

RETAIL PROPERTY MANAGEMENT & CONSULTING SERVICES

“ INTEGRATED MANAGEMENT & SUSTAINABLE EXCELLENCE ”



KAYNOUNA

01

# INTRODUCTION & COMPANY PROFILE



KAYNOUNA

## Who we are?

We are a full-service management company dedicated to a holistic approach that integrates strategic analysis, environmental stewardship, social responsibility, and robust governance practices.

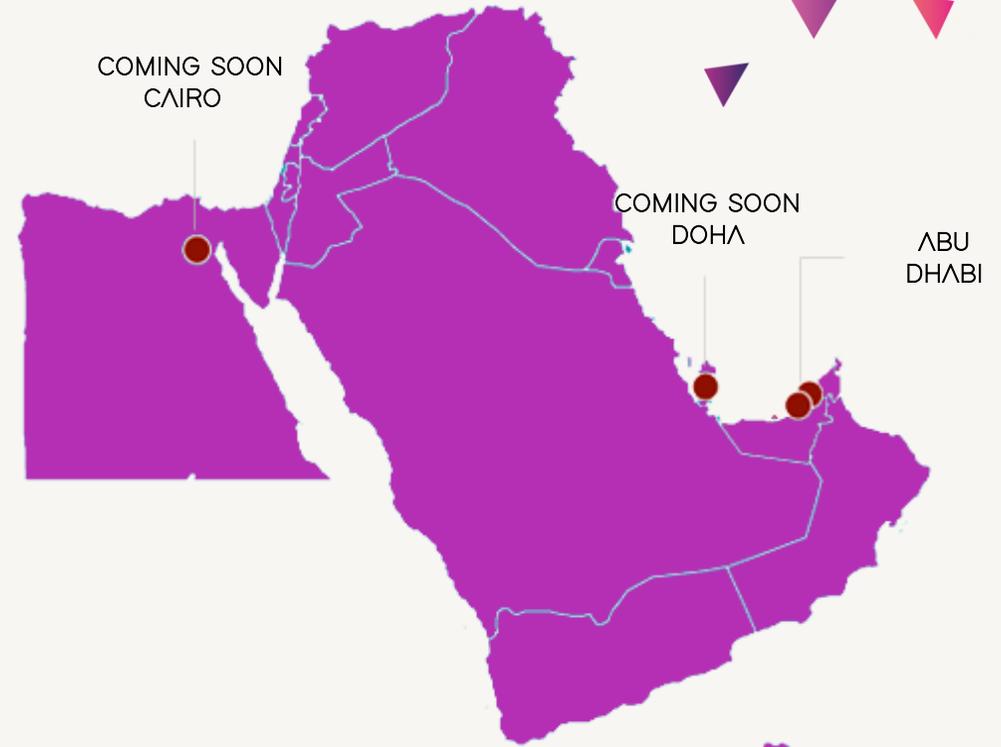
Our mission is to deliver sustainable organizational performance over the long term by aligning systems and processes across all departments and functions. By addressing current needs while contributing positively to future generations, we ensure our operations create enduring value for all stakeholders.

**KMS** specializes in executing a comprehensive approach that encompasses the strategic and efficient management of resources, aiming to optimize utilization and achieve exceptional results. Additionally, we focus on enhancing and streamlining business processes with a methodology designed to deliver measurable outcomes.

This approach integrates a forward-thinking strategic vision, in-depth analysis, meticulous planning, precise execution, and flawless delivery.

We prioritize performance measurement to ensure alignment with Return on Investment (ROI) standards, safeguarding the interests of our investors.

Our core mission is to drive sustainable, long-term business growth while consistently delivering measurable value to all stakeholders.



## KMS Mission:

Advancing excellence to ensure business sustainability.

## We Believe in:

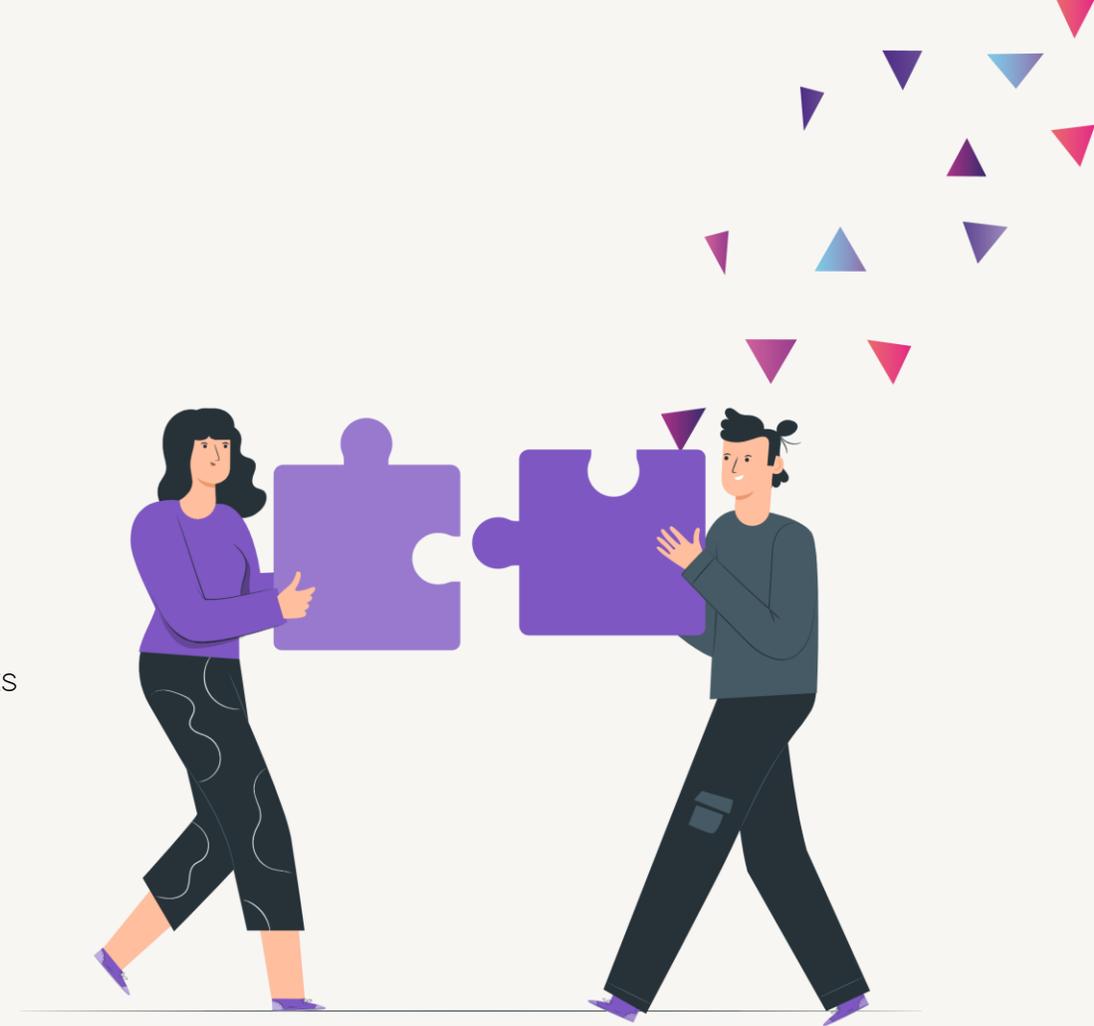
**Sustainability:** Promoting environmental, social, and economic sustainability in business operations. This includes minimizing resource waste, reducing carbon footprints, improving ethical practices, and maintaining long-term financial performance.

**Strategic Alignment:** Ensuring that sustainability goals align with the company's strategy and business objectives. This approach seeks to balance short-term results with long-term goals.

**Innovation:** Fostering innovation in products, services, and processes that support sustainable practices. This could involve new technologies, eco-friendly solutions, or business models that emphasize sustainability.

**Stakeholder Engagement:** Involving internal and external stakeholders in decision-making processes to ensure that their needs and concerns are addressed. This includes employees, customers, suppliers, and the community.

**Integrated Systems:** Implementing systems that seamlessly incorporate sustainability across business functions such as integrating environmental management systems, quality management frameworks, and risk management processes.



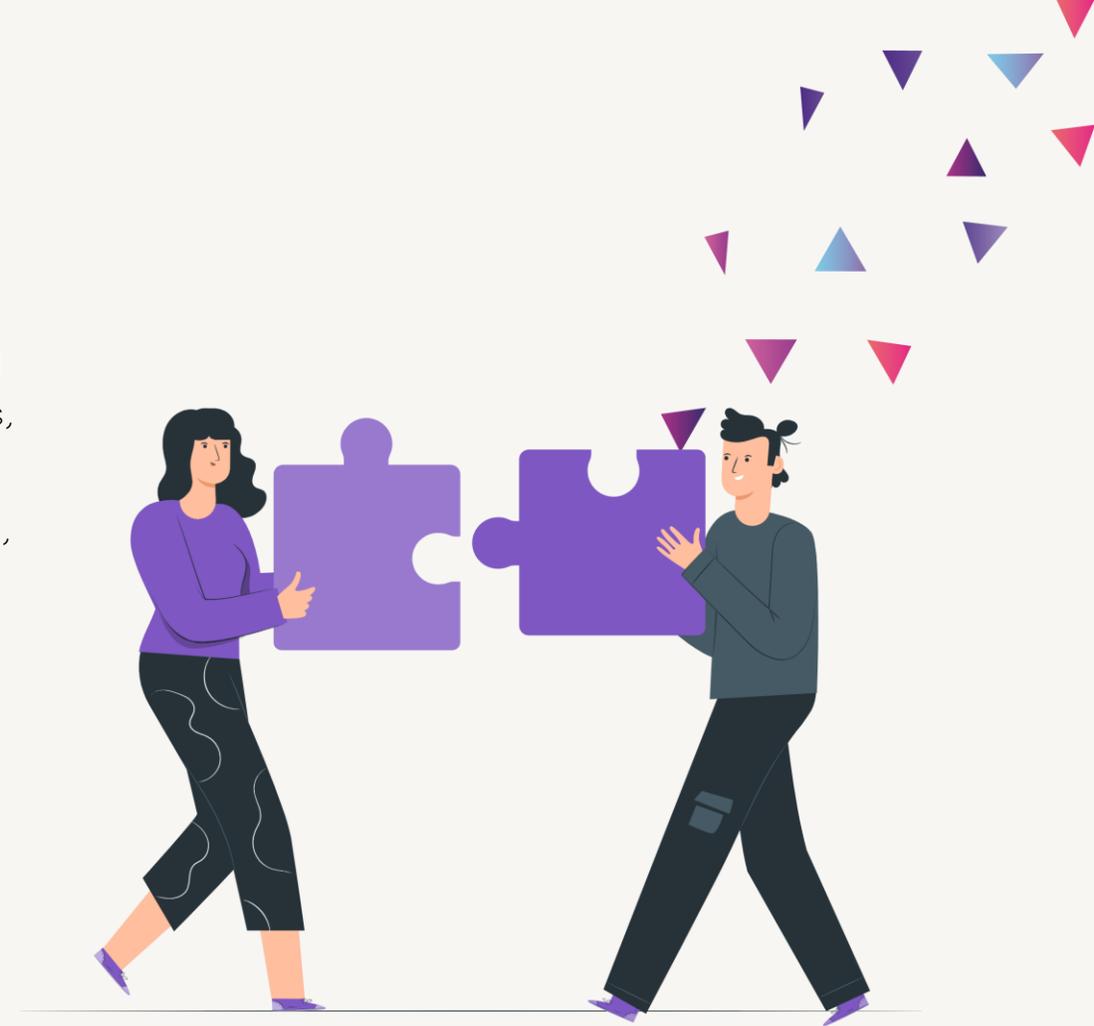
KMS Mission:

Advancing excellence to ensure business sustainability.

We Believe in:

Performance Measurement: Establishing robust metrics to measure progress toward sustainability goals, such as energy use reduction, waste management effectiveness, social responsibility indices, and economic efficiency.

Continuous Improvement: Adopting a culture of ongoing improvement where policies, practices, and performance are regularly evaluated and optimized to achieve more efficient and sustainable outcomes.



