

US2

STAY. EXPLORE.

BRAND PRESENTATION

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STRAIGHT FORWARD

we build hotels with **SMART DESIGN** and
promote **TOGETHERNESS** through our
LOCAL team of hosts.
make friends at the **LIVING ROOM**
or enjoy some **HEALTHY** bites
before **EXPLORING** the neighborhood.

OUR DRIVE

STAY. EXPLORE.

the love and passion for design, adventure and people

OUR PROMISE

US2 stands for **ALL OF US** and offers our guests the **COMFORTS** of home with new **ADVENTURES** to be explored.

a journey with us means **NEVER ALONE** to **EXPLORE** what's out there.

our hosts will show you the **HIDDEN GEMS** with a promise to stay **LOCAL**.

OUR STANDARDS

...fully equipped and **COMFORTABLE** rooms and capsules

...smart design with **PLAYFUL** design features

...an open concept **LIVING ROOM** for **PLAY, MEET, DINE**

...**TECHNOLOGY** integrated products and services

...service which is local, **WARM HEARTED** and honest

...our quality is,... well – **SUPERB!**

LOCATIONS

urban properties:

situated in **KEY LOCATIONS**

always with **LOCAL TOUCHES** of its surroundings

and **ATTENTIVE** but **UNCOMPLICATED** service

rural properties:

in midst of **NATURE'S BEST**

with spectacular **VIEWS** to relax body and mind

and fully **DEDICATED** service

MICROOM





a **COMPLETE** room
with all **AMENITIES**
and **COMFORTS** in only
TWELVE square meter.

smart **DESIGN** features
with **POP-UP PANELS**
including a **COOLING BOX**,
a fold up **DESK**,
a **SUITCASE STORAGE**, and
INTEGRATED
BLUETOOTH
SPEAKERS

FACILITIES



BUT WHY

South East Asia is full of shop houses. With increasing rental prices in first- and second-tier cities, it becomes ever more difficult to achieve lucrative returns on investment within the hotel sector. US2 provides the opportunity to vacant shop house owners to become hotel owners or to generate a fixed monthly lease from our micro hotels.

The changing mindset of travelers seeking economic, yet fully serviced accommodations in key locations allows us to provide small spaces at premium rates to achieve lucrative financial returns.

INVESTMENT RATIONALE

a **nest** to **unwind**
for **locals** and **foreigners** alike
where **social contact** and our **neighborhood** are key,
and **smart products** and **casual service** our promise.
through **innovation** and **technology**
we achieve exciting **financial returns**,
delivered by an international **award-winning** hotel operator