

NewLiving™ Fact Sheet

Your Blueprint for
Increasing Branded
Residential Revenue

NewLiving™ is redefining branded residences with a next-gen platform that transforms how owners manage and optimize their properties, while maximizing returns and elevating guest experience.

From seamless operations to unforgettable moments, we drive higher revenue, stronger NOI, and long-term ROI for owners, brands, and investors alike.

NewLiving™ Owners Are Demanding More

Today's Modern
Branded Residences
Are Delivering
New Elevated
Services



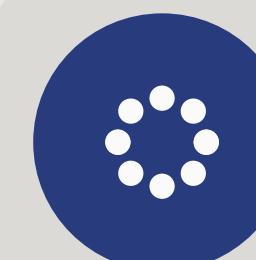
Primary Residence
& Second homes



Concierge



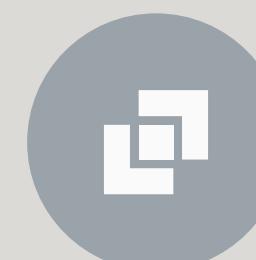
Wine Sommelier
Program



Spa & Gym



Co-working &
Meeting Space



Content
Creator Studios



Food & Beverage
Venues



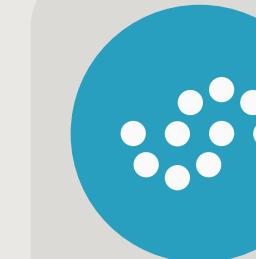
Curated Home Grocery
& Chef Programs



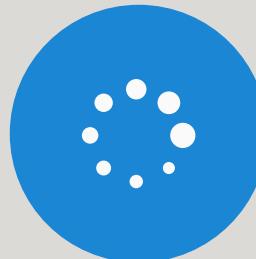
Event Space



Private
Member Club



Padel Courts
& Yoga Studio



New Age Health
& Wellness Facility

General Growth of The Market

+240

New Projects

38M

Emerging Market

+176%

Market Increase

In **2024** alone, over **240 new branded residential projects** were added globally, pushing the total to nearly **4,000** developments, according to the Savills report.

Source: Savills

110K+

Branded Residences

The Residential market category has increased by **176%** over the last decade.

There are already **110,000** branded residence units in the market.

Source: Savills

540K+

Lifestyle Residences

There are already over **540,000** non- branded lifestyle residences in the market.

Source: Savills

2X

Over the Next Decade

The market for branded residences is expected to double over the next decade.

