

MP Modular. Building for the future.



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1. Background

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- 1.2 Sector Growth
- 1.3 About Us
- 1.4 Capabilities
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“Affordable, efficient, sustainable, proven. Modular technology is changing the very foundations of the construction industry. MP Modular is uniquely positioned at the forefront of this high-growth sector.”

Mark Peters, Founder — MP Modular

1.1 Foreword

MP Modular is a disruptive modular player that was borne out of 15 years of experience and innovation in larger scale procurement for the Australian building sector from China.

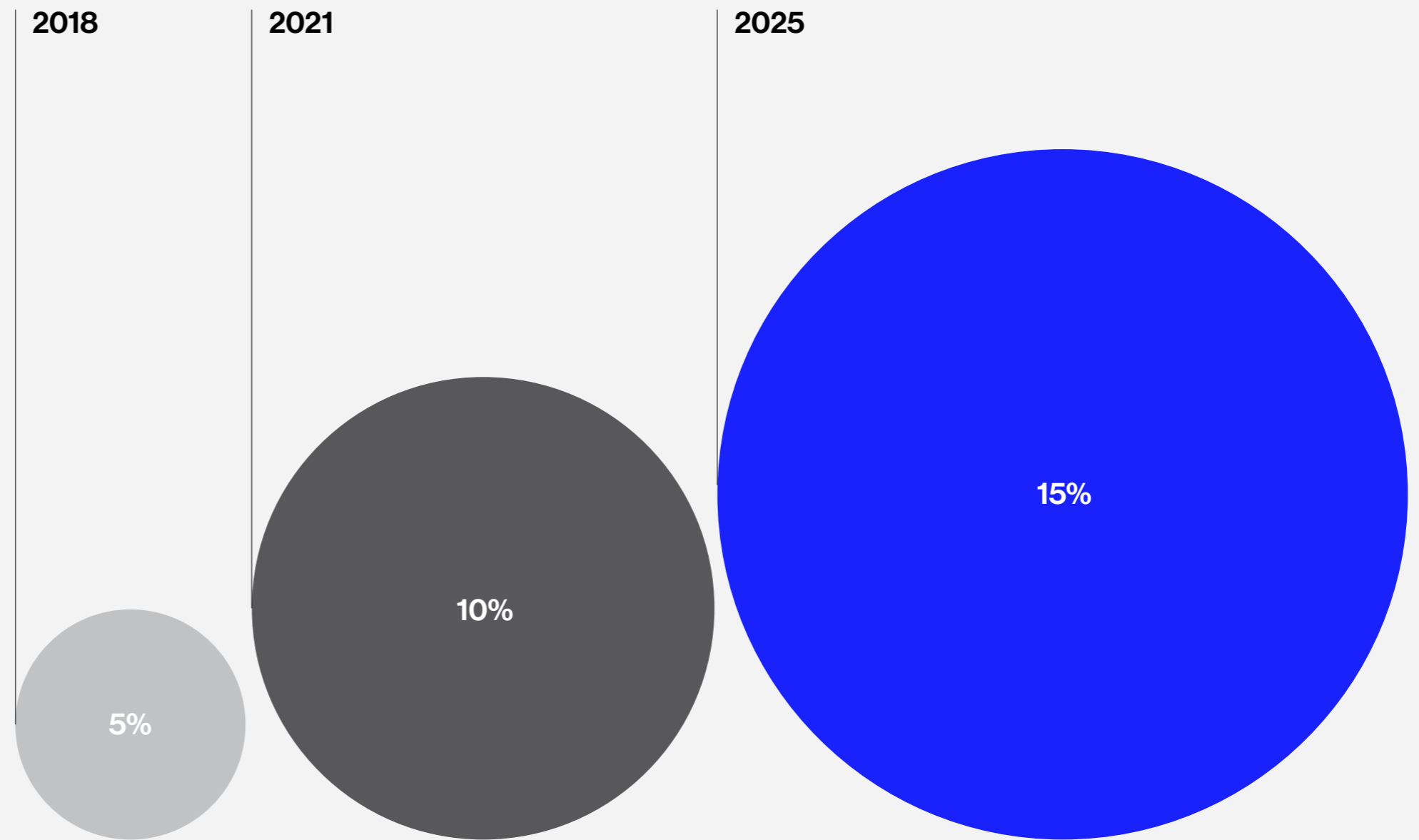
Modular application is becoming a critical tool to deliver efficient construction solutions globally. Australia's adoption of modular has fallen well behind its international counterparts, which provides a significant opportunity to establish MP Modular as a market leader.

MP Modular has proven its ability to deliver high end, design driven development solutions through its association with Tribe Hotel Group, building a world leading modular hotel in Perth, Australia. This property has been shortlisted for a number of international design awards and captured the attention of the development and design community globally.

1.2 Sector Growth

The global modular construction market is expected to generate over \$90b in revenue by 2025 as the construction industry experiences increased margin pressure and operates under enhanced time and cost-efficient approaches. Australia has fallen well behind the international market in modular development. MP Modular is well positioned to close this gap.

Modular construction projected Australian market share



“MP Modular is delivering the world’s highest end modular product seen in the hotel industry to date.”

Accor Hotel Group

5

501-509 ↑
510 →

1.3 About Us

MP Modular provides clients and strategic partners with a complete modular building solution for a variety of medium to high density building applications. Cost, efficiency and sustainability are the key principles across everything we do. Our modular building system capitalises on the efficiencies of prefabricated building techniques and off-site construction to provide a building solution that is significantly faster and more cost effective than traditional construction.

MP Modular has developed a proven and fully integrated modular building model that has not yet been available to developers of today. Thanks to our long standing presence and experience in China, MP Modular can provide large volume, high end and architecturally designed modular buildings to the global market.

The MP Modular design and build approach is positioned as an affordable development solution, which combines modular build, integrated procurement and design-led environments to deliver superior returns to developers. This concept is intrinsically designed for global growth and offers a total supply model, whereby externals, fit-out, and FF&E, are part of the solution, so as to provide a holistic solution plus cost benefit.

Our 4 key business model pillars

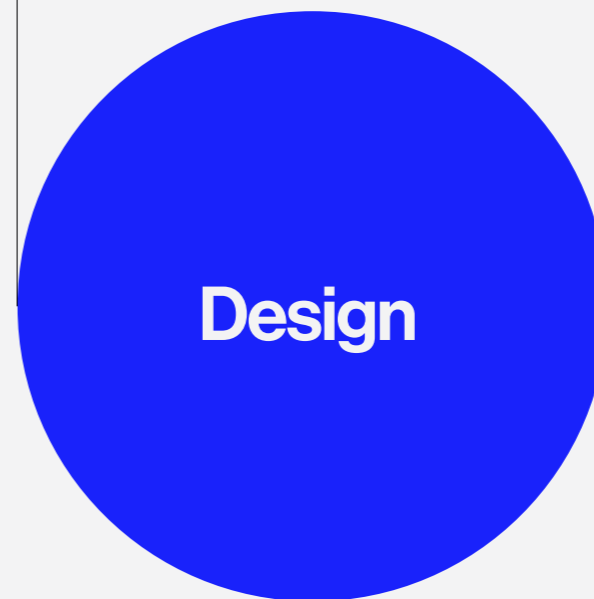
1. Significant saving in construction costs



2. Significant reductions to construction timeframes



3. High-end, design driven fitout & interior

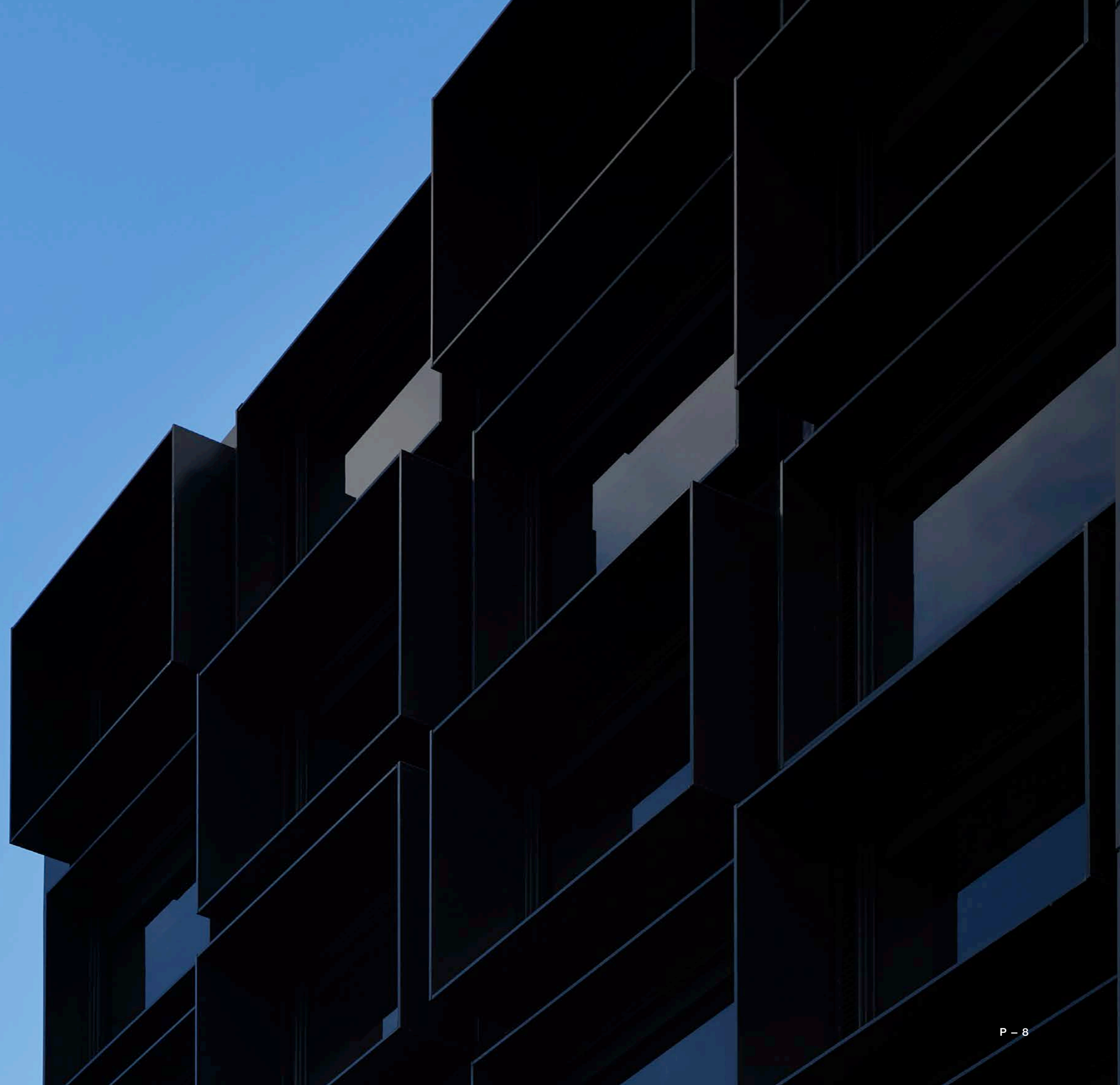


4. Sustainability across everything we do



“Not your typical modular manufacturer. We are changing the way the market sees modular building technology.”

Mark Peters, Founder — MP Modular



1.4 Capabilities

Quality modular manufacture is just one part of what we do. Our extended team and community of consultants deliver a fully integrated solution from project concept through to manufacture, delivery and market performance. This sets us apart from other modular manufacturers as we respond to specific sector requirements to deliver an end to end solution.

At MP Modular we understand how to deliver authentically design-led, quality environments. We're proven visionaries of the affordable building sector.

MP Modular's ability to deliver the totality of a properties form, from conception through to practical completion is unique in the marketplace.

A holistic turn-key model

Strategy

- Sector Identification
- Sector Analysis
- Feasibility Studies

Design

- Architecture
- Interiors
- Branded Environment

Manufacture & Delivery

- Module Build
- Quality Assurance
- Building Compliance

Construction Solution

- Contractor Alignment
- Module Integration
- Building Performance

MPModular®

1.5 Timeline

2004

Mark Peters established MP Direct with offices in Australia and China. MP Direct was one of Australia's first importers of large scale procurement solutions to the domestic developer, builder and hotel markets, having facilitated the fit out of over 5,000 hotel rooms and apartments.

2012

MP Modular commenced prototyping modular applications.

2015

MP Modular engaged to deliver Tribe Hotel Perth.

2017

Construction completion. Tribe recognised as one of the world's leading modular hotel applications.

Today

MP Modular is well positioned to disrupt multiple sectors.

MP Modular commenced R&D into modular designs.

2011

Mark Peters formed the Tribe Hotel Group, as well as forming project management teams to facilitate all aspects of module design and manufacture.

2014

MP Modular commenced construction of Tribe Hotel Perth.

2016

Tribe partners with the AccorHotels Group for aggressive global expansion. MP Modular negotiates "Exclusive Preferred Supplier" agreement for Tribe globally through the Accor network.

2018

2. Team

- 2.1 Team
- 2.2 Structure
- 2.3 Foreign Procurement
- 2.4 Consultant Network

2.1 Team

Our team combines deep real estate sector experience with a strong understanding of the market, having managed and been involved in over \$20 billion of real estate transactions.



Mark Peters
Managing Director

Mark is Co-Founder and Managing Director of Point Capital Partners. Mark began his career working in banking and finance in Australia, specialising in international projects with JPMorgan. Mark is also founder of MP Group, an integrated business that facilitates the supply of modular building capabilities.



Lucas Salagaras
Managing Director

Lucas is Co-Founder and Managing Director of Point Capital Partners. Lucas was an Executive Director of Moelis Australia for 4 years after completing 10 years in investment banking at Bank of America where he advised on over \$20 billion of M&A transactions & public / private equity raisings. Lucas holds a Bachelor of Commerce & Finance (Flinders University), and is a Member of Chartered Accountants Australia & New Zealand.



Melissa Peters
Managing Director

Melissa is a Managing Director at Point Capital, bringing with her a background in investment banking having been a member of the UBS investment banking team. Melissa's prior experience includes working across various hospitality and luxury travel businesses. Melissa worked with the Accor team to shape and develop the Tribe hotel brand for its global expansion.



Nathan Theos
Construction Director

Nathan is Construction Director with over 25 years' experience working in Tier One construction businesses both in Australia and abroad. Nathan is highly experienced in modular construction, with a strong portfolio of modular hotel and co-living projects in Australia. Nathan is proficient in all technical aspects of the development process through planning, cost planning, design, buildability, and handover. Nathan's expertise ensures seamless project execution from start to finish.



Tim Hay
General Manager

Tim is General Manager and brings over 24 years' experience in the commercial building industry, with 12 of those years specialised in modular construction. Tim has managed commercial and industrial projects throughout Australia, New Zealand, the UK, and China, including hospitals, schools, tunnels, hotels, and mining camps. Tim began his career as a carpenter, and was awarded QLD Master Builders Apprentice of the Year.



Dan Barnett
Investment Director

Dan is a Director at Point Capital and brings more than 15 years' experience in investment management, funds and real estate investment banking. Dan was previously portfolio manager for the \$7 billion Credit Income portfolio at Aware Super – one of Australia's largest superannuation funds. Dan holds the Chartered Alternative Investment Analyst Association (CAIA) designation and is a member of Chartered Accountants Australia & New Zealand.



