

CORPORATE PRESENTATION

RUMBA

HOSPITALITY

MX.





INTRODUCTION

Formed by an specialized team with over 15 years of experience in condominium mangement and operation. *Rumba Hospitality* is the stand for excellence in guest service and a transparent, profesional and honest management toward the real estate holders.

The rise of the new collaborative consumption platforms has allowed for a poorly profesional management model to grow. Several holders and independent managers have been situated in a leading position in Rental Management and Operation. There had also been plenty of companies which had arised managing in an unefficient manner an inventory strongly marked by dispersion and heterogeneity.

INDEX

- A. RENTAL COMPREHENSIVE OPERATION
- B. RUMBA RENTALS VS THE COMPETITION
- C. OPERATION METHODS
- D. PROPERTY COMPREHENSIVE MANAGEMENT
- E. RUMBA HOSPITALITY



A

RENTAL COMPREHENSIVE OPERATION

A PROFESSIONAL AND EXPERIENCED MANAGEMENT IS DETERMINING FOR THE PERFECT PERFORMANCE OF THE OPERATION.

Rumba Hospitality emerges as a guaranteed solution those real estate holders who look for a profesional vacational rental service and management of their property.

Our vocation is the Guest Service excelence. This is why our team offers all the necessary services for you to have only one concern, enjoy your leisure time.

To travel is the best way to know new cultures while enjoying unforgettable experiences. We feel proud of enabling these experiences to our guests assuming with great responsibility the work that this implies.



A RENTAL COMPREHENSIVE OPERATION

A PROFESSIONAL AND EXPERIENCED MANAGEMENT IS DETERMINING FOR THE PERFECT PERFORMANCE OF THE OPERATION.

PROPERTY CONFIGURATION

Your property will be listed in a way that its visibility will be always optimal.

LAUNDRY SERVICE

We take care of the managing and costs of the linens laundry.

F&B SERVICE

High quality healthy meals as a complement for a perfect stay.



HOSPITALITY

5

CORPORATE

INCOME ADMINISTRATION

Our team updates the pricings on a daily basis. Your reservations and incomes will increase.

CLEANLINESS

Your property flawless before, during and after every stay.

GYM & WELLNESS

Gymnasium, massages and beauty treatments.

INTEGRAL RESERVATION MANAGEMENT

We occasion and manage every single one of your reservation. Permanent guest service.

MAINTENANCE

We look after your apartment so you can always find it in perfect conditions.

BEACH CLUB

Guaranteed Access and special service in our affiliated Beach Club.

SUSTAINABLE MOBILITY

Electric bicycles and scooters for .

CHECK-IN / CHECK-OUT

Face-to-face welcoming for our guests



CONCIERGE & GUEST EXPERIENCE

The best services available for our guests. Excursions and activities, local tour guides, transfers, restaurant reservations, etc.

GASTRONOMY

Commission us your purchases, or, if you prefer, enjoy the best cuisine booking a private chef at your apartment.

A

RENTAL COMPREHENSIVE OPERATION

A PROFESSIONAL AND EXPERIENCED MANAGEMENT IS DETERMINING FOR THE PERFECT PERFORMANCE OF THE OPERATION.



The only expenses the property holder takes care of, besides the management team fee (25%), are the ones related to its property owner condition.

- Supplies: electricity, water & Internet services.
- Monthly condominium fee
- Assets maintenance expenses- CAPEX.
- Furniture insurance policy.

Transparent management. Rumba Hospitality through its management software allows the property holders to access to the main metrics and parameters related to their property rents and management at any given time.

B RUMBA HOSPITALITY VS THE COMPETENCE

RUMBA HOSPITALITY IS THE ONLY OPERATOR THAT INCLUDES ALL THE OPERATION EXPENSES IN THE MANAGEMENT FEE.

Fee included Services Comparison (25%): It is important to emphasize the services Rumba Hospitality include in contrast with other operator companies in Tulum where operators seem to include all their services in the 25% management fee, when they actually DO NOT.

