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REGNUM

Institutional Advisory

International Hotel & Commercial Real Estate

Corporate Profile

Building Trusted Investment Relationships
Across Borders

Investment Is A Matter Of Trust.

www.REGNUM.ltd

WHY TRUST STILL MATTERS

In An Increasingly Complex Investment Environment

Cross-border investment has never been more accessible.

Yet successful transactions have never required greater discipline.

Capital moves faster.

Information travels instantly.

Opportunities appear everywhere.

At the same time, confidentiality has become more difficult to protect.

Decision-making has become more complex.

Institutional expectations have become higher.

For investors, asset owners and professional partners alike, access to opportunities is no longer the greatest challenge.

The greater challenge is identifying trusted relationships capable of transforming opportunity into successful execution.

Professional advisory therefore plays a different role today.

It is no longer simply about introducing buyers and sellers.

It is about reducing complexity.

Protecting confidentiality.

Managing expectations.

And creating the confidence required for responsible long-term investment decisions.

Trust is not created through presentations.

It is created through consistent professional behaviour.

That principle remains unchanged regardless of market cycles, geography or transaction size.

Long-term investments begin with long-term trust.

SECTION I

WHY REGNUM EXISTS

We Created REGNUM To Build Trusted Investment Relationships

REGNUM was established around a simple observation.

Many investment opportunities fail not because of the asset—

but because of the process.

Unqualified communication.

Poor preparation.

Lack of structure.

Insufficient confidentiality.

Misaligned expectations.

These challenges reduce confidence long before negotiations begin.

REGNUM was created to address those challenges through institutional advisory.

Our objective is not to operate as a public marketplace.

Our role is to create a professional environment in which qualified investors, asset owners and strategic partners can engage with confidence.

Every relationship begins with understanding.

Every process begins with preparation.

Every opportunity deserves disciplined representation.

This philosophy continues to guide every assignment we undertake.

Because sustainable investment relationships are built on confidence before they are built on contracts.

Professional structure creates professional confidence.

SECTION I

OUR PHILOSOPHY

Five Principles That Shape Every Professional Relationship

Professional advisory is not defined by the number of transactions completed.

It is defined by the quality of the principles applied throughout every engagement.

At REGNUM, our approach is built upon five fundamental principles that guide every professional relationship.

These principles remain consistent regardless of market conditions, transaction size or geography.

Trust Before Transactions

Sustainable relationships begin with confidence, not contracts.

Structure Before Speed

Careful preparation creates stronger outcomes than unnecessary urgency.

Relationships Before Opportunities

Long-term cooperation generates greater value than isolated transactions.

Independent Professional Judgement

Every recommendation should support the client's objectives, not the availability of an asset.

Long-Term Perspective

Today's decisions should strengthen tomorrow's opportunities.

Principles create consistency.

Consistency creates confidence.

SECTION I

HOW WE THINK

Every Assignment Begins With A Different Question

Many advisory firms begin with the asset.

We begin with the investment objective.

Before evaluating opportunities, we seek to understand what success looks like for the client.

Investment horizon.

Risk profile.

Preferred asset class.

Geographic focus.

Operational expectations.

Long-term strategy.

Only after these elements are understood does the evaluation of potential opportunities begin.

This disciplined approach enables more focused discussions, more efficient communication and stronger alignment throughout the advisory process.

Because professional advisory should never begin with what is available.

It should begin with what is appropriate.

Successful advisory begins by understanding the objective before evaluating the opportunity.

SECTION II

TRUST BEFORE TRANSACTIONS

Every Successful Investment Begins With Confidence

Transactions can be negotiated.

Contracts can be drafted.

Financial structures can be arranged.

Trust cannot be accelerated.

At REGNUM, trust is never treated as the consequence of a successful transaction.

It is the condition that makes successful transactions possible.

This philosophy influences every stage of our advisory process.

Before confidential information is exchanged.

Before meetings are organised.

Before negotiations begin.

Professional confidence should already exist.

For this reason, we believe disciplined preparation is more valuable than hurried execution.

When confidence exists, communication becomes clearer.

Decision-making becomes more efficient.

Long-term relationships become possible.

Because trust is not created at the closing table.

It is created long before people decide to work together.

Confidence creates conversations.

Trust creates partnerships.

SECTION II

STRUCTURE BEFORE SPEED

The Best Decisions Rarely Begin In A Hurry

Investment opportunities often arrive with urgency.

Professional decisions should not.

The quality of a transaction is influenced less by how quickly it begins and more by how carefully it is prepared.

Responsible preparation creates clarity.

Clarity improves communication.

Clear communication strengthens confidence.