02

# METHODOLOGY AND APPROACH



KAYNOUNA

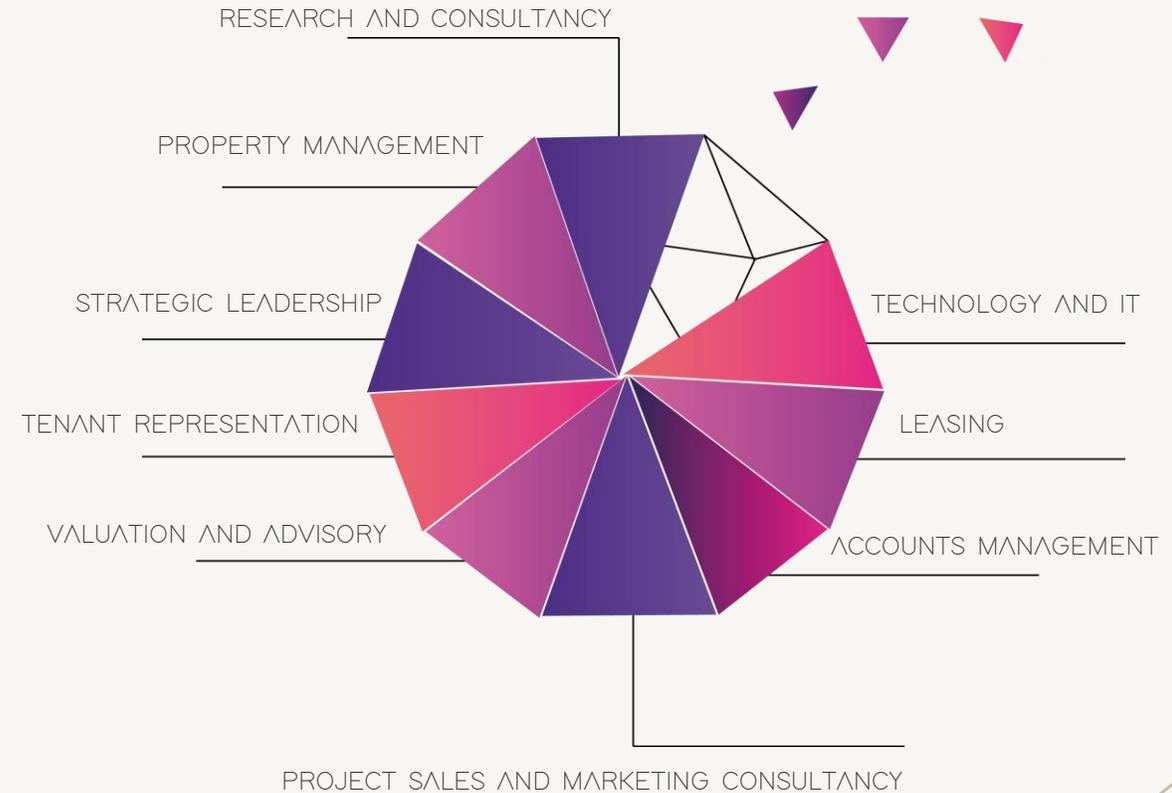
## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

**Advanced insights drive exceptional outcomes.**

What drives our passion every day is an unwavering commitment to excellence. We have carefully assembled a team of highly skilled and dedicated experts across a broad spectrum of core services and specialized domains. From feasibility studies to full-service project Management, we ensure every project is handled with precision, care, and a full focus on sustainable innovation.

**KMS** adaptable specialists bring extensive cross-industry expertise, including standard consultation in retail leasing, marketing, R&D, comprehensive operations, and finance. We are committed to delivering innovative, results-driven management solutions tailored to meet the unique needs of your organization.



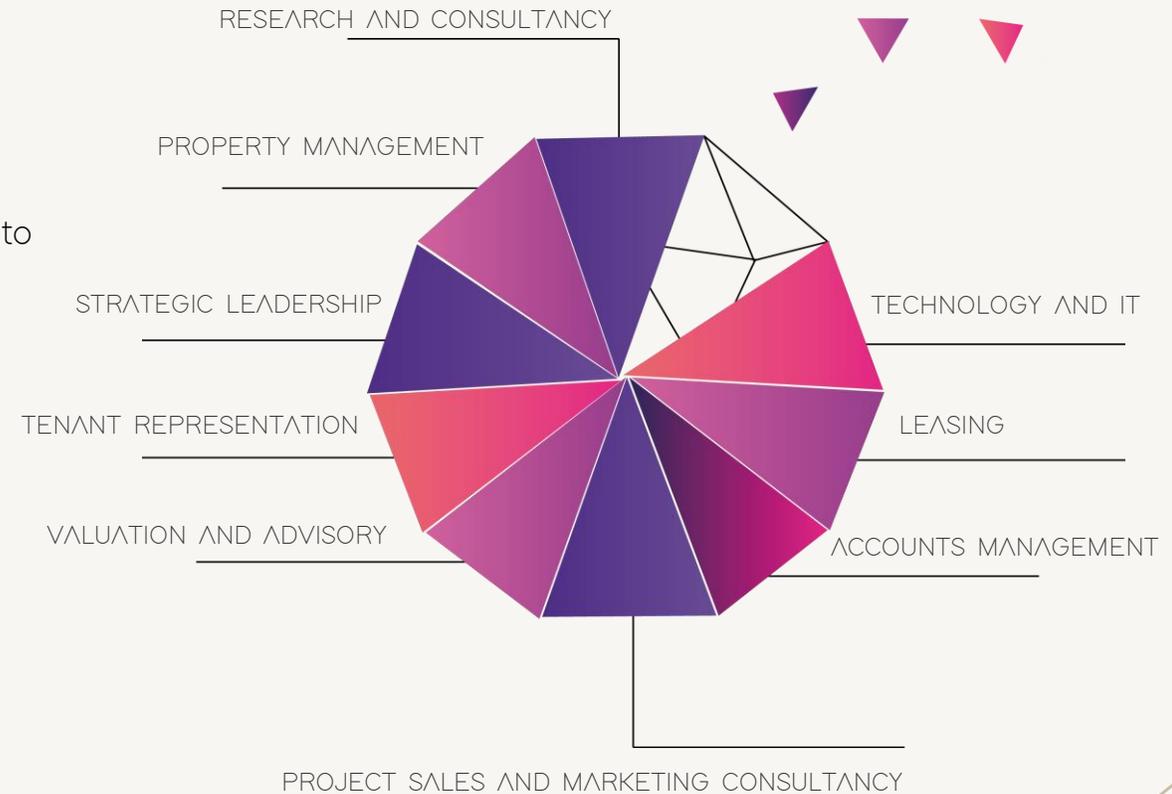
## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Empowering Success through Strong Partnerships.

KMS Excel in managing a wide range of sectors, leveraging our expertise to deliver tailored solutions across various industries. Our areas of proficiency include:

- Government Sector Organizations.
- Shopping Malls.
- Retail groups expansion plans.
- Property Development and Management Companies.
- Mixed-Use Developments.
- Residential Properties.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Property Management :

MINIMISING COSTS AND INCREASING RENTAL RETURNS.

We are committed to delivering substantial value and performance for our clients on both local and global scales, enhancing real estate portfolios through strategic impact. Our comprehensive Property Management services are designed to support clients in establishing and maintaining properties while maximizing rental income and long-term asset value.

Our skilled teams such as property managers, Business developers ,Marketeters, engineers, and client accountants collaborate with passion to drive cost efficiencies, streamline lease management, and ensure robust cash flows. By providing exceptional tenant services, we cultivate strong occupancy levels and high retention rates. This proven approach consistently translates into sustained growth in asset value and long-term success.

Our services include:

- Developing Leasing Strategies.
- Maintaining Lease Documentation.
- Managing Tenant Relationships.
- Managing Financial and Budgeting Accounts.
- Managing Operational Procedures.
- Ensuring Health and Safety Compliance.
- Coordinating Specialist Third Party Services.
- Developing Sustainability Strategies.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

### Property Management :

We also provide consultancy services directly and in collaboration with specialists to deliver the following :

- Community Consultancy.
- Surveying Services.
- Life Cycle Cost Modelling.
- Service Charge Modelling.
- FM Consultancy and Services.
- Governing Documents Preparation and Review.

### Proposed Approach – Property Management :

#### SCOPE OF SERVICES :

Our experienced property management team is committed to maximizing occupancy and income, reducing operating costs, and enhancing asset value.

#### Property Manager Presence

A dedicated, full-time team will oversee operations, working closely with the client to ensure seamless coordination and alignment with the client's overall objectives.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Proposed Approach – Property Management :

SCOPE OF SERVICES :

Property and Lease Management

We offer comprehensive services including contract preparation and administration, tenant screening, lease renewals, tenant communication, rent collection, banking, reporting, property inspections, and management of maintenance and repairs, as well as parking management.

Market Research and Investment Analysis

Through regular market reviews and investment analysis, we provide valuable insights that drive strategic decisions, optimize rental rates, and maximize asset value.

Tenant Engagement

We foster desirable shopping environments that enhance tenant satisfaction and retention. By adopting a hospitality-style approach, we ensure that properties are spaces where people enjoy shopping and return to regularly.



# KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Proposed Approach – Property Management :

SCOPE OF SERVICES :

Facilities Management :

Establishing a proactive condition audit and a Planned Preventative Maintenance (PPM) program minimizes the property damages and ensures the long-term longevity of the building, supported by efficient vendor management. We serve as the primary point of contact for tenant issues, providing oversight and timely solutions when they arise.

Marketing and Leasing :

We implement adaptable marketing strategies to attract high-quality tenants, while proactively managing revenue risks by reducing the number of vacant units and minimizing void periods. This approach ensures timely leasing and renewals, optimizing occupancy and financial performance.

24/7 Help Desk and Support

The 24/7 help desk will manage tenant inquiries and maintenance requests, ensuring quick resolutions and enhancing the overall tenant experience.

Management Strategy and Execution :

Conducting monthly performance reviews and reporting ensures that operations remain aligned with the client's objectives, promoting efficient management and fostering continuous improvement.



# KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Proposed Approach – Property Management :

Strategic Approach :

- Assess current processes and tenant feedback analysis.
- Customized strategies tailored to property type and potential Aligned management for consistent service excellence.

Service Delivery Excellence :

- Centralized management to streamline communication and reduce tenant friction points.
- Enhanced visitor and tenant experience with a dedicated point of contact and premium support.
- digital tools for tenant requests, communication and service updates.

FM Supervision and Handling :

- Comprehensive oversight to improve FM service delivery
- Proactive maintenance and trend analysis to prevent issues and increase resilience
- Sustainable practices to reduce operational costs and environmental impact

Broader Approach for Existing Tenants

- Operational enhancements to streamline processes, reduce turnover and elevate standards
- Consistent visitor and tenant experience across all shops to maintain high service standards.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Proposed Approach – Property Management :

Technology and Innovation Integration.

Quality Assurance and Performance Tracking :

- Systems for Tenant and Asset Management for Real-Time Insights and Efficient Engagement
- Collecting and analyzing data to enhance asset performance and customize services
- Utilizing predictive maintenance and automation to lower costs and increase tenant satisfaction

Quality Control and Performance Monitoring :

- KPIs and SLAs to guarantee superior service quality
- Ongoing feedback from visitors and tenants to foster continuous improvement in satisfaction
- Quarterly reports detailing performance metrics with actionable insights and recommendations for further enhancements.

Development Handover :

- Inspect and verify all units during the handover process, documenting any issues for swift contractor resolution prior to tenant move-in.
- Monitor and resolve issues identified during the handover by maintaining detailed records.
- Offer a clear and frequent updates to the client and maintain open communication with for efficient issue tracking and resolution.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Building Consultancy :

LOWERING COSTS, UNLOCKING VALUE AND DRIVING LONG-TERM SUSTAINABLE PERFORMANCE.

Offering a comprehensive range of technical services at different stages of the building lifecycle, from design review through to snagging for developers, occupiers, investors and financiers.

By working collaboratively with our clients, we identify opportunities and reduce the operation costs (OPEX) and drive long-term sustainable performance.

Our services include :

- Procurement of FM Services and Tendering Procedures.
- PQQ, EOI, RFP Documentation.
- Service Specifications.
- Supplier SLAs & KPIs.
- Transition and Handover Management.
- Develop O&M Manuals and Asset Management.
- Supervision of Snagging and Punch Out Lists.
- System Training for Operational Readiness.
- Building Manual and Building User Guide.
- Fit Out Manual/Strategy.
- Performance Audits.
- Project Management.
- Condition/Dilapidations Surveys.
- Witnessing of T&C.
- FM Design Review.
- FM Operational Strategy.
- Cost Modelling.
- Life Cycle Budgeting.
- Service Charge Calculation.
- Operational Budgets.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide:

Research & Consultancy :

### IN-DEPTH KNOWLEDGE OF UAE PROPERTY MARKETS AND MARKET TRENDS.

The cornerstone of our operational strategy is our Research and Consultancy team, which provides essential market data, trend analysis, and forecasts on future developments. This enables our clients to make informed, strategic decisions that drive both short- and long-term value.

In addition, we manage an extensive database that is utilized by our advisory professionals to ensure that reports are tailored to meet the specific needs of our clients. The team works closely with real estate developers and investors across all asset classes, throughout every phase of the development process, to optimize returns and minimize revenue risks to the greatest extent possible.

Our fully integrated services include :

- Development Strategy.
- Highest and Best-Use Analysis.
- Feasibility Studies and Appraisals.
- Market Positioning and Benchmarking Analysis.
- Commercial Concepts.
- Broker Opinion of Value.
- Investment Memoranda.
- Market Studies and Supply/Demand Analyses.
- Flow Analysis.
- Tenant Mix Analysis.
- Location Advisory



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

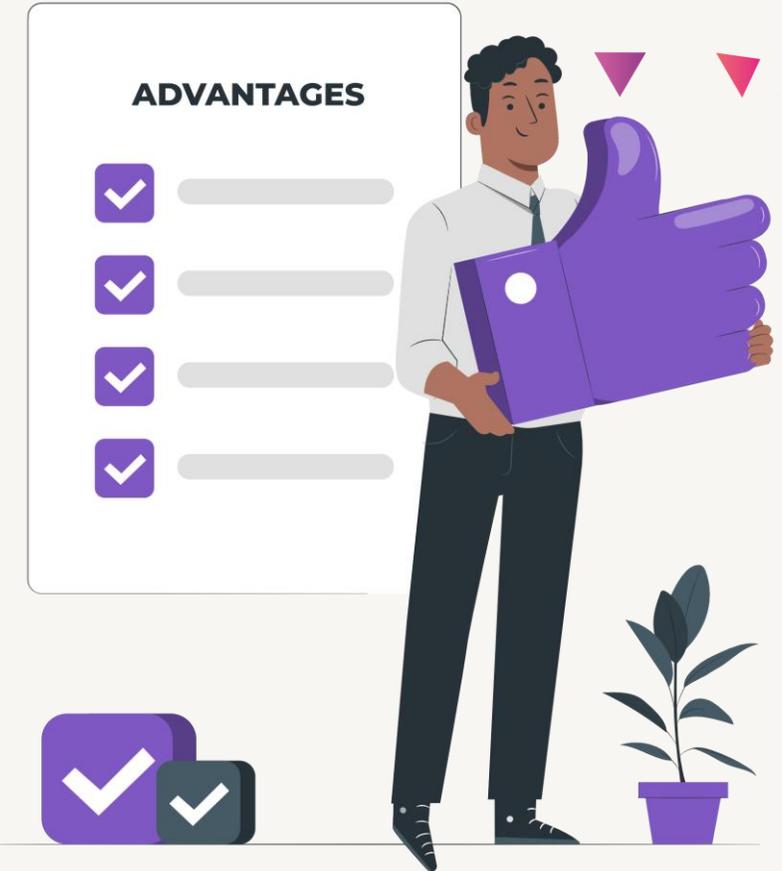
Valuation and Advisory :

INDEPENDENT, RELIABLE VALUATIONS SUPPORTED BY IN-DEPTH MARKET RESEARCH.