SALARY & BENEFITS OF THE TEAMS THAT SERVES THE PROPERTY	RUMBA HOSPITALITY	COMPETENCIA
Management team	✓	✗
Front-desk, hostesses.	✓	✗
Back office: administration & accounting team	✓	✗
Housekeeping	✓	✗

GOODS & SERVICES CONTRACTED FOR THE PROPERTY OPERATION.	RUMBA HOSPITALITY	COMPETENCIA
Laundry and cleaning services	✓	✗
Welcome Amenities	✓	✗
Other operative expenses	✓	✗
External Professional fees	✓	✗

C

OPERATION METHODS

TWO ALTERNATIVES TO COMMERCIALIZE YOUR PROPERTY.

RENTAL POOL	INDEPENDENT OPERATION
<p>Operation efficiency and operational risk diversification.</p>	<p>Property independent listing, only in specific channels for vacation rental.</p>
<p>Hospitality commercial channels access: OTAs, bed banks, tour operators, etc.</p>	
ADVANTAGES	INCONVENIENTS
<ul style="list-style-type: none"> • Income maximization. • Occupancy optimization. • Operational risk dilution.. 	<ul style="list-style-type: none"> • No hotel commercialization. • Product cannibalization. • ONE single advert for each property. • Rigidity when listing inventory. • Each unit assumes its operational risks bi itself.

RENTAL POOL VS INDEPENDENT OPERATION

Joint management and operation of the apartments in order to transform the in a Luxury Hotel Complex.

- Fundamental purpose: Fulfilment of the property holder ROI expectations.
- Requirement: homogeneity via furniture package.

D PROPERTY COMPREHENSIVE MANAGEMENT

PROPERTY MANAGEMENT FROM A DOUBLE PERSPECTIVE.

PROPERTY MANAGEMENT

- Consulting and management for each property holder in the contracting of suppliers – Electricity, water, internet services and Netflix.
- Coordination, maintenance & replacements – CAPEX.
- Consulting and management in the contracting of the furniture insurance policy.
- Periodic reporting.

SERVICES COST

Included in the 25% fee the Operator charges for the Rental operating services.

COMMON AREAS MANAGEMENT- HOME OWNER ASSOCIATION (HOA)

- External administration of the HOA. Common areas cleaning staff recruitment and supervision.
- Condominium Security services contracting and supervision.
- Gardening services contracting and supervision.
- Common areas equipment and machinery maintenance coordination – elevators, water pressure, electric and electronic equipment.
- Common areas internet service contracting and management.
- Maintenance & replacements – CAPEX – of common areas..
- Condominium risk coverage contracting consultancy and management.

SERVICES COST

Included in the maintenance fee the HOA charges to each property holder. The service is provided through an independent business name, the HOA assigns the external administration of the condominium to the said company.



RUMBA HOSPITALITY

AT THIS MOMENT, THE GROUP IS OPERATING A TOTAL OF SIX PROJECTS.

2019

6 PROJECTS · 342 HOTEL KEYS

2020

1 OPERATING

5 ABOUT TO-BE LAUNCHED

COPAL
56 apartments
105 rooms



WATAL
27 apartments
51 rooms



TULUNA
21 apartments
45 rooms



XPERIENCE
41 apartments
45 rooms



KUKUM
19 apartments
38 rooms



MOTMOT
29 apartments
61 rooms



RUMBA HOSPITALITY, AS A COMPANY PART OF *ONIX REAL ESTATE* GROUP IS CONSOLIDATED AS A REFERENCE GROUP ACCORDING TO THE RETURNS REACHED TO ITS INVESTORS AND THE MILESTONES ACCOMPLISHED IN ONLY FOUR TAX YEARS.

