

5-YEAR PROJECTION

The next five years, at a glance.

	Y1	Y2	Y3	Y4	Y5
Average Daily Rate (ADR)	R3,012	R3,312	R3,643	R4,007	R4,408
Occupancy	75.0%	76.5%	78.0%	79.6%	81.2%
GROSS REVENUE	R165.3m	R184.9m	R207.5m	R233.4m	R261.2m
Management Fees	–R39.1m	–R43.8m	–R49.1m	–R55.2m	–R61.8m
OTA + Travel Agency Commissions					
OPEX	–R27.1m	–R28.9m	–R30.8m	–R32.7m	–R34.9m
NOI	R99.0m	R112.3m	R127.6m	R145.4m	R164.5m

NOI grows to R164.5m by Year 5 – a ~14% compound annual growth rate (CAGR).

Five year aparthotel rental pool projection, 200 participating keys.
Actual results may vary. Excludes Levies, rates and finance costs.
Figures exclude VAT.

FOR THE OWNER

Occupancy and income, from day one.

	STUDIO	ONE BEDROOM	ONE BEDROOM DELUXE	TWO BEDROOM
Average size	30 m ²	40 m ²	70 m ²	93 m ²
Average sale price	R2.83m	R3.32m	R3.99m	R7.65m
AVG. MONTHLY INCOME	R25.1k	R33.5k	R58.6k	R77.9k

Owners earn a monthly income from day one – no vacancy, no guesswork.

Monthly income is annual projected income divided by 12 for illustration only.
Actual monthly income may vary due to seasonality, 200 participating keys.
Excludes Levies, rates and finance costs. Figures exclude VAT

FURNITURE PACK

The perfect fit is part of the performance plan.

A consistent hospitality product helps guests know what to expect and allows the hotel to sell, service, and maintain its inventory more effectively.

WHY CONSISTENCY MATTERS

A stronger visual identity

Clearer guest expectations

Interchangeable room inventory

Simpler housekeeping and maintenance

More reliable brand standards

Furniture pack pricing to be confirmed.



totalstay™

**Own the apartment. Participate in the hotel pool.
Join the Totalstay rental pool at The Madison.**

+27 021 286 0672 / +27 82 781 8538

sales@totalstay.co.za

www.totalstay.co.za