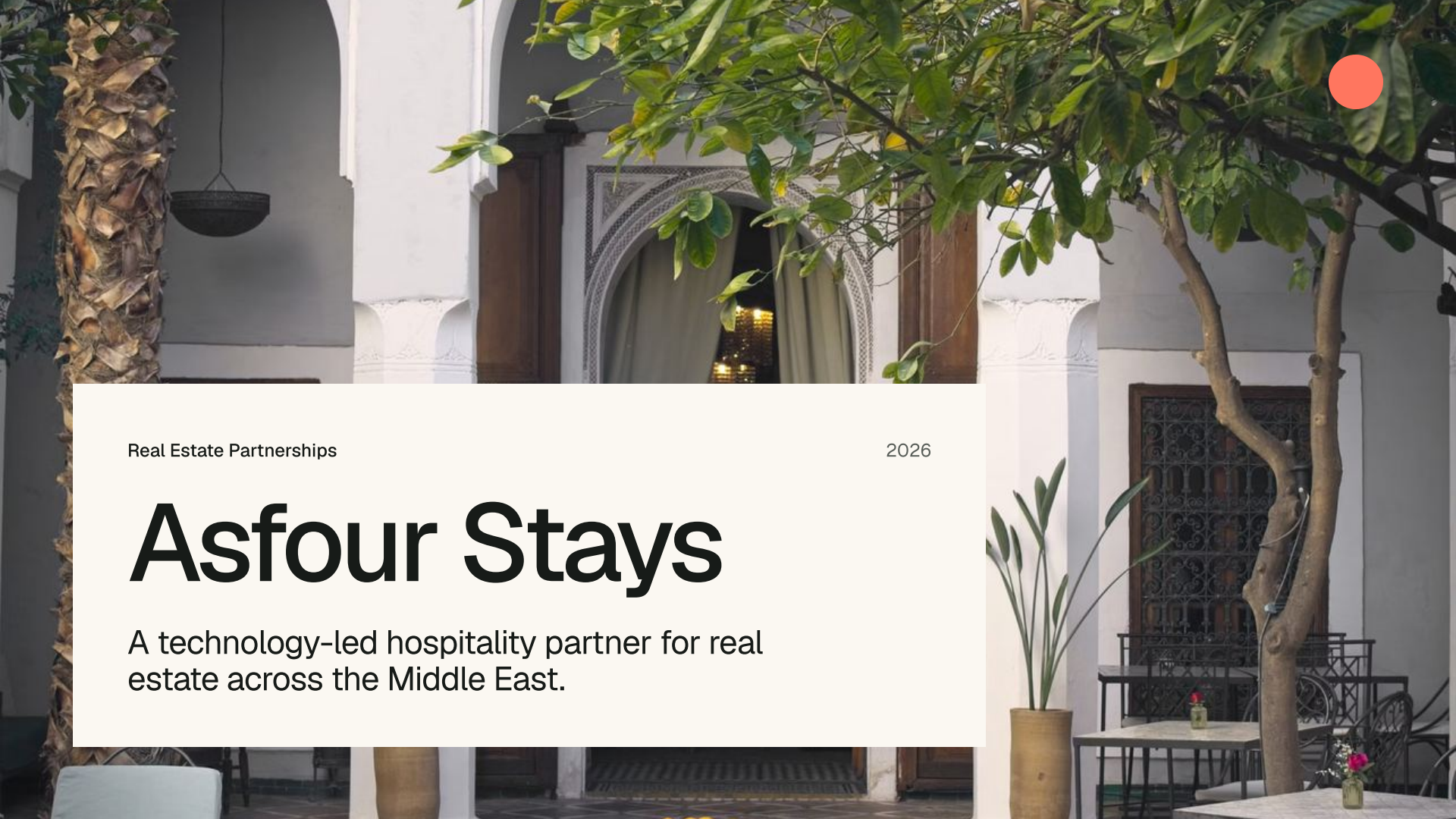


Real Estate Partnerships

2026

Asfour Stays

A technology-led hospitality partner for real estate across the Middle East.

Asfour is a technology-led operator turning well-located buildings across the Middle East into design-led stays, from one night to several months.

01

Property

The owner contributes a well-located building with lasting value.