2015 2016 2017 2018

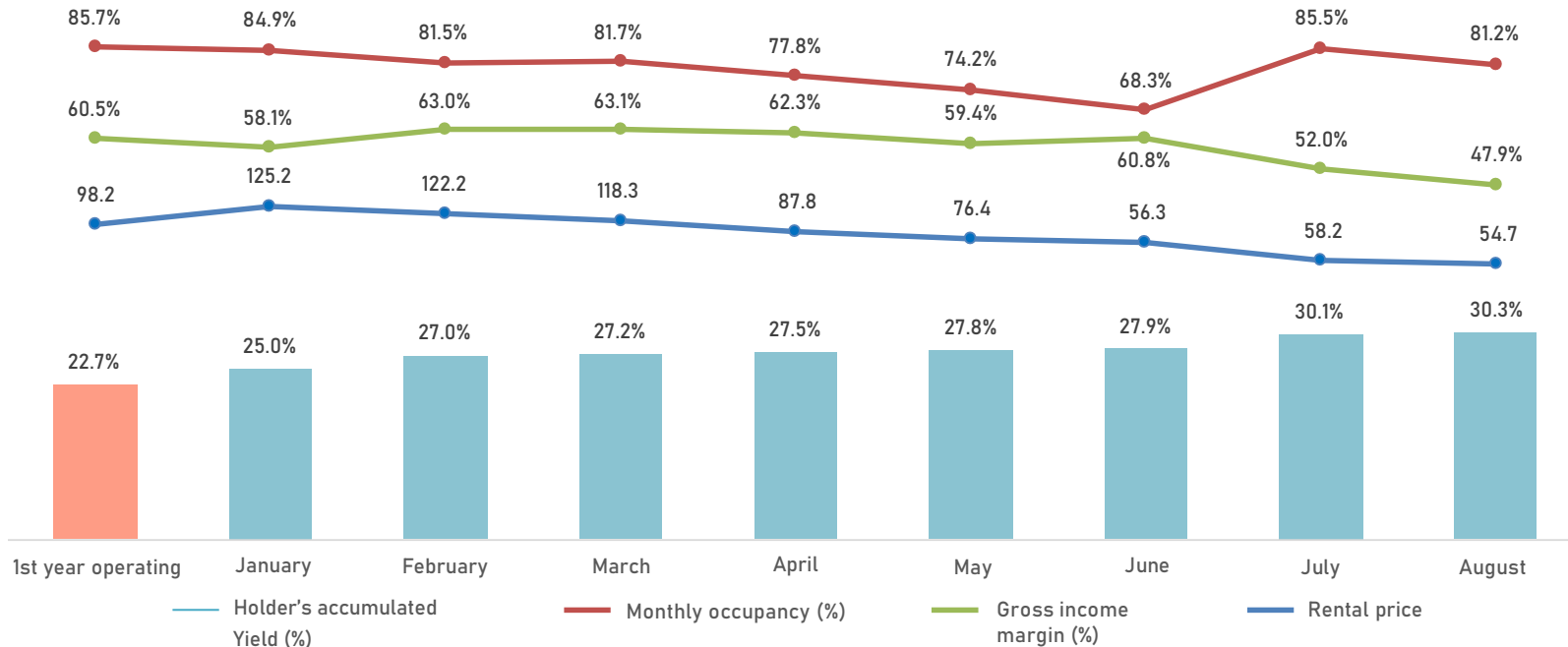
- Proyectos operativos ya han devuelto a sus inversores un rendimiento anual del 20%.
- Portfolio sólido. *Onix Real Estate* cuenta en su pipeline con varios proyectos en Tulum y diferentes partes de México. El objetivo a medio plazo es expandirse a otros países.
- Cierre financiero con un banco comercial mexicano, hito importante en la consolidación de *Onix Real Estate* en México.

PROYECTOS			
1	3	4	4
HABITACIONES			
CONSTRUCTION: 6	DEVELOPMENT: 6 CONSTRUCTION: 100 OPERATION: 6	DESARROLLO: 84 CONSTRUCCIÓN: 100 OPERACIÓN: 12	CONSTRUCCIÓN: 184 OPERACIÓN: 12
PORTFOLIO			
USD 350K	USD 21MM	USD 41MM	USD 41MM
EQUIPO			
EQUIPO: 2	EQUIPO: 2	EQUIPO: 7	EQUIPO: 13

RUMBA HOSPITALITY

REAL DATA OF A PROJECT OPERATED BY *ONIX REAL ESTATE*.

