



brave

CORPORATION

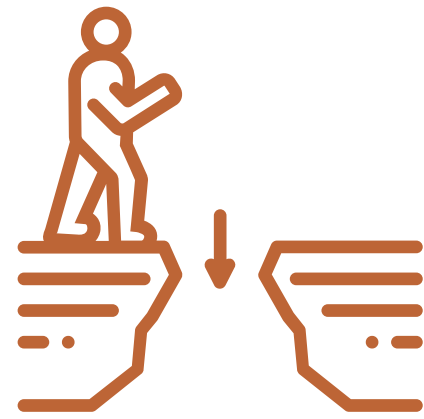
Brand-led hospitality for dynamic companies

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There is a mismatch between office supply and demand



Gap in the Market

Most office buildings are still managed based on the **long term leasing model**, but increasingly **companies want flexibility and service** adapted to their evolving needs.



Outdated Models

Many **existing office strategies are locked in** by lender constraints, limited capital, operational rigidity, or denial about market shifts and **cannot pivot to today's demands**.



Obsolescence Threat

Buildings risk high vacancy rates and diminishing value as companies reconsider their leasing strategies. **If not repositioned to fit current demand, many buildings risk becoming obsolete.**

A new real estate model

that drives predictable NOI by giving companies and end-users **exactly what they want.**

As lease events occur over the next five years, occupiers are going to recalibrate their workspace requirements, meaning a lot of distressed assets and repositioning opportunities. These assets are our targets.



What do companies want?

- Less risk
- More flexibility
- Less upfront capital
- More service
- Less carbon output
- More Sustainability
- Less fixed footprint
- A destination experience
- A network of workplaces



What do end-users want?

- Easy access
- To feel taken care of
- To feel like they belong
- To feel inspired
- To be motivated
- To make an impact
- To feel fulfilled
- To choose how they work best



Brand-led hospitality

that attracts and retains customers who are not just looking for space but are seeking a **partner that understands and solves their unique challenges**. The result is deeper loyalty, longer commitments and a strong, value-aligned community that drives consistent demand and **sustainable profitability for our investors**.

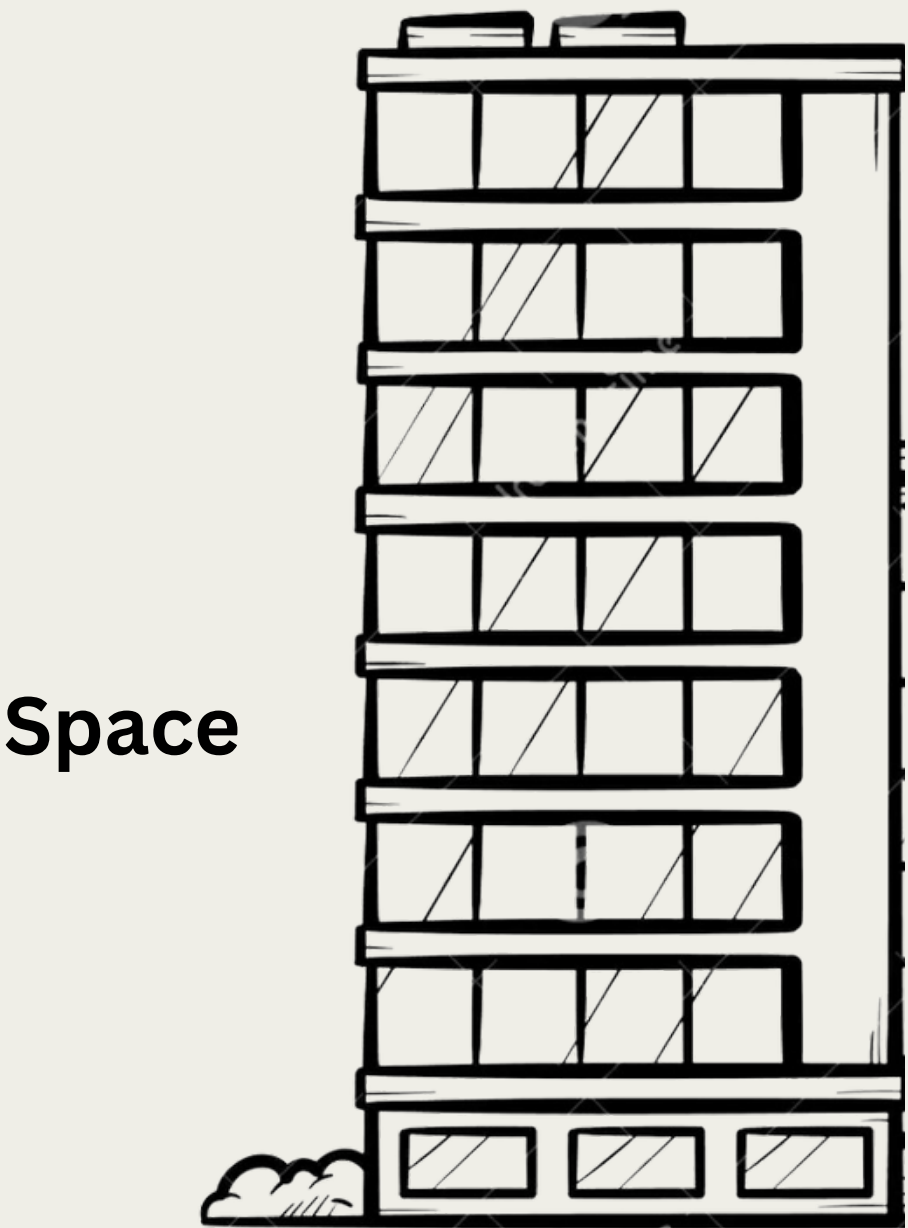
That's where we come in...