02

Operations

Asfour sets it up and runs it on its own operating platform.

03

Guest experience

Guests get a consistent, well-designed stay with simple digital access.





Why owners partner with Asfour

01 One professional operating partner

02 Consistent building standards

03 Operations run on our own platform

04 Transparent reporting

05 Long-term asset positioning

From one night to several months

One building can serve leisure, business and relocation demand. Asfour moves units between stay lengths as the market shifts, so the asset is never tied to one type of guest.

1–6 nights

Short stay

Weekend breaks, leisure trips and events

7–27 nights

Mid stay

Project work, business travel and family visits

28–89 nights

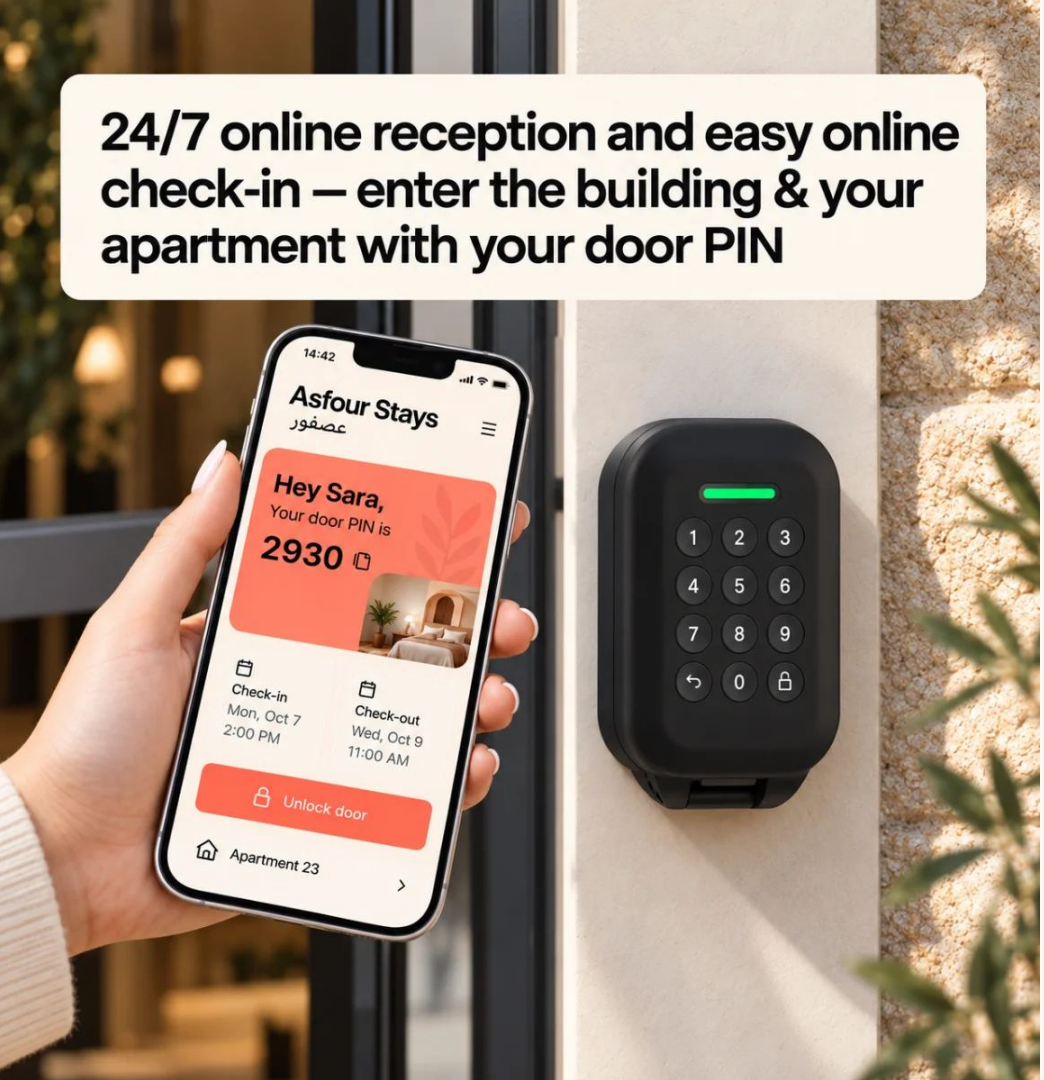
Long stay

Relocations and seasonal residents

90+ nights

Extended stay

Corporate housing and long assignments



From booking to departure

01	Book in the app or online
02	Verify ID digitally
03	Check in from your phone
04	Enter with PIN or mobile key
05	24/7 support on WhatsApp, in Arabic and English
06	Check out with automatic invoice

Asfour OS

Our own operating platform runs every building, from the first booking to the owner report. It is built for the region: Arabic and English, local payment methods and local guest registration rules.