James Baraceros, CFA
Investment Manager

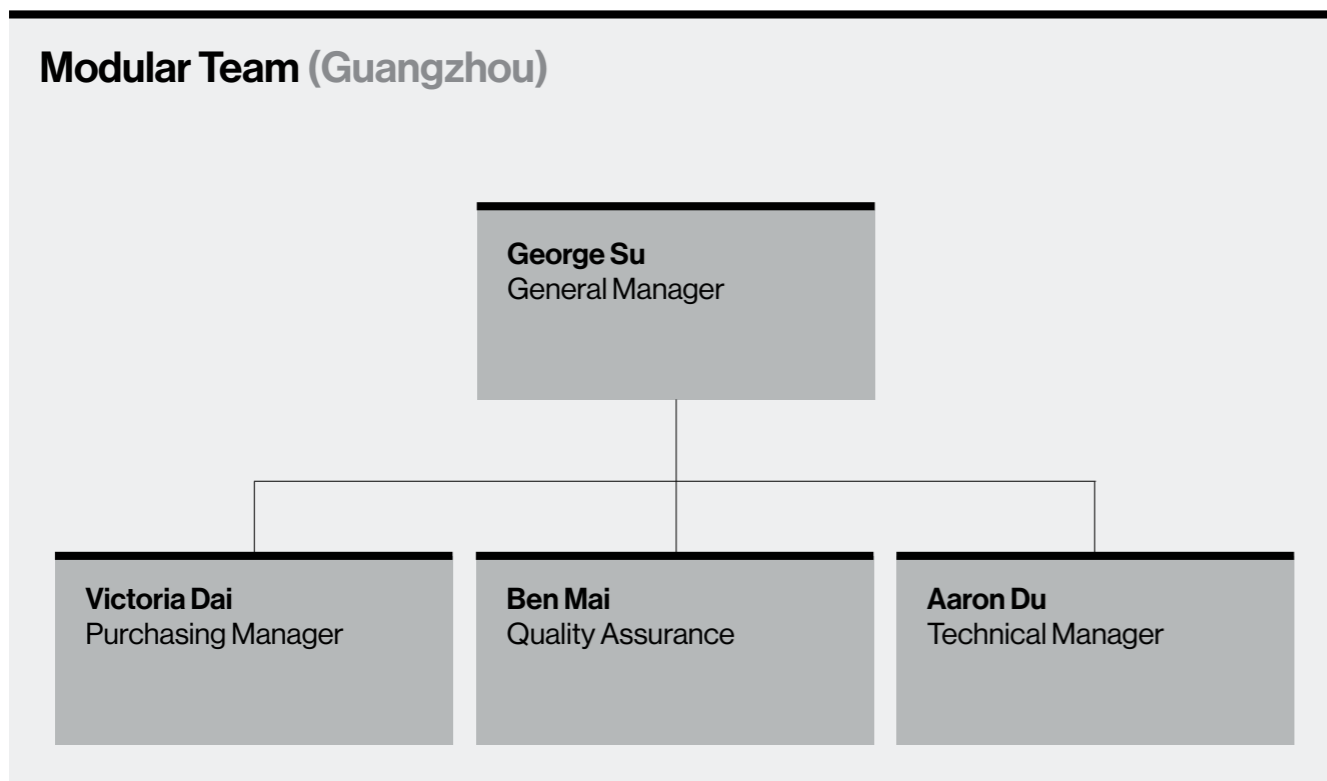
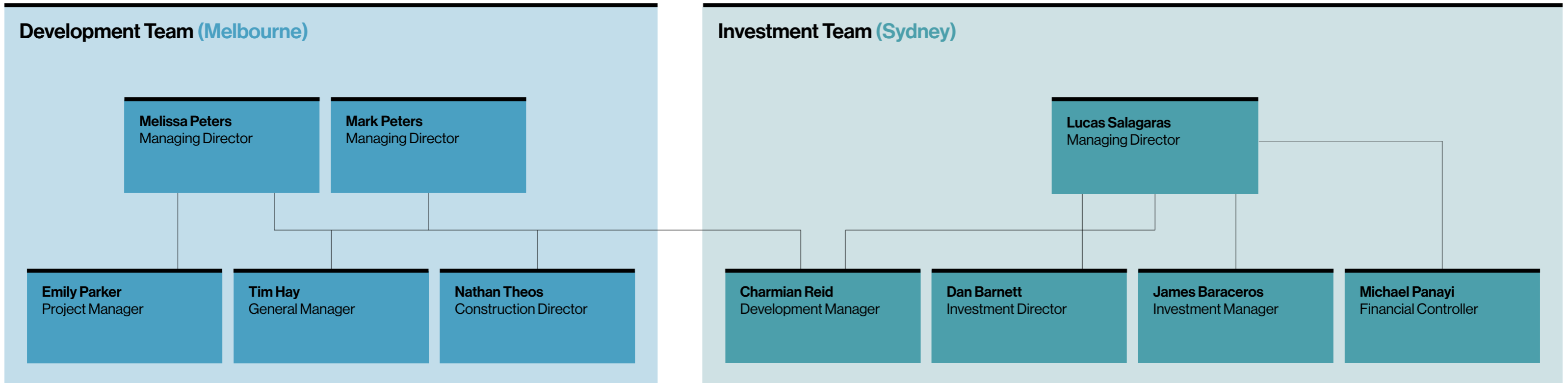
James is an Investment Manager at Point Capital, prior to which he was a Private Equity Associate at BlackRock where he focused on both equity deployment and investment management of acquired assets. James has transacted on over \$1 billion of real estate across traditional and alternate sectors. James holds a Bachelor of Commerce (University of New South Wales), is a CFA Charterholder, and is a member of the CFA Institute.



Charmian Reid
Senior Development Manager

Charmian is Senior Development Manager at Point Capital. Charmian has over 10 year's full lifecycle development experience, having previously worked at Iglu to build out \$1 billion end-value of institutional-grade purpose-built student accommodation across Australia, and most recently in leading the day-to-day management of the \$2 billion redevelopment of Australia's pre-eminent business precinct, Chifley. Charmian holds a Bachelor of Engineering (Project Management) and Bachelor of Commerce, both from Sydney University.

2.2 Team Structure



2.3 Foreign Procurement

MP Modular is the module manufacturing unit of Tribe Hotel Group and was founded by Mark Peters. Pivotal to the Tribe hotel offering is the use of modular and prefabricated building techniques combined with elements of traditional construction. MP Modular was established to provide an efficient, timely and affordable module manufacturing solution.

















Tribe Hotel Group's founders have been active in the manufacture and procurement of high-end fit out solutions for large-scale developments, worldwide, from China, for the past fifteen years. Over that time, the company has focused primarily on full scale internal fitouts having facilitated more than 80 large scale hospitality developments throughout Europe, US and Australia for both mainstream and boutique hotel groups.

The hotel experience gained over a decade and particularly the exposure to, and understanding of, the "limited service" hotel sector led Tribe to establish an exclusive manufacturing arm for production of prefabricated building modules for the global hotel market. MP Modular has invested significantly in its China operations and specialist consultants in order to facilitate the setup of all the associated infrastructure, networks, management processes and systems that are required to procure, manufacture and deliver the hotel modules. The same offices in PRC also facilitate the procurement of a significant cross section of products and materials used in the tribe development model. This enables developers to further capitalise on the low cost platform that has been rigorously developed over the past 15 years.



2.4 Consultant Network

Meet our community of industry leading collaborators. Collectively we have delivered a market leading product strongly positioned for rollout on a global scale.

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3. Product & Process

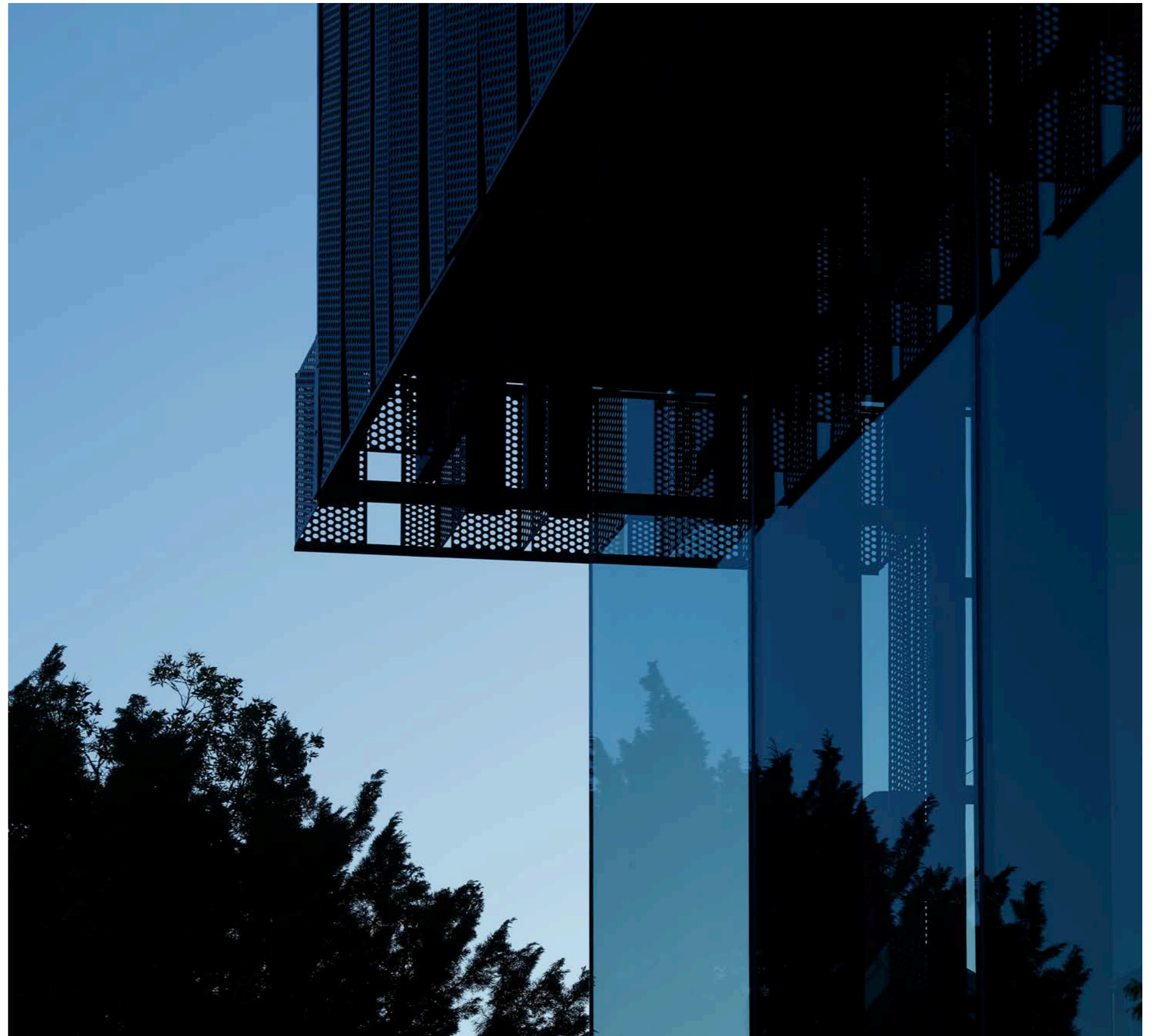
- 3.1 Product
- 3.2 Efficiencies
- 3.3 Advantages
- 3.4 Process
- 3.5 Build

3.1 Product

The modular building system developed by MP Modular provides a prefabricated method of construction that can be tailored to suit a variety of development applications. It has been driven by a clear set of objectives - cost, efficiency, standardisation and minimal environmental impact. Delivery of high end architecturally designed spaces is front of mind and a clear differentiator to our competitors.

The modules are fully fitted out and completed to a high level of specification inclusive of windows, doors, floor and wall coverings and full bathroom hardware prior to leaving the factory. All structural plumbing and electrical components are compliant to Australian Standards. Each module is capable of inter-modal freight making them easily deliverable to any destination worldwide. The rigidity in the steel framing and freight packing system allows for the finished modules to be delivered straight to site, locked into place, connected to services and opened as a complete hotel room, ready for use.

The modules themselves form the structure and support of the building for each level over and above the ground floor. The modules are self-supporting with no additional infrastructure required. Consequently, concrete slabs are no longer needed to support and form the foundation of each floor, providing large savings to the overall build cost. MP Modular's product has been developed by combining the services of leading Australian architects, structural, mechanical and fire engineers, building surveyors and a group of award winning interior designers.



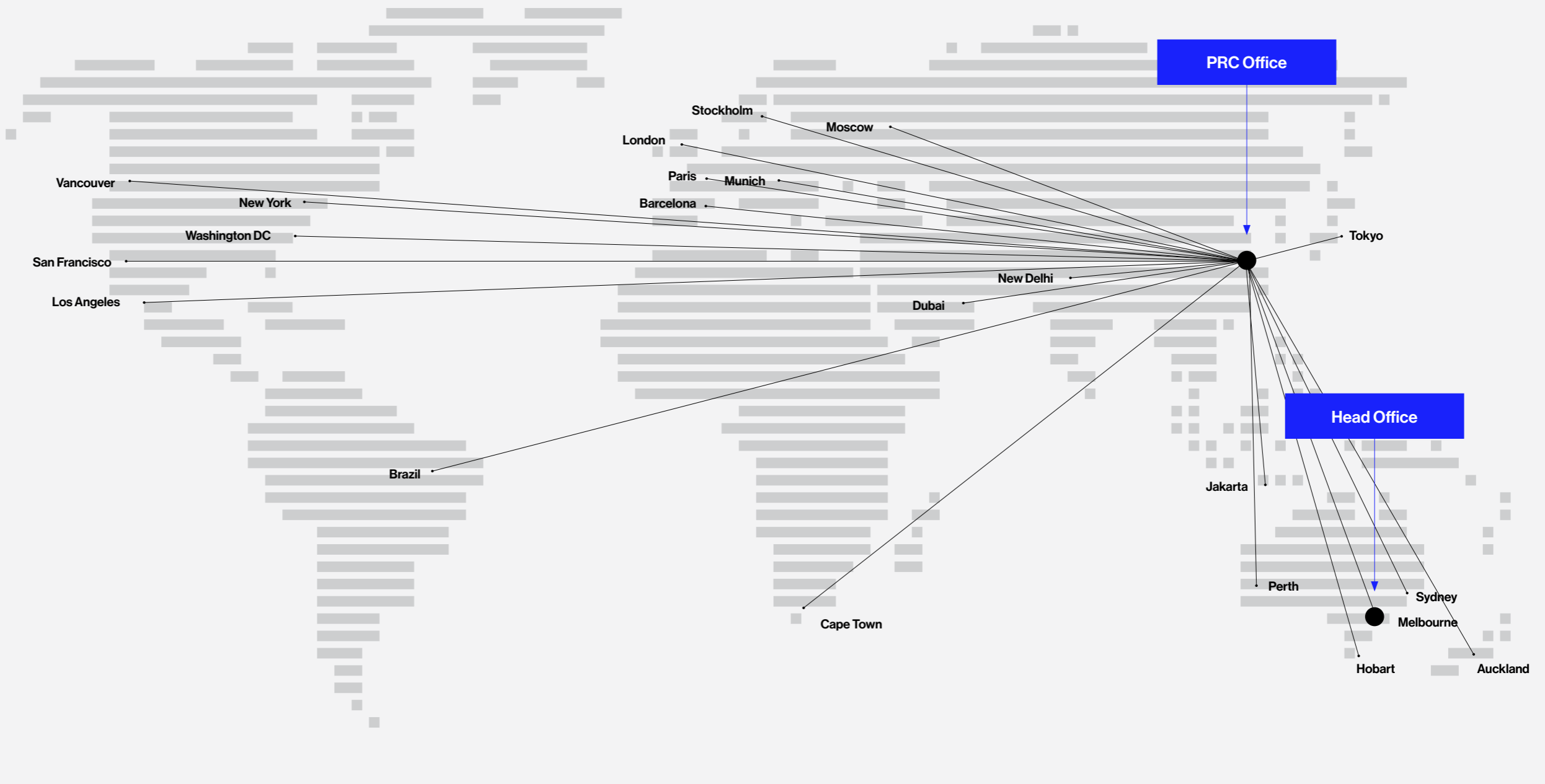
3.1 Product (Cont.)

