



PRESS RELEASE

ENNISMORE AND KASADA SIGN THE FIRST MAMA SHELTER HOTEL IN SOUTH AFRICA

Mama Shelter Cape Town marks a major milestone for Ennismore as its first hotel signing in South Africa.

Mama Shelter Cape Town will introduce a new brand concept, Mama Play.



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23rd April 2024 - **Ennismore**, the fastest-growing lifestyle and leisure hospitality company, and **Kasada**, the leading independent real estate private equity platform dedicated to the hospitality sector in Africa, are delighted to announce the signing of a hotel management contract for **Mama Shelter Cape Town**. The signing marks a major milestone for Ennismore, as its first hotel signing in South Africa.

In December 2023, Ingenuity, a prominent property and development company based in the Western Cape, and Kasada announced an agreement to jointly develop the site of the Mama Shelter Cape Town project. This new vibrant mixed-use development includes hotels, restaurants, and retail, and together with Mama Shelter, will help redefine the city's hospitality landscape with its exuberant and flamboyant personality.

Mama Shelter Cape Town will feature 127 guestrooms across three room categories and 68 branded residences, including 36 studios, 23 one-bedroom, five two-bedroom, three three-



bedroom and one four-bedroom. Housing 213m² of meeting rooms, 380m² of co-working, a gym and Mama's classic all-day dining restaurant on the rooftop, along with a pool and pool deck. From the property's rooftop, Cape Town's breathtaking landscape taking centre stage, with sweeping views across the city from Table Mountain and the Atlantic Seaboard to Foreshore and the city skyline. The hotel will also introduce a new concept for the brand, **Mama Play**, a 742 sqm of arcade space complete with bowling, karaoke, dedicated F&B and event spaces.

In addition, Ennismore will manage a separate restaurant on the ground floor on Bree Street – one of the most vibrant streets in Cape Town - under one of its signature F&B brands.

Situated at the heart of the city, Mama Shelter Cape Town will transform the iconic City Park building, once home to the Christiaan Barnard Memorial Hospital, and provide unparalleled access to the bustling city – the flower sellers of Adderley Street; the market stalls of Greenmarket Square; and cultural and heritage institutions such as District Six Museum or the Castle of Good Hope are only a short walk away. For the adventurous, scenic hikes along the Pipe Track or Lion's Head trails offer unforgettable views of the city. For those more gastronomically adventurous, long, lazy lunches and wine tastings in the Cape Winelands are also only a short drive away.

Cedric Gobilliard, Brand COO for Mama Shelter at Ennismore, said, *"We are thrilled to partner with Kasada on the signing of Mama Shelter Cape Town. More than a hotel, more than a restaurant or a bar, Mama Shelter is a place for living - a place to meet, eat, drink, sing and dream. Cape Town is a dynamic city that offers something for everyone, so it is the perfect place to introduce our new Mama Play concept. This signing marks an important milestone for Ennismore, as it is our first signing for any of our brands in South Africa, an exciting new destination for us."*

Olivier Granet and David Damiba, Managing Partners and co-CEOs of Kasada, added: *"Kasada is excited about bringing our expertise and deep hospitality re-development and investment experience to this landmark building. We are looking forward to create with Ennismore an exceptional lifestyle property for business and leisure guests and an unmissable destination for the local community that will help to further revitalise this popular part of Cape Town's CBD."*



Mama Shelter hotels have energy and vibrancy; not just aesthetic and modern, Mama Shelter is a place to live life to the full: it's affordable, irreverent, popular, sassy, and sexy. Founded by Serge and Jérémie Trigano, the first Mama Shelter opened its doors in Paris East in 2008 and has since been followed by over 15 openings in Marseille, Lyon, Bordeaux, Los Angeles, Prague, Belgrade, Toulouse, Lille, London, Paris West, Luxembourg, Rome, Lisbon, Paris La Défense, Rennes and Dijon. Mama Shelter Nice will open in June 2024, with future projects set to open in Dubai, Casablanca and Downtown LA.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three business units: lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment led by Rixos, and iconic luxury venues pioneering the art of French hospitality by Paris Society.

Ennismore has an unrivalled ecosystem of 17 brands with over 145 operating hotels and resorts*, over 100 in the pipeline, 77 iconic venues, and over 400 restaurants and nightlife destinations. Ennismore operates hotels in over 35 countries with over 30,000 team members. Ennismore has four dedicated in-house studios, including Carte Blanché, F&B concepts; AIME Studios, interior & graphic design; a Digital Product & Tech Innovation Lab; and the Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. **ennismore.com** *Figures as of the end of December 2023

ABOUT KASADA CAPITAL MANAGEMENT (“KASADA”)

Kasada Capital Management is the leading independent real estate private equity platform dedicated to the hospitality sector in Africa. Kasada was established in 2018 with the support of two anchor LPs, Qatar Investment Authority, the sovereign wealth fund of Qatar, and Accor, a global hospitality leader. We are committed to generating sustainable, positive impact in the African economies and communities we invest in, while also ensuring the delivery of attractive, risk-adjusted returns for our investors.

In April 2019, Kasada closed its first fund, Kasada Hospitality Fund L.P. (“Kasada”), with equity commitments of more than US\$ 500 million. Our strategic approach has been to create and grow a geographically diversified value-add portfolio, balanced across key attractive locations in Sub-Saharan Africa. In line with our strict investment, returns and ESG criteria, Kasada's investment strategy spans all segments, from budget to luxury, including lifestyle and leisure, and targets value-add investment opportunities and both operational and greenfield development projects.



Our portfolio has grown to 20 hotels across eight jurisdictions, each currently operated by Accor. We have become the largest and most active institutional investor in hospitality in the region and the solution provider of choice. We lead the way in delivering truly sustainable and innovative best-in-class hospitality destinations and experiences to meet the strong, resilient and fast-growing structural demand in the region that is significantly undersupplied. For more information, visit <https://www.kasada.com/> and follow us on [LinkedIn](#)

ABOUT INGENUITY PROPERTY INVESTMENTS

Ingenuity Property Investments Proprietary Limited commenced trading in October 2007 with the core strategic focus of acquiring and developing properties in the Western Cape. With a commitment to innovation and excellence, Ingenuity specialises in pioneering projects that redefine urban landscapes. Their mission is to create spaces that harmonise modern living, commercial dynamism, and sustainability.

For more visit: www.ingenuityproperty.com