We provide valuation and development consultancy services to developers and real estate holding companies. Our reports adhere to the Royal Institution of Chartered Surveyors' (RICS) Valuation Global Standards (Red Book) and the International Valuation Standards Council's (IVSC) International Valuation Standards.

These reports are widely accepted for both regulatory and transactional purposes, including :

- Financial Reporting (Quarterly, Bi- Annual, Annual).
- Investment.
- Litigation/Expert Witnesses.
- Acquisition/Disposal.
- Corporate Transactions.
- Development Appraisals.
- Feasibility Studies.
- Highest and Best Use Studies.
- Listing/IPO Purposes.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

### **Investment Sales and Acquisition :**

OBJECTIVE INVESTMENT ADVICE AND BROKERAGE SERVICES FOR THE ACQUISITION AND DISPOSAL OF COMMERCIAL REAL ESTATE ASSETS.

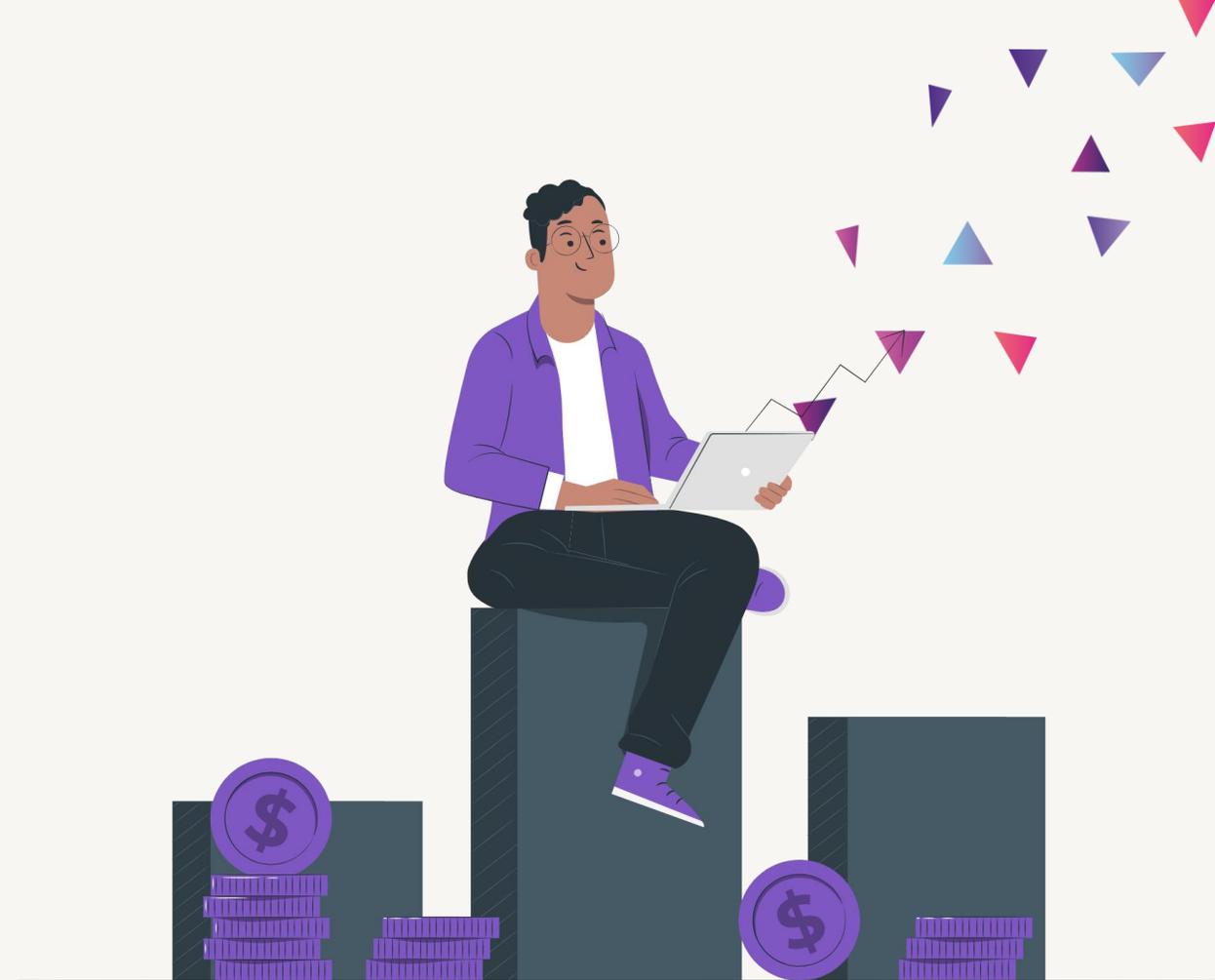
Our experienced Investment Sales and Acquisition team assists clients in the investment process by identifying, evaluating, and selecting appropriate real estate solutions.

### **ACQUISITION :**

Supported by a vast global network of brokerage teams, our team of advisors can identify and capitalize on assets for investors looking to purchase investment-grade products, worldwide and across all sectors.

**Our team can:**

- Monitor Stock Availability.
- Identify Potential Property Targets.
- Perform Due Diligence.
- Negotiate on Behalf of the Client.
- Advise on Purchasing/Financing Structure.
- Liaise with Lawyers, Valuers and Technical Consultants.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

Investment Sales and Acquisition :

Our services cover :

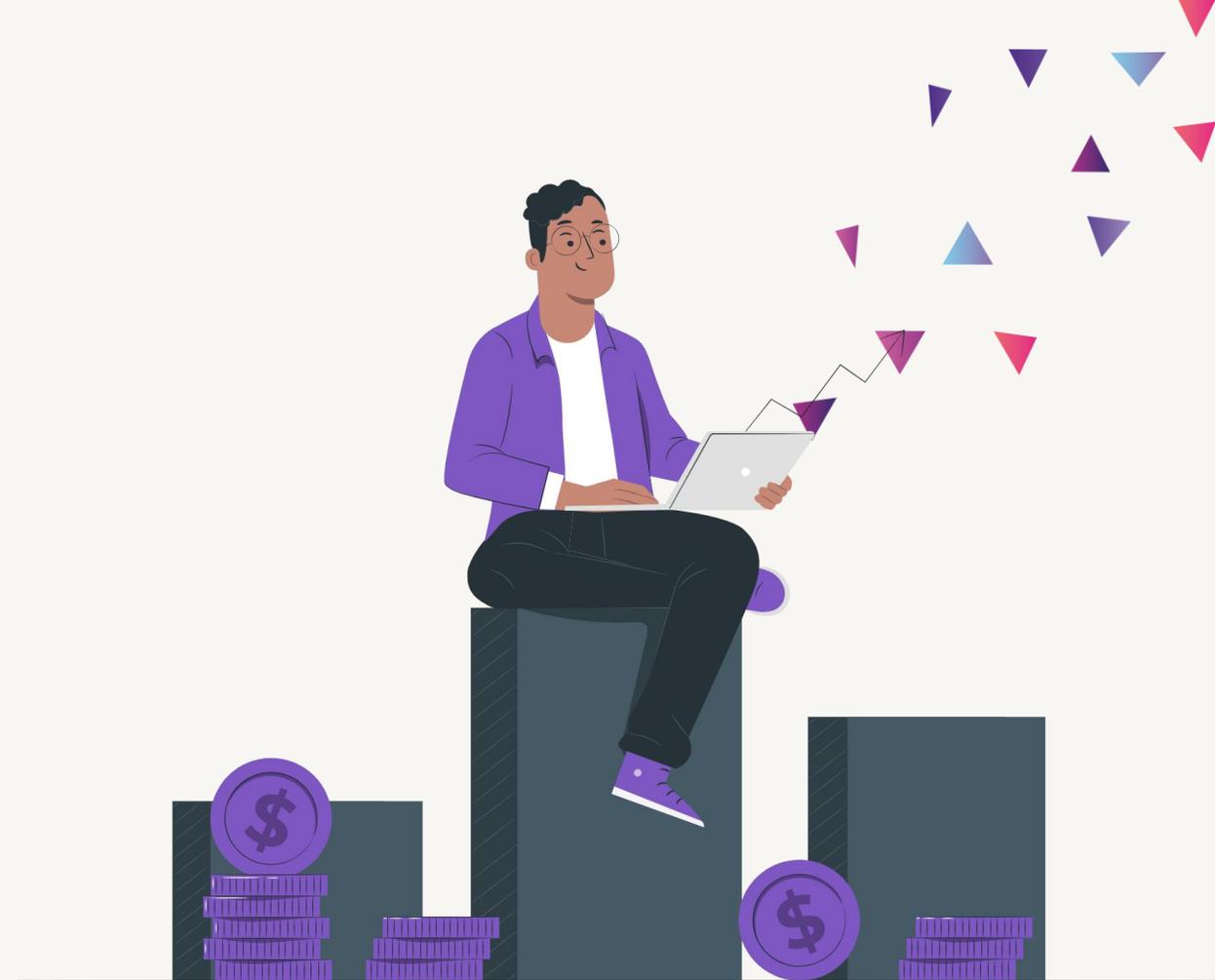
- Retail.
- Land/Development Sites.
- Master Developments.
- Residential

### DISPOSAL :

We act on behalf of investors seeking to sell a single asset or a diverse portfolio. We believe each transaction is unique, requiring an independent and customized approach, ensuring our clients receive a comprehensive service and optimal results.

As part of this process, we offer :

- Brokerage Services
- Appraisal and Valuation.
- Market Comparable Research and Analysis.
- Pricing Strategy
- Preparation of Investment Memorandum
- Marketing Strategy.
- Improvement Advisory and Asset Repositioning.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

### COMMERCIAL SERVICES.

TAILORED SERVICES FOR COMMERCIAL CLIENTS THROUGHOUT THE SALES AND LEASING PROCESS.

As a client-centric organization, we assist owners, occupiers, and investors with their leasing requirements, purchase and disposal across the office, industrial, retail, leisure, and hospitality sectors.

### LANDLORD REPRESENTATION :

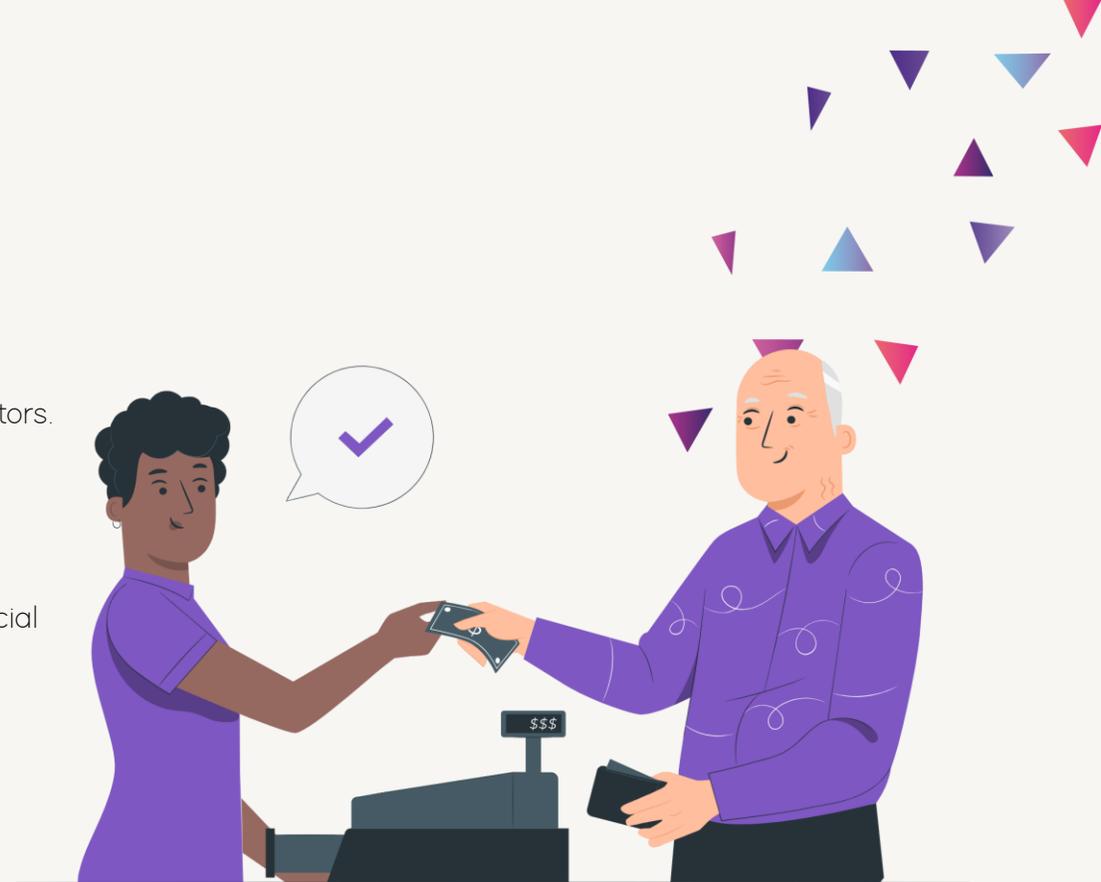
Our Landlord Representation team will work with you to design solutions that ensure maximum returns and enhance your property value. Our comprehensive approach to position your commercial property includes :

- Strategy Development
- Creating Marketing Products
- Identifying Suitable Tenants
- Negotiating Transactions
- Managing the Leasing Process

### TENANT REPRESENTATION

Our Tenant Representation team will help identify the right space for you based on your business, financial and operational targets. Whether you are looking to lease a single space, renew your contract, or relocate, our team provides fully integrated tenant representation services, including.