The Tribe modules have been designed and engineered to ensure that there are no geographical boundaries. Ensuring cost effective inter-modal transport of the modules was a fundamental principle applied to the concept. The modules can be easily transported via road, rail or ship to any location across the globe. Our established team in China delivers a consolidated approach to module manufacture and procurement of ancillary materials and building supply for our projects. This central supply hub enables us to achieve a consistent level of quality regardless of the hotel's location around the globe. Consistency and conformance to our quality benchmarks can be achieved regardless of the contractor's ability in any respective market that we wish to enter. All manufacturing is conducted with stringent manufacturing processes and experienced personnel. The model provides significant cost savings and reduced construction times when compared with a traditional build method. With economies of scale and a controlled factory environment, the manufacturing process ensures a higher level of quality and significant reductions in material wastage when compared with a traditional build method. All these benefits help to promote an affordable, cost efficient and sustainable outcome.



Global Reach

Each module is capable of inter-modal freight, via road, rail or ship enabling delivery anywhere across the globe



MP Modular's secret weapon is its ability to capitalise on its extensive history in delivering dynamic design palettes that draws on inspiration from high end hotels globally and leading residential designers providing a premium high end product for a fraction of the cost. Our challenge was to bring a level of design consideration, finish and functionality to our modular product that till now, has not been seen from offshore procurement providers. In this sense the design of our product and level of finish are unlike any other, a design language developed specifically to reflect the expectations of developers today. We see MP Modular setting a bold new standard in modular construction across the breadth of industry applications.

**“We don’t just fit out modules.
We custom design and engineer
our modules to suit a variety of
applications and design layouts.”**

Mark Peters, Founder — MP Modular

3.2 Efficiencies

Developments are constructed using a combination of modular and prefabricated building techniques, accompanied with traditional construction elements.

Reducing Time & Cost. Controlling Quality.

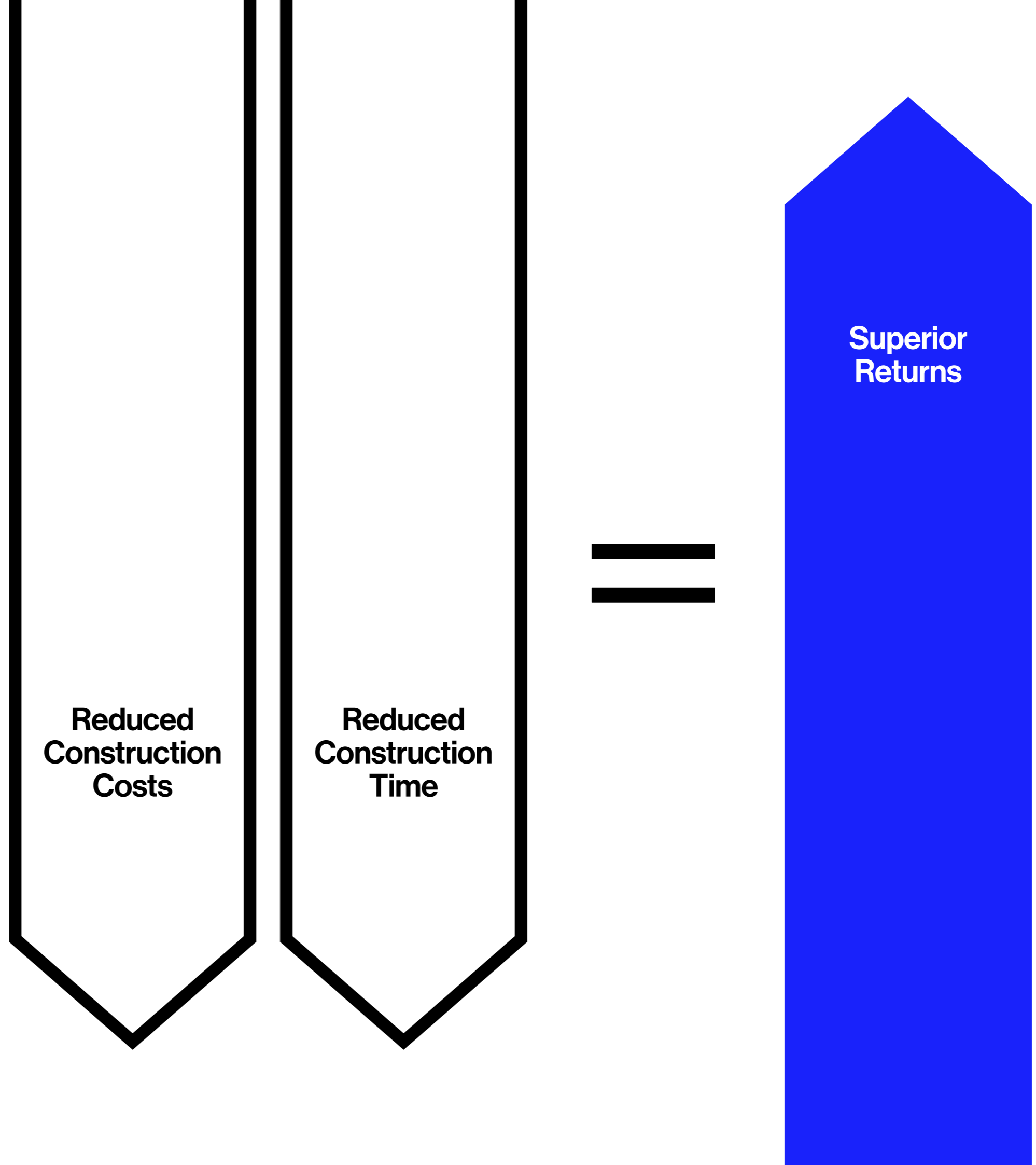
MP Modular's system embraces the use of standardised production, repetitive methodologies in design and engineering, and systematic costing techniques to provide benefits that reduce development cost when compared with traditional building projects.

Time

Modular construction dramatically reduces the build duration with off-site construction capabilities. Resulting in heavily reduced on site costs and development finance, which drives a faster return on equity.

Cost

The modular construction method significantly reduces development cost of a project. This is achieved by maximising off site modular manufacture and minimising on site works in expensive build locations,



3.3 Advantages

MP Modular's construction methods embrace the principles of sustainability and energy efficiency. Complete prefabrication of modular rooms in our off-site factory allows us to adopt production line technology and techniques, much like the automobile industry. Efficiencies of standardisation, resource management and material waste management are built into our construction processes. We promote the use of sustainable resources and materials across all our design and construction to ensure that we are continually evolving with changes in environmental product and practices. The benefits of off-site manufacturing and promotion of sustainable resources includes:

- ✓ **Reduction in construction cost**
- ✓ **Reduction in construction lead times**
- ✓ **Reduction in material requirements**
- ✓ **Reduction in material wastage**
- ✓ **Reduction in site disturbance**
- ✓ **Reduction to the carbon footprints**
- ✓ **Use of sustainable and renewable materials**

3.4 Process

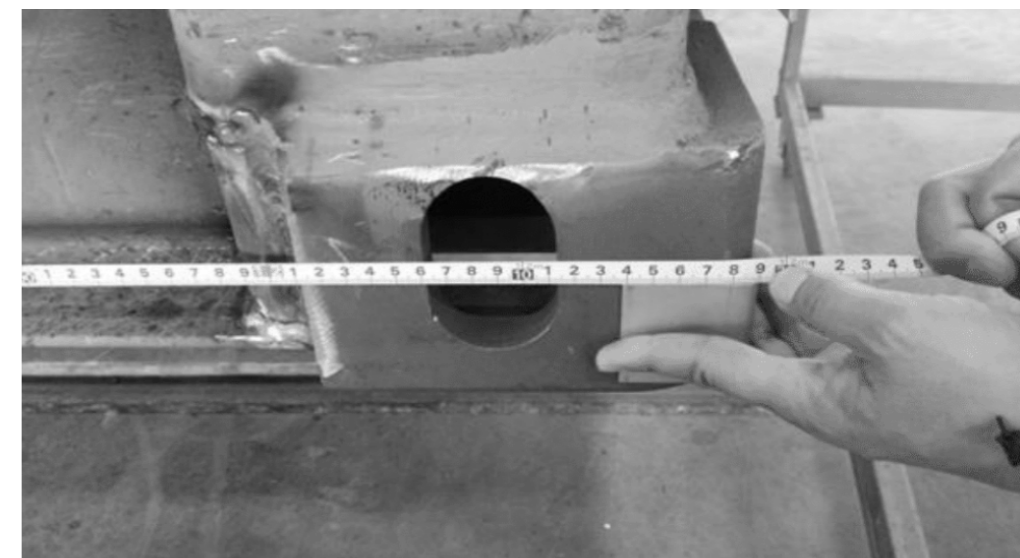
1. Design



2. Production



3. Quality Assurance & Certification





3.4 Process (Cont.)

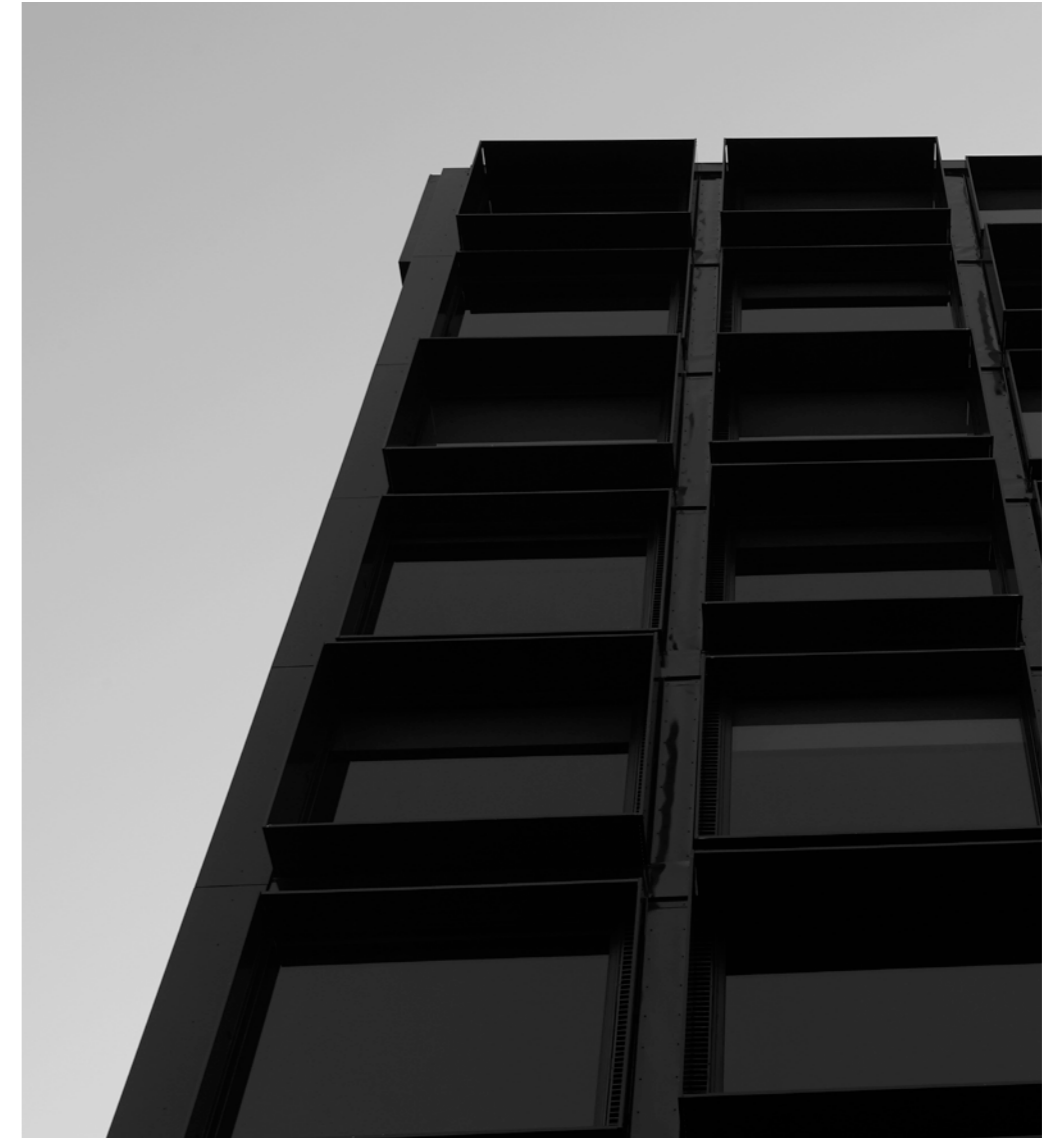
4. Freight



5. Installation



3. Commissioning

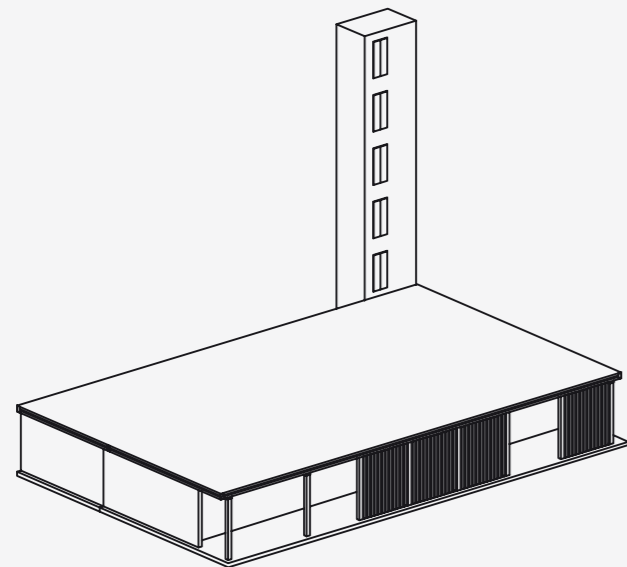




3.5 Build

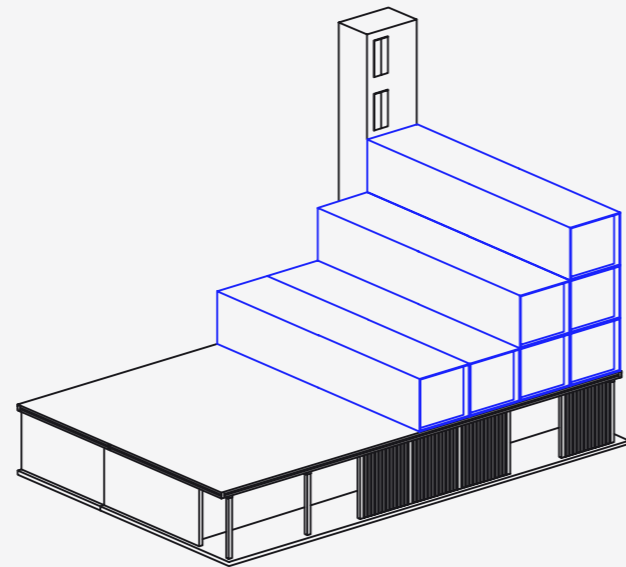
Stage 1.