The next generation real estate company enabling
dynamic ways of working

Brave combines traditional **real-estate operating partner services** with a proprietary **hospitality, brand & technology platform** to create and manage **hospitality infused multi-functional spaces.**

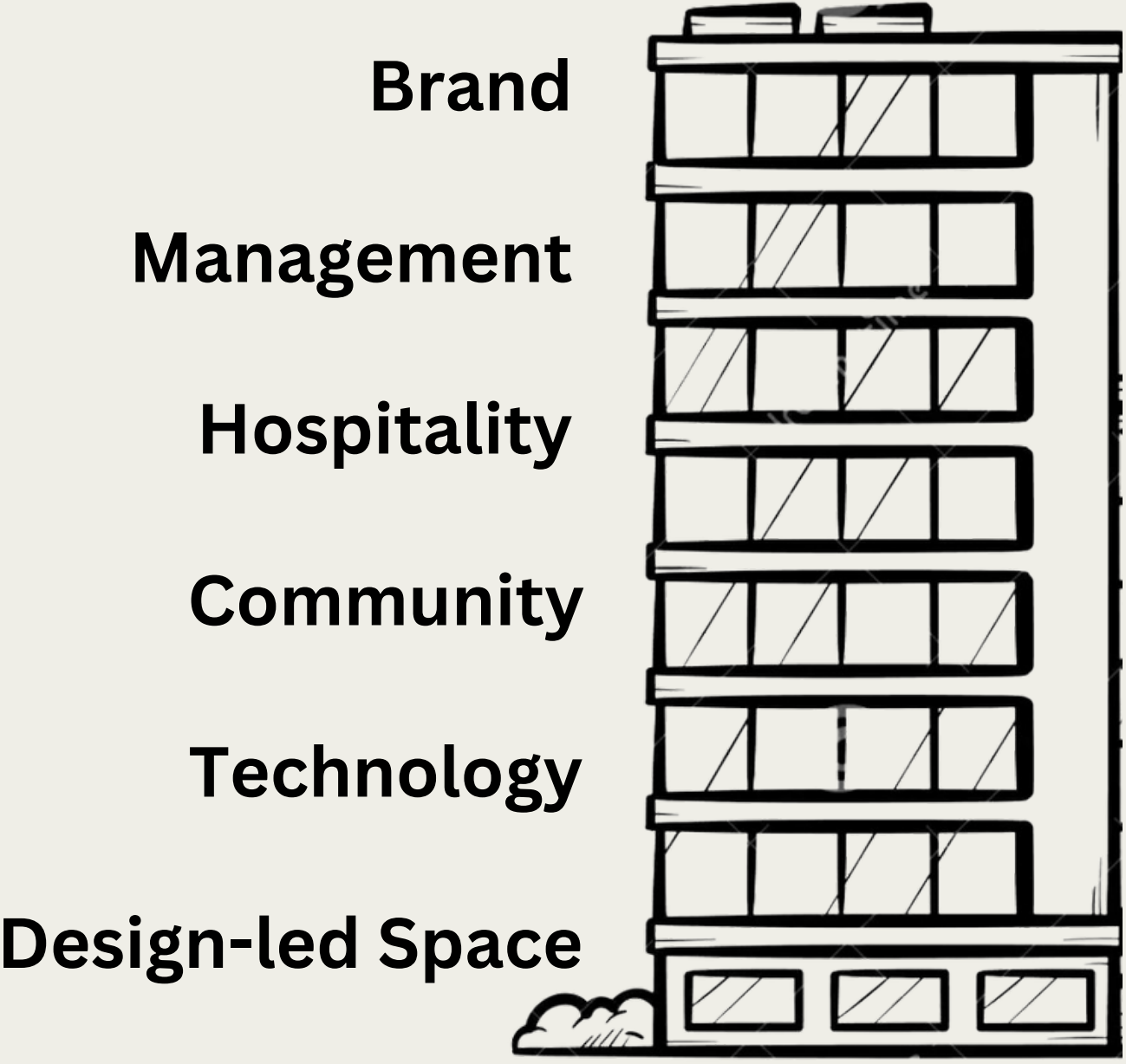
BRAVE FULL STACK REAL ESATE PLATFORM

Deploying the 6 Pillars of Space-as-a-Service to transform traditional static office buildings into dynamic, multi-functional space, with community at its core.