- Brokerage Services
- Market Research and Analysis
- Strategy Development
- Workplace Strategy Development
- Project Management
- Lease Administration
- Lease Negotiation



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

Master Community Consultancy Services.

**MAXIMISE MASTER COMMUNITY VALUE AND MINIMISE RISK.**

Our market knowledge underpins our strategies for Master Planned Communities. Our expertise is built on a deep understanding of economic conditions, supply, and demand dynamics as we acquire, lease, sell, and perform valuations for high volumes of all asset types.

**DESIGN STAGE CONSTRUCTION TO HANDOVER STAGE.**

We'll work with you at Design Stage on :

Benchmarking Analysis to Support Project Positioning and Development :

- Advising clients to position assets correctly, understanding what comparable developments offer, how they are positioned, and what drives services and charges.

Design Reviews :

- We conduct future-proof master community design solution reviews and phasing impacts.

Management Strategies and Frameworks :

- Develop service and facilities management delivery framework.
- Set out an effective structure for governing the master planned community.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

### Master Community Consultancy Services.

Legal Structure and Governance :

- Governance Strategy, Master Community Management Structures, Ownership Roles, and Operational Functions.
- Legal and Disclosure Document, including Master Community Rules, Development Control Plans, Master Community Declarations, Management Statements, and Sale and Purchase Agreement Reviews.
- Master Community Sub-Division and Titling Strategy, Common Area and Common Elements Identification.

### CONSTRUCTION TO HANDOVER STAGE.

From Construction to Handover Stage, we :

- Develop Documentation for Handover and Transition Strategies to Operational Readiness.
- Establish an Asset Information Register.
- OPERATIONAL STAGE.

At Operational Stage, we undertake :

- Best Practice Operational Audit and Surveys.
- Develop Operations Procedures and Guides.
- Master Planned Community Reviews, Optimization and Advisory Services.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

Project Sales and Marketing Consultancy :

### SALES AND MARKETING SERVICES FOR LANDMARK DEVELOPMENTS IN THE EMIRATES.

Leveraging our two decades of project marketing experience, our deep understanding of the local market, and extensive and longstanding network of GCC and international investors, we provide comprehensive sales and marketing coverage to ensure our clients' projects are highly attractive, visible and easily accessible.

Our professional and creative teams have a track record of delivering innovative and comprehensive marketing solutions that make an impact, successfully driving project sales forward. These services include:

- Sales and Marketing Consultancy and Strategy Implementation.
- Market Research.
- Floor Plans, Layout and Product Mix with a Focus on Buyer Preferences.
- Pricing Strategies.
- Marketing Budgets.
- Media Campaigns, Sales Promotions and Distribution Channels.
- Investor Relations.
- Owners Association Management.



## KAYNOUNA METHODOLOGY AND APPROACH

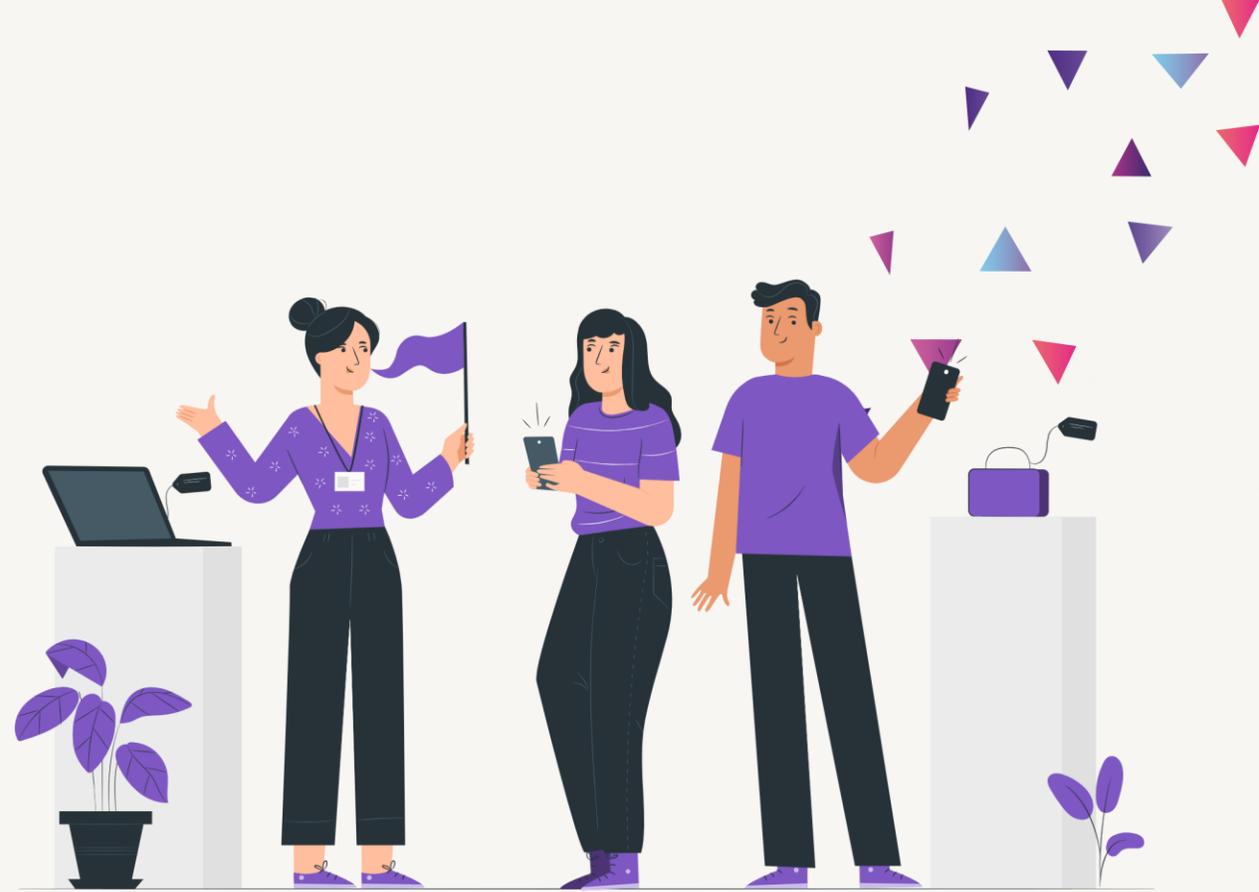
Services we provide :

Project Sales and Marketing Consultancy :

SALES AND MARKETING SERVICES FOR LANDMARK DEVELOPMENTS IN THE EMIRATES.

Via our trusted partners, we offer marketing strategy, planning and delivery across a variety of channels, including:

- Marketing Content and Collateral Development.
- Local and International Database Marketing.
- Multi-Channel Advertising, including Digital and social media.
- Public Relations.
- Event Management.



# KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

Global Occupier Services :

^ TAILORED, INTEGRATED APPROACH FOR WORLDWIDE SUCCESS

Our team of professionals provide real estate solutions that align with your business strategy and objectives. From cost reduction to enhancing workforce productivity, we tailor our services to achieve business goals across geographies, and real estate asset classes.

These services are offered under an account management model to provide efficient use of client resources, quality control, continuous monitoring and process improvement.

Our fully integrated services include :

- Development Strategy
- Highest and Best-Use Analysis
- Feasibility Studies and Appraisals
- Market Positioning and Benchmarking Analysis.
- Commercial Concepts.
- Broker Opinion of Value.
- Investment Memoranda.
- Market Studies and Supply/Demand Analyses.
- Flow Analysis.
- Tenant Mix Analysis.
- Location Advisory.



## KAYNOUNA METHODOLOGY AND APPROACH

Services we provide :

### Measuring Tenant Satisfaction :

To ensure we provide exceptional service and continuously improve, we will implement a tenant satisfaction programme :

- Conduct an initial tenant satisfaction survey within 90 days to assess current perceptions and experiences.
- Administer surveys twice annually thereafter to monitor satisfaction levels and address any concerns promptly.

### Key Metrics We Will Measure :

- Overall satisfaction: general contentment with their experience.
- Property condition: perceptions of maintenance and upkeep.
- Maintenance services: responsiveness and effectiveness in addressing requests.
- Communication: quality and efficiency of interactions with the property management team.
- Safety and security: feelings of safety within the property and surrounding area.
- Amenities and facilities: satisfaction with available amenities.
- Value for money: perception of rental rates in relation to the quality of accommodation.
- Suggestions for improvement: feedback and ideas from tenants to enhance their experience.



## KAYNOUNA METHODOLOGY AND APPROACH

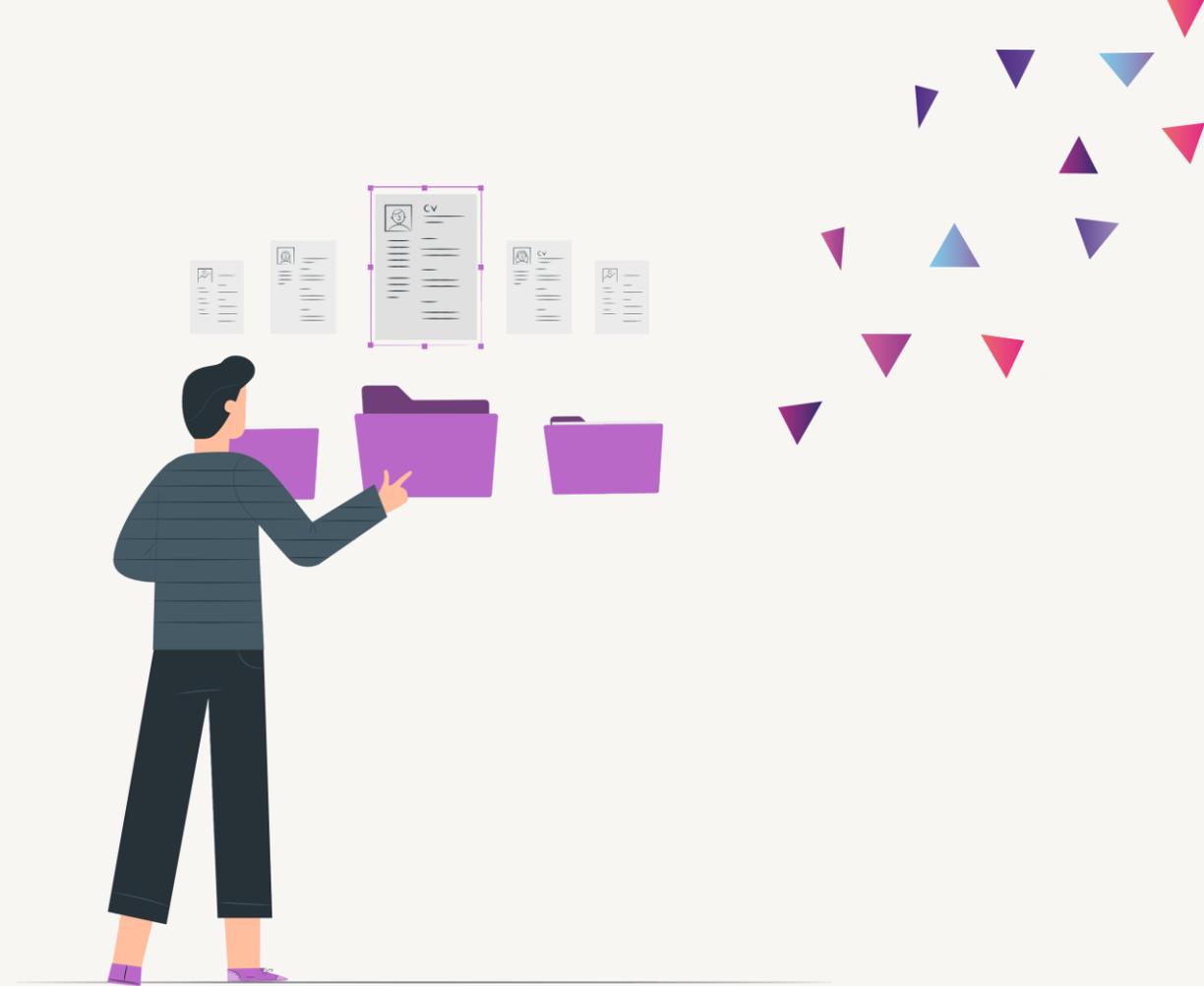
Services we provide :

### Portfolio Performance

Through market data and our investigations, we believe that the portfolio is underperforming by 10% and with the average rents in the different areas and developments, we are confident of achieving a rental uplift of at least 10% within a year of appointment.

By enhancing the management and presentation of our clients, we aim to elevate them to the highest standard of performance. This approach will not only boost rental income but also reinforce our client reputation, we can explore cohesive branding opportunities to further strengthen your market presence.

**KAYNOUNA Management Solutions** is committed to delivering a property management service that goes beyond the standard and sets a framework for future premium developments.



# PROJECT PLANNING & SCHEDULING



KAYNOUNA

## PROJECT PLANNING & SCHEDULING

Our Strategic Approach to Manage our clients Projects :

Our goal is to maximize asset value, enhance tenant satisfaction and elevate the retail center.

We will assign a dedicated team, subject to client's approval, to ensure you have complete confidence in the quality of the individual overseeing your assets. This professional team will be on-site 6 days per week, working closely with client asset management teams.