Concrete components constructed conventionally



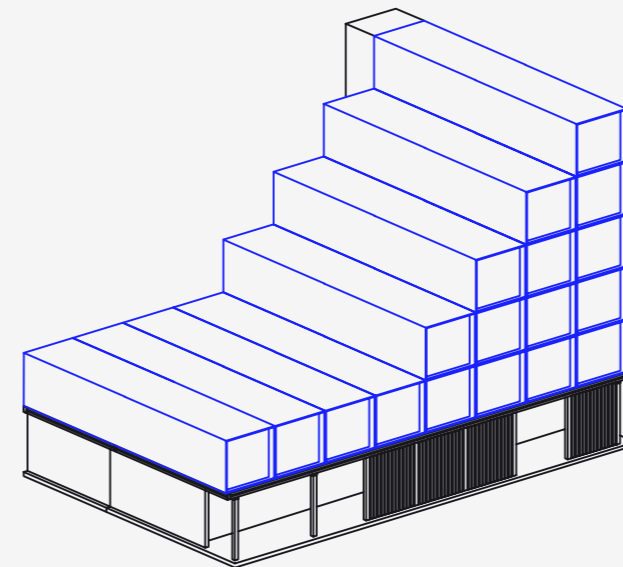
Stage 2.

Components delivered to site and erected



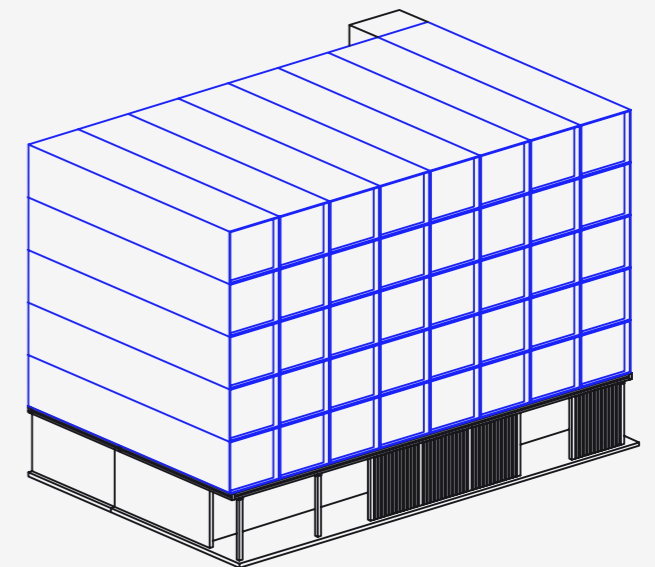
Stage 3.

Building services connected to base building



Stage 4.

Building complete



4. Supply Model

- 4.1 Overview
- 4.2 Offer Spectrum



More than modules. A total supply model.

“Our offer is built around a total supply model. This truly vertically integrated approach provides our partners with a significant competitive advantage”

Mark Peters, Founder — MP Modular

4.1 Overview

At the heart of MP Modular is its ability to go beyond its unique modular supply capability and provide a whole suite of building fit-out materials and products at a low cost rate without compromising the design aesthetic.

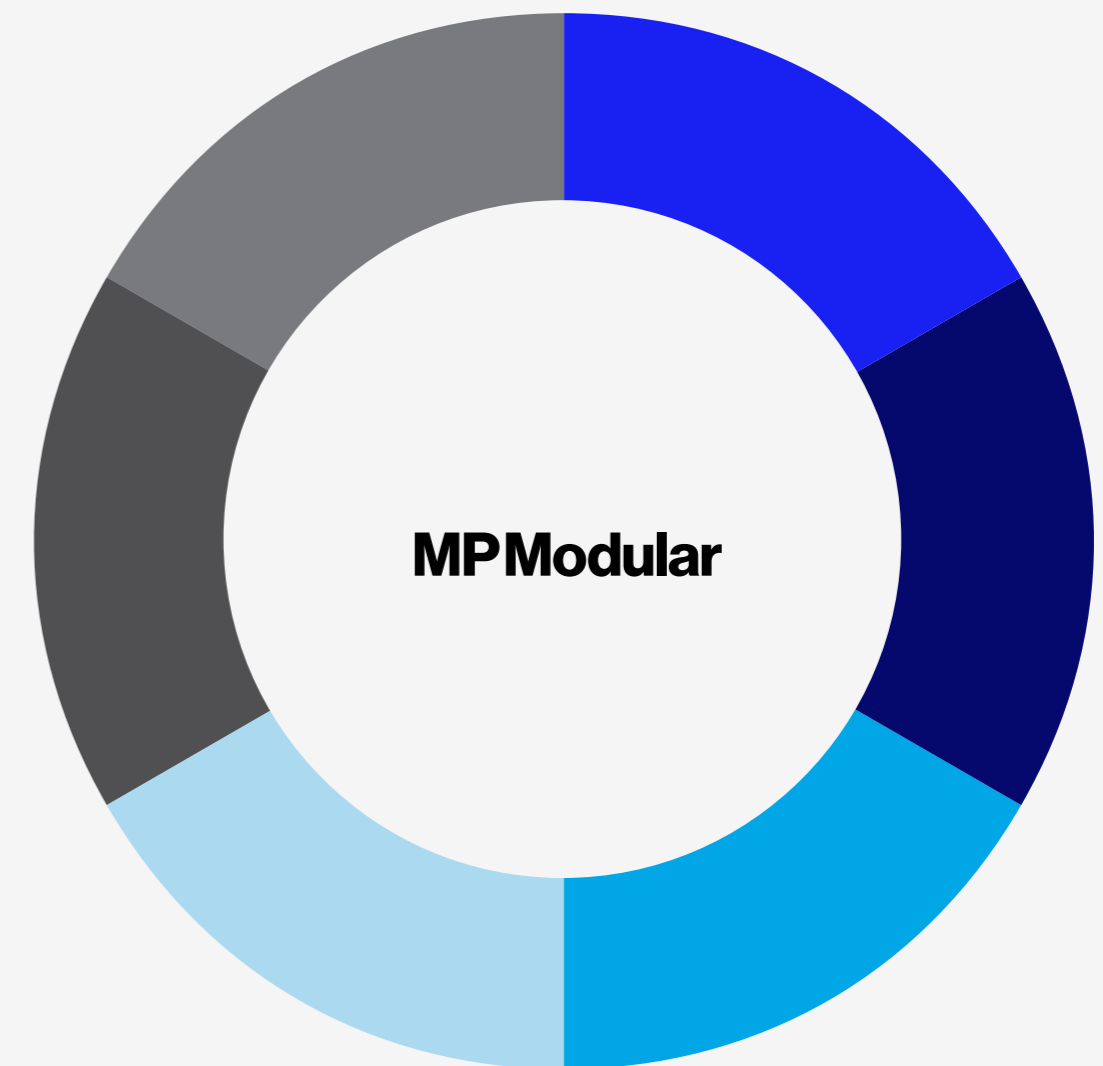
MP Modular’s integrated team enables a sophisticated coordination of designers, engineers, and suppliers that procure solutions from domestic and international markets.

Utilising our long standing experience in offshore markets, the solution extends from full interior fit-outs to external facade and building materials. This enables MP Modular to deliver an unmatched promise of luxury, all at an affordable rate.

Allocating spend across the right areas of the development process has been an integral part to the success of the MP Modular model.

A Total Supply Model

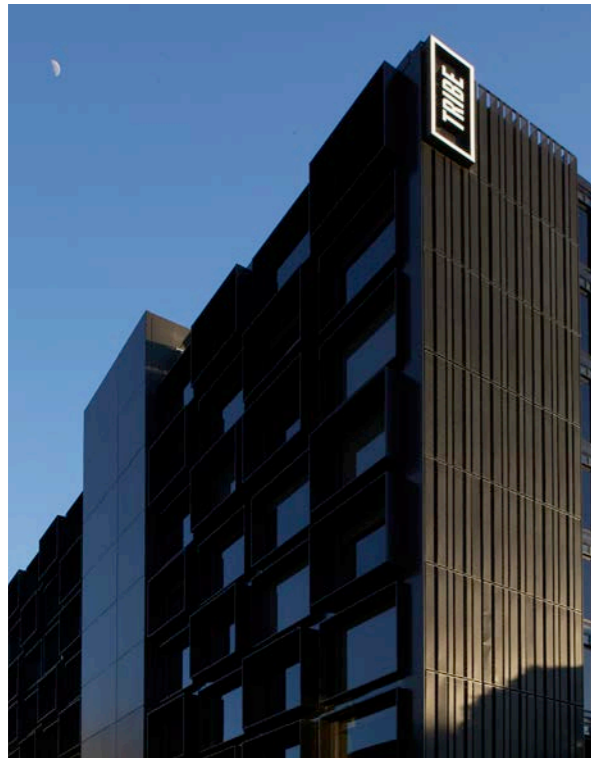
- Room Modules
- Building Facades
- Interior Fitouts
- Furniture, Fittings and Equipment
- Signage
- Ancillary Building Materials



4.2 Offer Spectrum

1. Building Facades

Supply of complete custom designed feature facades, locally engineered and BCA compliant. Including metals, composite panels and glazing.



2. Interior Fitout

MP Modular's unique ability to specify high end and deliver at low cost with quality. Custom supply and manufacture of joinery, feature marble, stone, custom tiles, and lighting.



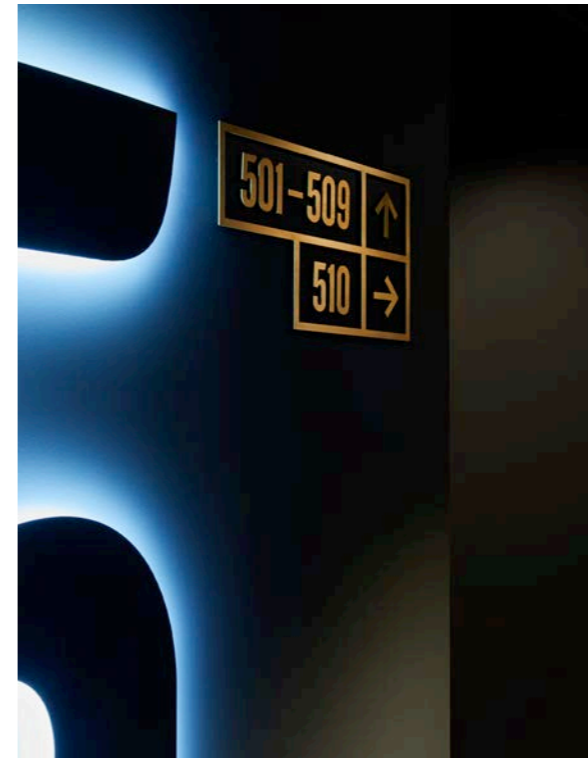
3. FF&E

Carefully curated and value engineered delivery of custom and designer feature furniture. Extending to all loose and fixed FF&E, custom feature shelving and sculptural styling spaces, operating inventory, branded environment features and uniforms.



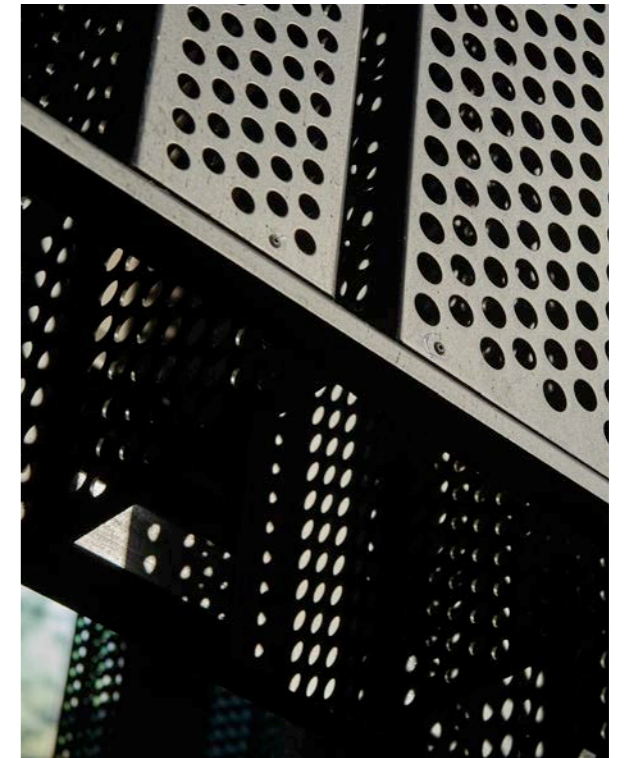
4. Signage

Complete custom signage packages including internal and external wayfinding, sky signs, entrance totems, room signage and branded environment.



5. Building Materials

Where a project provides advantages of cost saving in comparison to local supply, ability to procure and deliver range of building materials specific to the project: space frames, architectural details and feature materials.



5. Applications

- 5.1 Overview
- 5.2 Hotels
- 5.3 Student Accom
- 5.4 Affordable Housing
- 5.5 Aged Care

5.1 Overview

A global evolution in building.

