



Smart decisions. Lasting value.

Welcome

Impact on Hospitality Industry
post COVID-19

Introduction

- We are globally ranked as the 8th largest accounting network with more than 700 offices and over 41,000 people.
- The firm was incorporated and developed in the United Arab Emirates (UAE) in 1981, by Dr. Khalid Maniar.
- We share a common purpose of building value for clients through international business. Still placing great emphasis on establishing long-term relations with each of our clients. This enables to work together in an atmosphere of openness and trust. Simply stated, it is how we live our core values – care, share, invest and grow.



Zayd Maniar
International Liaison Partner
Crowe UAE

With an in-depth knowledge of the business environment, our dynamic colleagues share your commitment to care, share, invest and grow. Our Subject Matter Experts are trusted by hundreds of clients for trustworthy advice and our ability to help you make smart decisions that bring lasting value.

In this presentation we are delighted to demonstrate our market knowledge and technical ability. We are well placed to offer market insight and relevant advice to organisations of all sizes.

We believe our partnership will result in value and substantiality, for generations to come. Our aim is to become your trusted advisor by fostering close working relationships that are efficient and effective.

Worldwide Growth

146

Countries

765

Offices

41,097

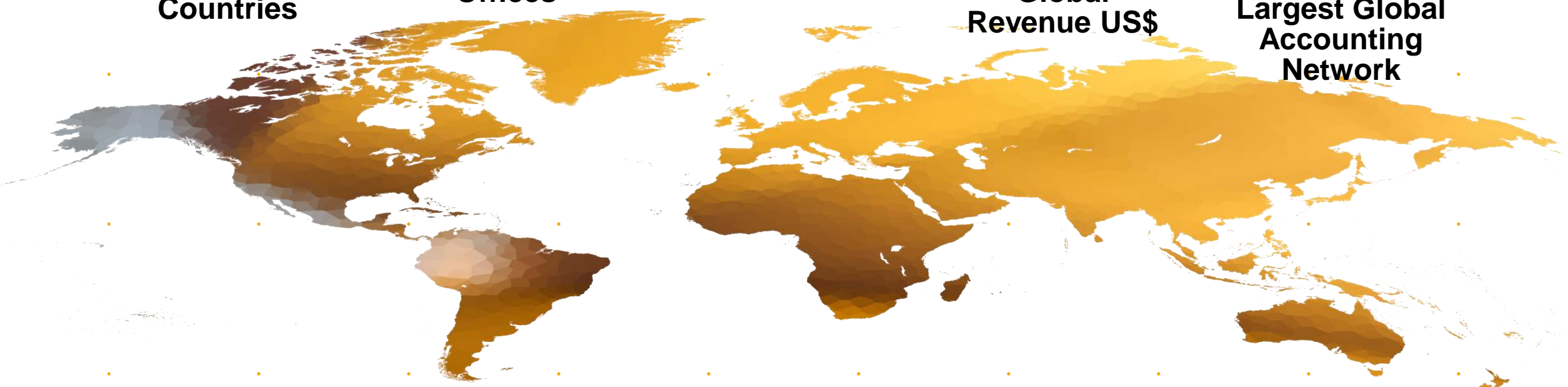
Total People

4.4b

Global Revenue US\$

8th

Largest Global Accounting Network



The Pinnacle

Quality, Service and Integrity

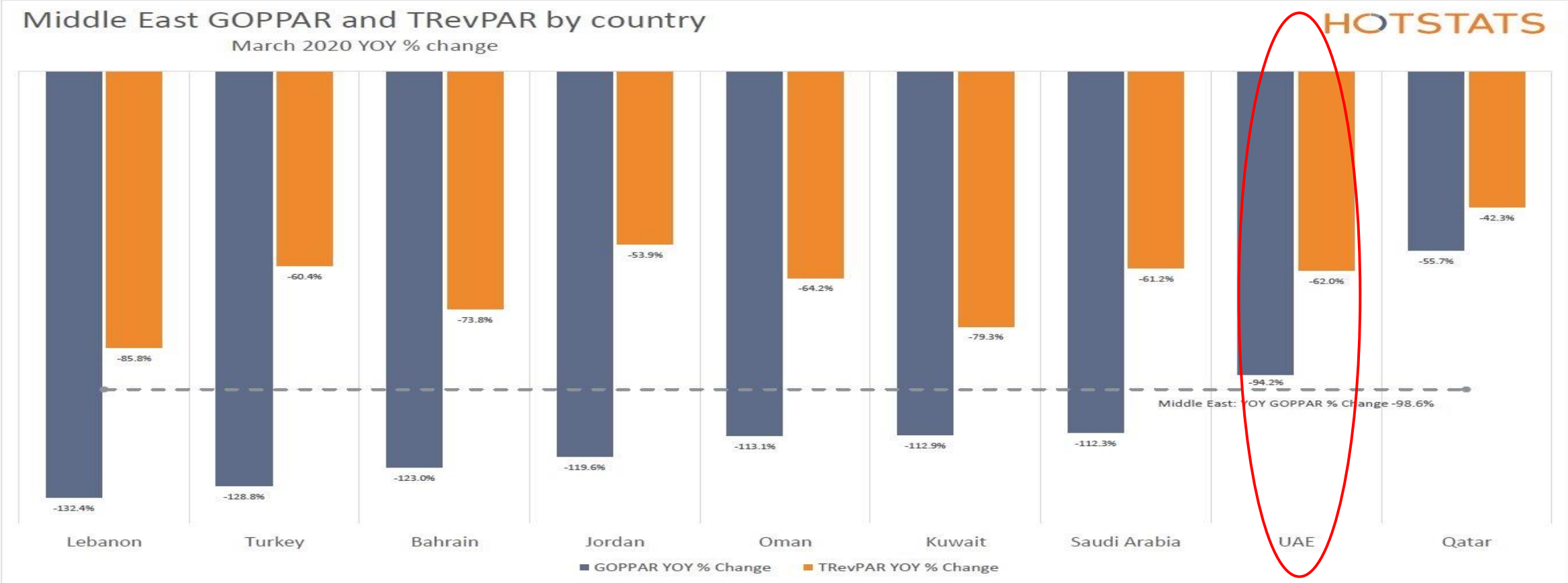
“Pinnacle” is defined as the highest level or degree attainable. It symbolizes our shared commitment to the pursuit of excellence.