Space

Traditional Office



Brand

Management

Hospitality

Community

Technology

Design-led Space

Full Stack Office

OUR BRAND

Home of the brave

brave

Home of the brave

Dare to dream.

Dare to innovate.

Dare to lead.

Rise together.

The community for the purpose driven,
the misfits, the rebels.

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BRAND AS OUR USP

Brave is committed to creating “**Full Stack**” workplace solutions that are brand-led hospitality first concepts.

Brand-led means we build our culture through the stories we tell and through the missions we get involved in.

All our missions will be **community driven**, either written within our four walls or within the community that surrounds it.

This is where **Lobby Culture** comes into being and why it is the heart beat of everything that Brave does.

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At the heart of every *'Home of the Brave'* lies a foundational principle:
the significance of ground-floor presence.

'Brave' represents an inclusive ecosystem that masterfully integrates community, design, hospitality and innovative programming to foster and strengthen community bonds.

This ground-floor concept is not just central to our ethos but is also a **unifying element across our brand**. It enables us to seamlessly merge public and private spaces, underscoring its **pivotal role in our impact on the local community**.

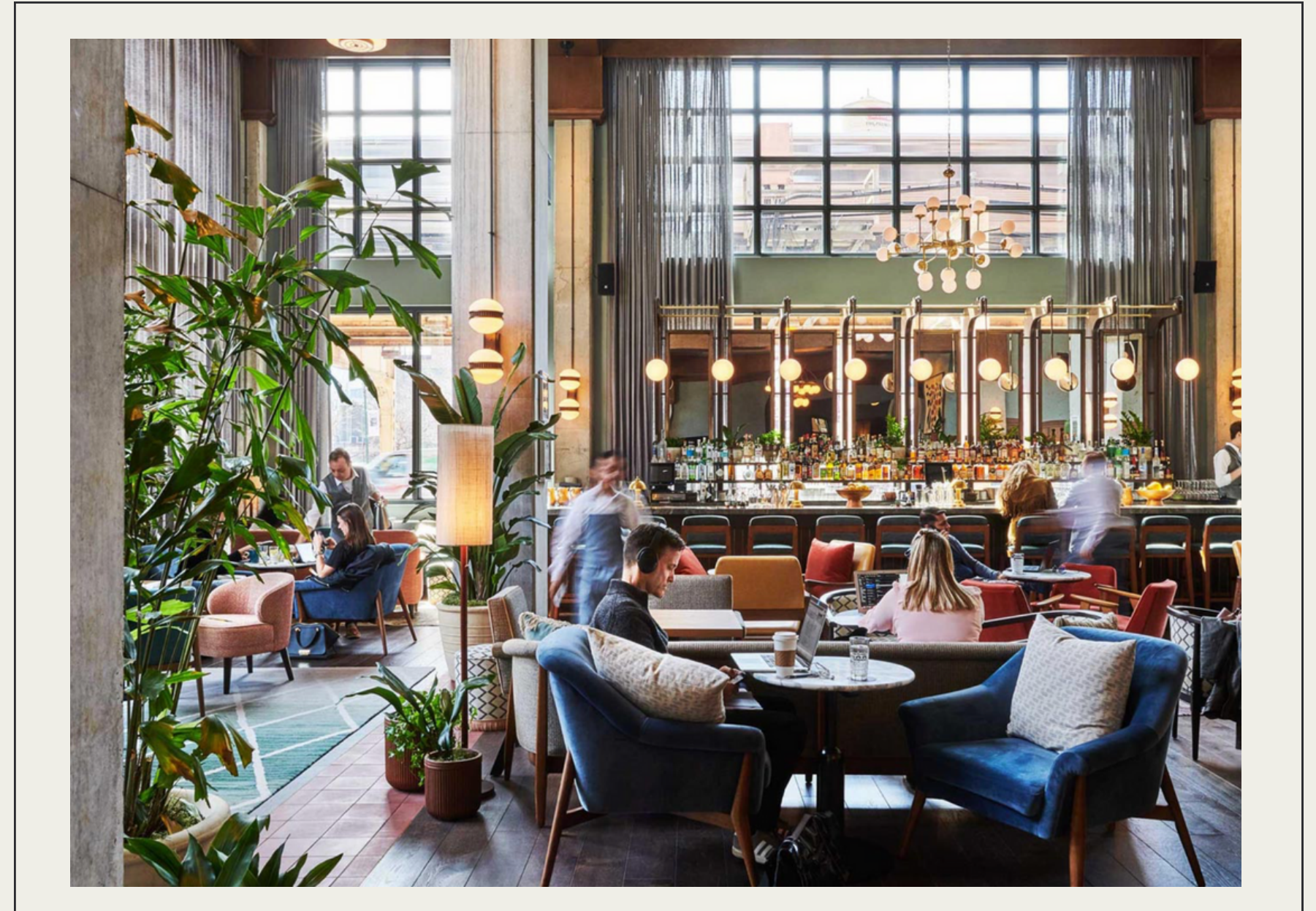
LOBBY CULTURE

Lobby culture would best be described as a dynamic, multifunctional space with community at its core.

