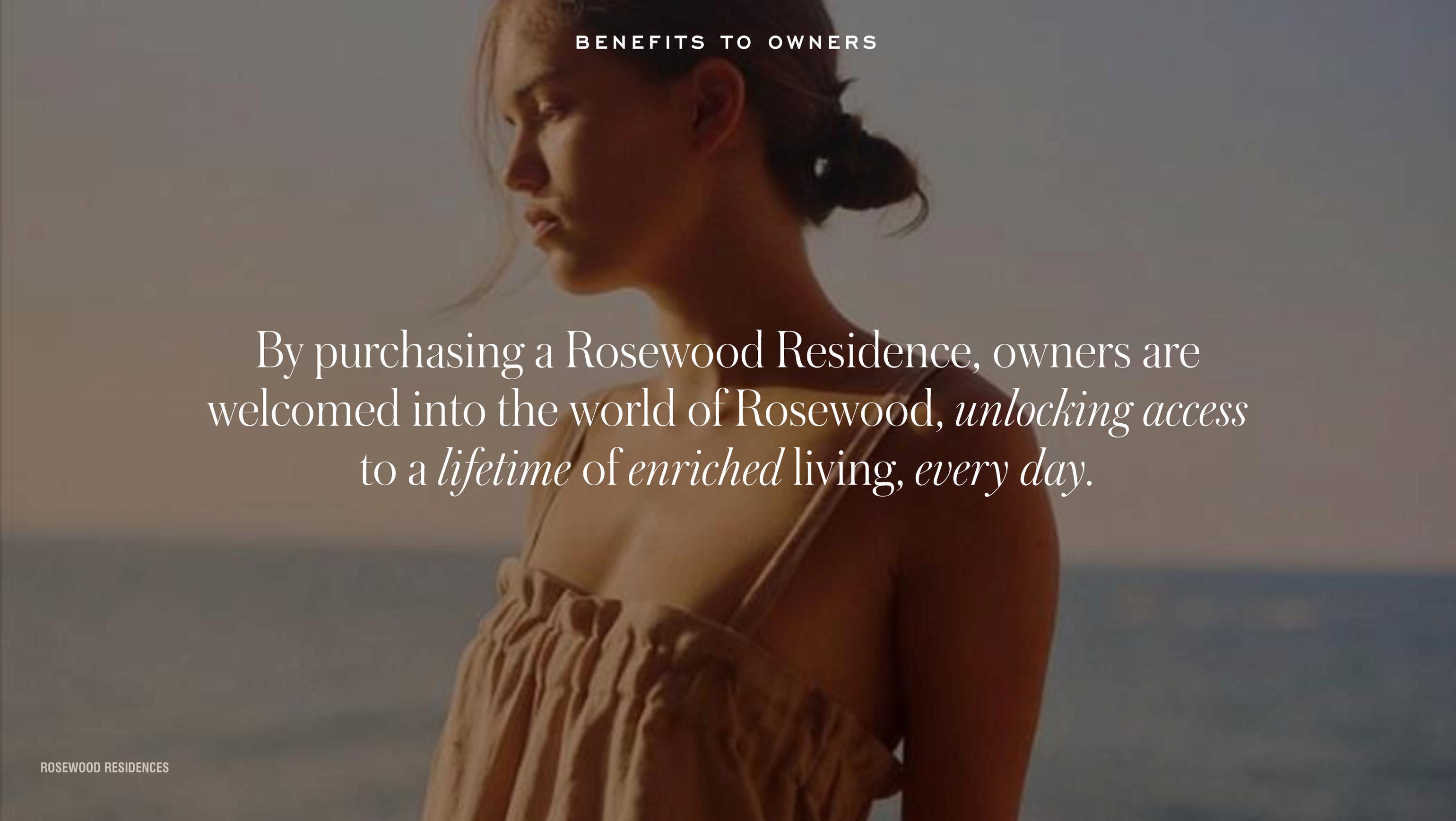


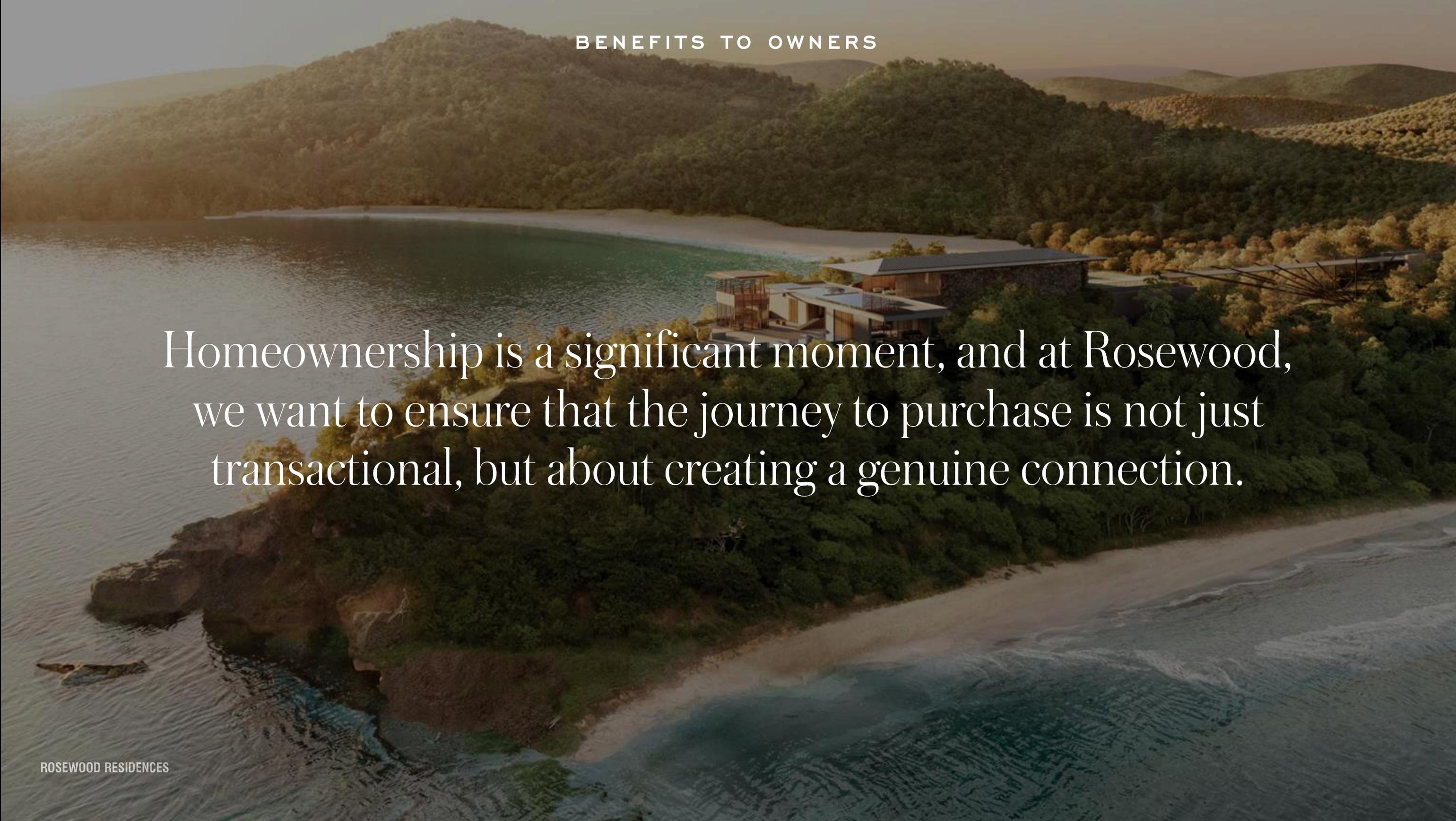
ROSEWOOD
RESIDENCES

BENEFITS TO OWNERS

A woman with her hair in a bun, wearing a light-colored, draped top, is shown in profile from the chest up. She is looking out over a vast ocean under a soft, hazy sky, suggesting a sunset or sunrise. The overall mood is serene and contemplative.

BENEFITS TO OWNERS

By purchasing a Rosewood Residence, owners are welcomed into the world of Rosewood, *unlocking access to a lifetime of enriched living, every day.*

An aerial photograph of a modern, multi-level house built on a cliffside. The house features large glass windows and a flat roof. Below the house is a sandy beach and a calm body of water. In the background, there are rolling hills covered in dense green forest. The lighting is soft, suggesting late afternoon or early morning.

BENEFITS TO OWNERS

Homeownership is a significant moment, and at Rosewood, we want to ensure that the journey to purchase is not just transactional, but about creating a genuine connection.

**AWARENESS TO ENGAGEMENT
KEY OPPORTUNITIES**

AWARENESS	INTEREST	CONSIDERATION	PURCHASE	ADOVACY	ENGAGEMENT
Build awareness around Rosewood Residences, sparking <i>intrigue</i> and desire to <i>learn more</i>	<i>Learning</i> about Rosewood Residences and their locations	<i>Accessing enough information</i> to make a purchase decision	Making a <i>purchase</i>	<i>Spreading the word</i> about Rosewood Residences	<i>Staying informed</i> and <i>engaged</i> until delivery of residence
<ul style="list-style-type: none"> – Multi-layered approach – Elevated editorial content – Immersive experiences 	<ul style="list-style-type: none"> – Culturally aligned brand partnerships – Compelling and easy to navigate website – Easy to book sales appointment 	<ul style="list-style-type: none"> – Responsive and accommodating sales team / concierge – Compelling and informative collateral – Innovative, immersive marketing suite 	<ul style="list-style-type: none"> – Digitised and centralised purchase process – Direct communication with the Clientelling Director – Tailored luxury gift 	<ul style="list-style-type: none"> – Series of storytelling videos on brand, process, materiality, location etc. – Continued access to dedicated sales team member or Director of Residences – Planned event programme including key milestones 	<ul style="list-style-type: none"> – Digestible frequent updates and construction progress content – On-site personalised visits aligned to owner’s schedule – Access to art advisor / art buyer to discuss and purchase the right collection

Welcoming our newest homeowners is a personalized journey that begins well before they set foot in their new residence and evolves throughout the ownership life cycle.