The Pinnacle symbol has visual characteristics of an arrow or a comet representing our shared commitment for swift and responsive service.

The white space at the bottom of the Pinnacle symbol resembles a stylistic mountain that can be interpreted as a landmark of strength and stability.



Plight of the Hospitality Industry



Graph Source: HotStats

STR reports ADR and RevPAR decreased for 37 consecutive days (1 February through 8 March) in year-over-year comparisons.

What Can you do?

Communicate commitment to hygiene

Establish & market the Cleanliness standards practiced



Invest in technology

Mobile applications to facilitate all customer needs like self check ins to ensure 'low touch' experiences



Rethink Business Strategy

- Catering & Dark Kitchens
- Long-term Leases: Hotel Apartments
- Business centers & Co-working spaces



Rethink Space layouts

Training staff and ensuring spaces can accommodate Covid19 prevention guidelines



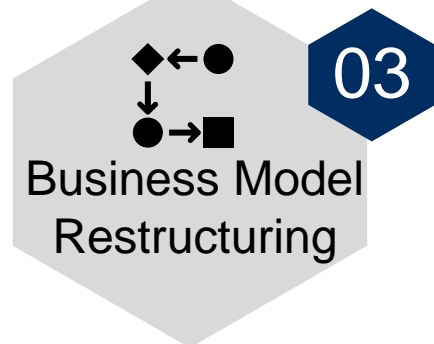
How can our expertise help?



Validation of your existing or modified business model and adjusting the same to achieve long term profit sustainability



Advisory on optimization of business's assets.



Advice on business model and assistance in smooth transition to modified business model.



Buy-side and sell side advisory to help you find targets and facilitate transaction price and terms



Value business as a whole or certain divisions.



Assistance in finding buyers and sale of underperforming assets.

Our Clients









Our client relationships drive us to consistently deliver material results in an industry landscape that is constantly growing and changing



Why Us?

- **Operational hotel expertise and specialist knowledge:** of the tourism and leisure industries that spans the globe but is locally focused
- **Extensive Partner involvement:** Our Partners are vastly experienced and stay involved in planning, supervision and report presentation to a much greater degree than other regional and international firms – it shows in our product quality
- **Industry expertise:** Teams carry industry knowledge as best as practicable – our seamless global services enable us to draw expertise from other parts of Crowe
- **Fair and reasonable fee commitment:** We use our experience for effective planning, stress on key issues, time-budget control and use of technology to deliver cost efficient professional services
- Work tailored to meet your needs while maintaining standards.

Hospitality Consulting Services

Operational Support	 Market & Financial Feasibility Analysis	 Policy & Procedures	 Operator Search & Contract Negotiation	 Highest & Best Use
Transaction Support	 Mergers & Acquisitions	 Valuation	 Due Diligence	 Disposal

Experience

- A dynamic professional with over 18 years' rich experience in Financial Management, Audits / Inspections, Compliance including Sarbanes Oxley, Business valuations and Due Diligence.
- She has expertise in enhancing hospitality processes and systems, facilitating feasibility studies, valuations, best use analysis and optimisation of business resources.

Professional Summary

Manya is a Director of Advisory & Consulting at Crowe. She has over 18 years of consulting experience handling various cross border assignments. Out of this around 10 years she has handled a range of HTL (Hospitality, Travel & Leisure) advisory services including but not limited to feasibility studies of Hotels, Hotel apartments and mixed-use properties, valuations of hotels and contractual arrangements with Hotel Management Companies.

Professional Affiliations

- Institute of Chartered Accountants of India (ICAI)
- American Institute of Chartered Public Accountants (CPA)
- Association of Certified Anti-Money Laundering Specialists

Client & Industry Focus

- Hospitality and Construction
- Healthcare
- Manufacturing
- Finance Services
- Retail
- Real Estate
- Not for Profit
- Insurance
- Family Owned Businesses

Education

- Associate Chartered Accountant (ACA)
- Certified Public Accountant (CPA)
- Information Systems Auditor
- MBA, with specialization in Marketing & Finance
- Certified Anti-Money Laundering Specialist
- Bachelor of Commerce



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Thank You

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