It is a **hospitality first concept** where we defiantly blur the line between private and public space. Originally conceptualised within the hotel sector and brought to life via The Ace Hotel and The Hoxton Hotel.

It is where we cater for the members of the space but also open the doors to the community that surrounds it.

This concept is to be operated on the **ground floor of all Brave buildings.**



THE BRAVE EXPERIENCE

Complementing traditional lease footprints with hospitality and dynamic real estate

Ground & 1st Floor

We incorporate lobby culture across ground and first floors.

By doing this, we can fully realise what a truly multifunctional community space can be.

Featuring

- Spanish Steps
- Barista Bar & Main Bar
- Art & Makers Studio
- Library
- Broadcast Studios
- Meeting Rooms with Pantry
- Live Art & Exhibition Space
- Winter garden & Event Space
- Day Beds | Snugs | Huddle Space
- Phone Booths

Typical Coworking Floor

For us, this is more of a collaborative workspace and members club - coworking is just a placeholder.

We concentrate on hospitality and service, which drives engagement.

Featuring

- Private Offices
- Dedicated Desks
- Hot Desks
- Free for use meeting rooms
- Podcast Studios
- Phone Booths
- Library
- Design Studio
- Pantry
- Breakout Spaces

THE BRAVE EXPERIENCE

Top Floor | Coworking / Restaurant & Member's Bar

Leased Space

Coworking

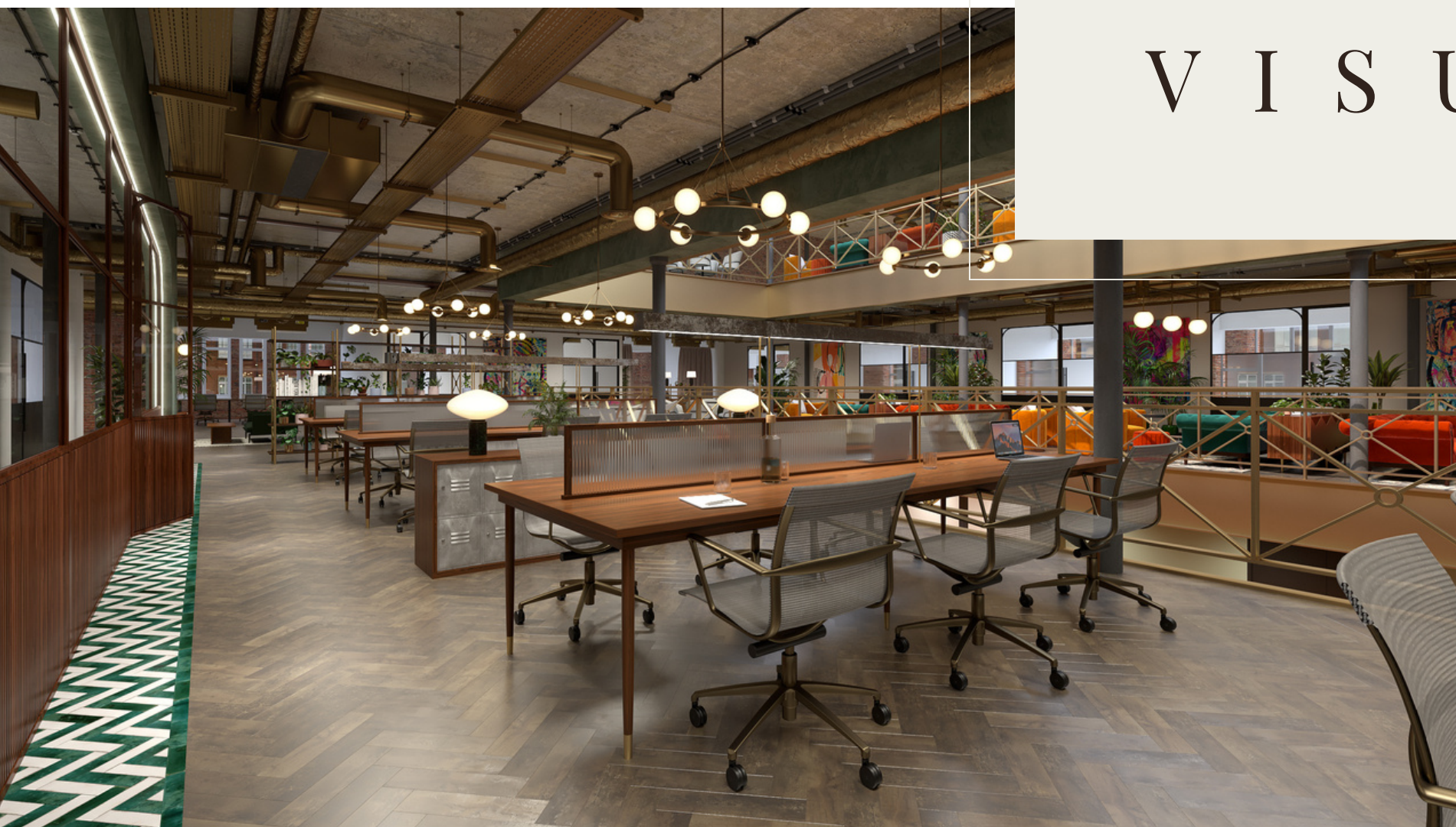
Ground & 1st Floor | Lobby Culture