**ENGAGEMENT TO HOME FULFILMENT
KEY OPPORTUNITIES**

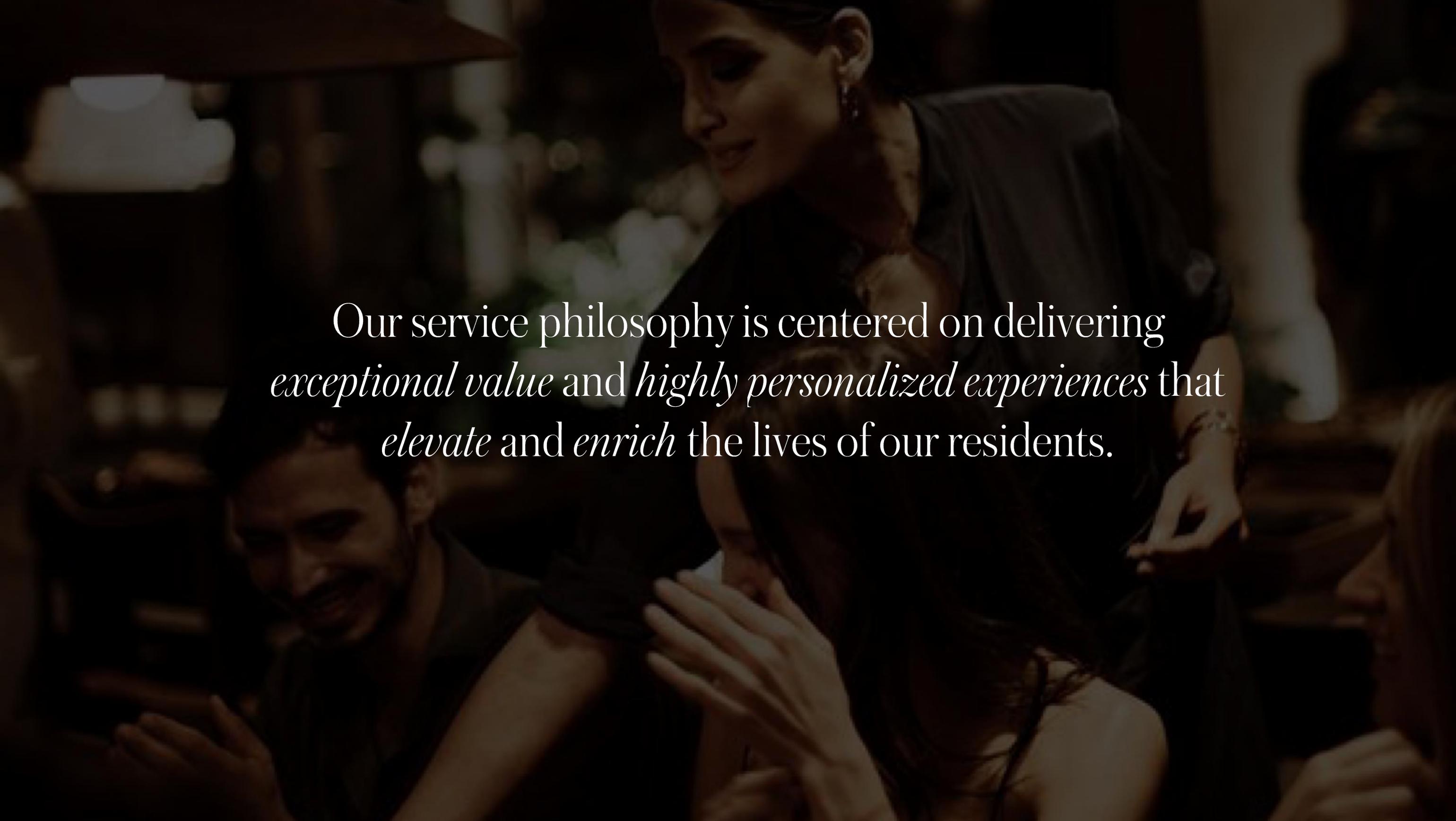
THE WELCOME	ROSEWOOD RESERVE	HOME ORIENTATION	LIFESTYLE SUPPORT	PROGRAMMING	HOMEOWNERS' ASSOCIATION
<i>An exceptional experience of fulfilment` and arrival</i>	Direct benefits of <i>lifetime membership</i> to Rosewood Reserve	<i>A seamless and personal</i> moving-in experience	Daily services and small touches to <i>support and enhance</i> the homeowners' lifestyle	Events and programming for a <i>dynamic residential community</i>	<i>Ongoing management</i> of the residential community
<ul style="list-style-type: none"> – Pre-move consultation with Director of Residences – Move-in coordination, snag inspection and follow-up – Personalised welcome gift and Pantry necessities for 1st night 	<ul style="list-style-type: none"> – Day One membership welcome and benefits (email) – Personalised welcome (digital card and app) – Travel concierge access 	<ul style="list-style-type: none"> – 1 on 1 orientation session with Director of Residences – Residence Butler introduction and overview of daily services (standard vs à la carte) – HOA introduction, review inclusions & bylaws 	<ul style="list-style-type: none"> – Coordination of provisions, guest requests, dry cleaning, pet care etc – Residence Butler Services for travel, itinerary planning and coordination – Welcome back services and preparations 	<ul style="list-style-type: none"> – Daily AM and PM offering in owners' lounge – Neighbourhood events and experiences – 'Taste of another place' events with visiting chefs from other Rosewood properties 	<ul style="list-style-type: none"> – HOA meeting coordination and hosting, incl. annual AGM – Monthly and annual budget review – Special projects assessment and management



BENEFITS TO OWNERS

Our engagement isn't a one-time gesture; it's an ongoing commitment to creating a lasting connection, ensuring every homeowner feels the warmth and support of the Rosewood community at home and beyond.

SERVICE APPROACH



Our service philosophy is centered on delivering *exceptional value* and *highly personalized experiences* that *elevate* and *enrich* the lives of our residents.

SERVICE APPROACH

Each residence is managed by a dedicated
Rosewood Residences Team

Each residence is managed by a dedicated Rosewood Residences Team, led by a dedicated House Manager, who call upon their discerning taste and remarkable vision to enhance our residents' lives. The Residences Team suggests and curates experiences for owners that are distinctive, sophisticated, cultured, and timeless.