Source: Savills

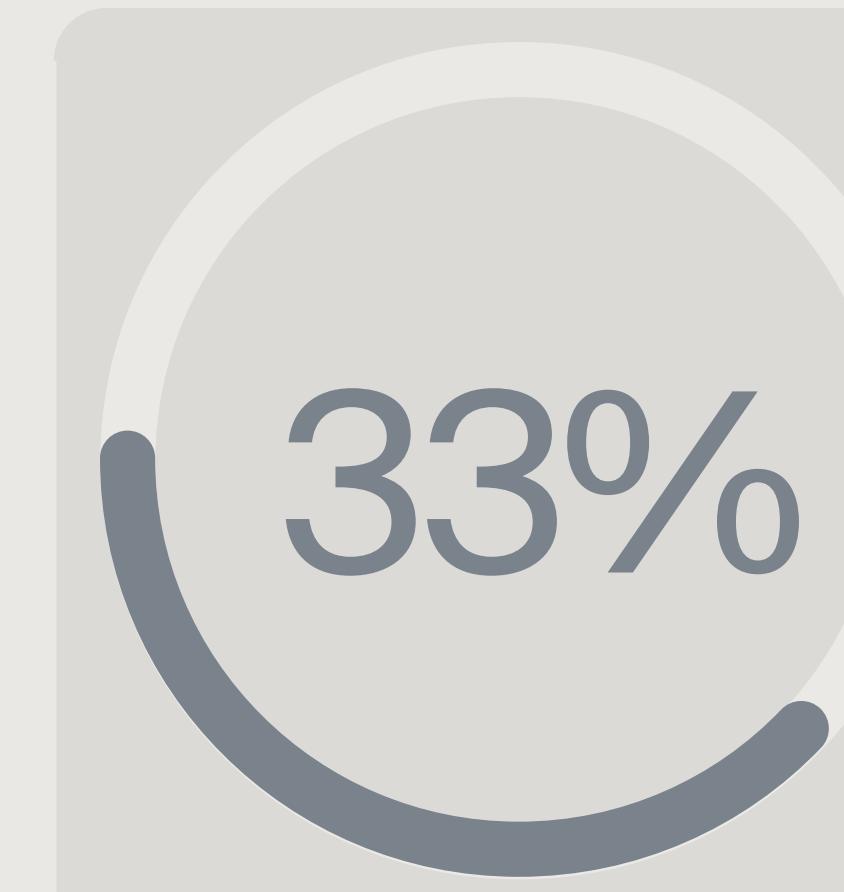
Needs of the Modern Resident



55%

55% of luxury travellers book exclusive and **bespoke experiences** while traveling.

Source: Flipsnack



33%

Branded residences that use hotel guest experience technology can **increase monetization by 33%** or higher.

Sources: Internal Alliants and 1Livng data



95%

95% of those travellers won't hesitate to **increase their spending budget** if the experience and accommodation match their unique tastes.

Source: Flipsnack

1/2

Of Luxury Travellers Want More Tailored Offerings

Source: Flipsnack

+23%

Residential Market Increase

Using the right engagement technology across the branded residence experience can **create 23% higher engagement** with owners.