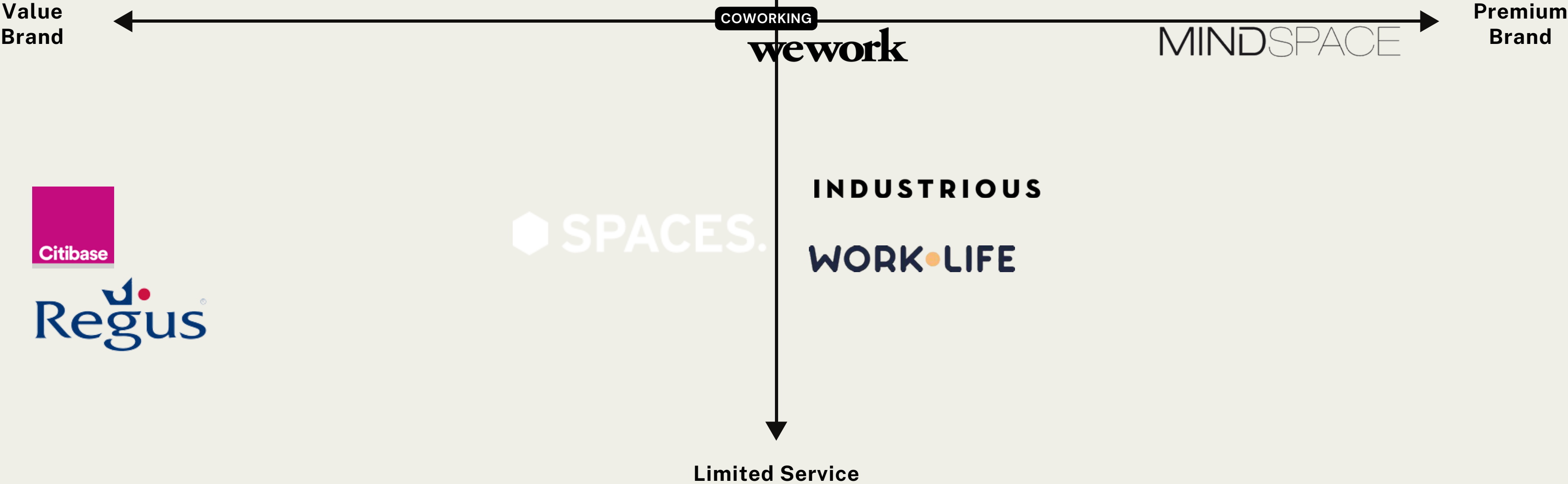
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B R A V E V I S U A L S



Brand Positioning



HOSPITALITY

The vibe & flow of the day

VIBE & FLOW - *The Essence of The Brave Experience*

At the **Home of the Brave**, each day unfurls a unique tapestry of anticipation and creativity, seamlessly transitioning from morning to night. Our ethos is rooted in respect, inclusivity, and the principle of uplifting others, creating a ripple effect of warmth throughout our community.

Our distinctive vibe is not just felt but experienced, through our **imaginative food & beverage offerings** that unite and inspire, and through our **thoughtfully curated events** that engage all senses. From the moment the ground floor comes alive at 7 AM with the aroma of fresh coffee, to the creative buzz that fills the air as freelancers and regulars gather, each moment is crafted to fuel creativity and foster connections.

Morning hours are a symphony of productivity and energy, with every corner designed for dynamic use - from the barista bar teeming with early risers to the meeting rooms bustling from 8 AM. As the day progresses, the vibe seamlessly shifts.

Midday brings a refreshing change of pace, welcoming lunch guests and delivery orders, while our studios buzz with creativity. The space transforms to accommodate all, from freelancers seeking inspiration to teams gathering for catered lunches, all amidst the backdrop of ongoing events and workshops.