The MP Modular system is applicable to a broad range of building and development applications. Our business model identifies and caters to 6 key sectors:

1. Hotels



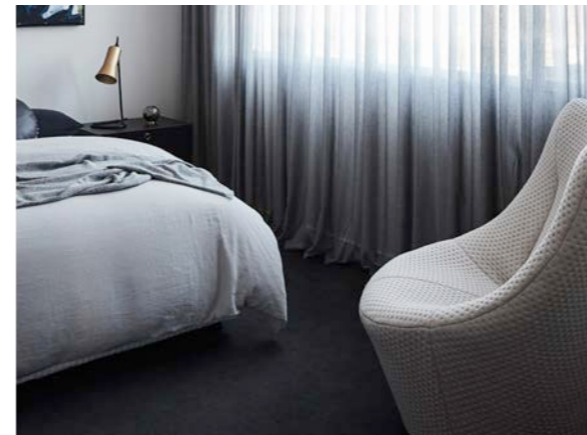
2. Student Accommodation



3. Affordable Housing / Build to Rent / Co-living



4. Aged Care Facilities



5. Hospital Facilities

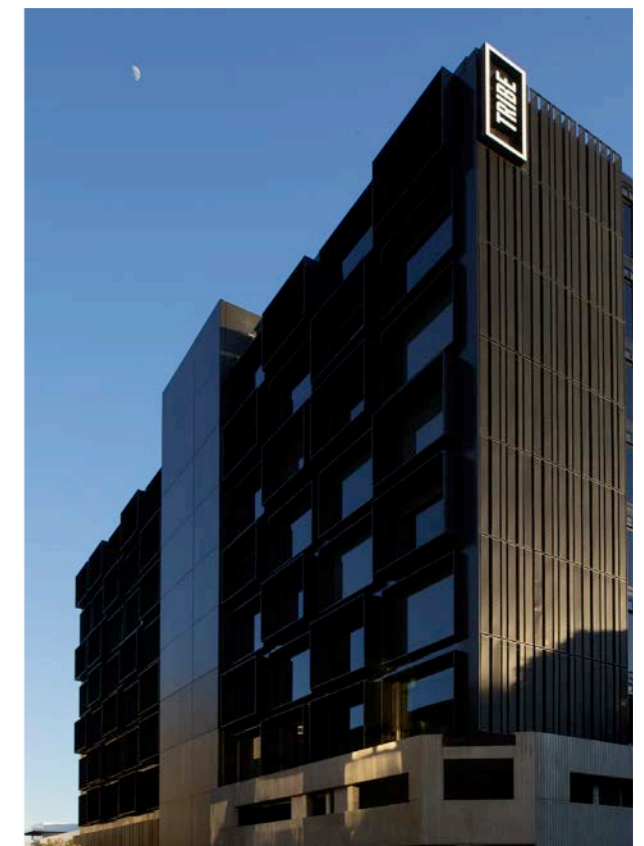
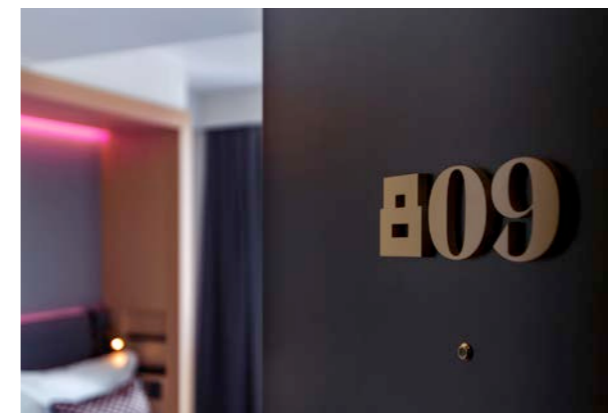
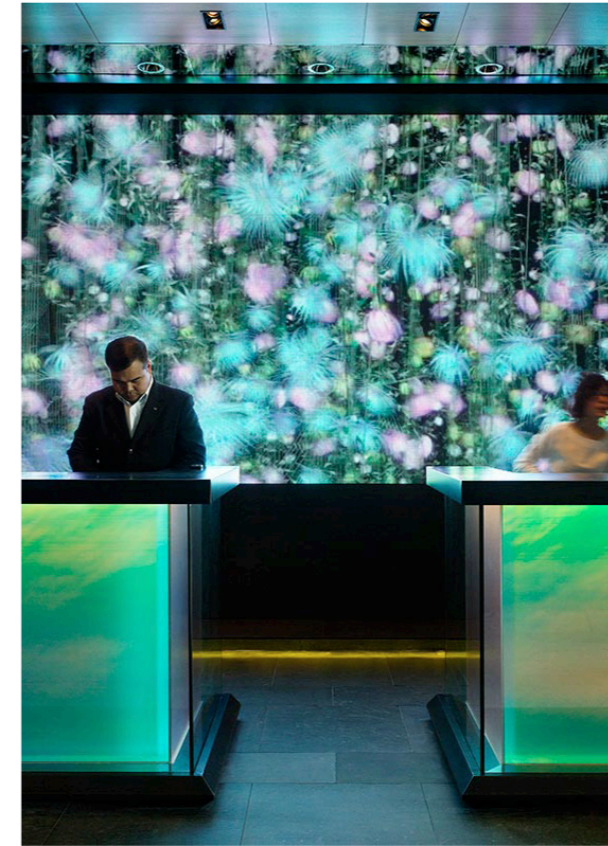


6. Corrections Facilities



5.2 Hotels

In the next three years, there is potential for 33,000 new hotel rooms to be added to the Australian national hotel room stock. In Melbourne alone, approximately 6,500 new rooms are expected to open over the next two years. Large hoteliers have demonstrated an interest in investing in boutique modular hotels, including Accor through Tribe, Marriot through Moxy & InterContinental Hotels Group (IHG) through Holiday Inn Express.



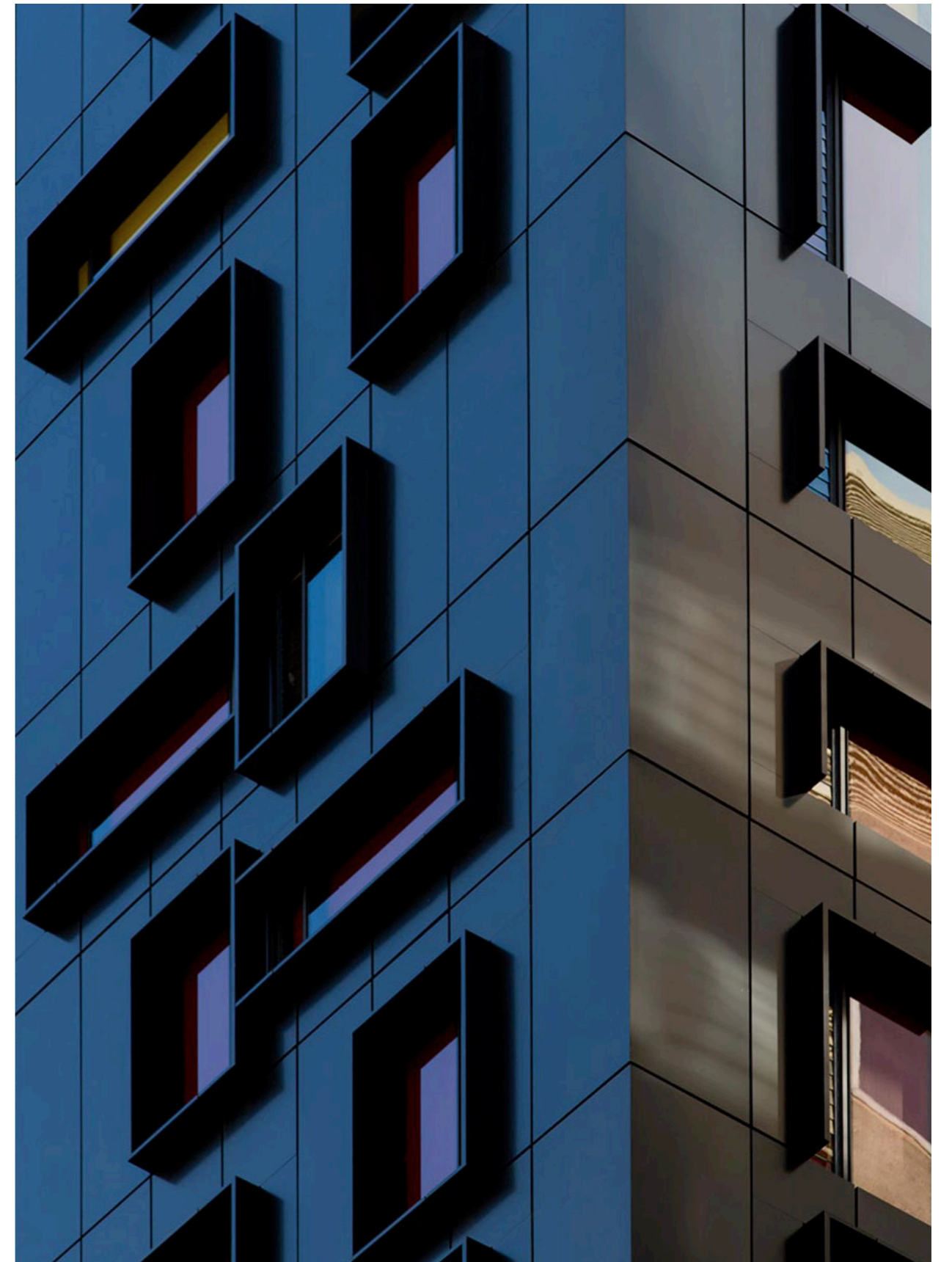
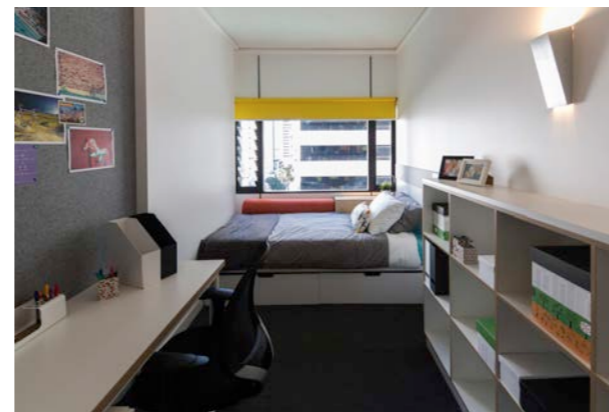
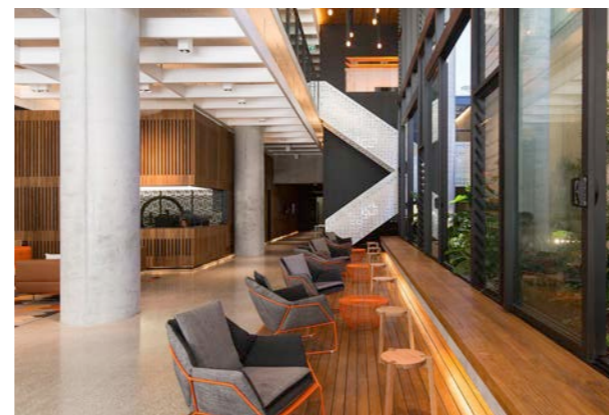
“MP Modular is defining a new category of contemporary, innovative modular building capabilities. The hotel industry is only the beginning — with a multitude of sector applications into the future.”

Mark Peters, Founder, CEO — MP Modular



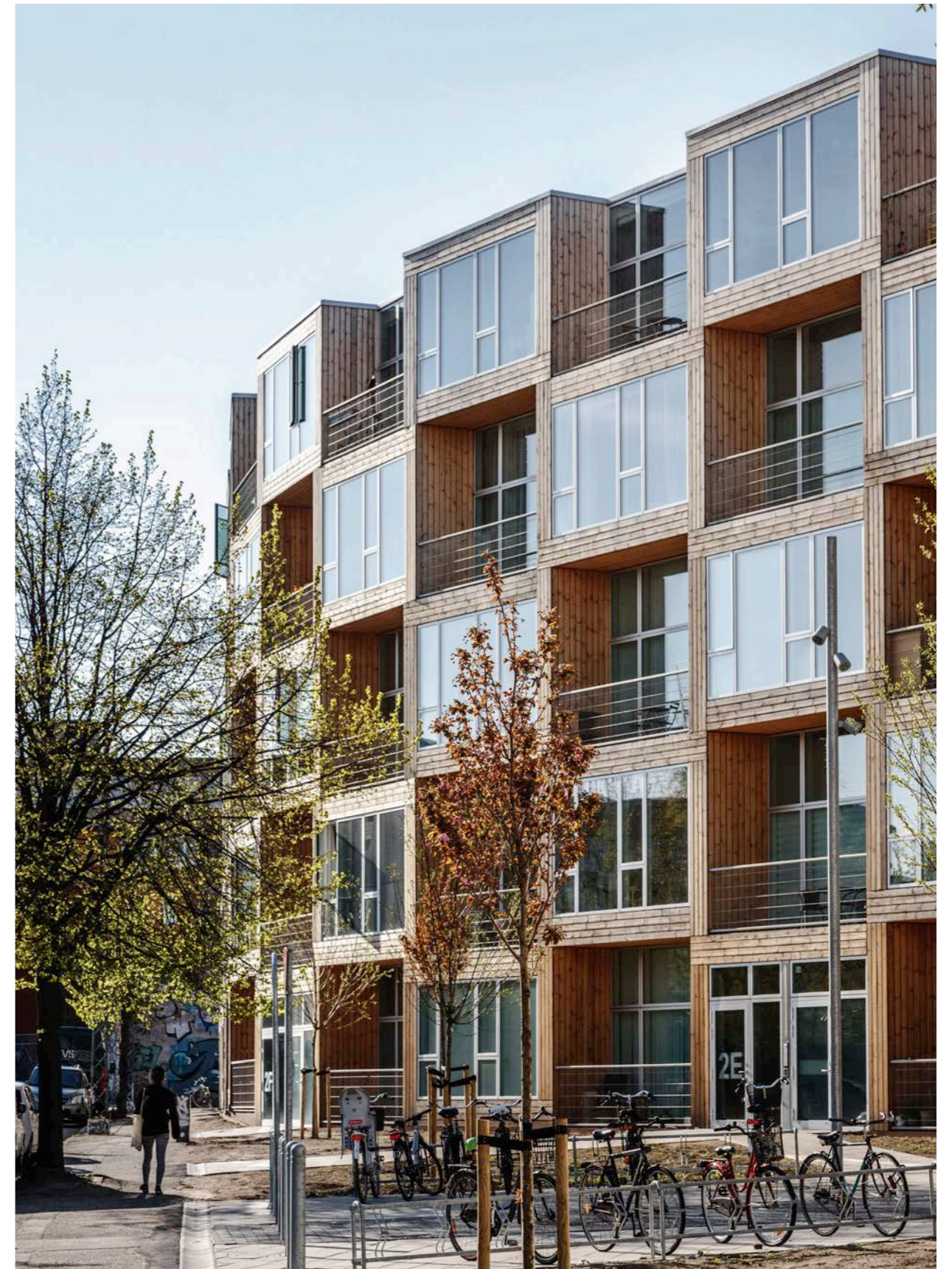
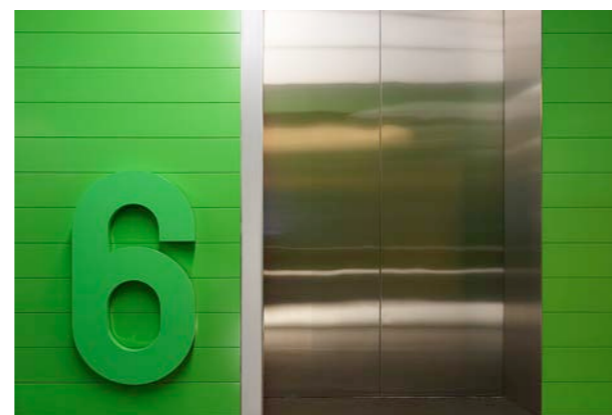
5.3 Student Accommodation

There are c.340k full-time Higher Education international students studying in Australia and approximately 95k purpose built student accommodation bed spaces, highlighting the additional demand for quality and affordable student accommodation. Student accommodation appeals to yield hungry real-estate investors, as modular builds can allow project completion under tighter cost driven timeframes.