Sources: Internal Alliants and 1Livng data

We can deliver for any Branded Residence format

1

Villas & Homes

Branded Residences

2

Stand-Alone

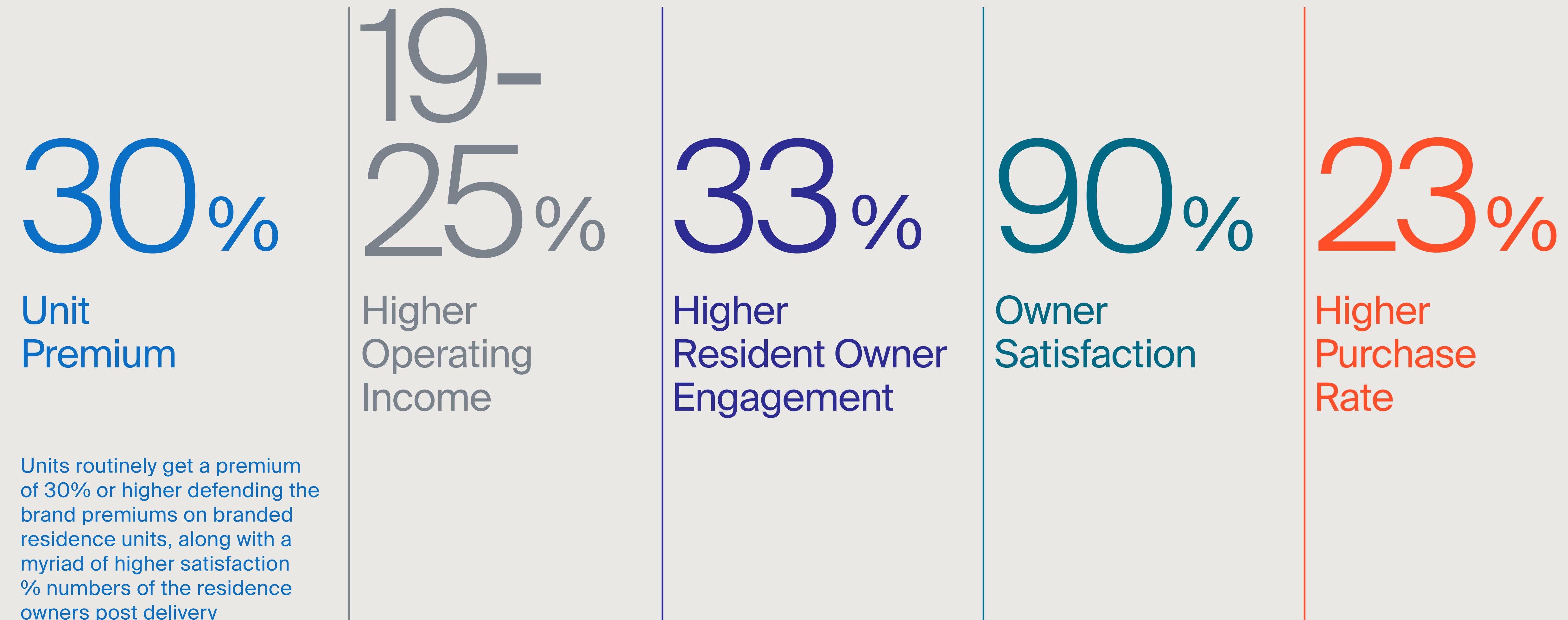
Branded Residences

3

Mixed-Use

Hotel & Branded Residences

Proven Results



Trusted Track Record

“

The team really delivered on what they said, which seldom do we find today. After go-live, adoption came in three to five times higher than prior efforts. The solution improved operational efficiency, unlocked better back-end analytics, and—most importantly—made the experience more convenient. The overall system is more secure and customer friendly.

CROCKFORDS

Jim Gist
Principal Advisor, Integrated Resort Advisors
Crockfords Residences Las Vegas

“

The Nobu app offers a truly user-friendly, contact-free and fully-integrated resident journey—a concept that has never been more important in an ever-changing landscape. We are thrilled to offer our guests and residents a digital platform to interact with Nobu in new and immersive ways.