House Manager

- Main point of contact
- Overseeing's hiring, training
- Manages HOA / budget
- Hosts onsite experiences



Residence Manager

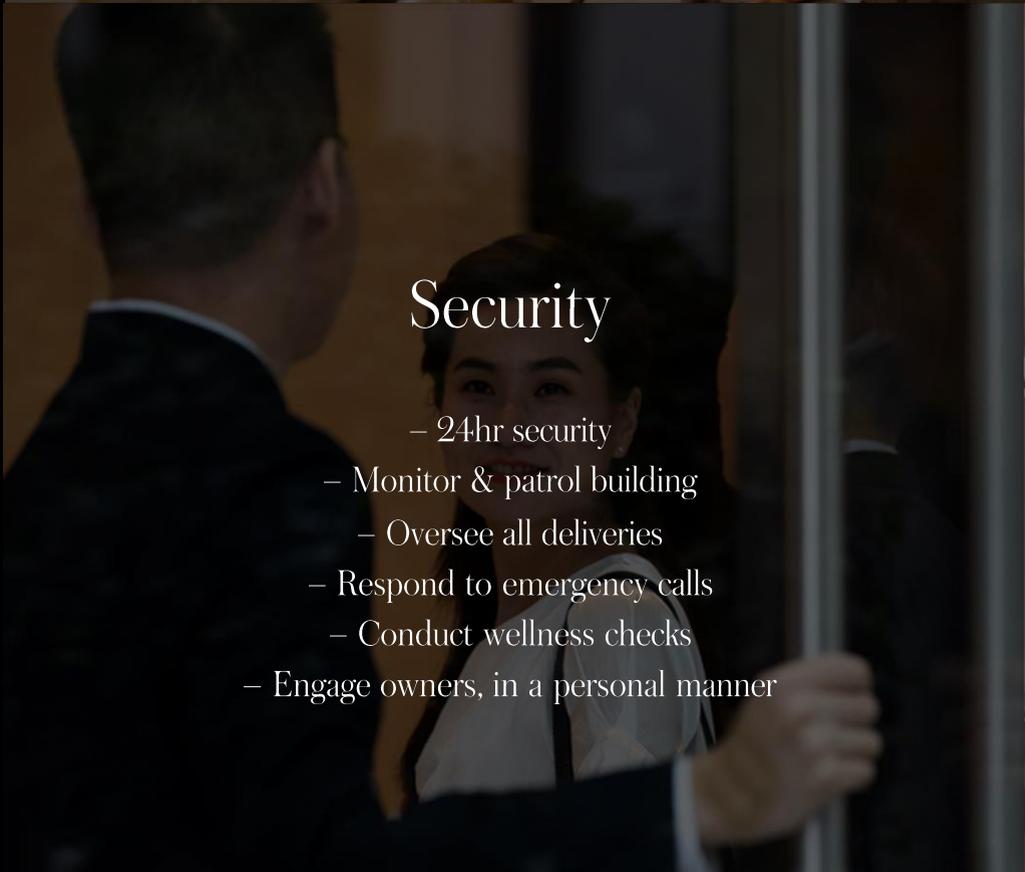
- Assistant to House Manager.
- For projects, that are over 50 units+
- Supports House Manager and overseas operations



Residence Butler

- Available 24/7
- Services orientated
- Strong network abilities
- Oversees all requests
- Never say no

THE TEAM



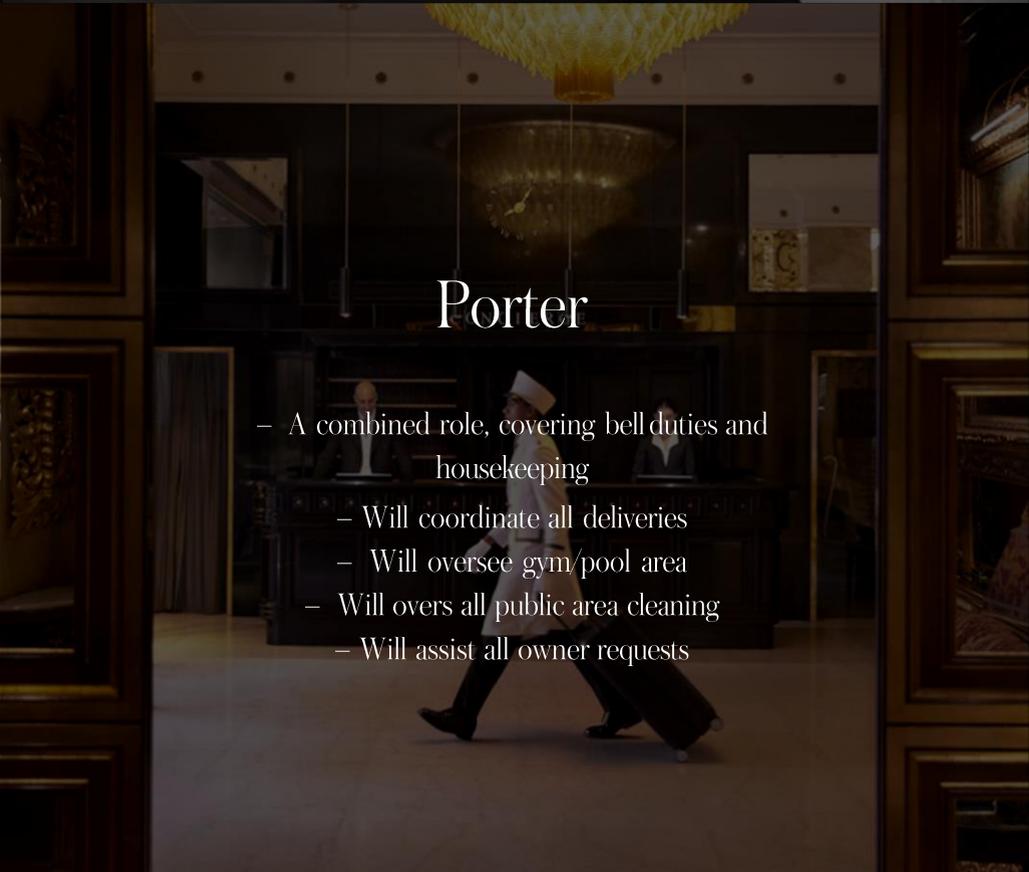
Security

- 24hr security
- Monitor & patrol building
- Oversee all deliveries
- Respond to emergency calls
- Conduct wellness checks
- Engage owners, in a personal manner