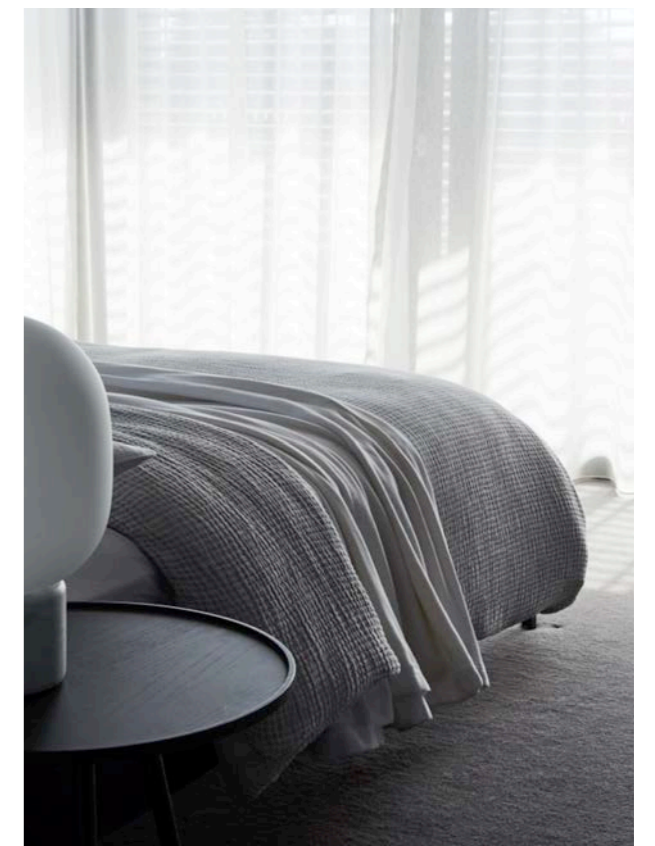
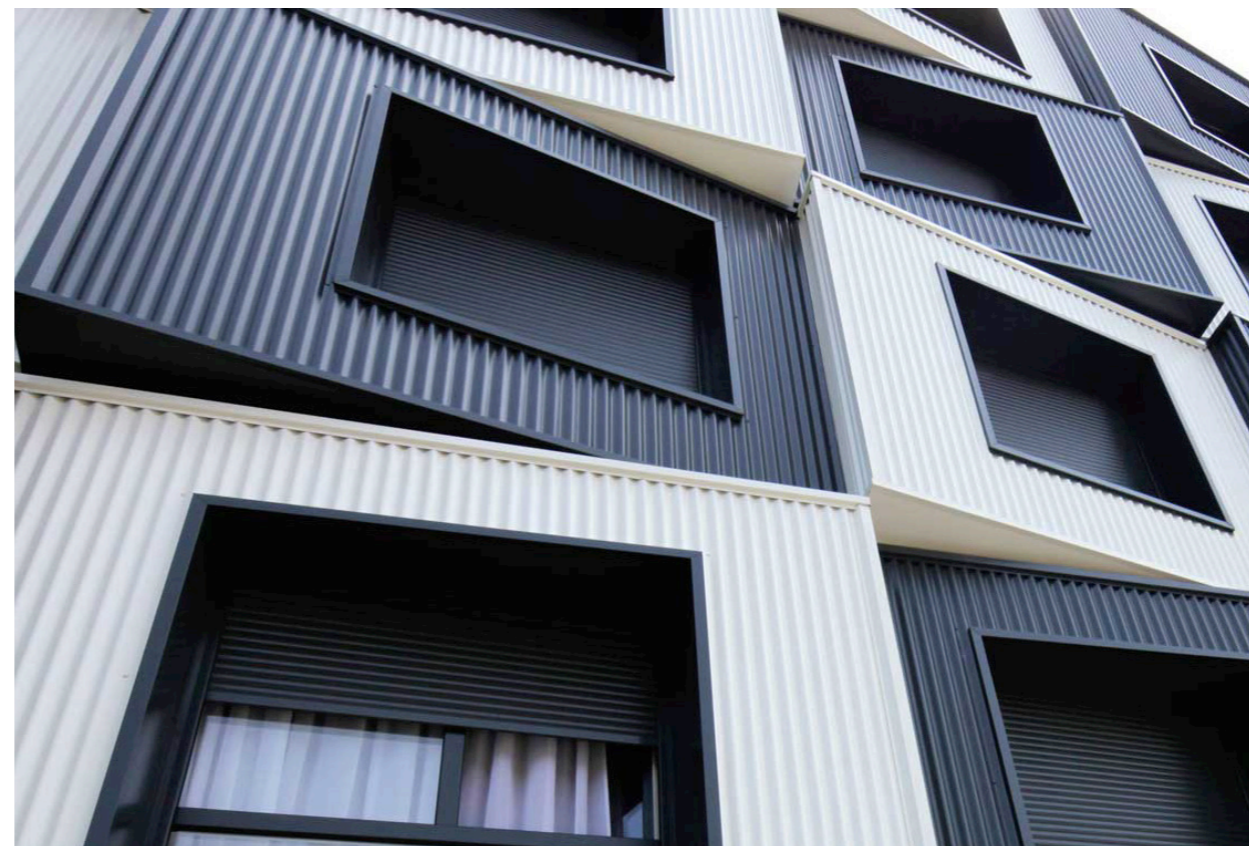
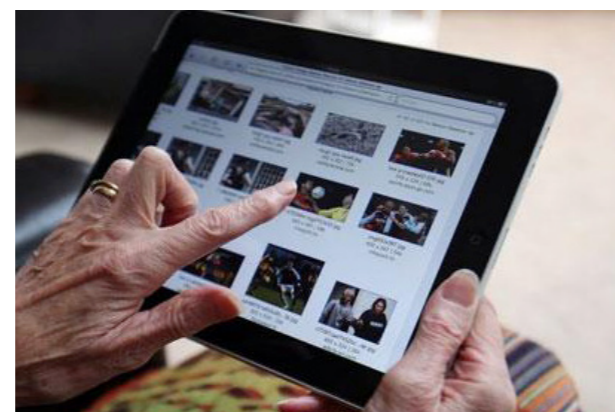
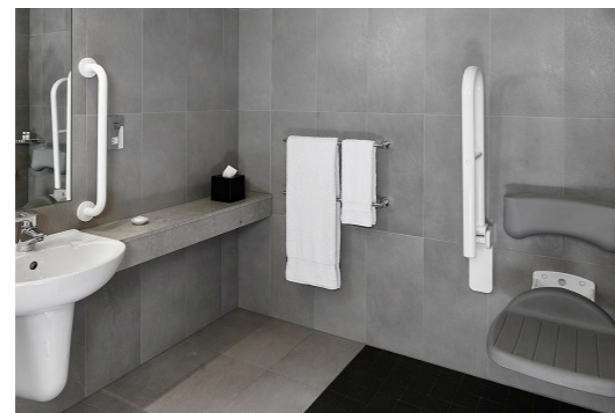
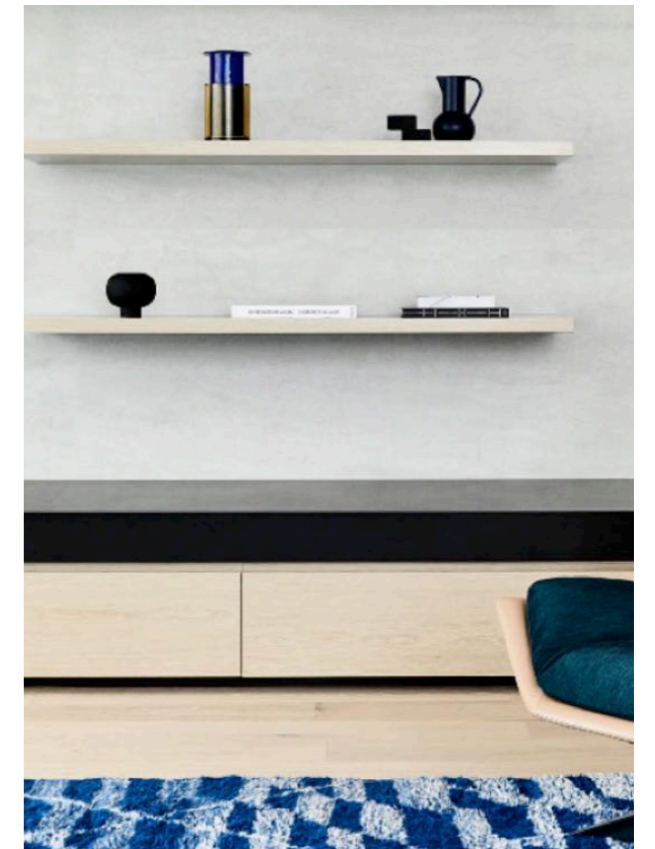
5.4 Affordable Housing Build to Rent & Co-living

Housing affordability in Australia has broadly declined since the early 1980s, and the demand for sustainable, affordable housing continues to grow. Victoria government policymakers are willing to implement modular approaches to social housing issues. "Movable Units" are self-contained units that can be set up in the backyard of a friend or relative's home. Further, housing affordability is a significant issue in New Zealand families and the government is working to provide 100,000 homes for first home buyers over the next decade. New Zealand shares the same building code with Australia, making module supply across the Tasman a natural progression for MP Modular.



5.5 Aged Care

It is estimated the residential aged care sector will need to build an additional c. 88k places over the next decade in order to meet a provisional target of 78 operational places per 1,000 people aged 70 and over. The estimated investment requirement of the sector over the next decade is in the order of \$54 billion. Long-term demographic changes remain the key drivers of the aged care industry, with Australians aged 70+ forecasted to grow at a CAGR of 3.7% through to FY24. Modular builds offer faster occupancy, lower overall cost and easily repeatable designs with consistent quality.



6. Case Study

Tribe Hotels & Accor

- 6.1 Overview
- 6.2 About Accor
- 6.3 Tribe Perth
- 6.4 Recognition

6.1 Overview

MP Modular's approach has been showcased through the construction of the modular built Tribe Hotel in West Perth.

Tribe sets itself apart from traditional accommodation, by offering a curated guest-centric experience that provides a refreshingly affordable design hotel alternative for the modern traveller.

After successfully debuting in Perth in 2017, Australia's first integrated modular design hotel brand, Tribe, has been acquired by world-leading augmented hospitality group Accor, with plans in place to grow from one to 150 properties internationally by 2025. Focused on travellers who seek a high-quality hotel experience at an affordable rate, the Tribe brand was the creation of Mark and Melissa Peters, and was realised alongside founding partners Salta Properties and Victor Smorgon Group.

Tribe will sit within Accor's lifestyle hotel portfolio which already includes: SO, Mama Shelter, 25hr Hotels, Jo & Joe, Delano, SLS Hotels, Mondrian, Hyde and The House of Originals. MP Modular is now an 'Exclusive Preferred Supplier' for the construction of Tribe Hotels globally over the next seven years. In addition MP Modular now has access to the potential supply to Accor's other market leading brands.

[Read the Accor Press Release](#)



Right
Tribe Perth — 126 Rooms, completed 2017



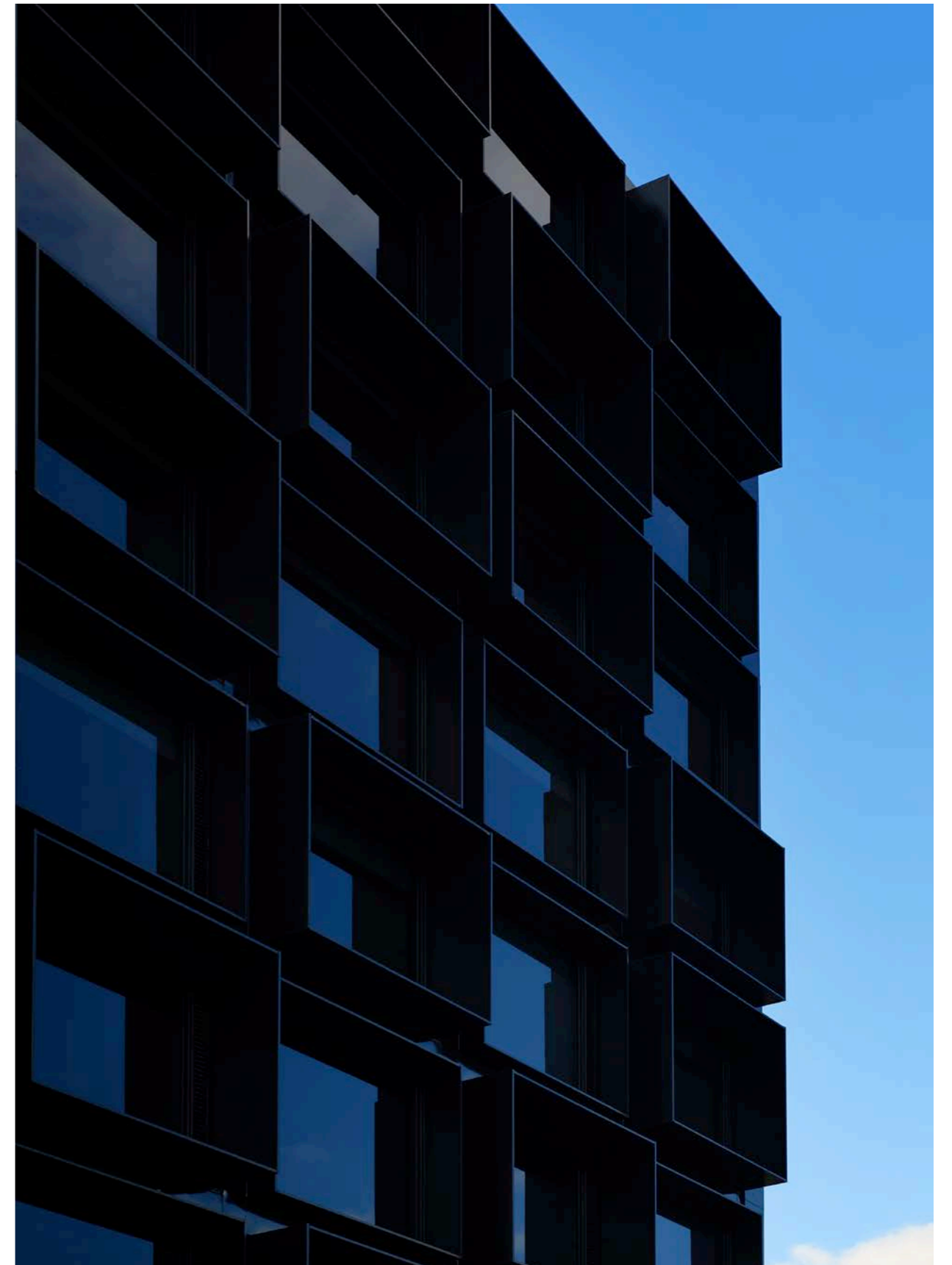
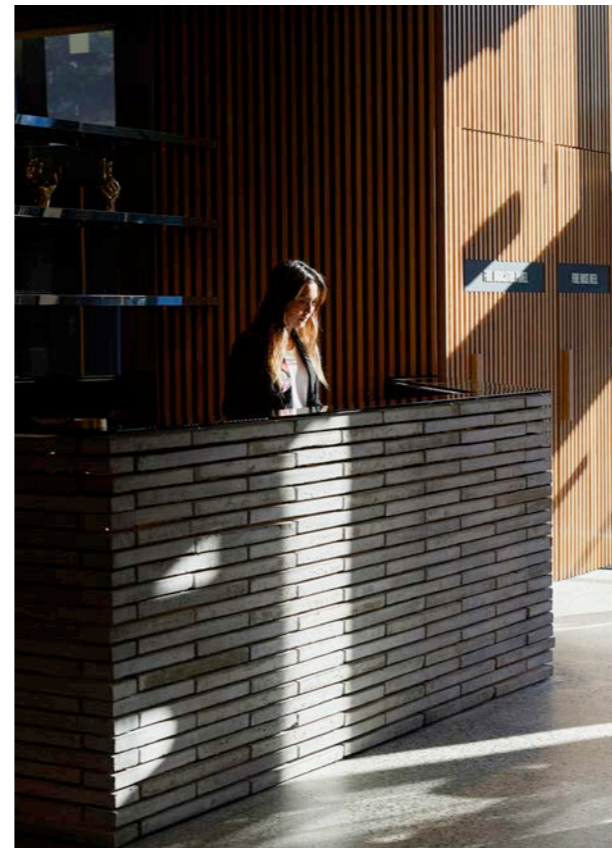
2.2 About Accor

The global hospitality powerhouse is now driving Tribe's expansion internationally. Accor is a French multinational hospitality company that owns, manages and franchises hotels, resorts and vacation properties. It is the largest hospitality company in Europe, and the sixth largest hospitality company worldwide. Accor operates 5,584 locations in over 110 countries. With an unrivaled portfolio of brands from luxury to economy, Accor has been providing hospitality savoirfaire for more than 50 years. Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and co-working brands.

