



YES



# ABOUT US

YES APARTHOTELS REPRESENT AN INNOVATIVE OFFERING IN THE REAL ESTATE MARKET, INTEGRATING HOTEL, RESIDENTIAL, AND INVESTMENT COMPONENTS.

YES apartments are fully prepared for rental and managed by a professional facility management company, providing property owners with a consistent monthly rental income without the necessity for personal involvement in the property management process.



## 2011

Establishment of the first chain of apartment hotels in Russia

**5** apart-hotels

**4 205** keys

The current number of keys

**9** apart-hotels

**> 6 400** keys

At the construction stage

**14** apart-hotels

**> 10 600** keys

The total number of rooms in the YES apart-hotels chain across Russia and the CIS in 2027



# THE CONCEPT



**WE ARE NOT LEAVING COMFORT ZONE, WE ARE EXPANDING ITS BOUNDARIES**

The development of the YES apartment hotel chain enhances the growth of a sustainable rental housing market, positively impacting surrounding areas by fostering improvements, creating new jobs, and strengthening the social infrastructure for local residents.

## MARKET SEGMENT

chain of aparthotels focused on the development of business class projects

## HOTEL CLASSIFICATION

upper midscale, 4 stars

## POSITIONING

Leading brand in the serviced apartment sector, recognized for its exceptional international standards of service.

## CUSTOMER SEGMENTATION

90% - investors,  
10% - as private accommodation

## DESIGN

YES apartments are distinguished by their seamless integration of ergonomics, functionality, and style.

## TRANSPORT ACCESSIBILITY



up to 10 min – main highways  
up to 30 min – city center

## FULLY OPERATIONAL RENTAL BUSINESS



fully furnished apartments equipped with essential household appliances, offering investors a source of passive income

## WELL-DEVELOPED INFRASTRUCTURE



availability of public spaces for recreation and work (lobby, restaurant, fitness room, co-working, etc.)

## HOTEL SERVICE



24/7 one-touch service: a comprehensive array of hotel amenities, including apartment cleaning and taxi booking

# CERTIFICATES AND AWARDS



YES APARTHOTELS AND THE WORK OF THE FACILITY MANAGEMENT COMPANY HAVE BEEN AWARDED WITH INTERNATIONAL CERTIFICATES AND AWARDS:



**BREEAM Certification**



Winner of the public competition  
**Consumer Trust— 2022**



Winner of the independent award  
**Urban Awards — 2019, 2021, 2022, 2024**  
In the nomination "The Best Facility Management  
Company for service apartments"



Winner of the Federal Award  
**PROESTATE & TOBY Awards — 2022**



Winner of the Federal Award  
**Arendator Awards — 2020, 2022**



Winner of the CRE Moscow Awards — 2024



Winner of the award Booking.com —  
**Traveller Review Awards 2024**



Winner of the rating HotelYear 2023, 2024  
TOP 100 hotels by bookings  
on Yandex Travel



## INFRASTRUCTURE AND PUBLIC SPACES

We develop a sophisticated and contemporary infrastructure that offers an extensive array of services and amenities, ensuring both comfort and productivity.

Experience a harmonious balance of living, working, studying, and relaxation, with all essential amenities readily available.

- Spacious entrance area featuring a reception desk and a lobby bar
- Restaurant / Food court
- Gym
- Lounge areas
- Co-working spaces
- Shopping Gallery



LOBBY



LOUNGE



CO-WORKING



GYM



FOOD COURT

# ROOM STOCK

**YES APARTMENTS** offer thoughtfully designed solutions and an aesthetic design for maximum comfort.

The apartment categories adhere to international hotel standards and vary in size, with each unit featuring a modern finish equivalent to a 4-star hotel. They are equipped with high-quality materials, elegant furnishings, and all essential appliances to ensure a comfortable stay.



21 m<sup>2</sup>

**Studio.** Perfect for those who value comfort while strategically managing their rental budget.

25-30 m<sup>2</sup>

**Standard.** The most sought-after units among investors and tenants, they seamlessly combine all the essentials for both short- and long-term stays.

35-55 m<sup>2</sup>

**One bedroom suite.** A unit featuring a kitchen-living room and a separate bedroom, offering a modern alternative to traditional 1 bedroom apartments.