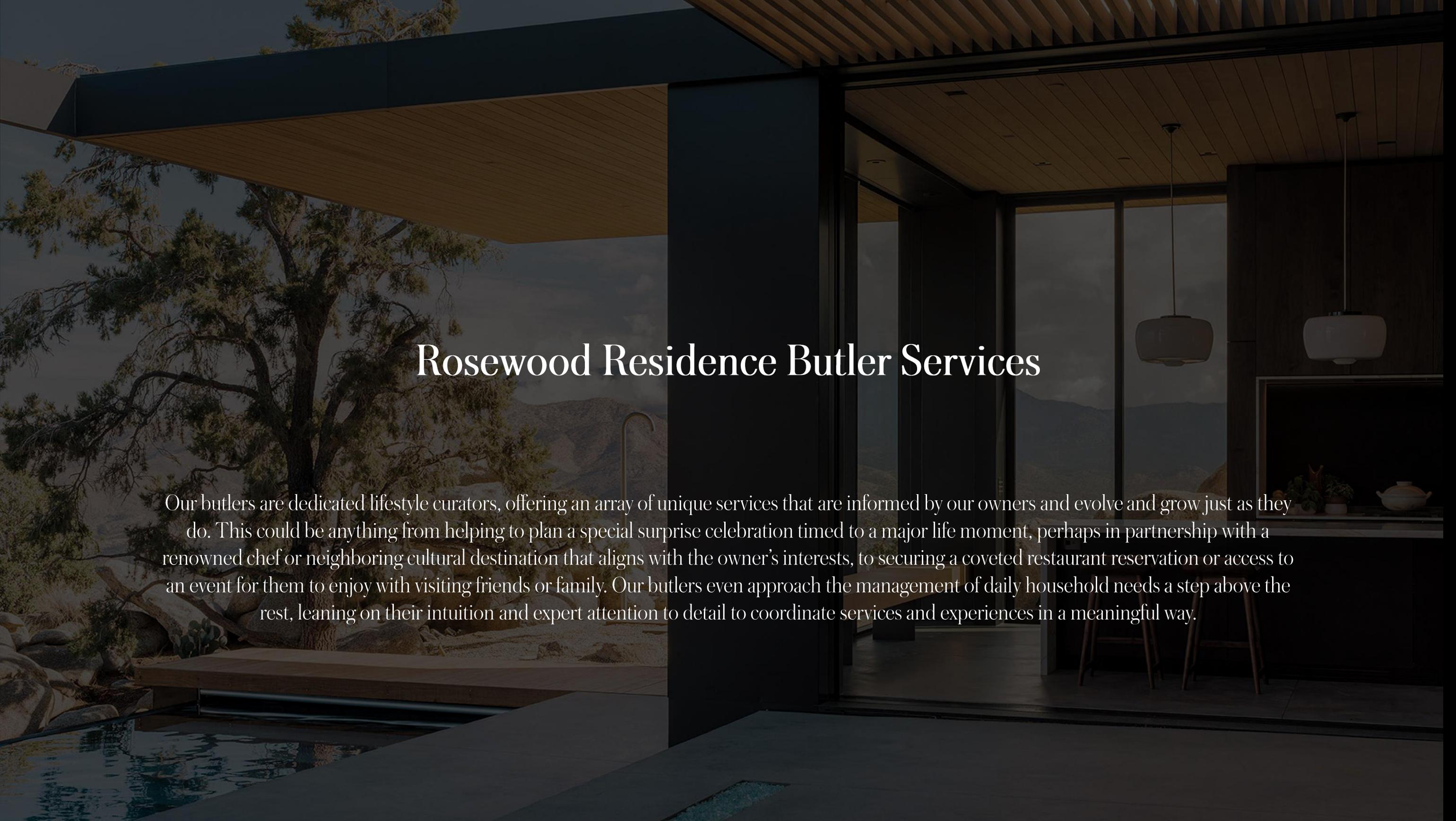
Valet

- Operated by 3rd party
- Will operate two shifts AM/PM
- Manage the drive
- Assist with packaged / luggage
- Will assist all owner requests



Porter

- A combined role, covering bell duties and housekeeping
- Will coordinate all deliveries
- Will oversee gym/pool area
- Will overs all public area cleaning
- Will assist all owner requests

The background image shows a modern, minimalist residence with large glass windows and a swimming pool. The interior is visible through the glass, showing a dining area with a table and chairs, and a kitchen area with a counter and a white pot. The exterior features a large overhang and a swimming pool. The scene is set against a backdrop of trees and mountains.

Rosewood Residence Butler Services

Our butlers are dedicated lifestyle curators, offering an array of unique services that are informed by our owners and evolve and grow just as they do. This could be anything from helping to plan a special surprise celebration timed to a major life moment, perhaps in partnership with a renowned chef or neighboring cultural destination that aligns with the owner's interests, to securing a coveted restaurant reservation or access to an event for them to enjoy with visiting friends or family. Our butlers even approach the management of daily household needs a step above the rest, leaning on their intuition and expert attention to detail to coordinate services and experiences in a meaningful way.

