

HOTEL101 GLOBAL: The Rise of Standardized Hospitality as a New Institutional Asset Class

2026



*Hotel101 Global: Standardized Hospitality.
Institutional Income. Global Scale.*

GREENPEAK





Hotel101 Global: Rise of Standardized Hospitality as a Global Income Platform

Hospitality is undergoing the same transformation that logistics, data centers, and student housing experienced over the past two decades: a shift from fragmented, operationally inconsistent properties into a platform-based, standardized, globally scalable real-asset class.

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1. Executive Summary

Institutional investors today face a market defined by:

- Compressed yields in traditional real estate
- Volatility across private markets
- Rising demand for predictable, asset-backed income
- The need for transparent, repeatable operating models
- A shift toward global diversification and flexible liquidity

The **Hotel101 Global Asset-Backed Income Fund (“H101 Fund”)** is engineered to meet this moment.

H101 Fund is a **Luxembourg RAIF** with global reach that acquires **standardized hotel units (“HappyRooms”)** developed and operated by **Hotel101 Global (NASDAQ: HBNB)** in selected global cities.

Each room is identical. Each building is standardized. Each location follows the same P&L logic.

This standardization — combined with a multi-continent rollout — creates a hospitality product that behaves more like:

- **Infrastructure** (predictable, long-term income),
- **Logistics** (standardized, scalable), and
- **Student** housing (operationally simplified),

than traditional hotels.

Hotel101 Global’s strategy transforms hospitality from a fragmented, high-variance asset class into a scalable and resilient income engine.

This whitepaper explains *why* and *how*.

Standardization is reshaping hospitality by turning a fragmented industry into a scalable, predictable, globally investable asset class.

H101 Fund targets an **6–8% annual yield** and an **14–16% net IRR** over 10 years (net of fees; ~30% LTV leverage) through a globally diversified portfolio of standardized Hotel101 Global rooms.

2. Market Problem: Hospitality's Fragmented Model Restricts Scalability and Returns

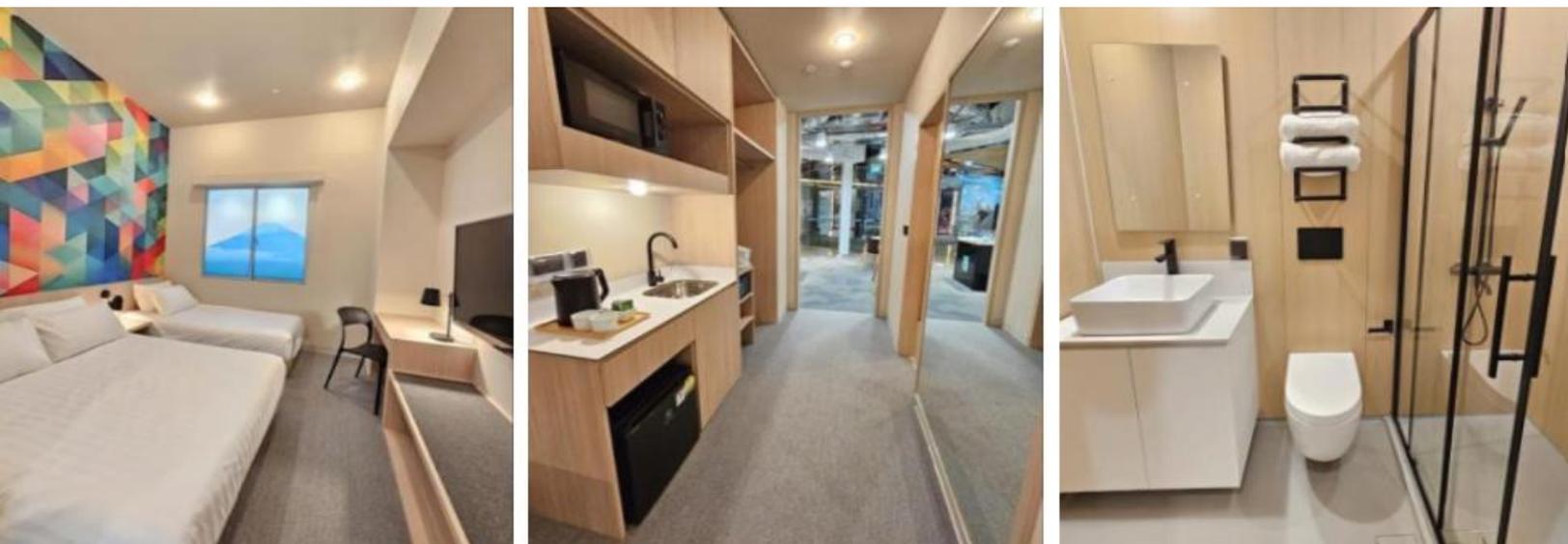
Despite being a multi-trillion-dollar industry, hospitality remains one of the **least standardized** sectors in global real estate.