This setup facilitates real-time communication and prompt decision-making.

Recognizing the critical importance of transparency and oversight, we will be aligning our processes with your systems provides real-time access to collections, occupancy rates and maintenance costs, enhancing data accuracy and offering valuable insights for strategic planning.

Our initial plan includes:

- Conducting a comprehensive review of all retail area to identify immediate opportunities and challenges.
- Introducing ourselves to tenants as their new point of contact, emphasizing our commitment to superior service.
- Evaluating the current condition of each shop to priorities maintenance and improvements.
- 24/7 call center will be available to provide round-the-clock support for any urgent matters.



KAYNOUNA



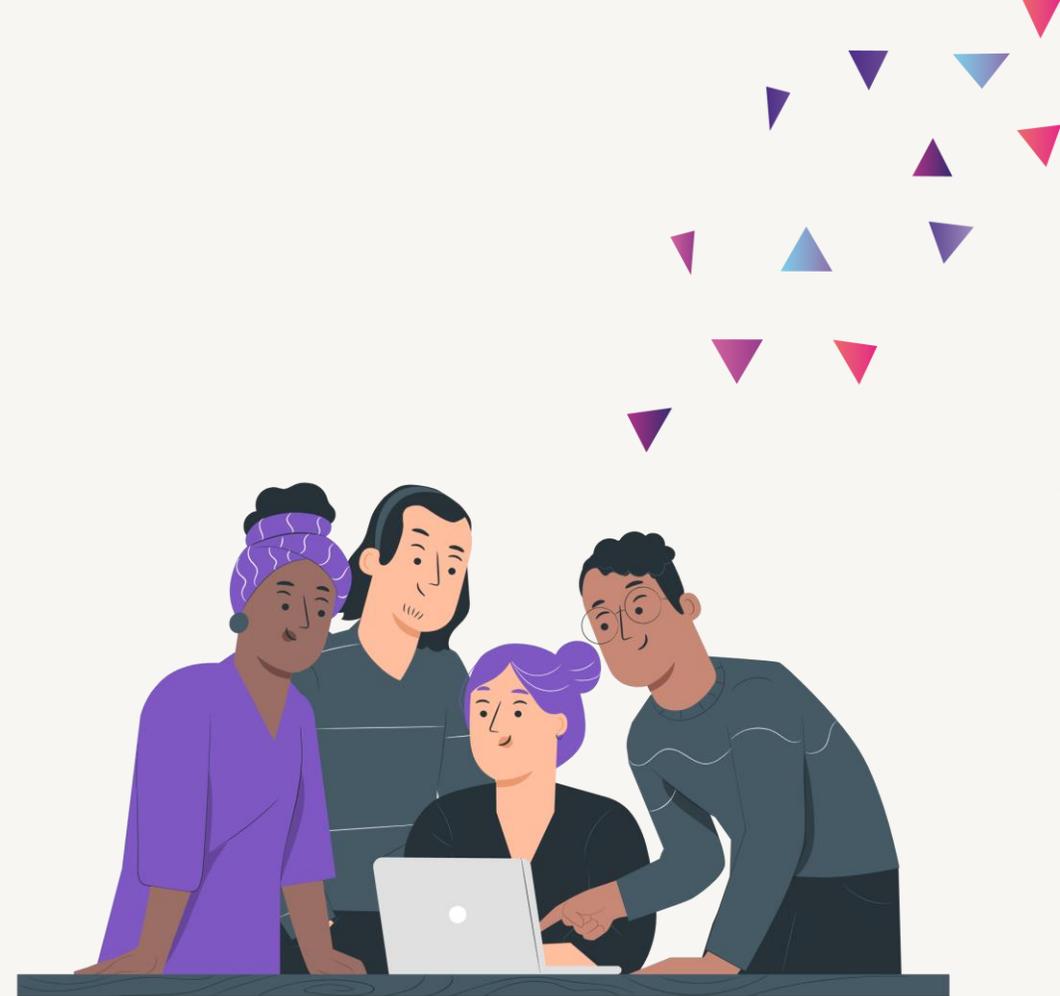
## PROJECT PLANNING & SCHEDULING

Within 60-90 days of our commencement, we will :

- Develop and implement a proactive market position plan for upcoming vacant units.
- Analyze rental rates against market benchmarks and similar centers, aiming to achieve above-market rentals where applicable.
- Identify shops that would benefit from modernizing interiors, upgrading facilities, or furnishing to increase rental values.
- Measure tenant satisfaction to understand their needs and enhance service quality.

Our value-add strategies involve :

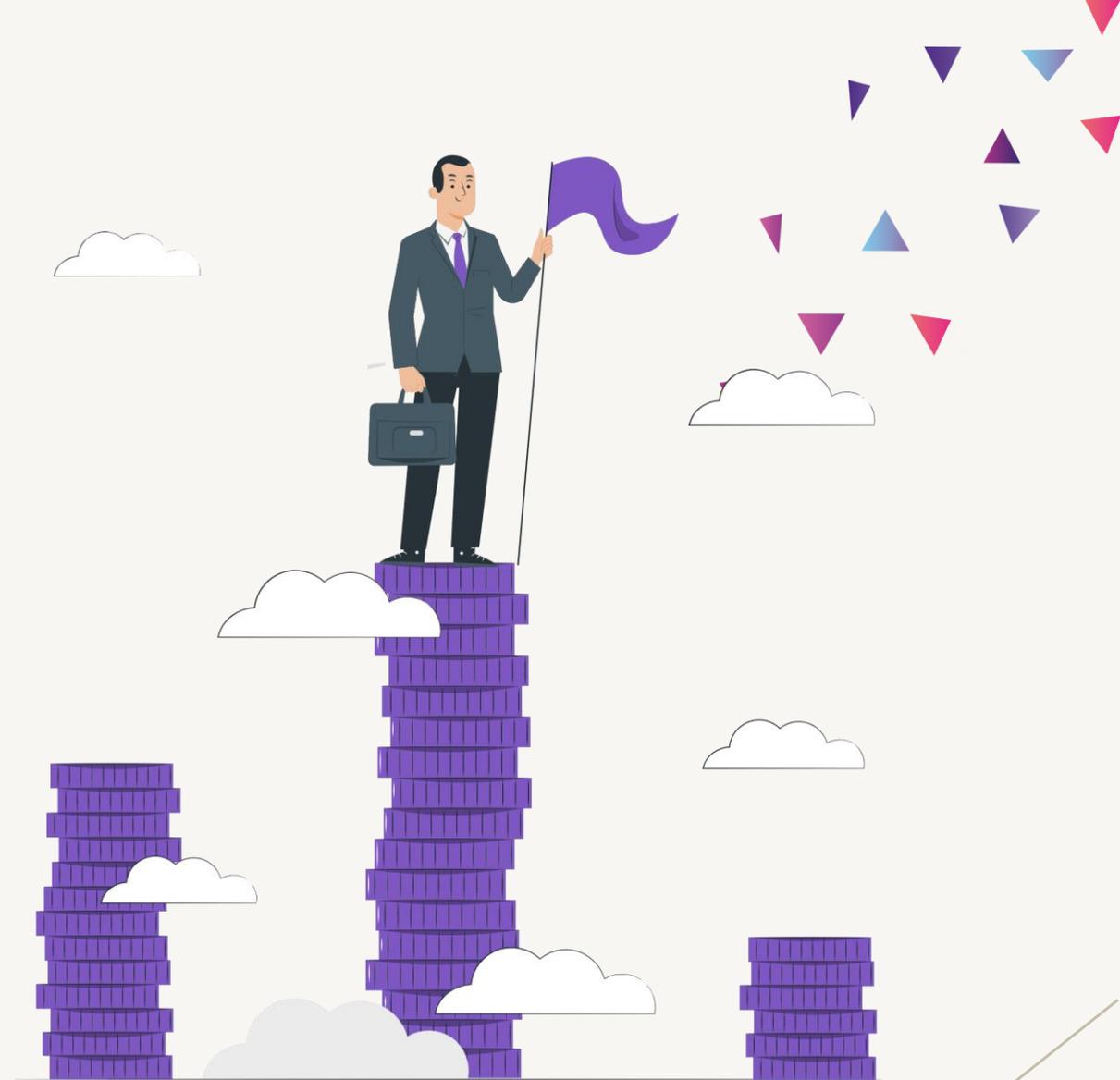
- Strategic analysis to position the shops competitively, ensuring maximum occupancy and rental income.
- Targeted improvements that significantly boost property appeal and rental rates.
- Leveraging demand for retail shops to attract higher-paying tenants and reduce vacancy periods.
- Proactive marketing with professional photography and compelling descriptions across multiple platforms to enhance visibility.
- Aiming to increase rental income by at least 10% within a year where possible.



## PROJECT PLANNING & SCHEDULING

Our comprehensive and integrated property management services encompass all aspects of property operations :

- Financial management with accurate budgeting, forecasting, and reporting aligned with SZGMCs objectives.
- Scheduling regular inspections, preventative maintenance, and suggesting sustainability initiatives
- Streamlined maintenance coordination, ensuring prompt resolutions and tenant satisfaction.
- Efficient lease administration, managing agreements, renewals and compliance with local regulations.
- Serving as the point of contact for tenants' inquiries, issues, and complaints, maintaining a positive tenant experience.



## PROJECT PLANNING & SCHEDULING

Why are we best-positioned to manage your assets?



Detailed analysis of market conditions: In depth quarterly research reports monitoring all real estate asset classes with detailed analysis of market conditions.



Λ dedicated marketing team: Developing tailored, project specific strategies, ranging from targeted campaigns, in-house professional photography, to a global website with over 1m unique monthly visitors.



Comprehensive property management services: Property Management team can manage your asset throughout its life cycle, providing inspection, handover, maintenance, renewal, rent collection and deposit, utilities connection, legal, insurance, tenant dispute resolution.



Landlord reporting: Λ dedicated, single point of contact who will provide many monthly progress reports, tracking performance, price, positioning etc.



Our World-Wide Occupier Services desk manages all inbound requirements of portfolio occupiers with a unique set of challenges over multiple geographies. Providing strategic portfolio analysis, business intelligence, transaction management, project management and lease administration.



Highly skilled practitioners: Ensuring fastest possible absorption, minimizing vacancy, opportunity cost, and maximizing investor returns.



## PROJECT PLANNING & SCHEDULING

Why are we best-positioned to manage your assets?



Large number of potential occupiers: Our Tenant Rep Teams have exposure to a large number of potential occupiers allowing Landlord discretion over tenant selection, through a series of rigorous screening processes.



Project management services through design, procurement, construction and operational phases, managing all project outputs to meet agreed objectives of time, cost and quality, while effectively managing associated risk.



Experience with procurement and analysis of pre-qualified project managers, designers and fit out contractors.



## PROJECT PLANNING & SCHEDULING

Management Strategy – Implementation Program :

FREQUENCY	DAILY	WEEKLY	FORTNIGHTLY	MONTHLY	QUARTERLY	ANNUALLY
STRATEGIC OBJECTIVES	Point of contact for communications	Weekly management meeting	Fortnightly analysis	Reporting and analysis	Quarterly performance analysis	Annual analysis
KEY ACTIVITIES	Handle complaints	Report on outstanding tenant issues	Review inventory	Analyse deposits, expenditure, arrears, upcoming renewals	Analyse overall stats on income and expenditure	Analyse annual income and expenditure and overall FM costs
	Issue notices to tenants	Discuss any building management issues	Analyse inventory turnover	Analyse monthly leasing actual vs. target	Analyse consultant performance client satisfaction	Analyse consultant performance and client feedback
	General administration	Review viewing statistics for available properties	Review stats on viewings, complaints, renewals	Analyse consultant performance	Review annual forecast	Review results against previous years
	Banking and book keeping	Review pricing and viewing feedback			Compare quarter on quarter performance	
	CRM updated	Update report	Update inventory list	Monthly report to client	Update annual forecast	Set annual targets for next year expenditure and overall FM costs