Base Services

(included in HOA)

- Valet
- 24hr Security
- 24hr Residential Butler Services
- Gym / pool / Housekeeping attendant
- Welcome back services (lights, welcome note etc.)
- Package / mail / delivery management
- Dry cleaning delivery - placing in home/closet.
- Flower delivery and placement in residence
- Guest Request
- Rosewood Reserve Benefits / member management

Elevated Services

(inspired by Rosewood Hotel Services)

- Provisions - pantry items /bar/fridge etc.
- Housekeeping / In Suite services:
 - Cleaning / Turndown
 - Bed / Linen / Terry care
 - Packing unpacking / Luggage management
 - Shoeshine / pressing
- Staff recruitment and training
- Household staff coordination (our team /their team)
- Personal shopper / designer / styling
- Onsite tailor and barber, hair stylist, makeup artist etc. (full services in home beauty treatments)
- Pet care – vet, sitting services, grooming, emergency services.

These services could be offered on or off site and may require our Rosewood Residence team to work with our Rosewood network of Concierge and Guest Services managers.

Bespoke Services

- Lifestyle services:
 - Restaurant, theater and nightlife recommendations /reservations
 - Relocation
 - New city / destination recommendations
 - Transportaion - car, private jet, helicopter etc.
 - Gifting
 - Private events / event planning
 - Bespoke experiences (art, wine, hobbies, collections)
 - Delivery and fetch services (errands)
 - License, passport & car registration support / renewals
- Household Staff Coordination
 - Household staffing / training
 - Home care – maintenance or services
 - Floral
 - Intimately work with household staff and
 - Coordinate between homes, including arrival and departure needs
 - Determine preferences

These services could be offered on or off site and may require our Rosewood Residence team to work with our Rosewood network of Concierge and Guest Services managers.

COMMON SERVICES IN UPSCALE LUXURY
CONDOMINIUM

COMMON SERVICES IN UPSCALE BRANDED LUXURY
CONDOMINIUM

ROSEWOOD RESIDENCE
DIFFERENTIATOR

ROSEWOOD RESERVE

From day one, we establish a *personal connection* with residents, recognising them as the most significant individuals within the global Rosewood community.

We do this by giving owners *privileged access* to the best of Rosewood worldwide; from our *global network* of properties, to personal *lifestyle* curation and *travel* concierge, an exclusive calendar of special *events* and one-off *collaborations*, and the inner-circle of *inspiring individuals* and *cultural-tastemakers* that surround them.

Rosewood Reserve brings our residents closer to the places, people and experiences that *empower* and *enrich*.

Enabling a lifetime of *discovery, tailored* to you, *wherever* you are.



WHAT ARE THE PILLARS OF ROSEWOOD RESERVE?

<p>PILLAR 1</p> <p>PRIVILEGED ACCESS</p> <p>Unlock the world of Rosewood and a lifetime of discovery, from day one.</p>	<p>PILLAR 2</p> <p>DEEP RECOGNITION</p> <p>A truly personalized relationship that travels with you, wherever you are.</p>	<p>PILLAR 3</p> <p>LIFESTYLE CURATION</p> <p>Live a life enriched by design, curated for you, by Rosewood.</p>	<p>PILLAR 4</p> <p>ENDURING CONNECTIONS</p> <p>Become part of an empowered community of like-minded individuals.</p>
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COMMUNICATING THE VALUE OF RW RESERVE

PRIVILEGED ACCESS

KEY MESSAGE

Unlock the world of
Rosewood and a lifetime of
discovery, from day one.

PROOF POINTS

- Privileged access to Global Rosewood properties and reciprocal partnerships
- Unlimited access to Global Rosewood private lounges, amenities and wellness programs
- Preferential rates on rooms, suites and spa **
- Priority reservations and room upgrades
- No check-in or check-out time
- First to book for new property and F&B openings
- Priority booking during festive periods / high season
- First-to-know / early access to Global Rosewood inner circle events
- Access to brand partnerships (cars, airlines, watches, wellness)

** 15% discount, only to be verbally communicated

DEEP RECOGNITION

KEY MESSAGE

A truly personalized relationship that travels with you, wherever you are.

PROOF POINTS

- Move-in gift or experience
- Dedicated Relationship Manager
- Immediate recognition and VIP welcome at any Global Rosewood property
- Concierge travel support and planning
- Key milestone celebrations and gifting

LIFESTYLE CURATION

KEY MESSAGE

Live a life enriched by design,
curated for you, by Rosewood.

PROOF POINTS

- Home orientation
- Customizable living arrangements to suit personal preferences
- Local brand partnerships and exclusive art exhibitions
- Art installations within properties

ENDURING CONNECTIONS

KEY MESSAGE

Become part of an empowered community of like-minded individuals.

PROOF POINTS

- Owners only events and networking
- Rosewood on the road e.g. host special dinners at mixed-use properties and invite owners
- One-off-experiences e.g. host one off destination event for owners only