NOBU
RESIDENCES

Trevor Horwell
Chief Executive Officer
Nobu Hospitality

Top Individual Brands That We Work With

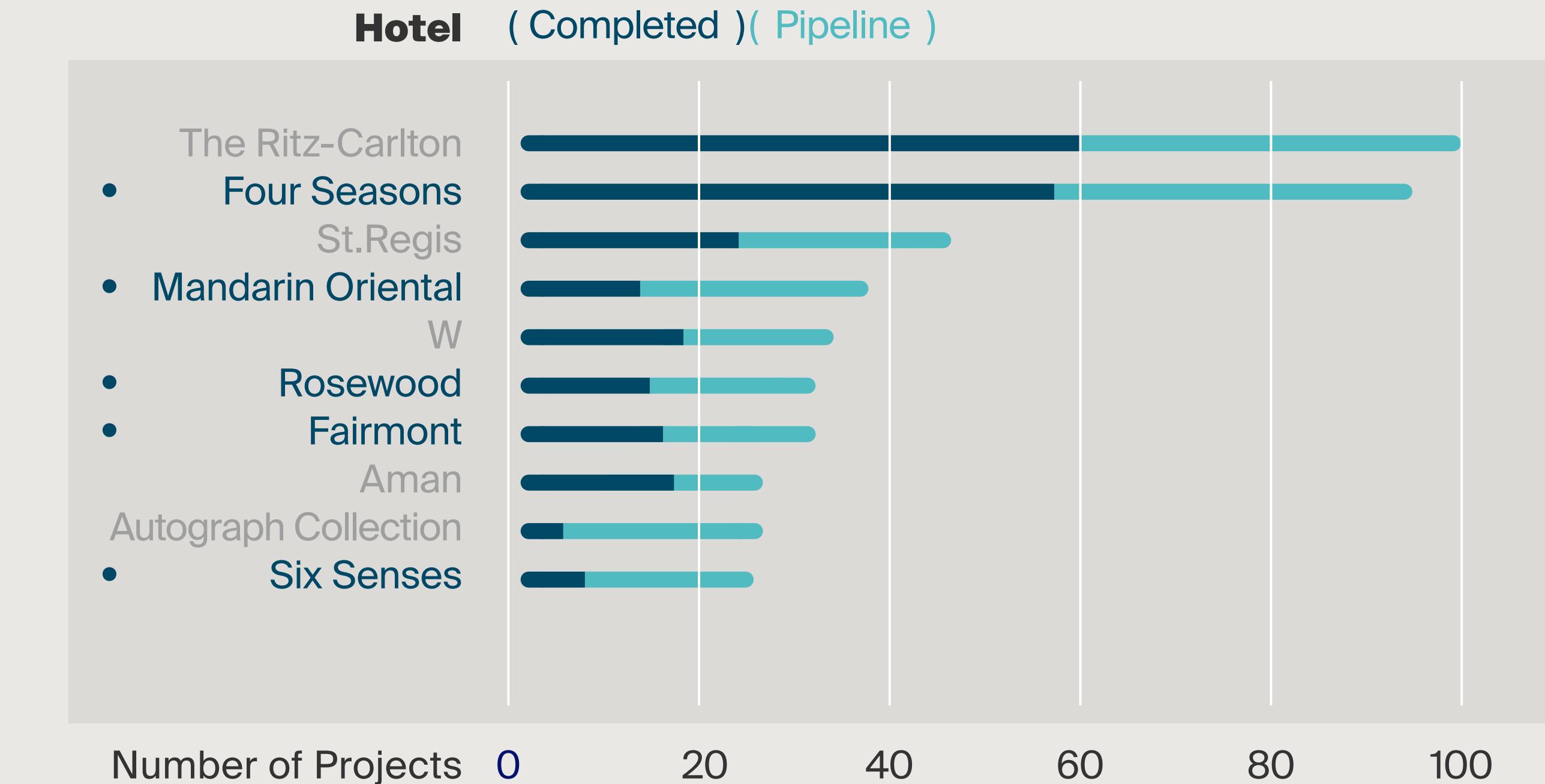
Statistics and insights

We work with 50% of the top hotel brands in Branded Residences, including 3 of the top 6.

The hotel branded residences market is **growing at 150%** with an additional **150,000 units** expected in the **next 5 years** compared to **550,000 units** from non-branded residences.

To capitalise on the growth, your strategy should include the adoption of best-in-class tools, to service the customers needs and remain competitive.

Hotel Brand leaders by Total Projects



Source: Savills, Branded Residences 2025

Widely Adopted

5,000+

Residences Globally Deployed

55+

Destinations

90+

Properties

CROCKFORDS

NOBU
RESIDENCES

MANDARIN ORIENTAL
THE RESIDENCES

ROSEWOOD
RESIDENCES

LOEWS
HOTELS

ACCOR

GRACE

BVLGARITM
HOTELS & RESORTS

MAYBOURNE
HOTEL GROUP

CORINTHIATM
HOTELS

PARADOX
HOTEL GROUP

LORE
GROUP

RAFFLES

THE LANGHAM
RESIDENCES

SAVOY

MOLLIE'S

REGENT

Jumeirah
STAY DIFFERENT™

Malmaison

ATLANTIS
DUBAI

Live Clients & Growing Footprint

45+ countries
using our product

- Anguilla
- Argentina
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Barbados
- Bermuda

- Brazil
- British Virgin Islands
- Cambodia
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Czechia

- Egypt
- France
- French Polynesia
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Indonesia

- Ireland
- Italy
- Japan
- Jordan
- Kuwait
- Hong Kong
- Hungary
- India
- Indonesia

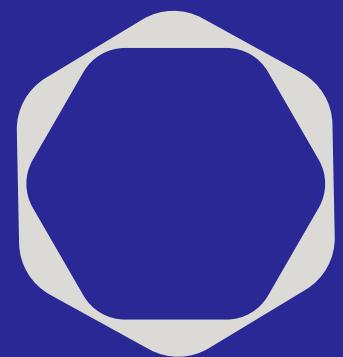
- Maldives
- Mauritius
- Mexico
- Morocco
- Netherlands
- New Zealand
- Lebanon
- Macao
- Malaysia

- Qatar
- Russia
- Saint Barthélemy
- Saint Kitts and Nevis
- Saint Vincent & Grenadines
- Saudi Arabia
- Oman
- Poland
- Portugal

- Spain
- Switzerland
- Taiwan
- Tanzania
- Thailand
- Tunisia
- Turkey
- Turks and Caicos
- United Arab Emirates

- United Kingdom
- United States

- Vietnam



NewLiving™ Fact Sheet

Thank You

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