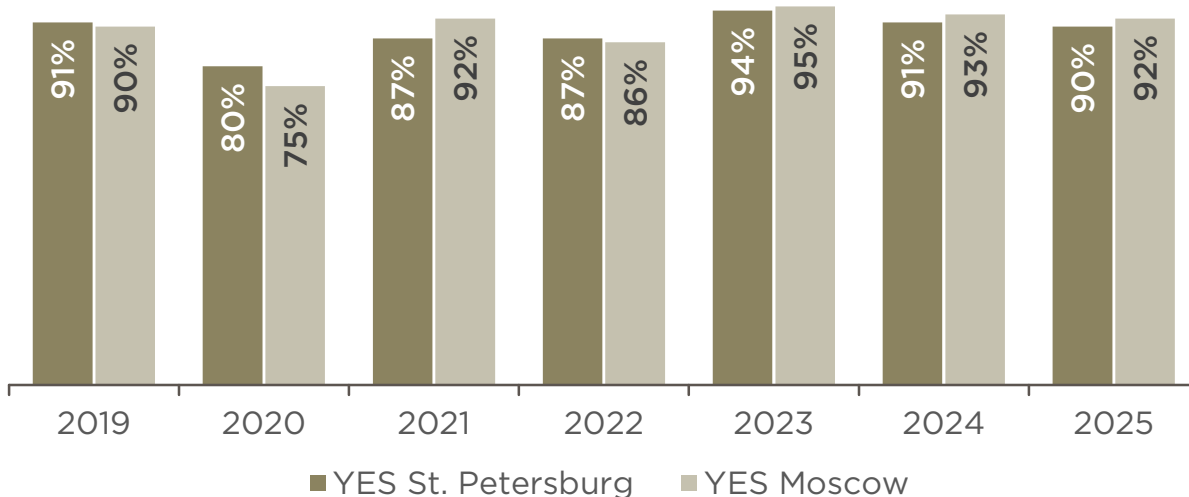
# DEMAND FOR YES APARTMENTS

## FROM TENANTS

**YES apartment hotels in Moscow and St. Petersburg maintain consistently high occupancy rates, surpassing those of traditional hotel facilities**

Average occupancy in YES apartment hotel chain, %

Source: Internal data



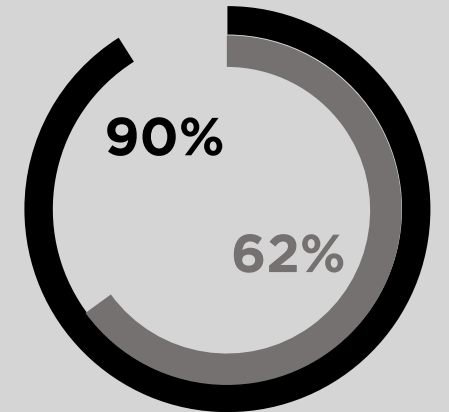
# 2025 PERFORMANCE RESULTS YES

## APARTHOTELS YES VS HOTELS

\* According to Hotel Advisors

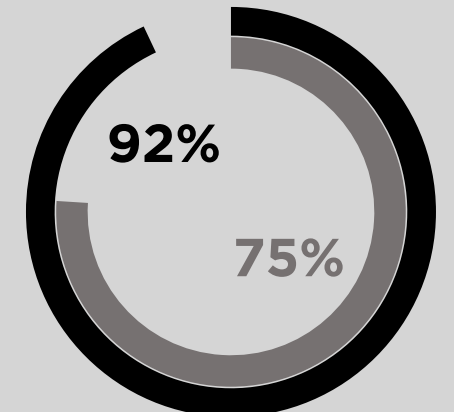
Average Occupancy Rates of YES Aparthotels and Hotels\* in St. Petersburg

Total number of guests - **96 159**



Average Occupancy Rates of YES Aparthotels and Hotels\* in Moscow

Total number of guests - **114 401**



# DEMAND FOR YES APARTMENTS

## FROM BUYERS

The demand for serviced apartments is steadily increasing. By investing in such properties, investors can avoid additional expenses related to repairs, furnishings, and appliances, while the Facility Management Company ensures 24/7 service.

### Key Drivers of Apartment Demand:

- Activation of savings and investment demand (inflation, rising key rates, etc.)
- Low entry barriers for investment
- Turnkey rental business opportunities
- Increasing popularity of this format among guests and tenants
- Guaranteed returns program



**Developers see apartment hotels as a promising business model that competes effectively with both traditional residential complexes and hotels.**

## YES FRANCHISE OFFERS:

- ✓ A turnkey concept for a successful business venture
- ✓ A reputable brand with established trust
- ✓ Enhanced sales funnel through a loyal audience
- ✓ Increased liquidity and value of the project
- ✓ Cost reductions through optimized expenditures
- ✓ Contribution to the development of a sustainable rental market.

## STAGE 1. DELIVERING THE BRAND

### Marketing research of the proposed location

YES specialists **evaluate the potential of the local market** and the feasibility of constructing an apartment hotel, conducting a comprehensive analysis to ensure the project meets chain requirements

Upon a favorable decision, collaboration commences with the **integration of the YES brand** into the future complex and the development of the apartment hotel concept.

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## STAGE 2. COMPREHENSIVE PROJECT SUPPORT

### Design and Construction Assistance / Sales Support

Comprehensive project support enables developers to implement an apartment hotel in accordance with international standards while minimizing costs associated with design, zoning, construction, equipment, and the legal and operational aspects of facility management.

Upon project completion, the implementation and transfer of apartment sales technology to franchisees are executed using the unique profitability programs of the YES apartment hotel chain, along with training and support for the sales department.