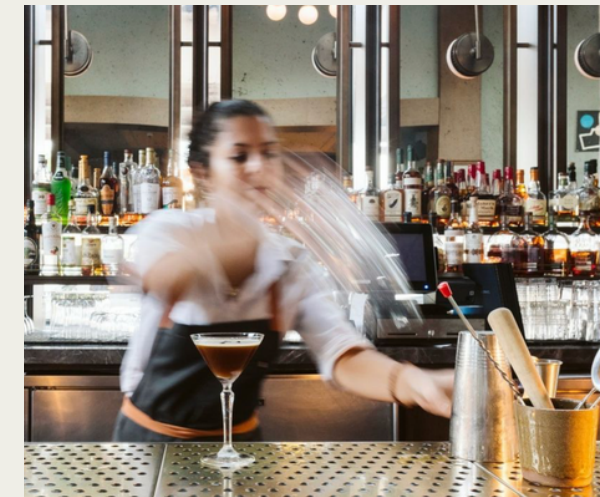
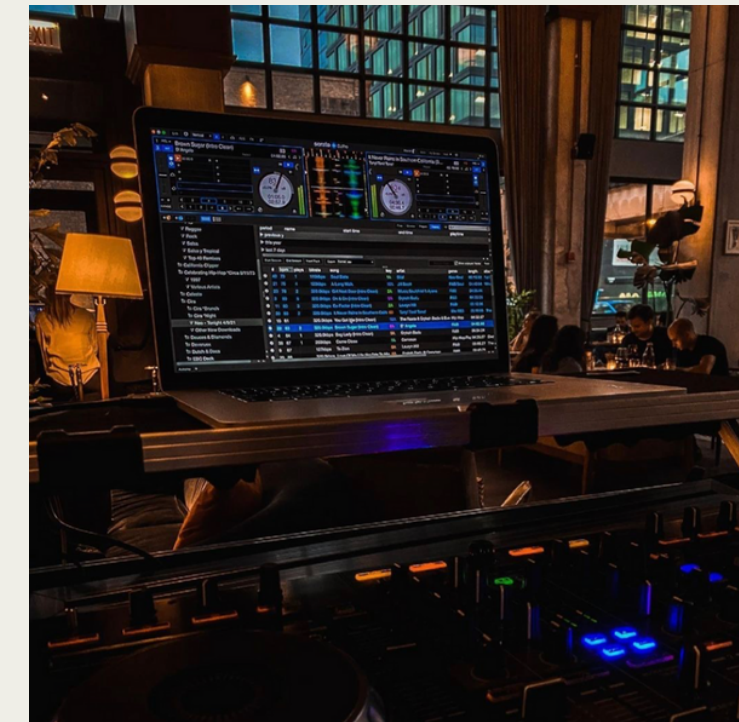
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VIBE & FLOW - *Evening Transformation*

As daylight fades, the Home of the Brave transitions into an evening sanctuary of social bonding and cultural enrichment. **The space adapts** once more, setting the stage for evening trade and events. The bar becomes a focal point of activity, offering a place for those ending their day to unwind and connect.

Our evenings are designed to celebrate community and creativity, hosting a variety of programming events from art classes in our makers studio to live performances at the **Spanish Steps**. As the night progresses, the atmosphere is further enlivened with DJ sets, creating an upbeat ambiance that invites guests to linger and enjoy.

Throughout the Brave Experience, each touchpoint is carefully crafted to ensure a feeling of being valued and appreciated. Our inclusive environment encourages everyone to be their true self, fostering a sense of belonging and community. By day's end, whether guests are departing from a lively evening event or reflecting on a day of productive work, the Home of the Brave leaves a lasting impression of a place where creativity, respect, and inclusivity thrive.



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OPERATIONAL TEAM STRUCTURE (*onsite*)

Coworking

- Head of Membership
 - Membership Consultant
- Engagement Manager
 - Membership Administrator
- Head Host
 - Home Host
 - Meeting Host
- Tech Support

General Manager

F&B Operations

- Exec Head Chef
 - Sous Chef
 - Chef De Partie
 - Kitchen Porter
- Bar Supervisor
 - Barista
 - Evening Bar team
 - Bar Back
- Floor Supervisor
 - Waiting
 - Host

TARGET PROJECTS

TARGET BUILDING CHARACTERISTICS

Brave focuses on acquisition and management opportunities in buildings with the following profile:

Must have

- 40,000 - 200,000 SqFt
- Large ground floor presence
 - 10 Metre floor heights
- Large perimeter window line
- Near public transportation
- Partially or fully vacant, OR vacancy visibility within 3 years

Nice to have

- Close proximity to a University
- Pre-approved planning consent
- Roof terrace

TARGET GEOGRAPHIES

Brave focuses on city locations in high traffic areas:

UK

1. London
2. Birmingham
3. Manchester
4. Leeds
5. Glasgow
6. Edinburgh
7. Southampton

EU

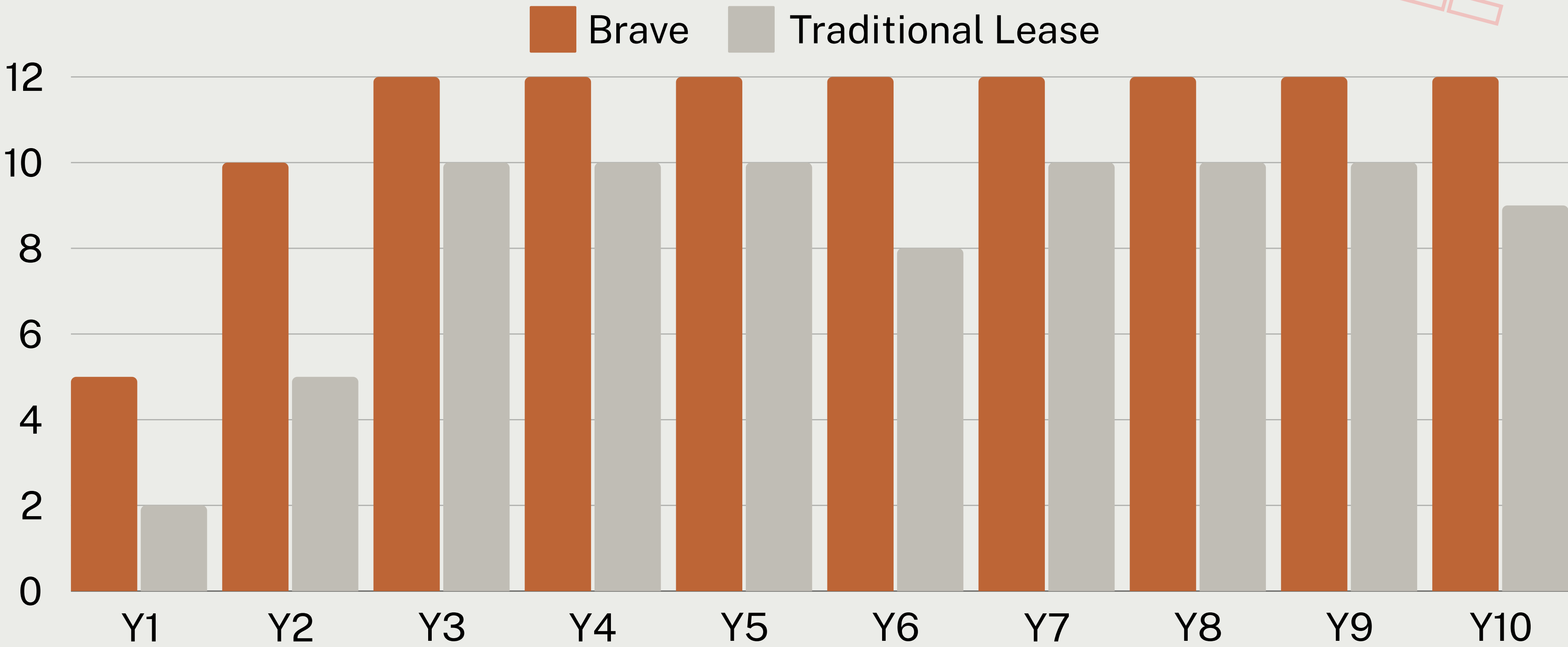
1. Paris
2. Milan
3. Lisbon
4. Madrid
5. Barcelona
6. Amsterdam
7. Berlin
8. Stockholm
9. Copenhagen
10. Oslo
11. Tampere



BRAVE EXPERIENCE VS LONG TERM LEASE COMPARISON

Driving value through strategic & sustainable asset repositioning to de-risk assets and increase NOI

SAMPLE



OUR VALUES AND TEAM

OUR VALUES - *How We Roll*

We take our values seriously – we don't shout about our values once and never mention them again. At Brave our values are our DNA and are at the heart of everything we do.

We strive to have a positive impact on our teams, those we work with, those who are in need, our local communities, and the Planet.

We're In It Together.

At the heart of our community is the value of unity. In our team, supporting and collaborating with each other is fundamental. We believe in pooling our strengths and sharing responsibilities, ensuring that every challenge is met with collective resilience.

Making Work Fun.

Joy in the workplace is a priority for us. Recognizing the significant time we spend at work, we strive to infuse fun into every task. This philosophy not only energizes our team but also ensures a positive and enjoyable experience for our guests.

Think Brave.

Bold, innovative thinking defines us. We encourage our team to envision the extraordinary and embrace diverse perspectives. Challenging norms, embracing change, and taking smart risks are ingrained in our culture, transforming the seemingly impossible into achievable feats.

Be Humble.

Humility forms the foundation of our interactions. By approaching each situation with open-mindedness and kindness, we create a supportive and empathetic environment. This ethos fosters mutual respect and caring within our team.

Be You.

Celebrating individuality is central to our ethos. We welcome the unique experiences and personalities of each team member. Our inclusive culture advocates for authenticity, allowing everyone to bring their true selves to the workplace.

Make a positive impact.

Our commitment to the community goes beyond our doors. From small acts of kindness to significant collaborations with local charities, we're dedicated to making a meaningful impact. We're passionate about enriching lives and supporting causes that resonate with us.