BENEFITS TO OWNERS

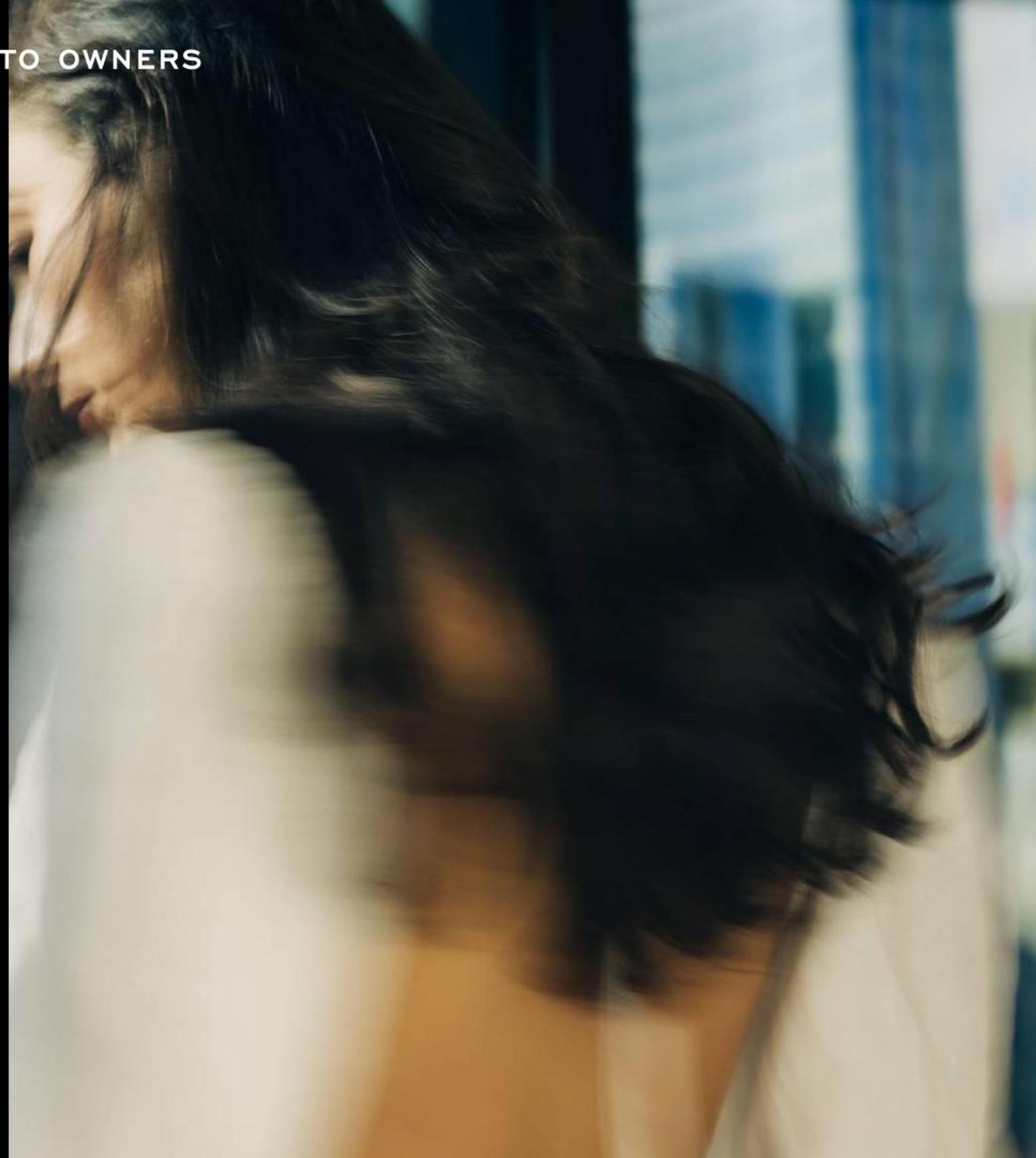
PREFERENTIAL RATES:

- 15% off the best available published rates
- 15% off food and beverage* when dining on property
- 15% off spa treatments*

RESIDENCE OWNER BENEFITS:

- Preferred Room Rates as outlined above (up to two rooms per stay)
- A complimentary upgrade to the next room category at time of booking, if available
- No Check-in or Check-out time
- VIP Courtesies while on property
- Greeted by Managing Director upon arrival
- Personalized welcome amenity and note from Managing Director
- First-to-know/be invited to special events and hotel openings

*Room booking not required to benefit from food and beverage or spa services.



**ENRICHING THE
HOMEOWNER EXPERIENCE**

THE RESIDENTIAL OWNER JOURNEY

The residential omnichannel experience covers every stage—from the initial Rosewood Welcome to pre-move preparations, throughout move-in, and into off-boarding and legacy ownership. We are committed to creating unique and memorable moments at each step, ensuring that every aspect of the owner's journey is enriched and enduring, leaving lasting elevated experiences.

RESIDENTIAL OWNER

THE ROSEWOOD WELCOME	PRE-MOVE-IN ENGAGEMENT	MOVE-IN INITIAL EXPERIENCE	LONG-TERM ENGAGEMENT	OFF-BOARDING	LEGACY OWNERSHIP
<p>New homeowner onboarding— A bespoke introduction to the Rosewood lifestyle, designed to immerse new owners into the enriched living lifestyle from the start, ensuring a seamless transition into luxury living.</p>	<p>Team introduction— Residents receive personalized communication from the dedicated team, addressing their specific needs and preferences, and ensuring they feel valued, nurtured, and informed prior to move-in from the point of deposit.</p>	<p>Welcome experience A smooth and welcoming move-in experience, with attention to detail to ensure owners feel at home from day one.</p>	<p>Ongoing engagement— Continuous personalized service and curated lifestyle offerings, ensuring an unparalleled residential experience.</p>	<p>Transition out— A smooth, respectful transition, ensuring owners feel valued and continue their loyalty to the brand through future stays at Rosewood hotels.</p>	<p>Continued legacy— Sustaining engagement with legacy owners through tailored services, family-centered experiences, and preserving a comprehensive family profile to future-proof the relationship.</p>