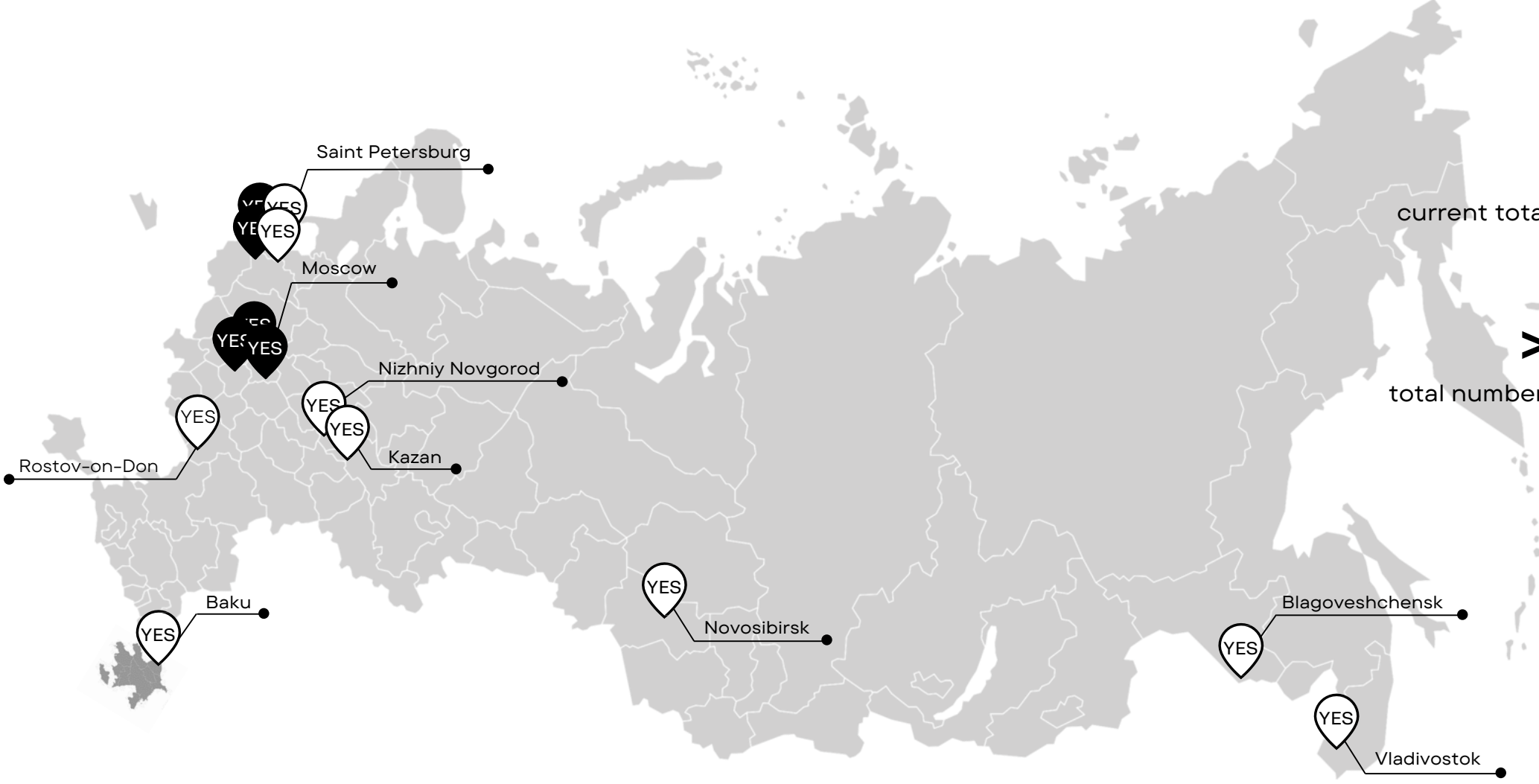
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## STAGE 3. MANAGING THE FACILITY

### Facility management

After commissioning, the building is managed according to the high standards of the YES aparthotel chain, with careful consideration of market conditions and the specific location of each facility.


# EXPANSION OF YES NETWORK



**4 205**  
current total number of rooms

**> 10 600**  
total number of rooms by 2029

 Completed YES projects

 YES projects under construction

# CURRENT PROJECTS



**2013**



**YES HOSHIMINA**

St. Petersburg,  
Khoshimina str., 16

Total area, m<sup>2</sup>:  
33 400

Area of rooms, m<sup>2</sup>:  
28 000

Number of keys:  
975

**2015**



**YES MITINO**

Moscow,  
Mitinskaya str., 16

Total area, m<sup>2</sup>:  
47 000

Area of rooms, m<sup>2</sup>:  
14 000

Number of keys:  
504

**2020**



**YES MARATA**

St. Petersburg,  
Sotsialisticheskaya str., 21

Total area, m<sup>2</sup>:  
73 000

Area of rooms, m<sup>2</sup>:  
35 600

Number of keys:  
1 188

**2021**



**YES BOTANICA**

Moscow,  
1st Leonova str., 18

Total area, m<sup>2</sup>:  
51 000

Area of rooms, m<sup>2</sup>:  
30 711

Number of keys:  
1032

**2021**



**YES TECHNOPARK**

Moscow,  
Andropov Ave., 10

Total area, m<sup>2</sup>:  
65 000

Area of rooms, m<sup>2</sup>:  
15 645

Number of keys:  
506



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