## PROJECT PLANNING & SCHEDULING

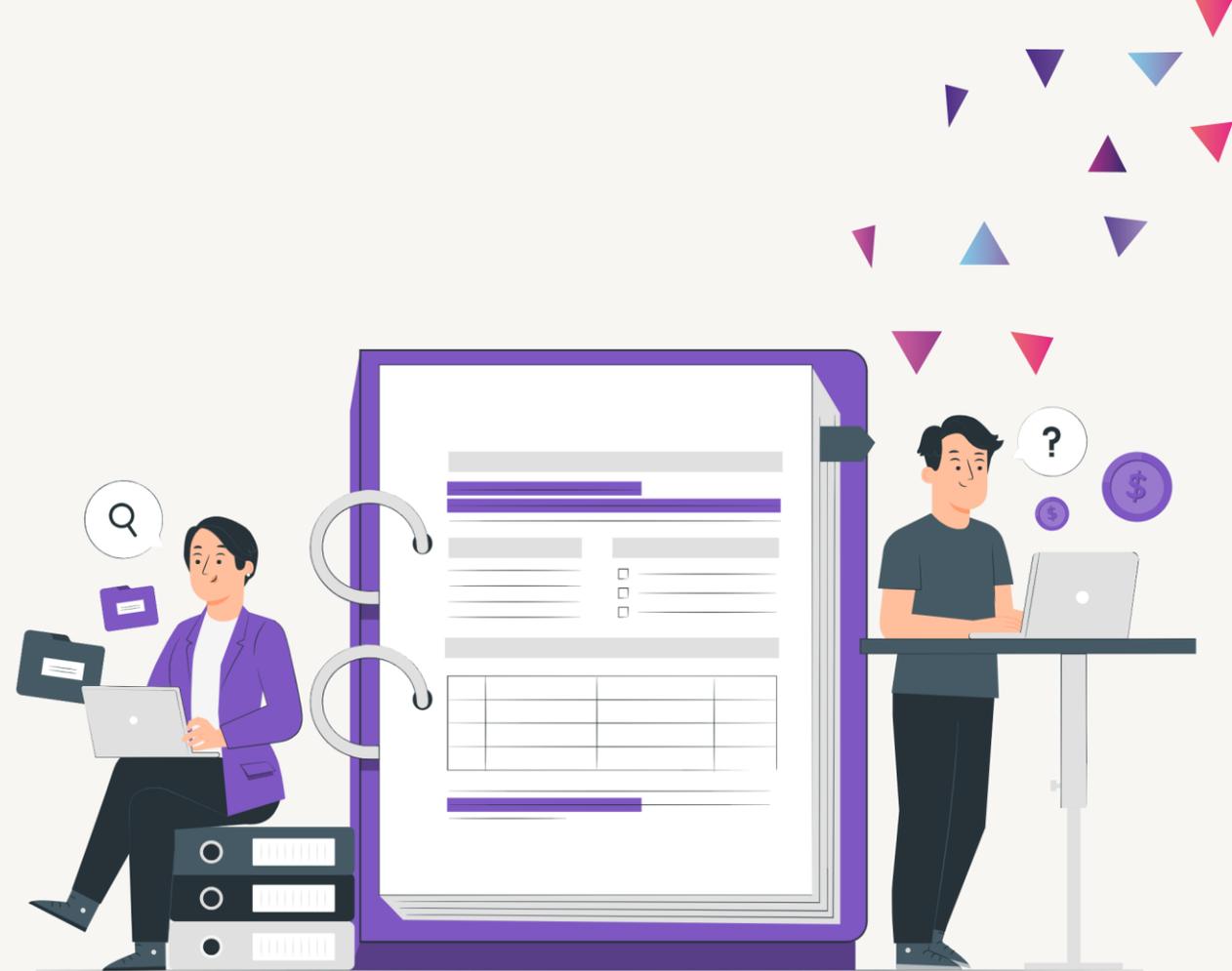
Proposed Approach – Property Management

### SCOPE OF SERVICES

Our qualified and experienced property management team's objectives are to maximize occupancy & income, reduce operating costs and retain capital assets.

#### Property Management Services

- Contract preparation and administration
- Tenant screening
- Lease renewal management
- Tenant communication and commercial relations
- Rent collection and banking
- Reporting
- Property inspections
- Management of maintenance and repair work
- Parking management



## PROJECT PLANNING & SCHEDULING

### Proposed Approach – Property Management

KAYNOUNA Management Solutions will undertake a review of tenancy contracts, property expenses, repairs and maintenance, tenant liaison, reporting and bill payments.

### Overall Strategy :

We provide property management strategies across each facet of operation, working closely with sales and leasing to provide a fully integrated and efficient real estate service.

### Facilities Management :

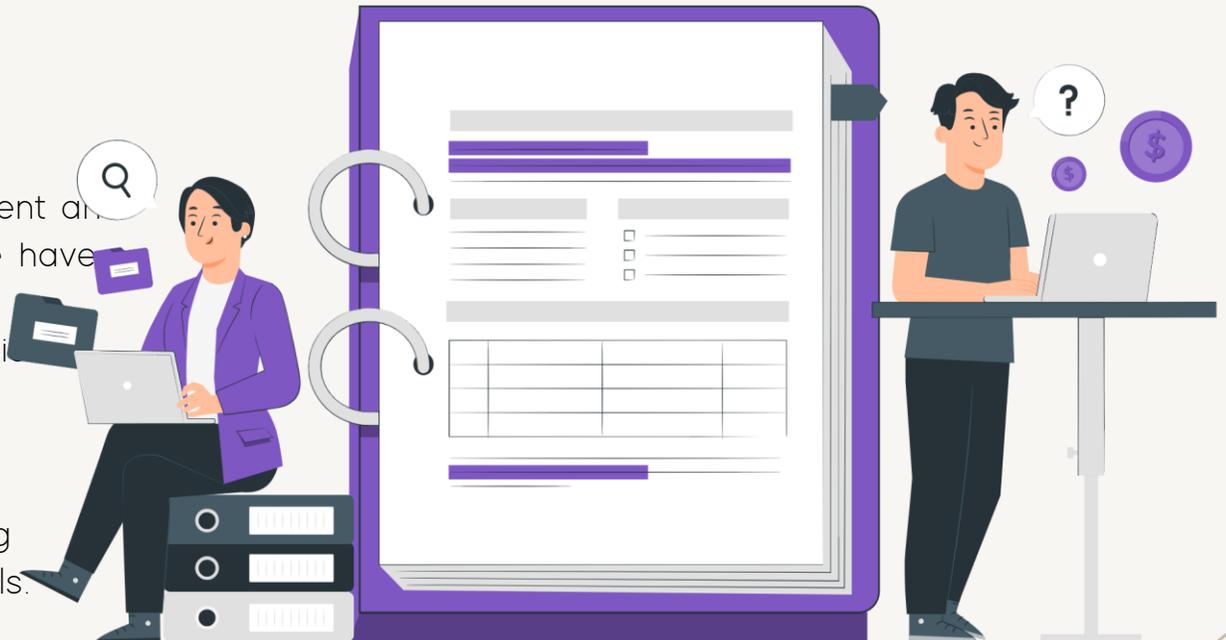
KAYNOUNA Management Solutions will liaise with the building management and FM team to register and follow up on all maintenance requests. We have a dedicated FM consultant to conduct building condition surveys on structural, mechanical, electrical and plumbing as an additional service where required.

### Marketing :

KAYNOUNA Management Solutions will work closely with our leasing division to list properties internally and on high traffic industry portals.

### KAYNOUNA Management Solutions Help Desk 24-7

We have a dedicated help desk for all maintenance and facilities issues which is on standby 24-7 / 365 days. We will also manage phone calls for leasing enquiries after hours. A banner will be placed along the side of the building with contact details.



## PROJECT PLANNING & SCHEDULING

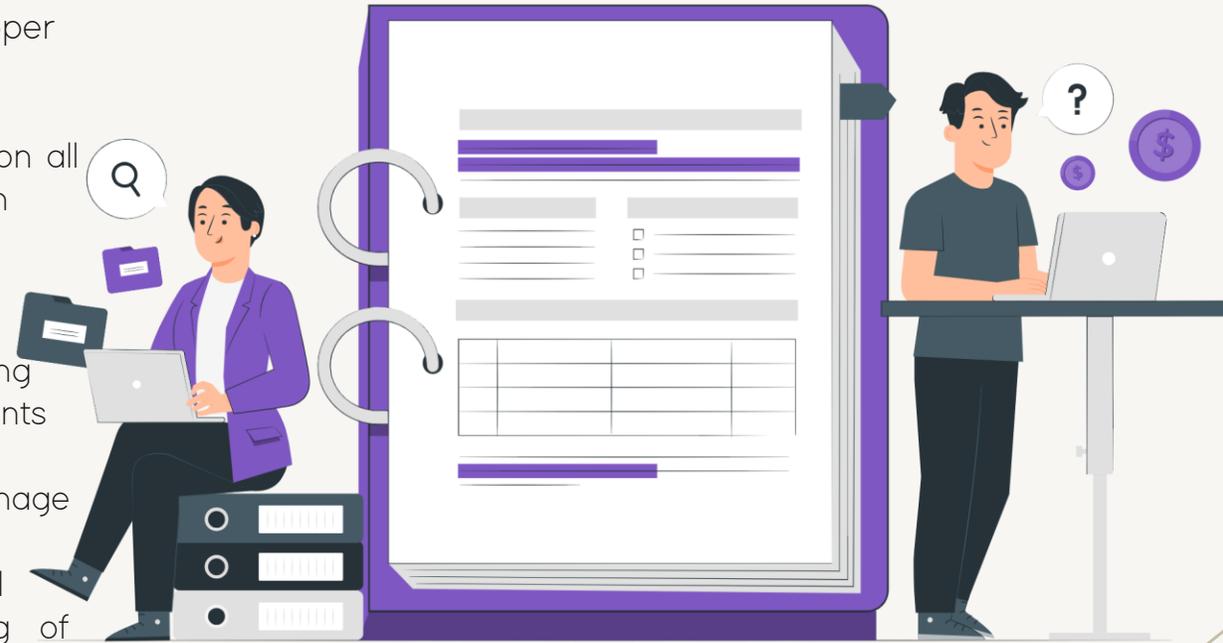
### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

#### Property Management and Leasing.

Scope of Services inclusive of, but not limited to :

#### A. General Management

1. The Manager will maintain all necessary systems and staff for the proper and efficient management of the Asset, undertaking staff recruitment, training, scheduling and briefing.
2. The Manager will report to the client at monthly management meetings on all aspects of the management of the Asset and produce further reports on specific aspects of the management, as and when required.
3. The Manager will maintain proper and adequate records of all property management matters and provide the client with such information.
4. The Manager shall manage payment on behalf of the client of all outgoing operation related payments taking in consideration which of such payments can be charged back to tenants (“Tenants”) of the Assets.
5. The Manager will have the full consent of the client and authority to manage the Assets with the objective of maximizing revenues, reducing vacancy losses and ensuring the most optimal returns to the client. In doing so, all day-to-day operational decisions regarding leasing of properties, servicing of Tenants, end of Lease refurbishments and any contingency repairs and maintenance will be taken by the Manager on behalf of the client in accordance with the approved annual business plan and budget.



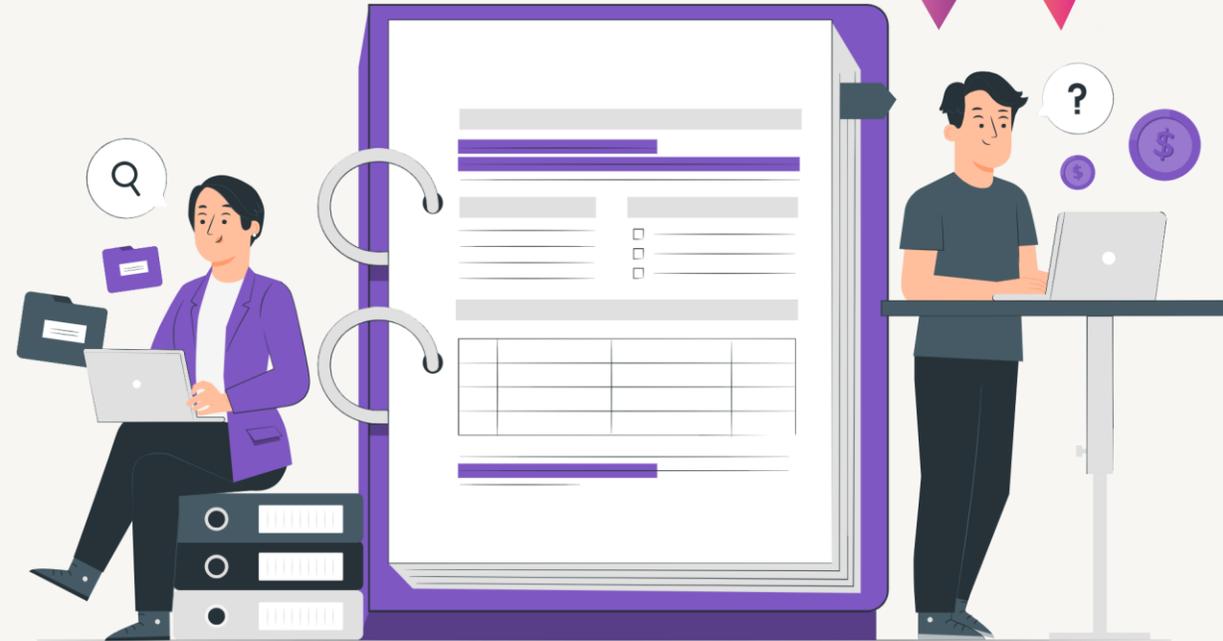
## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

Property Management and Leasing.

Scope of Services inclusive of, but not limited to :

6. In order to maximize Tenant retention and retain revenues as and when applicable the Manager may take decisions to either reduce rents or offer incentives in accordance with the approved annual business plan and budget. Any deviations from the approved annual business plan and budget will be subject to the client's prior written approval.
7. The Manager will have the authority to defer rental payments, split rental instalments, offer grace periods and defer or replace cheques as required, in accordance with the approved annual business plan and budget.
8. The Manager will have the authority to replace existing Lease templates and implement Lease templates that are suitable and applicable for efficient Lease management, subject to the client's prior written approval.
9. The Manager shall market of all vacant Assets across the Manager's platforms and major listing channels, with optimal time-to-market and days-on-market targets.



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

#### Property Management and Leasing.

##### Scope of Services inclusive of, but not limited to :

10. The Manager will have the full authority to appoint and terminate third party brokers for the purpose of leasing services, and the Manager will be responsible for ensuring that the third-party brokers are appropriately licensed and adhere to local regulations and act in compliance with the Manager's scope of Services.
11. The Manager will, after reviewing every case, have the authority to waive any applicable penalties or interest charges on late payments, rent defaults and any other such prevailing circumstances by keeping in mind the best interests of the business and long- term Tenant relationship management.
12. The Manager will ensure that Tenants adhere to the yield up obligations under the Lease and will coordinate with the Tenant on any joint inspections and the preparation of inventories / condition reports.
13. The Manager will handle all Authorities (DMT, DED, etc..) and Utilities (Taqa, ADDC etc..) related matters in relation to the Assets.
14. Notification to the Landlord of any circumstances which may affect the Landlord's current blanket all risk insurance policies for the Assets.
15. Upon completion of any construction phase for any Asset, the Manager shall coordinate with the client's project team to ensure the contractor's fulfillment of its taking-over and defects liability obligations, including the identification and reporting of snagging items, as necessary.