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OUR VALUES - *Behind the Scenes*

By looking after our team and committing to building a nurturing culture we will naturally attract the right people.

In turn, this will lead to building an emotional connection to our audience and a wider reach to the community that surrounds us.

Positive Employer.

We want to have a positive impact on our teams, by creating a community driven by our shared values. We nurture a culture of openness, connectivity, and inclusivity, where we celebrate difference, where people are accepted for who they are and where they can bring their best self to work.

Positive Planet.

We want to have a positive impact on the planet by reducing our use of carbon, plastic and food waste. We want to use our position to inform our guests & members and help them make decisions that can positively impact the planet.

Positive Business.

We want to have a positive impact in the way we do business with others, working within the Brave Way, to ensure our behaviours and actions align with our values.

Positive Community.

We want to have a positive impact on the places we call home. We will work with local charities and projects to improve and enrich the lives of those in our local communities. We want to be neighbours and part of the community, not just a business.

OUR VALUES - *We are committed to the highest standards for ESG*

We are focused on supporting the communities we operate within, being kind to the environment, working with like-minded suppliers and looking after our teams who create our unique experiences. Our Environment, Social and Governance (ESG) goals are closely aligned to the UN's sustainable development goals.

- **Staff:** We put our people first, treating them with care and empathy.
- **Communities:** How we engage with and impact on the communities in which we operate.
- **Supply Chain:** We will monitor the % of supplies that come from local suppliers and work to increase this.
- **Customer:** We will utilise feedback channels to recognise particular social problems for or through our customers. We will host programming events targeted to enhancing each local community.



- **Energy:** Targeting the use of low impact renewable energy and the monitoring of use in line with a reduction and intensity policy.
- **Waste:** Implementation of such policies around, recovery & recycling programme, monitoring & reduction of use on non-biodegradable products.
- **Environmental Protection:** The creation of a policy statement documenting our company's commitment to the environment. Deploying an environmental management system covering waste generation, energy usage, water usage and carbon emissions.
- **Transport:** Development of programmes and policies to reduce the environmental footprint caused by travel.
- **Carbon:** Setting policies around the monitoring and recording of emissions and setting science-based targets to achieve goals to address climate change.

- **Policies:** Covering culture, ethics, accountability and transparency.
- **Committees:** Covering local diversity, inclusion, civic engagement, economic impact and charitable giving.
- **Stakeholder Engagement:** We will formally consider stakeholders in decision making through our corporate structure.

- **Compliance:** Our standards on how we safeguard the environment through corporate policies covering criteria on employees, customers and the communities we operate in. Working towards ESG and B-Corp status.

MEET THE TEAM



Co-Founder & CEO **Caleb Parker**

Caleb has 17 years experience in the flex office and coworking industry. He's an award winning Podcaster as host of the world renowned #WorkBold Podcast. He's served as founder, CEO, Director, Board member, advisor, investor and consultant to numerous startups and small businesses who are innovating in Space-as-a-Service, the future of work and events.



Co-Founder & Partner **Rachel Lupiani**

Senior Real Estate Investment professional with 20+ years' experience. Expertise covers transaction sourcing, negotiation, structuring, underwriting, due diligence, financing, asset management and disposals in the context of a broad variety of real estate asset classes and deal structures.



Co-Founder & President **Ian Minor**

Best known for creating the brand **Working From_The Hoxton** for the renowned hotel operator Ennismore, the operator of numerous hotel brands such as The Hoxton, Gleneagles, Mama Shelter and more. Ian creates and operates exciting hospitality brands.

MEET THE TEAM



Carlo Benigni

*Development Management
Partner*

Previous
Lendlease,
Brookfield



James Goldsmith

Senior Leasing Advisor

Previous
AXA IM (22 Bishopsgate)
The Shard



Lucy McNally

Curator, Brave Ideas

Previous
Allwork.space
Co-Liv

MEET THE TEAM - *Hospitality Partners*



Julia Ingall

People & Culture Advisor

Ex Chief People Officer
Ennismore, Many Pets



Craig Prentice

Talent Partner

Founder - mum

mum.
talent taken care of



To be announced

Brand Development

Ex Ennismore,
Minor Figures

MEET THE TEAM - *Delivery Partners*



Fitout Partner



Furniture-as-a-Service



Art-as-a-Service



Technology Partner



*Renewable Energy
Partner*

MEET OUR BOARD & ADVISORS



Nella Pang

Board Member

Managing Director,
Omega RE



Antony Slumbers

Board Member

Trillion Dollar Hashtag



Sam Gamble

Board Member

Co-Founder, ReturnSuite



Manuel Conti

Board Member

CEO, PONT



Dave Cairns

Board Member

CBRE Canada



Thomas Proctor

Advisor

CEO, NCG



Christopher Beyer

Advisor

Newport Advisory Partners



Mark Smukler

Advisor

Founder, Flow

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Thank You

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