

THE JULY

THE JULY ACQUIRES LANDMARK HOTEL IN AMSTERDAM SOUTH TO SUSTAINABLY REVIVE INTO A VIBRANT APARTMENT-HOTEL

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Amsterdam, April 10, 2024 - The July - formerly known as City ID - continues its expansion with the acquisition of the former Holiday Inn Amsterdam South. The transformation, over time, of the existing building into a full-service apartment hotel is set to become The July's seventh location as part of an international roll out supported by shareholders APG on behalf of (its pension fund client embark on an ambitious and sustainable renovation before re-opening to service locals, professionals and travelers alike.

"We are thrilled with this new milestone, our fourth property in Amsterdam adding to our locations in London, Dublin and Lisbon" Says Alexander Goad, CEO. "This acquisition and renovation aligns perfectly with our commitment to serve the neighborhoods that we operate in, alongside modern travelers and relocating professionals who seek flexible stays. The July will honor the legacy of the building's sixties architecture, whilst developing our signature concept including spaces for the local community to chill out - or work. As our largest brown-to-green regeneration of an existing building, we're thrilled to be able to breathe new life into this historic landmark and call another Amsterdam neighborhood home."

The area is a natural fit for The July. The building is located at De Boelelaan 2, the intersection of Amsterdam's business district and much-loved neighborhoods. The property sits close to De Pijp and Amsterdam South, two locales fond amongst residents for their charming architecture, boutiques, restaurants and cafes. In addition, the luscious greenery at Amstelpark plus the spectacularly scenic tour along the Amstel to Oudekerk both lie within arm's reach. The tram and metro station, RAI convention center and many international HQs are within walking distance. Plans to grow Amsterdam South's train station to include a new Eurostar terminal are also underway.

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Designed by celebrated Dutch architects A.Bodon and J.H. Ploeger in the late 1960's, the July's vision for the property is to celebrate and restore the asset's modernist design. The design approach will seamlessly fuse mid-century modernist principles with contemporary details. The aim is to preserve the charm & integrity of the once-celebrated property, with the transformation of hotel rooms into spacious apartments, co-working spaces, wellness areas and much more. As part of The July's ongoing dedication to reducing travel footprint, the building will be BREEAM certified with a strong aim to run carbon neutral operations.

Advisors

The July has been advised by Lexence and EY, Taylor Wessing and CBRE represented the vendor Invesco. The acquisition and development is financed by ABN AMRO with a view to be part of their Green Loan arrangement after practical completion..

About The July

The July is a growing, award-winning apartment hotel group whose mission is to combine the most valued aspects of apartment living with thoughtful hotel service. Together with shareholders APG (one of the largest pension providers in the Netherlands) and Aware Super (one of Australia's largest pension funds), it shares the long-term vision to create apartment hotels with a personalized and modern hospitality mindset.

The apartment hotel group offers fully equipped, authentic design apartments with amenities such as beautifully designed gyms & wellness areas plus in-room service. A key focus for all locations is the incorporation of innovative sustainability solutions at every guest touchpoint with a sincere mission to create future-proof, energy efficient buildings.

The apartment hotels are suited for business and leisure travelers, neighbors and residents. All groups are brought together under an innovative long and short stay model. The group currently has 3 open properties in Amsterdam (The July Boat &

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Co, The July Twenty Eight & ID Aparthotel) with 4 more in development - London, Dublin, Lisbon & Amsterdam South Axis.

The July is a fully integrated owner-operator and can acquire development sites and turnkey deliveries. Target developments include new builds, (office) conversions, mixed-use schemes and existing hotel conversions of 4.000 to 20.000 square meters in prime European capital city locations.

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The July rebranded from City ID in November 2023.

About APG

As the largest pension provider in the Netherlands APG looks after the pensions of 4.8 million participants. APG provides executive consultancy, asset management, pension administration, pension communication and employer services. APG work for pension funds and employers in the sectors of education, government, construction, cleaning, housing associations, sheltered employment organizations, medical specialists, and architects. APG manages approximately € 569 billion (Dec 2023) in pension assets. There are approximately 3,000 employees working from Heerlen, Amsterdam, Brussels, New York, Hong Kong, Shanghai and Beijing.

About Aware Super

Aware Super is one of Australia's largest superannuation funds, managing more than \$150b on behalf of 1.1 million members. Our members work in roles that breathe life into their communities and they expect us to do the same. So, we invest in assets that we believe will make a positive difference today – improving our communities, building a more sustainable economy and supporting employment both locally and globally at the same time as providing strong long-term returns.

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The July Amsterdam South Axis

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The July Amsterdam Boat & Co



The July Amsterdam Twenty Eight



ID Aparthotel Amsterdam

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The July London Victoria



The July Lisbon Baronesa



The July Dublin Capel Street