The core problems:

1. **Every hotel is unique.**
Different designs, layouts, systems, operators, budgets, staff structures.
2. **Operational leakage destroys returns.**
Variability in labor, procurement, maintenance, and guest experience undermines returns.
3. **Brands don't solve the structural inefficiency.**
Marriott licenses its name. Hyatt runs franchises. Hilton layers on management and brand fees. Yet **they don't standardize the physical product** as the biggest cost driver.
4. **Institutional investors avoid inconsistency.**
High capex. High variance. Unpredictable returns. Complex diligence.

Hospitality is the last major real estate category still operating under bespoke, non-standardized construction and mixed operating models.

The result: **Fragmented concepts with lower margins, limited investor trust, and compressed valuations.**



3. Hotel101 Global Solution: Standardization as an Economic Engine

Hotel101 Global introduced a model with a simple philosophy:

Every room is identical.

Every building is standardized.

Every country follows the same playbook.

The power of standardization is well established in other sectors, such as quick-service restaurants and airlines.

Hotel101 Global applies the same proven standardization model to hospitality.

Identical Rooms → Predictable Economics

Each “HappyRoom” is exactly **21 sqm**, identical in layout, furniture, equipment, technology, maintenance, and cleaning cycles.

This creates:

- **Predictable capex**
- **Predictable guest experience**
- **Predictable income patterns**
- **Predictable refurb cycles**
- **Predictable underwriting**

This predictability lowers risk and increases investment returns.

Through standardization across rooms, buildings, and operations, Hotel101 Global elevates hospitality into a predictable, institutional-grade income engine.

Standardized Buildings → Lower Construction Cost

Global procurement system reduces development cost via:

- Bulk purchasing
- Controlled material standards
- Modular engineering
- Repeatable MEP systems
- Shorter construction timelines

This translates into 20–30% lower construction cost vs traditional hotels.

Standardized Operations → Higher Returns

With identical rooms and layouts:

- Housekeeping is faster
- Maintenance is predictable
- Technology stack is universal
- Staff ratio decreases
- Procurement becomes bulk-negotiated
- Guest experience is consistent

This produces higher returns and margins than typical select-service hotels.



4. Operating Model: Why Standardized Hospitality Is the Next Institutional Asset Class

Institutional investors (FOs, pensions, private banks, insurers) seek:

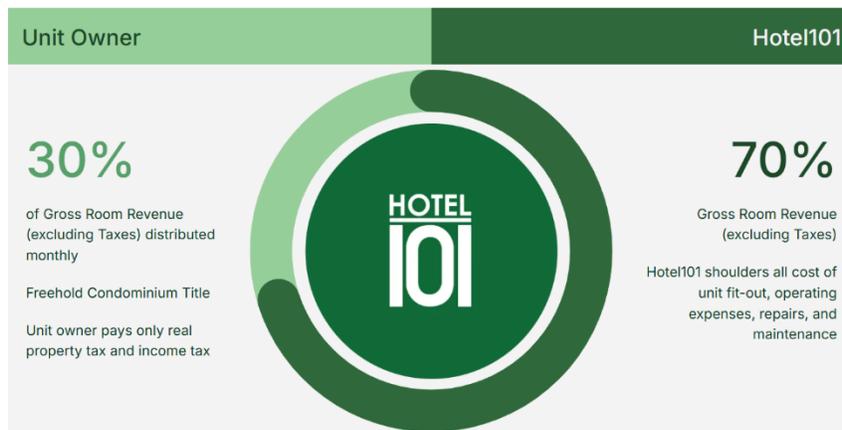
- Income
- Stability
- Transparency
- Inflation protection
- Global diversification

H101 Fund offers a blend that almost no other hospitality strategy delivers.