New for 2025:
Enriched Owner Experience

CUSTOMER STORIES

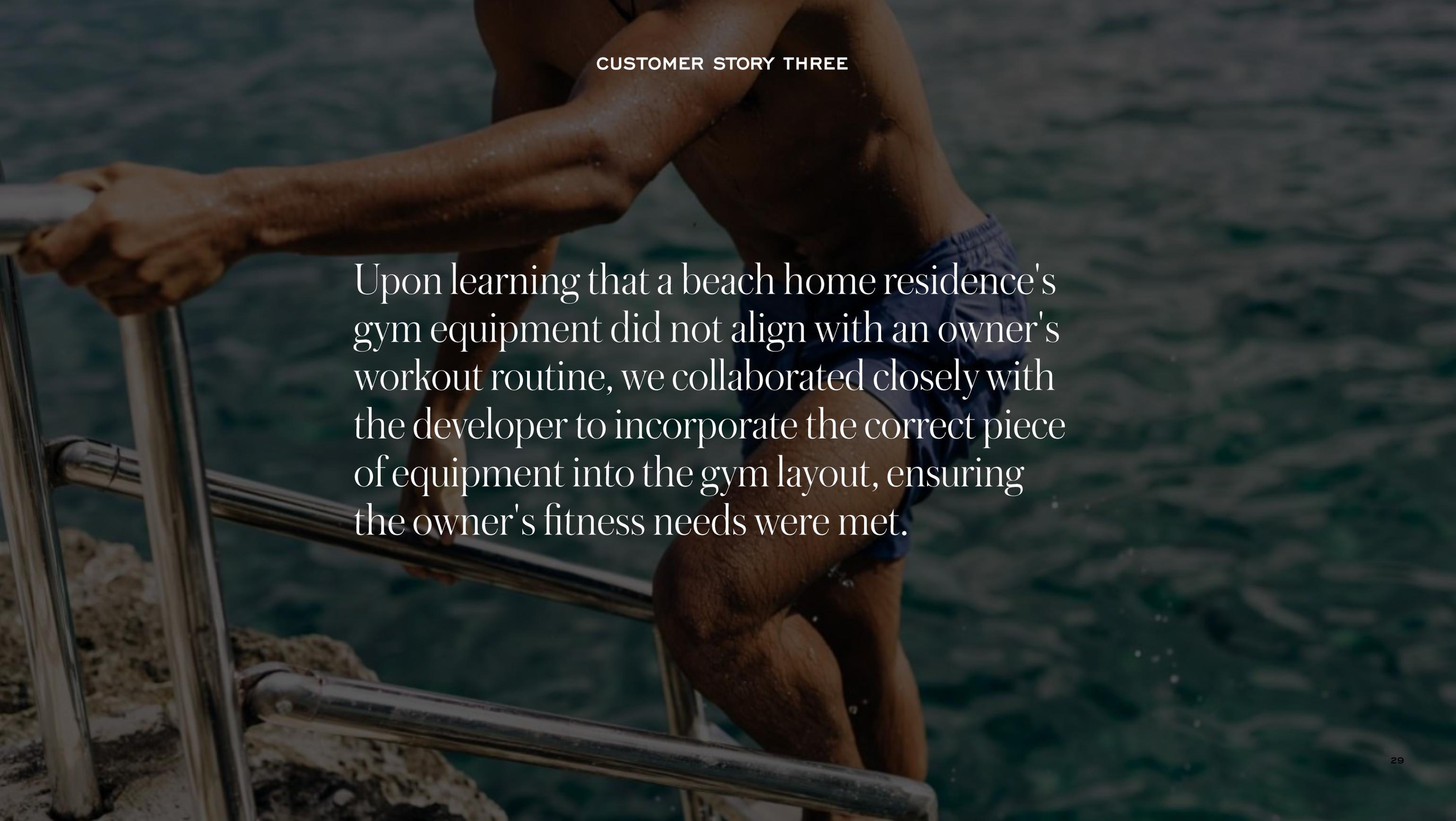
CUSTOMER STORY ONE

Upon sending our personalized welcome email, a curious owner reached out to inquire about Vienna as a potential travel destination. Drawing from my personal support during the opening and my knowledge of the city, I reassured the owner that Vienna was an excellent choice, leveraging the hotel's assistance to aid in the decision-making process. Ensuring a seamless experience, the hotel actively engaged with the owner, meticulously planning every detail of their stay. The result was a flawless visit, with

the owner expressing a newfound appreciation for Rosewood, the city and the hotel's design. Recognizing his affinity, we facilitated a connection with the designer, leading to an introduction and inspiring the owner to style his Rosewood Residence similarly. Impressed by the attention to detail, he booked a company retreat at one of our west coast hotels, where our team flagged the booking, with the Managing Director personally overseeing every aspect of their group event.

CUSTOMER STORY TWO

A thoughtful owner, whose daughter was staying at one of our hotels with another family, desired to express gratitude. Our guest services team effortlessly arranged a gracious dinner, fully covered by the residence owners, showcasing our commitment to seamless coordination and service excellence.

A person is shown from the waist down, sitting on a rowing machine. They are wearing blue athletic shorts and are in the middle of a rowing stroke, with their hands on the handle and legs extended. The background is a body of water with a dark, moody color palette. The text is overlaid on the right side of the image.

CUSTOMER STORY THREE

Upon learning that a beach home residence's gym equipment did not align with an owner's workout routine, we collaborated closely with the developer to incorporate the correct piece of equipment into the gym layout, ensuring the owner's fitness needs were met.

MEMBERSHIP ACTIVATION

1. The developer to share contracted buyers' details with Rosewood (once out of the rescission period). At a minimum details must include; name, email, and country of residence.
2. Rosewood Residential Operations team will send a personalized welcome email to the new owner, along with a consent form offering them the opportunity to enroll in Rosewood Reserve.
3. Rosewood Residential Operations team will build an owner profile, enroll owners, and assign a Rosewood Reserve ID.
4. Rosewood will send a branded welcome email with Rosewood Reserve ID and introduce their Rosewood Reserve benefits.

THANK YOU

ROSEWOODHOTELS.COM/RESIDENCES

ROSEWOOD
RESIDENCES