<https://group.accor.com/en/group>

2.3 Tribe Perth

Brought to you by some of Australia's leading designers, Tribe Perth provides an innovative alternative for the modern traveller. Located on the burgeoning doorstep of the ever expanding Perth CBD, Tribe Perth is conveniently based next door to Kings Park and minutes away from some of the city's premier restaurants, bars and tourist attractions. Seductive and striking, Tribe Perth brings a bold new energy to the market. Part collaborative workspace, part social club, Tribe's 126 rooms have been cleverly crafted to complement the unique and innovative living areas, all complete with free wifi, signature beds, smart TV's and always something to excite and inspire.



Location West Perth, Perth, WA

Development Cost \$19.0m

Number of Rooms 126

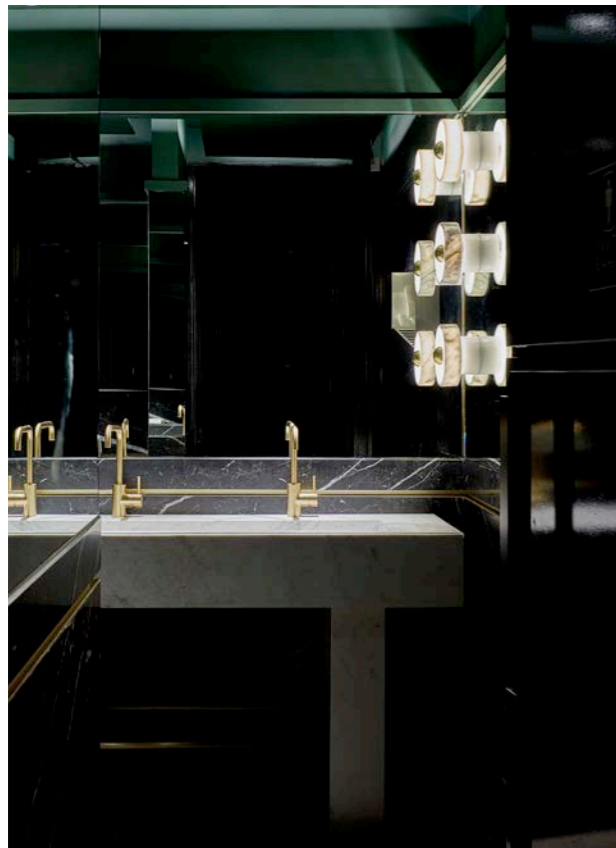
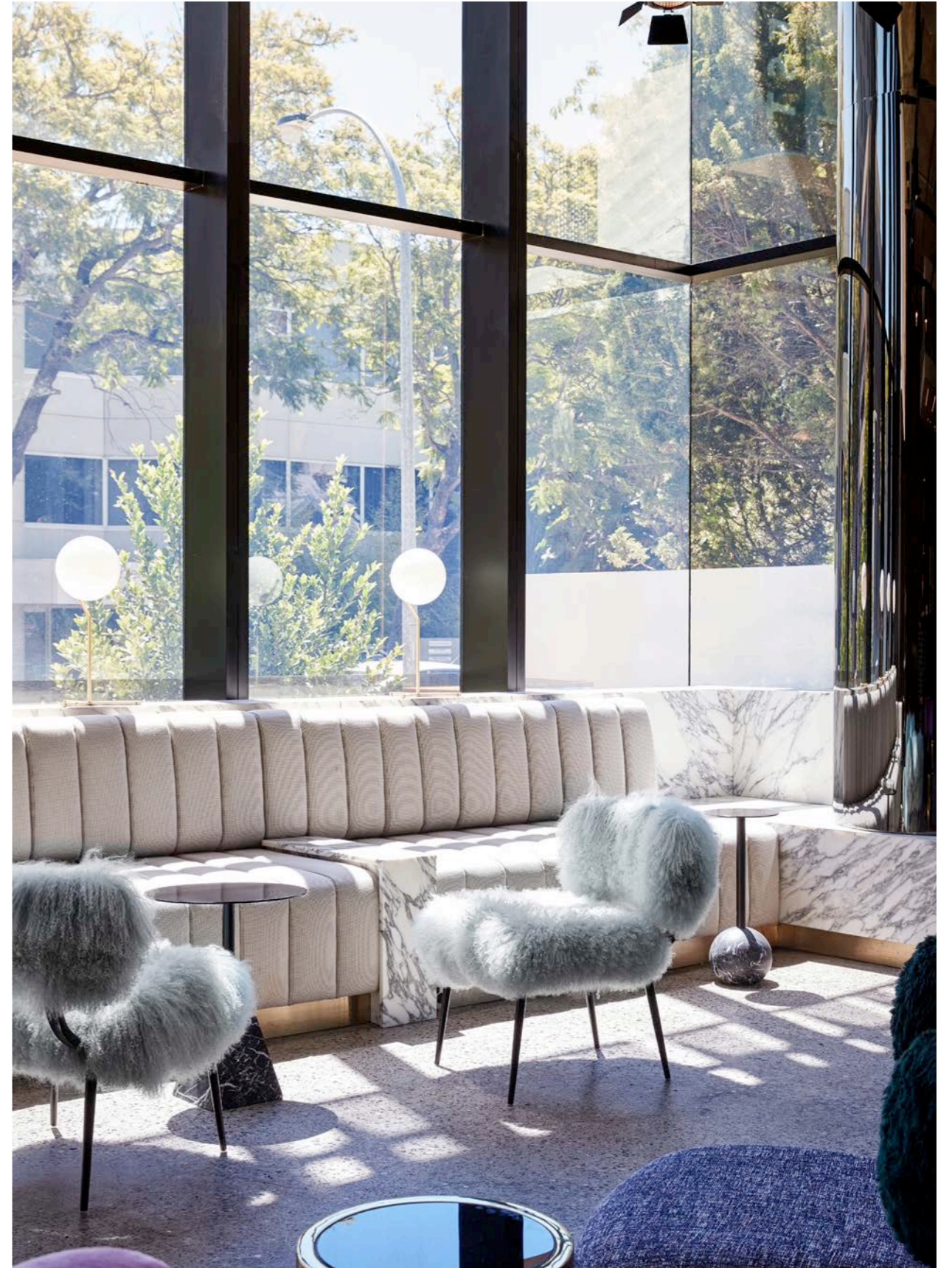
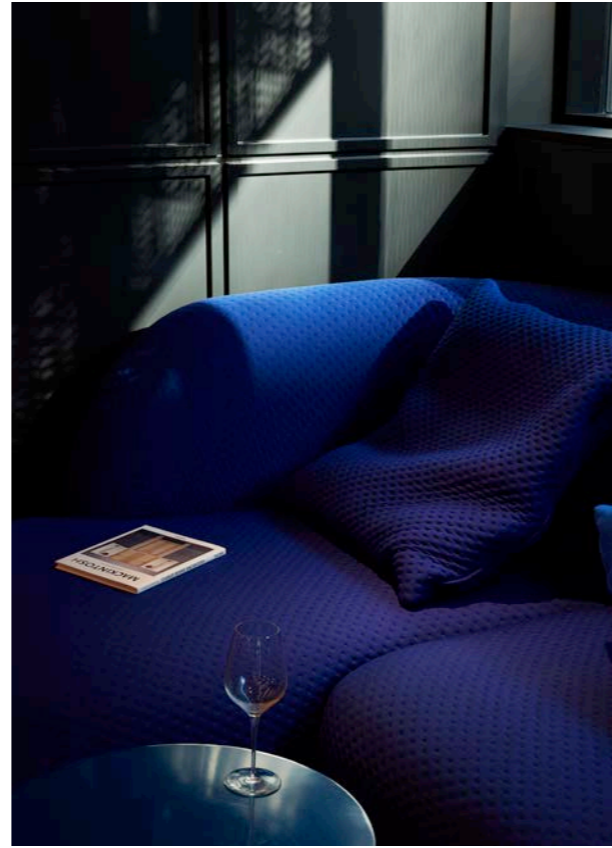
Module Supply MP Modular

Interior Designer Travis Walton

Lead Architect Idle Architecture

Website [Accor Tribe](https://www.accor.com/tribe)

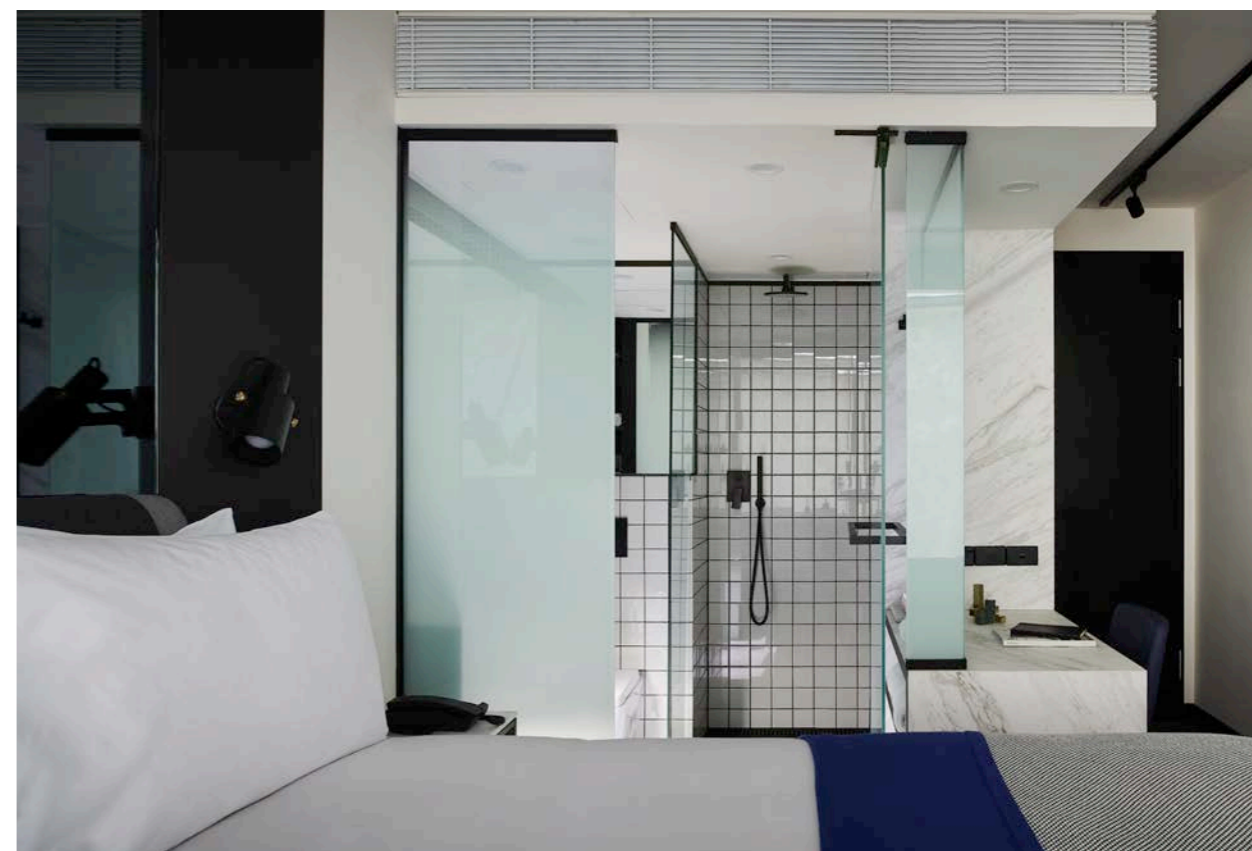
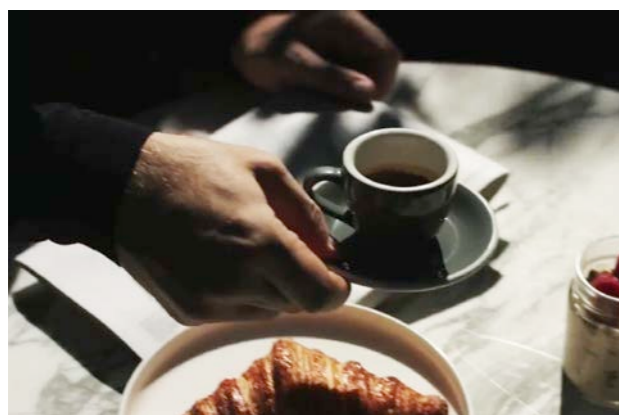
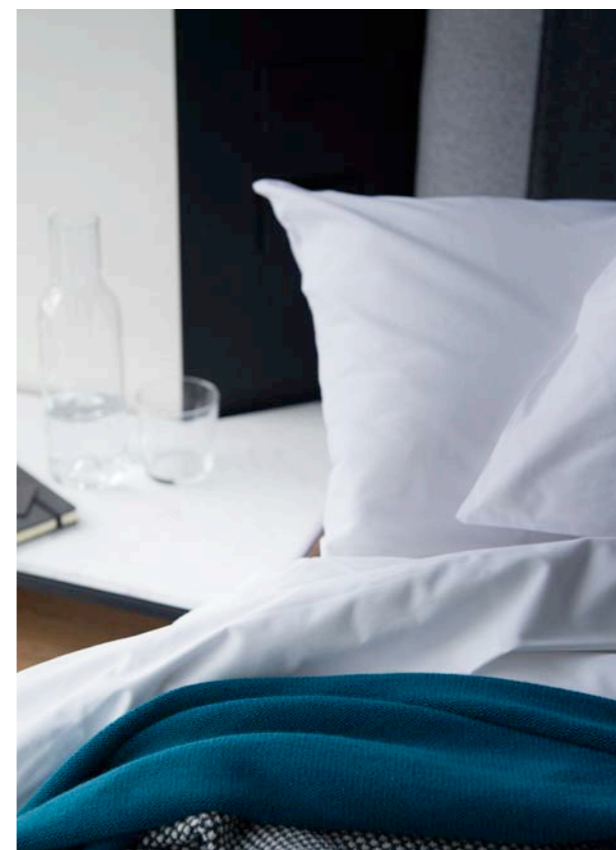