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

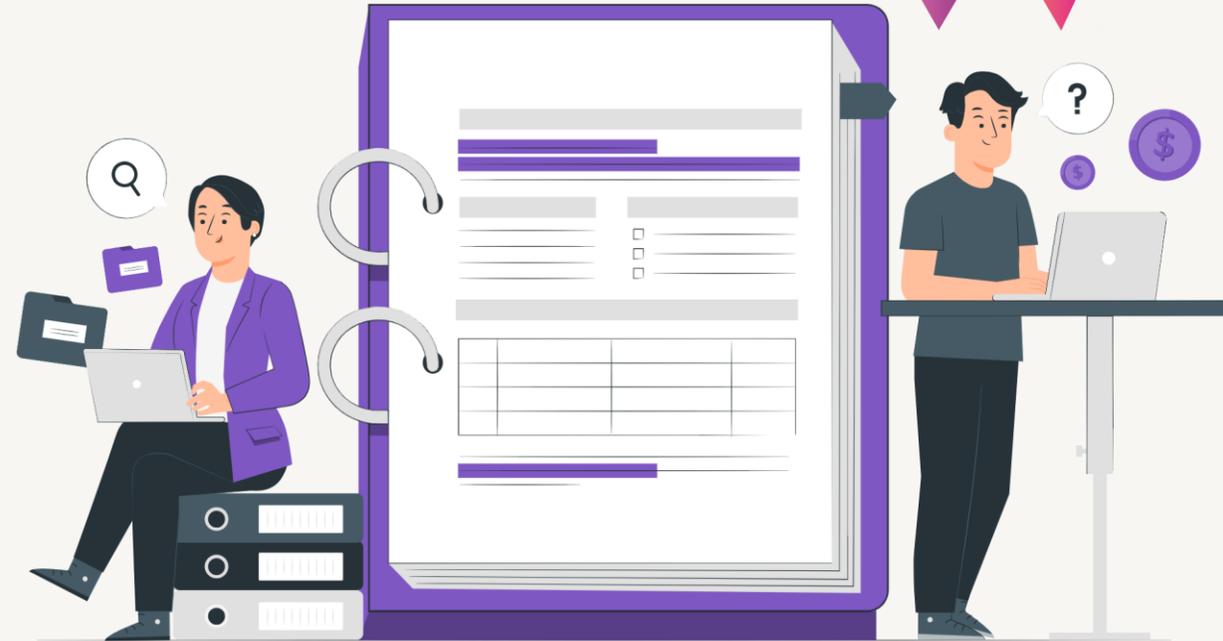
#### Property Management and Leasing.

Scope of Services inclusive of, but not limited to :

16. The Manager shall provide to the client proposals for suggested minor improvement works to the Assets which may enhance the Tenant / visitor experience within the Asset.
17. The Manager shall provide to the client proposals for suggested minor improvement works to the Assets which may enhance the Tenant / visitor experience within the Asset.

#### B. Tenancy Relationship Management :

18. The Manager shall negotiate and prepare Leases (including booking forms where necessary), arrange collection of relevant documentation from Tenants and negotiate the renewal of any Leases, in each case in accordance with the proposed leasing strategy approved by the client from time.
19. The Manager will liaise with Tenants to ensure the proper running of the Assets on a day-to-day basis and day to day compliance with the Owner's obligations under the Leases.
20. The Manager will offer Tenant's support and management through a dedicated 24/7 call center and will liaise with the relevant service providers / facilities management team to ensure timely resolution of Tenant complaints and concerns.



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

Property Management and Leasing.

Scope of Services inclusive of, but not limited to :

21. The Manager will represent the client in all applications from Tenants requiring consent from the client (and, if required, payment of fees), including requests for assignments, sublets or alterations.

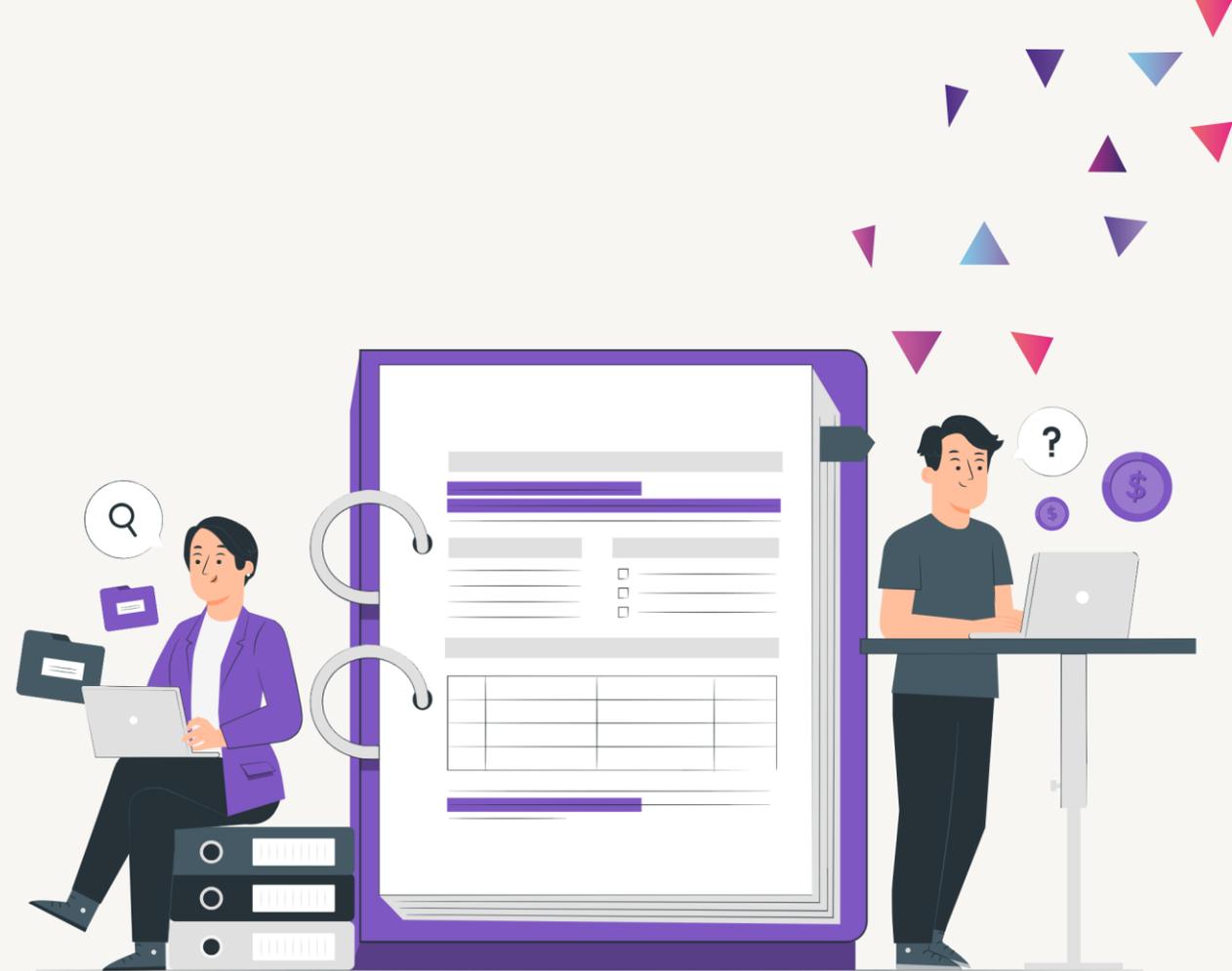
212 The Manager ensures that the car parks, service areas and refuse areas, if applicable, at the Asset are used in accordance with the terms of the Leases.

23. The Manager shall be responsible and authorized to sign and issue any notices deemed necessary for the management of the Leases.

24. The Manager will arrange for the collection of the rent by all Tenants to the client's nominated bank account.

25. The Manager shall take all reasonable steps to collect rental sums due to the client from the Tenants on the due dates.

26. The Manager shall negotiate and conduct any reviews of the rents in accordance with the client's directions and make recommendations for approval concerning the same to the client.



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

Property Management and Leasing.

Scope of Services inclusive of, but not limited to :

27. The Manager shall take steps to recover overdue sums and monitor progress towards collection and, if required, draw down the relevant rent deposit.

28. The Manager using its reasonable endeavors will pursue all rent collections that are defaulted and pursue legal recourse through the Manager's legal team, based on present practices of the Manager.

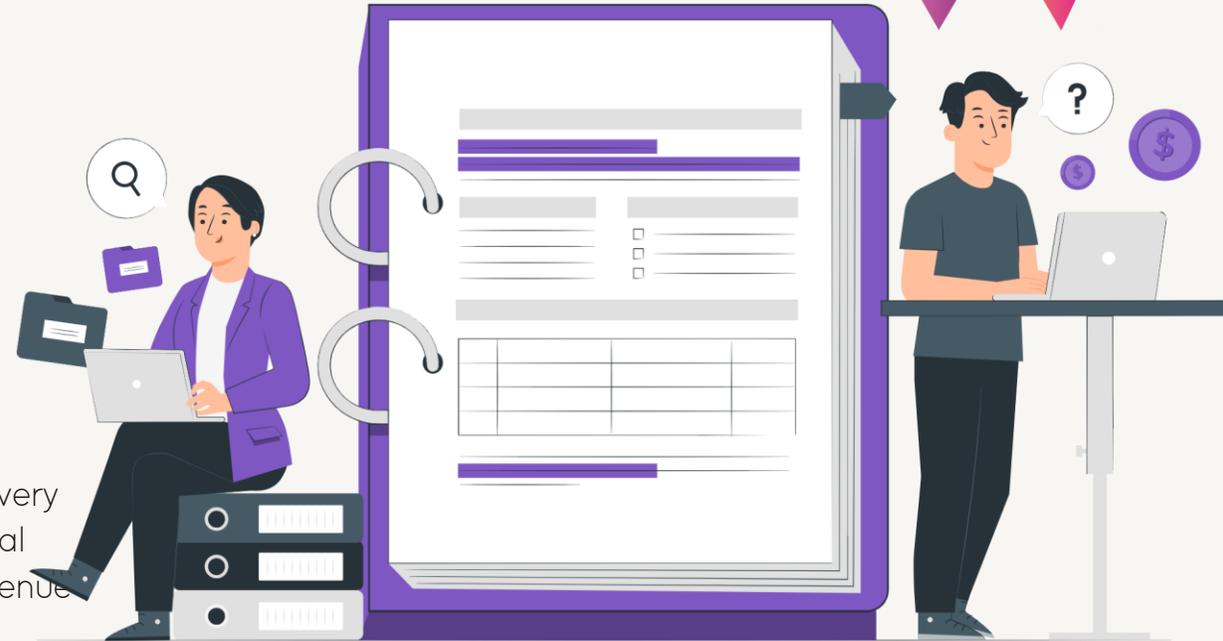
#### D. Annual Business Plan & Budget

29. Before the start of operations for any Asset and on the anniversary every year thereafter, the Manager will submit for the client's approval an annual business plan including a leasing strategy for vacant Assets (including revenue targets), a profit and loss budget, and a capital expenditure plan.

30. The Manager will maintain monthly management account and banking statements of the Asset's accounts.

#### E. Maintenance & Repairs

31. The Manager shall ensure that the client's obligations under Leases to Tenants are fulfilled, with regards to any services, maintenance and/or repairs.



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

#### Property Management and Leasing.

##### Scope of Services inclusive of, but not limited to :

32. The Manager shall assess dilapidations in accordance with the covenants contained in the Leases and negotiate settlement with the relevant Tenant.

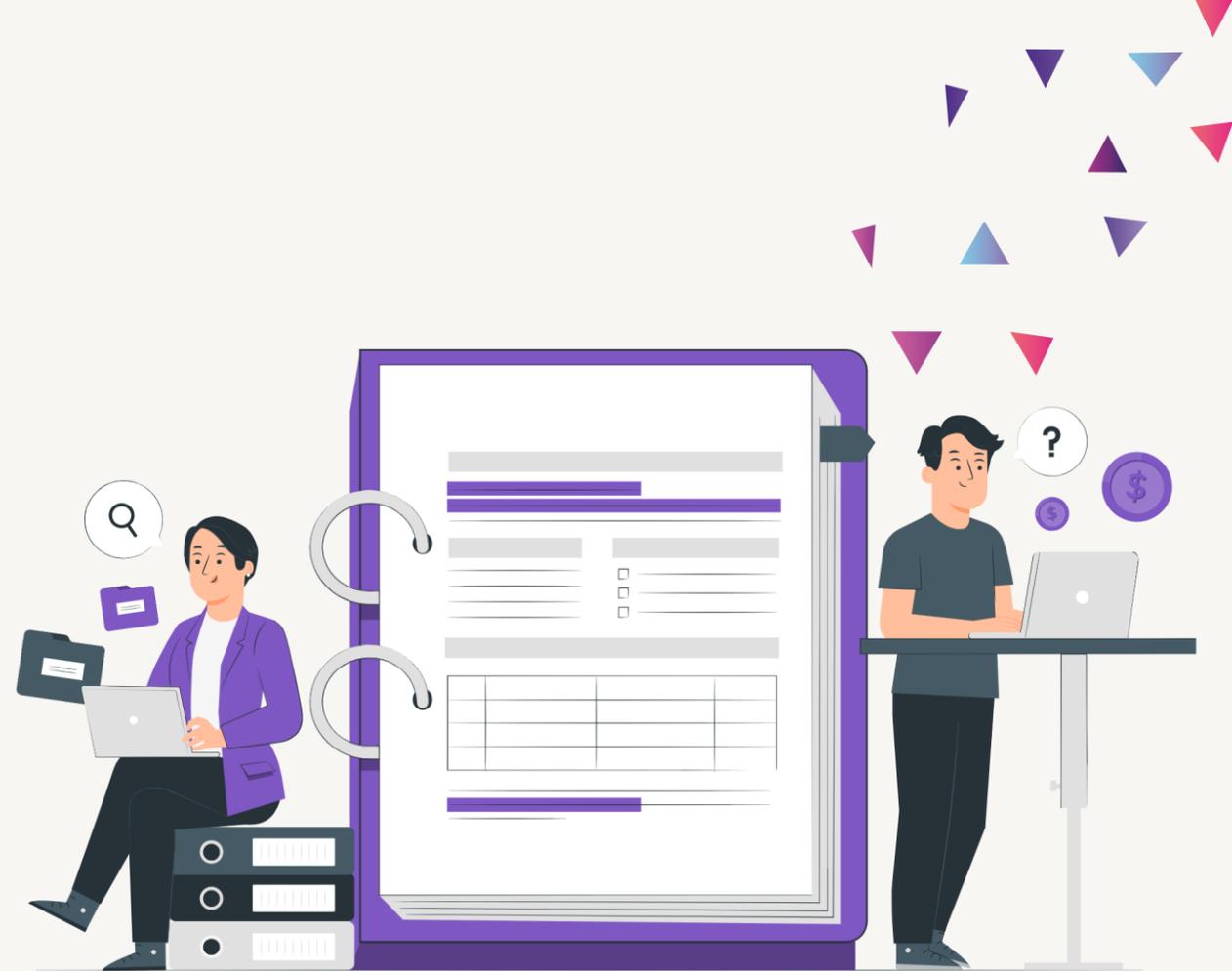
33. The Manager shall appoint the necessary party to carry out the maintenance and repairs works at cost to the client.