Distribution

- Direct booking app and web
- Channel management
- Dynamic pricing

Guest journey

- Digital ID verification
- Mobile check-in
- Keyless PIN and mobile access
- AI-assisted messaging

Operations

- Housekeeping app with smart tasks
- Maintenance ticketing
- Automated payment and invoicing

Owner

- Real-time KPIs
- Live owner dashboard
- Periodic partner reports

More revenue, happier guests and leaner operations

01

Revenue

- Dynamic pricing by night and stay length
- Direct bookings alongside major channels



+ more

- Smart unit assignment
- Automated demand generation

02

Guest satisfaction

- Book and check in from a phone
- No keys, no front-desk queues
- 24/7 support on WhatsApp and phone
- Messaging in 15+ languages

03

Operating cost

- Automated payment and invoicing
- Housekeeping scheduled by check-outs
- Lean on-site teams
- Issues tracked in one system

What Asfour handles

Eight responsibilities, grouped in the order a building moves through them. The owner deals with one team throughout.

Before opening

01
Pre-opening

02
Interior standards

Commercial

03
Distribution

04
Pricing

Daily operations

05
Housekeeping

06
Maintenance coordination

07
Guest support

Owner

08
Owner reporting

The properties we look for

Location	Central locations in major Middle East cities
Demand	Strong leisure or business demand
Building type	Apartment buildings, existing hotels, serviced residences, office conversions and developments
Scale	Single floors, whole buildings or portfolios with efficient unit layouts
Setting	Good access and neighbourhood character
Conditions	Suitable regulatory and operating conditions



Three ways to work together

	Long-term fixed lease	Hybrid lease	Management contract
Minimum term	15 years	15 years	10 years
How it works	Asfour leases the building and is tenant, brand and operator in one.	A fixed base rent, plus a share of revenue above an agreed level.	The owner keeps the business; Asfour operates it under its brand for a fee.
Owner income	Fixed rent, indexed	Base rent plus variable share	Operating results, less fees
Suited to	Owners seeking predictable income	Owners who want a floor with upside	Owners who want to keep operating upside

Final commercial terms depend on the asset and the market.

Across the Middle East

Cities with established leisure and business travel, where demand for well-run apartments outpaces supply.



Gulf

Business travel, events and relocation demand

Doha	Headquarters
Dubai	UAE
Riyadh	Saudi Arabia
Jeddah	Saudi Arabia

Levant

Regional business travel and family visits

Amman	Jordan
Beirut	Lebanon

North Africa

Coastal leisure, international tourism and longer family stays

Cairo	Egypt
Alexandria	Egypt
Marrakesh	Morocco
Casablanca	Morocco

From property to opening



01 Initial review

02 Property visit

03 Commercial assessment

04 Agreement

05 Design and technical preparation

06 Systems onboarding

07 Launch



The Asfour property standard

01 Comfortable sleep
02 Kitchen or kitchenette
03 Space to work
04 Reliable connectivity
05 Durable, locally relevant design
06 Keyless digital access
07 Professional cleaning

What owners will see

Owners see the same live data Asfour uses to run the building, plus a regular written account of performance and work done.



Owner dashboard

Intended contents

01	Live performance overview	Revenue, costs and net result for the period
02	Occupancy and rate visibility	Nights sold, average rate and booking pace
03	Operational updates	Guest feedback, staffing and service notes
04	Maintenance tracking	Open issues, completed work and planned upkeep
05	Regular partner communication	Scheduled reviews with a named contact

Have a property that could become an Asfour?

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Commercial structures, forecasts and opening plans remain subject to property review and contract.