OCCUPANCY (%), INCOME MARGINS (%), RENTAL PRICE (USD) & HOLDER'S MONTHLY YIELD (%)



Average occupancy: 83,4%

Average gross income margin: 59,7%

Holder's Yield first 24 months: 30,3 %

WORK TEAMS ARE FORMED BY PROFESSIONALS WITH EXTENSIVE AND RECOGNIZED PROFESSIONAL EXPERIENCE IN THEIR OWN AREAS

GONZAGA GIQUEL

FOUNDING PARTNER MANAGING DIRECTOR

Gonzaga is part of the *Onix Real Estate* group since 2019.

He previously worked as a Director managing different assets with more than 400 apartments for Espahotel Group.

He also participated in Espahotel Group as Corporate Development Manager in charge of different Projects in Spain and Eastern Europe.

Hes started his professional career in the financial industry.

Gonzaga is a Bachelor in Business Management and Direction by CUNEF.

BORJA GIQUEL

FOUNDING PARTNER

Before founding *Onix Real Estate*, Borja worked in the Transaction Advisory Services area for American Appraisal.

He previously developed his professional career in Accuracy, a financial consultancy independent firm, where he collaborated in different projects in Mexico, Brazil and Venezuela.

He started his professional career in the Assessment Department and Transaction Advisory Services in Deloitte, Madrid.

Borja is a Bachelor in Business Management and Direction by CUNEF.

LAURA FRATTA

BRAND STRATEGIST DIRECTOR

Laura has incorporated the Rumba Hospitality group in 2020.

Before getting involved in this project, she had developed marketing strategies and creative concepts for several highly-recognized brands such as Dior, John Paul, First Private Concierge and Publishing Group Deluxe.

More recently she has held the *Head of Creative and New Projects* position in Azulik, Tulum.

Laura has a Masters degree in Business Engineering by INSEEC GROUP París.



WORK TEAMS ARE FORMED BY PROFESSIONALS WITH EXTENSIVE AND RECOGNIZED PROFESSIONAL EXPERIENCE IN THEIR OWN AREAS

MAGALY RAMIREZ

OPERATIVE DIRECTOR

Before joining *Rumba Hospitality*, she was the Financial Director Azulik Hotel where she was in charge of the financial planning and was responsible of introducing control strategies and developing productive workteams.

Magaly has 16-year experience in the Hospitality industry and 15 of them in Riviera Maya and Cancun.

She started her financial career in 2016 since she has previously collaborated as a comptroller in several companies.

Magaly is a Public Accountant graduated from Tecnológico de Monterrey.

WENDY PACHECO

ADMINISTRATIVE DIRECTOR

Before being a part of *Onix Real Estate* and subsequently *Rumba Hospitality* she worked for the Starbucks group, where she developed her management and direction abilities.

Previously she worked in the Riviera Maya Hotel Association in the Sustainable Development department.

During her career in *Onix*, since 2016, she took part in different departments; such as Administration, Finance and Project Monitoring.

Wendy has a Business Engineering degree from Universidad de Quintana Roo.

DANIEL CASTRO

LEGAL DIRECTOR

Daniel is a part from the *Onix Real Estate* team since 2017.

Daniel has an over-12-years experience in the Real Estate business as a Corporate Lawyer, managing a successful Law firm in Riviera Maya.

He started his professional career as a Legal Consultant for different, well-recognized Real Estate developers like MG and Gamir Developments.

Daniel is a Corporate Lawyer, specialized in Real Estate Investments.





CONTACTO

GONZAGA GIQUEL SOSA

RUMBA HOSPITALITY MANAGING DIRECTOR

ggs@rumbarentals.com

+ 52 984 188 2436

BORJA GIQUEL SOSA

PARTNER

bgiquel@onixholdings.com

+ 52 984 169 3931

WENDY PACHECO

ADMINISTRATIVE DIRECTOR

admin@rumbarentals.com

+ 52 984 806 2627