

Press Release

Capital Bay Group launches its own macro-platform for micro-living:

"360 Operator"

- **Macro-platform bundles commercial and residential operator brands for all forms of living**
- **Concepts range from daycare to student housing, hotels and serviced living to care and storage facilities with unique brands**
- **More than 70 properties with over 8,200 units in portfolio at launch**
- **In-house asset and property management on-site ensures value-oriented management**
- **Medium-term acquisitions in the range of 6,000 units targeted**

Berlin, April 19, 2021 - Capital Bay Group, an internationally active investment, asset, property and facility manager integrated at all stages of the value chain, as well as a project developer for properties of all types of use, has founded the operator platform "360 Operator GmbH". The company develops holistic, residential and commercial operator concepts for different types of living and already brings together nine micro-living brands on its own macro-platform. Brands on the platform include Penta Hotels, Squareville and Curata. The concepts range from daycare centers to self-storage, student housing, serviced apartments and care facilities. At launch, 360 Operator's operating portfolio already includes more than 70 properties comprised of a combined total of approximately 8,200 units and employs a total of 3,750 people.

George Salden, founder of 360 Operator and CEO of Capital Bay Group, says: "With 360 Operator, we combine operator brands for all lifestyles on just one platform. This allows us to flexibly respond to changes in needs and demand preferences in the community and adjust the focus of the properties we operate accordingly. By focusing on a hybrid, adaptable usage structure, we enable our investors to steer their

investments in a targeted cyclical manner. In the event of an economic upturn, disproportionately positive returns can thus be achieved."

"With 360 Operator, we offer a spectrum of operator brands and concepts that is unique in the market in terms of its breadth," says Rolf Schneider, CEO of 360 Operator. "In the medium term, we plan to expand the number of managed units by more than 6,000 through active acquisitions. We will also integrate additional brands in the Serviced Real Estate segment into our platform, further differentiating our operator portfolio."

George Salden says: "As a fully vertically integrated investment and asset manager, the newly established concessions platform enables us not only to provide our international investors with the right properties, but also to secure their operation at the same time. The advantage for our investors is that with us they have a manager who knows and is responsible for the performance of the properties and is close to the properties with accomplished property managers."

About 360 Operator

360 Operator develops holistic, commercial and residential operator concepts and brands, offering a flexible range of services and spaces to suit every stage of life and every lifestyle. The in-house macro-platform currently integrates nine operator brands with more than 70 properties with approximately 8,200 units. The company was founded in 2020 by George Salden and is the exclusive partner of Capital Bay Group. The goal of 360 Operator is to develop and commission cyclically dynamic brands that span the entire lifecycle - from daycare centers to retirement homes.

<https://360operator.com/>