Income + Growth + Brand Value

Recurring cash yields across multiple continents + valuation growth from expansion.

- ▶ Hotel101 Global is creating the **first global supply of identical hospitality income units**.
- ▶ H101 Fund is a **global acquisition platform for standardized, repeatable cashflow units**.



A global standardized model delivers income, resilience, and diversification in a way hospitality never has before.

Hotel101's model allocates 30% of gross room revenue to unit owners while Hotel101 retains 70% and covers all operating costs, creating a simple, transparent income-sharing structure.

5. Hotel101 Global Pipeline

Hotel101 Global is targeting projects in 25 countries in the medium term:



Each hotel follows strict criteria:

- Prime transport-oriented sites
- Proximity to major events, exhibition centers, and conference venues
- Access to leisure hubs
- Targeting 500–700 keys
- Standardized construction potential
- Strong domestic and international tourism flows
- High value-to-land ratio

A strategy competes. A platform scales.

Hotel101 Global and the H101 Fund unlock advantages not available in traditional hotel funds.

6. Investment Strategy

1. Standardization increases yield.

Standardized construction and operations produce higher returns.

2. Standardization lowers risk.

Fewer variables → fewer surprises → lower capex shocks.

3. Global expansion creates value.

Brand scaling increases RevPAR, occupancy, and asset values.

4. Real asset + operating platform = valuation uplift.

Platform-enabled portfolios trade at higher multiples.

5. Institutional demand is shifting toward global hospitality index products.

H101 Fund is designed to become the hospitality equivalent of a global logistics REIT: a scalable, standardized income platform.

H101 Fund - Target Returns (net of fees; ~30% LTV leverage)



¹ Targets only post-completion/opening and after stabilization. Returns are not guaranteed.

When identical assets scale across multiple continents, the result is portfolio-level efficiency, stronger performance, and premium valuations typically reserved for category leaders.

7. Case Study: Hotel101 Manila

Guests know exactly what to expect and continue to frequent Hotel101 Global hotels:

HappyRoom

Our signature unit offers guests comfort and convenience at an unbeatable price.

INVEST IN A UNIT NOW

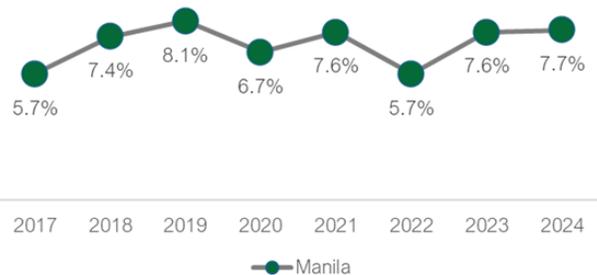
Average Occupancy Rates

8-year average: 82.9%



Historical Unit Owner Yields

8-year average: 7.1%



8. Why Now

1. Hospitality supply-demand gap widening globally

New construction stalled post-COVID → massive global undersupply.

2. Travel demand remains structurally high

Strong long-term tailwind in Europe, Asia, Middle East.

3. Institutions need yield with downside protection

Bond proxies underperform. Core real estate yields compress. Standardized hospitality sits between “core” and “core-plus.”

4. First-mover advantage

Hotel101 Global is positioned to become the first global standardized hospitality income platform.

9. Conclusion: The Rise of Standardized Hospitality

Hospitality is the last major global asset class ready for **standardization** and **platform-based income**.

Hotel101 Global unlocks this opportunity by combining:

- Identical units
- Scalable operations
- Global rollout
- Brand-driven demand consistency
- Passive and predictable income
- Platform valuation uplift

Hotel101 Global is the first global standardized hospitality platform, and the H101 Fund is the only institutional vehicle offering diversified access at scale.

Standardized hospitality is the next global institutional asset class.

Hotel101 Global sits at the epicentre of a global supply–demand imbalance, rising travel demand, and the institutional shift toward predictable, platform-based income.

This is the pivotal moment.

And Hotel101 Global is the first mover.