34. The Manager shall maintain all maintenance and repairs reports and supply such reports, upon request, of the client.

#### F. Reports to Client

The Manager will provide on a monthly basis on the last business day of each month during the term of the Agreement, the following reports and information in relation to the Assets:

- I. details of rents and any license fees received by the Manager and of all other income received or receivable in respect of the Assets including service charges and penalties;
- II. rents which are in arrears and debt recovery/performance in relation to such sums over the relevant month; any material breach of the Tenant's covenants contained in any Lease;



## PROJECT PLANNING & SCHEDULING

### REQUIRED SERVICES OFFERING BY THE (PROPERTY MANAGER)

Property Management and Leasing.

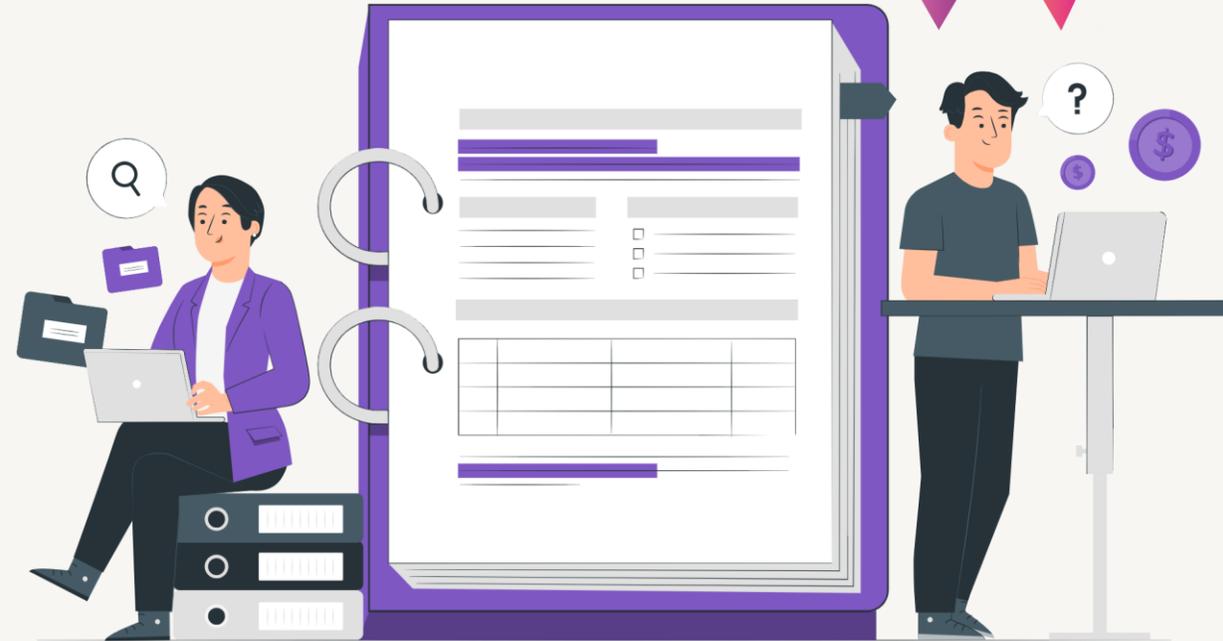
Scope of Services inclusive of, but not limited to :

IV. actual monthly details of occupancy and detailed profit and loss (MTD and YTD) with comparison to budget;

V. forecasted monthly performance over the next 12 months including upcoming rent review and rent terminations;

VI. taxation, VAT, etc.. calculation and reporting, if applicable; adequate information requested by the client from time to time, as may be required for audit and authority filing purposes

VIII. any other management information on material events, issues or information requested by the client in writing.



## PROJECT PLANNING & SCHEDULING

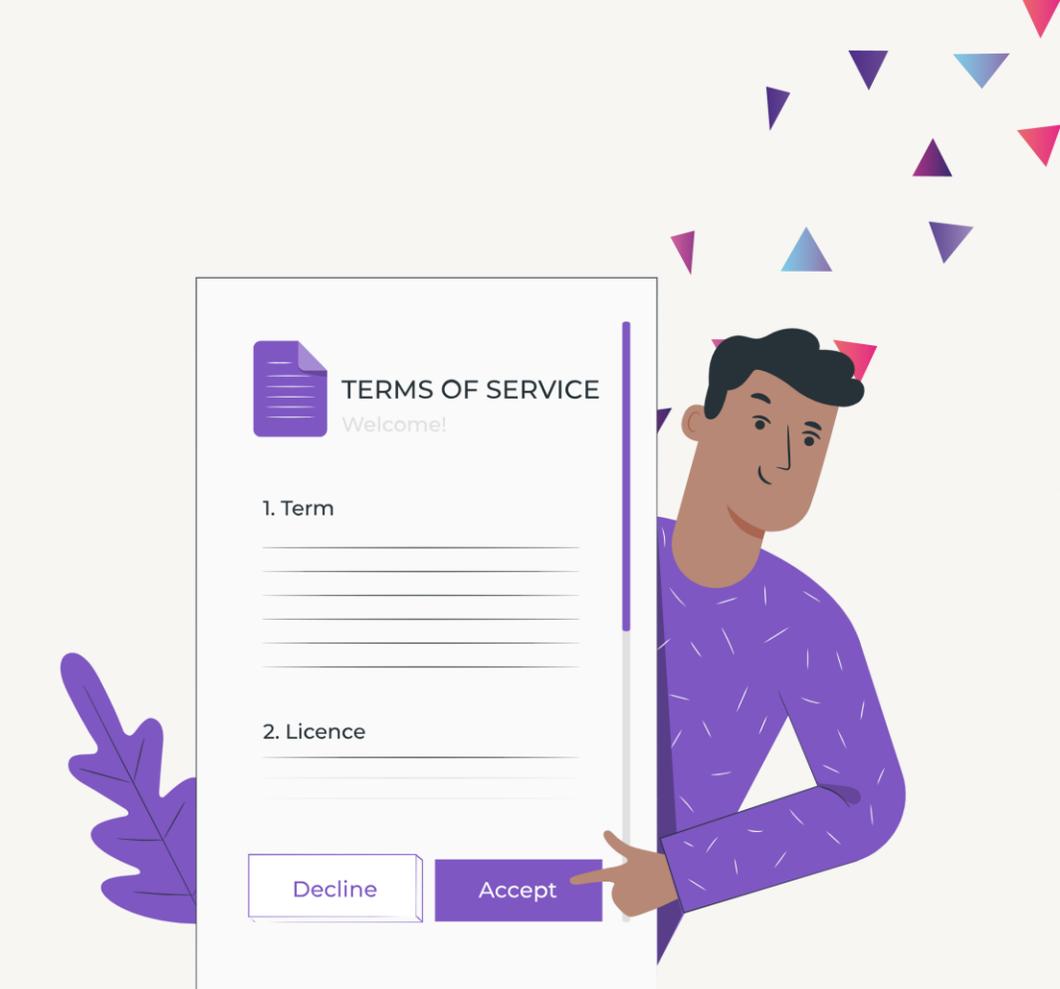
### Facilities Management :

Scope of Services inclusive of, but not limited to :

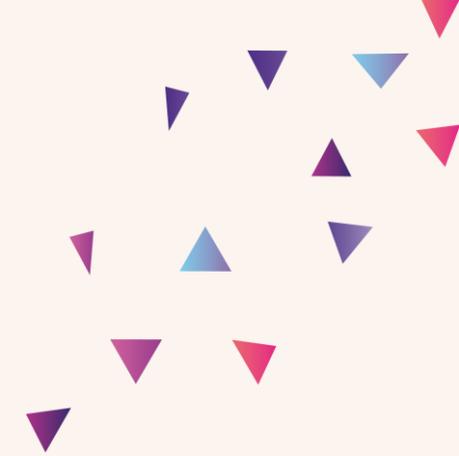
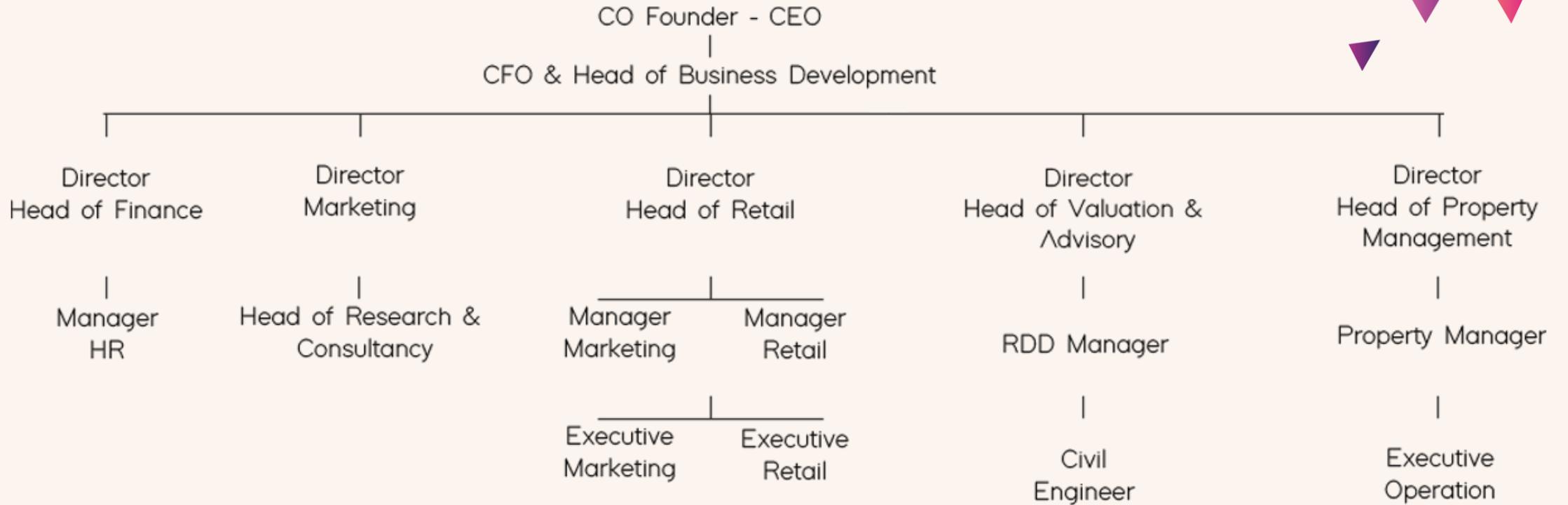
- 1) The Manager will manage the facilities management services associated with the Leases and the Assets and liaise with the community management team for any common area services on behalf of the Tenants, if applicable.
- 2) The Manager will coordinate all planned preventative maintenance, and emergency / urgent / routine reactive maintenance of the Asset facilities.

### General :

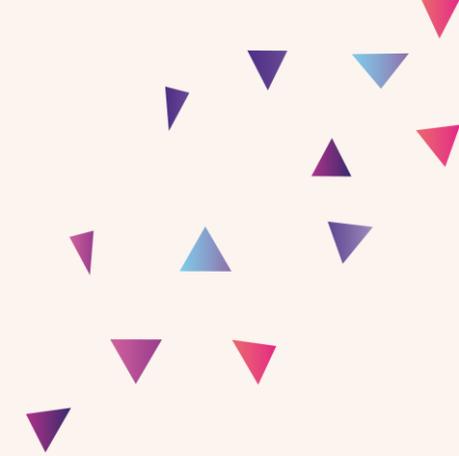
- 1) Term of Agreement: two (2) years renewable for additional year.
- 2) The Manager shall maintain and submit to the client monthly performance / KPI reports in a format to be approved by the client to ensure the Manager's compliance with its obligations under the Agreement. The client may impose penalties on the Manager for failure to achieve average monthly KPI scores.
- 3) The Manager shall provide its Services in accordance with all relevant codes, standards and recommended practices complying with authority regulations.
- 4) The client shall maintain blanket all risk policy coverage for the Assets as it deems necessary.



# ORGANIZATION STRUCTURE



KAYNOUNA



## Head Office:

Abu Dhabi  
Khalifa City, Block 12 ,Abu Dhabi, UAE

COMING SOON:

CAIRO  
DOHA

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