“We did what no other hotel group has done before and built a completely vertically integrated delivery model that enabled us to deliver a polished product at an affordable rate, previously only available to those with five star budgets”

Mark Peters, Founder — MP Modular

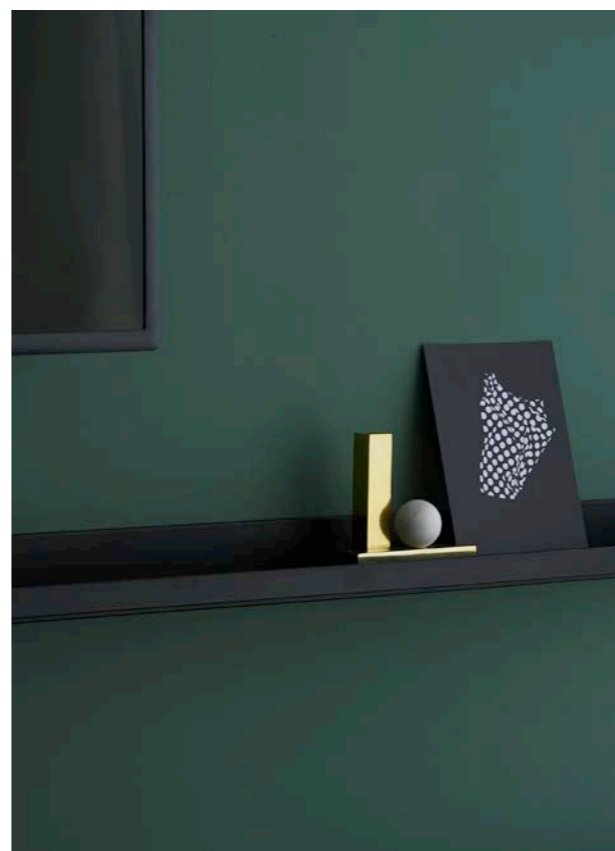
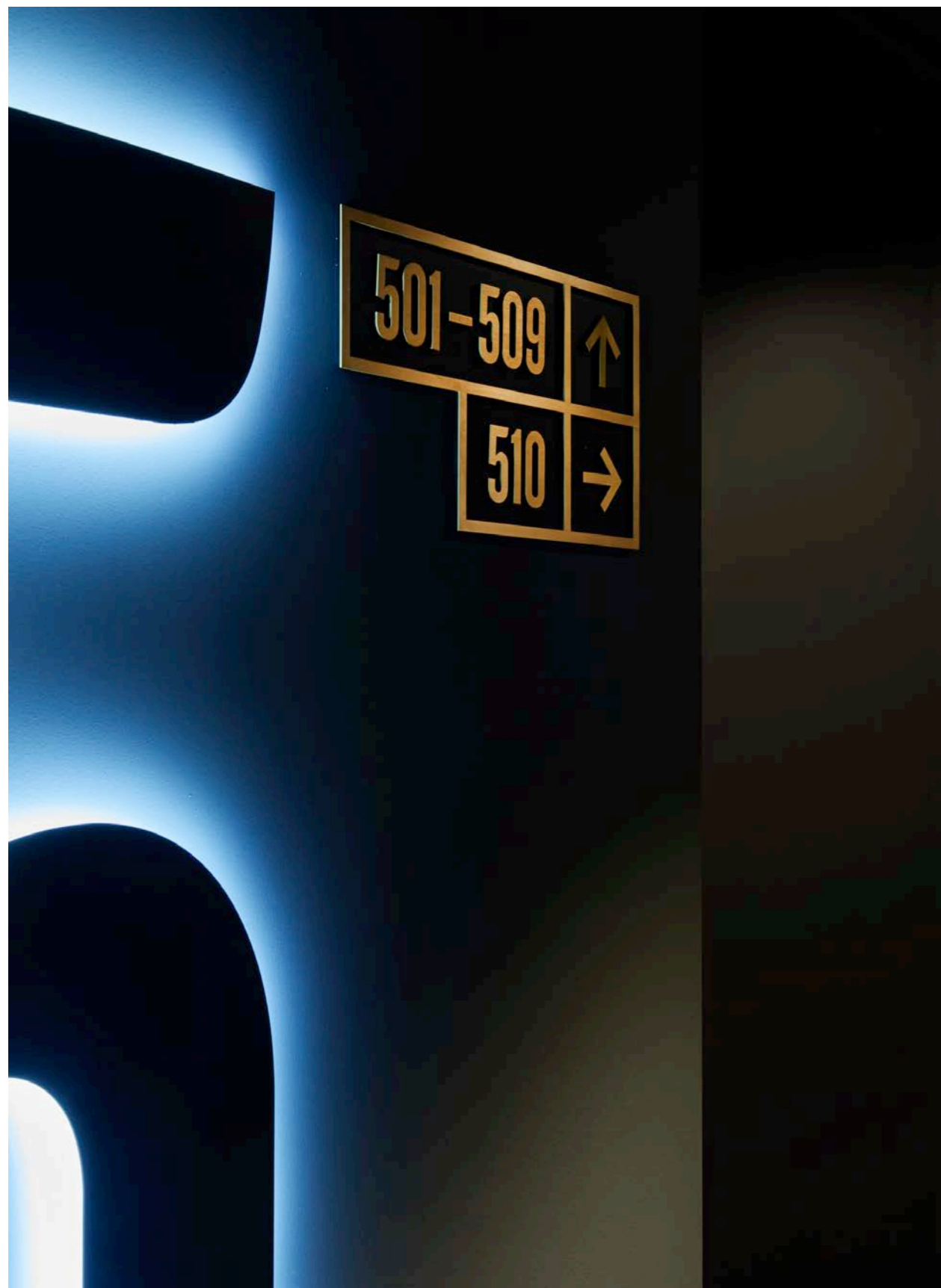


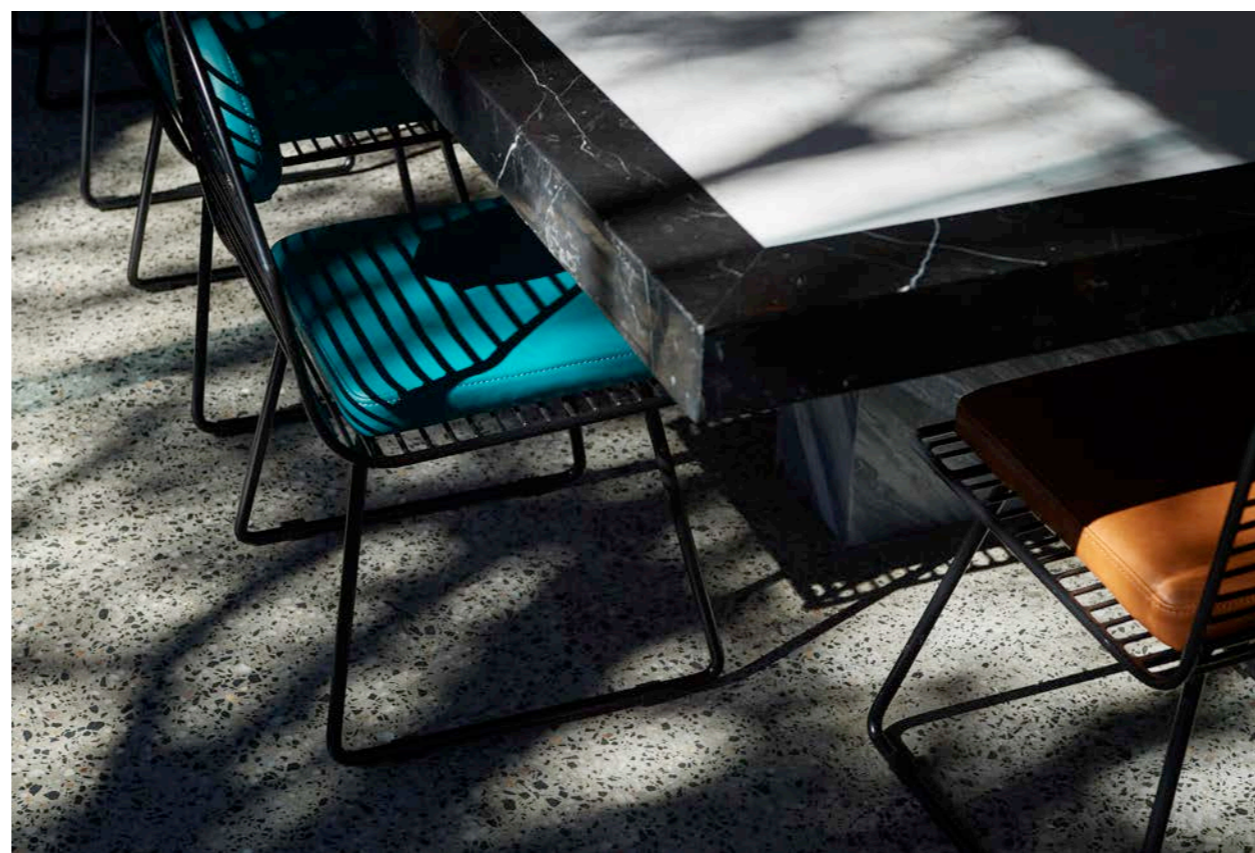
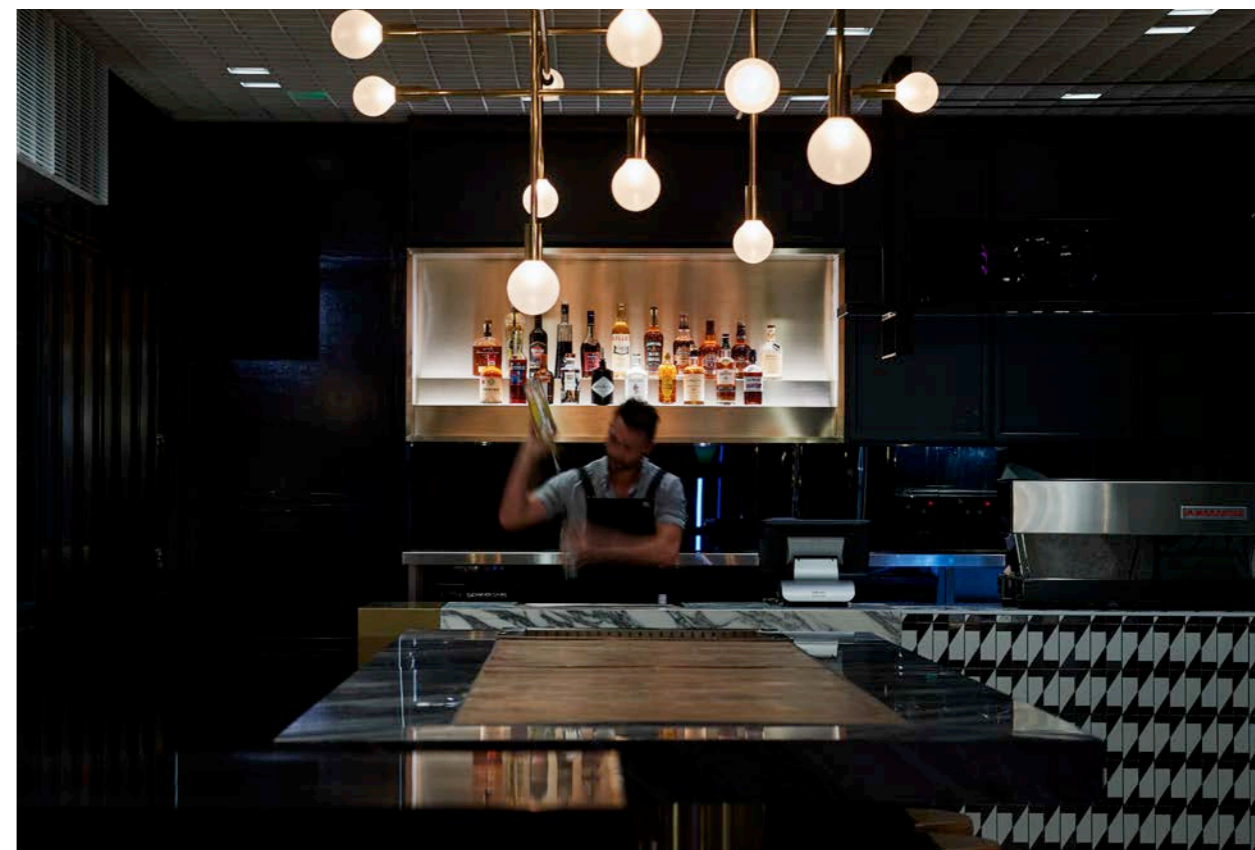


“Tribe is an exciting new hotel model that significantly reduces construction costs, delivers high end interiors & utilises a low cost operations platform that turns the traditional hotel model completely on its head — MP Modular has been central to creating this proposition.”

Mark Peters, Founder — MP Modular







2.4 Awards & Recognition

A product with global recognition of design excellence. Tribe has drawn the attention of a broad spectrum of industry and media thought leaders. The product delivers a level of design detail that, until now, has been foreign to the 'modular hotel' world.

1. **IDEA Awards 2018 Hospitality** Shortlisted
2. **Eat Drink Design Awards 2018** Best Hotel Design Shortlisted
3. **Wallpaper Best Urban Hotels Awards 2018** Shortlisted
4. **TIME Magazine** World's 100 Greatest Places
5. **AHEAD Asia 2018 New Build Urban Hotel** Shortlisted
6. **FX International Interior Design Awards, London 2017** Global Project Finalist
7. **SBID Awards** Hotel Public Space Finalist
8. **Gold Key Awards, New York 2017** Best Lobby Midscale, Best Guest Room Midscale, Best Emerging Concept Finalist

1

idea.

3

Wallpaper*

5

AHEAD
ASIA

7

ID **SBID**
INTERNATIONAL
DESIGN
2017 **AWARDS**

2

**EAT
DRINK
DESIGN
AWARDS**

4

TIME

6



8

**GOLD KEY
AWARDS**

“Through our partnership with Accor and their investment in the Tribe brand, together with our partners we can now deliver our innovative concept on a truly global scale.”

Mark Peters, Founder — MP Modular



7. In The Press

7.1 Further Reading

FINANCIAL REVIEW

Accor buys Tribe prefab hotels brand and plots global expansion.

[View Article](#)

TIME

Worlds Greatest Places 2018. 100 destinations to experience right now.

[View Article](#)

Business Traveler

Accor launches lifestyle brand Tribe.

[View Article](#)



Tribe. 1 hotel open, another 10 in the pipeline and over 50 under negotiation worldwide.

[View Article](#)

Wallpaper*

A new Australian hotel operator has debuted a concept that eschews the usual 'luxury clichés'

[View Article](#)

INDESIGN

Edited Luxury Tribe Hotel Perth Interiors

[View Article](#)



MP Modular – identifying a significant 'market gap' opportunity

[View Article](#)

THE AUSTRALIAN*

Accor-backed Tribe eyes 12 hotels

[View Article](#)

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