



Kerten Capital to meet growing demand for multipurpose developments in the Middle East with innovative brand portfolio

LONDON (18 April 2016) --- Following the successful launch and growth of its broad portfolio of hospitality and business brands, Kerten Capital is poised for growth in the Middle East with its innovative multipurpose concept combining hotels, residential, serviced offices and new-generation co-working spaces in both the luxury and midscale segments, bringing together such coveted brands as Cloud.7 Hotels, The House Hotel Collection, The House Residence and Ouspace.

Kerten's brand portfolio includes the youthful tech-forward Cloud.7 Hotels group targeting today's value-conscious, connected and cosmopolitan traveller; the award-winning The House Hotel Collection and House Residence, luxury boutique brands with a global reputation for quality and individuality; and OuSpace, the new-generation of state-of-the-art, inspirational and adaptable serviced offices and co-working spaces.

Marloes Knippenberg, Cloud.7 Hotels CEO, will be attending AHIC with a view to securing potential property and developer partners in search of a new innovative management concept & operator for both Cloud.7 Hotels and Kerten's multipurpose projects. "Apart from the large-scale mixed-use retail and mall developments that are more prevalent in the UAE, there is a gap in the market and strong potential for the growth of innovative multipurpose buildings across the Middle East. Having achieved great success in Turkey with our strong portfolio of brands, we are now firmly focussed on the region. Our model can be applied to new builds, conversion or adaptive re-use projects through innovation and dynamism breaking from the one-size fits all methods" said Knippenberg.

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