This disciplined approach allows investors, asset owners and advisors to focus on what truly matters.

Understanding objectives.

Evaluating opportunities.

Making informed decisions.

Because sustainable investments are built through preparation—not pressure.

Speed may accelerate a process.

Preparation determines its quality.

SECTION II

PROFESSIONAL JUDGEMENT

Experience Is Valuable. Judgement Is Essential.

Information has never been more accessible.

Professional judgement has never been more valuable.

Successful investment decisions require more than reports, financial models and market statistics.

They require perspective.

Context.

Experience.

And the ability to ask the right questions before seeking the right answers.

Professional judgement is not about predicting the future.

It is about evaluating today's information responsibly in order to support tomorrow's decisions.

The value of an advisor is measured not by the quantity of information provided, but by the quality of judgement applied.

Information informs decisions.

Professional judgement improves them.

CONFIDENTIALITY

Confidentiality Is More Than A Legal Obligation

Confidentiality protects far more than information.

It protects confidence.

Business relationships.

Institutional reputation.

Future opportunities.

Professional confidentiality is reflected not only in agreements, but also in behaviour.

Responsible communication.

Controlled information sharing.

Respect for timing.

Respect for trust.

Every confidential discussion deserves the same level of professional discipline, regardless of transaction size.

Because confidence is difficult to build.

And easy to lose.

Confidentiality protects relationships before it protects information.

SECTION II

LONG-TERM THINKING

Sustainable Relationships Create Sustainable Investments

The strongest investment relationships are rarely defined by a single acquisition.

They develop through consistency.

Professional conduct.

Shared experience.

Mutual confidence.

For this reason, every engagement should be viewed as the beginning of a professional relationship rather than the conclusion of a transaction.

When relationships are managed with a long-term perspective, communication improves.

Trust deepens.

Future opportunities emerge naturally.

Professional advisory should therefore create value that extends beyond the current assignment.

Because lasting relationships often become an institution's greatest asset.

The strongest investment strategy is often a long-term relationship.

INVESTMENT CHALLENGES

Complex Investments Require More Than Market Access

International investment opportunities are increasingly accessible.

Managing them professionally has become increasingly complex.

Different jurisdictions.

Different legal frameworks.

Different business cultures.

Different stakeholder expectations.

Different investment objectives.

Successful advisory creates value by bringing clarity to this complexity.

Professional coordination improves communication.

Disciplined preparation reduces uncertainty.

Structured processes strengthen confidence.

The quality of an investment process often determines the quality of its outcome.

Complexity should be managed.

Not transferred to the client.

SECTION III

ALIGNING INTERESTS

Every Successful Transaction Begins With Shared Objectives

Every investment involves different participants.

Each brings different priorities.

Investors seek opportunity.

Asset owners seek certainty.

Financial institutions seek structure.

Legal advisors seek clarity.

Professional advisory creates alignment without compromising independence.

Alignment does not require identical objectives.

It requires a shared understanding of expectations.

When expectations are aligned early, communication becomes more productive.

Negotiations become more efficient.

Relationships become stronger.

Alignment creates momentum.

Momentum creates progress.

SECTION III

PROFESSIONAL REPRESENTATION

Professional Representation Requires Independence

Representation is one of the most important responsibilities within any investment process.

Professional advisors should remain objective.

Independent.

Solution-oriented.

Their responsibility is not to influence decisions.

Their responsibility is to support informed decisions.

Professional representation requires preparation.

Responsible communication.

Respect for confidentiality.

Disciplined process management.

Independent representation protects every participant.

It also protects the quality of the investment process itself.

Professional representation protects the quality of decision-making.

SECTION III

PROFESSIONAL COORDINATION

Successful Transactions Depend Upon Professional Collaboration

Major investment transactions involve many specialists.

Legal advisors.

Financial institutions.

Tax consultants.

Technical advisors.

Valuation experts.

Hotel operators.

Architects.

Engineers.

Professional advisory does not replace these disciplines.

It brings them together.

Effective coordination improves communication.

Reduces unnecessary delays.

Supports informed decision-making.

Creates greater efficiency throughout the investment process.

Professional coordination transforms expertise into progress.

SECTION III

THE ADVISORY JOURNEY

A Structured Process Creates Better Decisions

Every investment assignment follows its own path.

The principles guiding that journey should remain consistent.

REGNUM applies a structured advisory approach designed to create clarity, protect confidentiality and support responsible decision-making.

Understanding

Understanding objectives before discussing opportunities.

↓

Qualification

Establishing professional alignment.

↓

Strategic Evaluation

Assessing opportunities against investment objectives.

↓

Confidential Engagement

Responsible communication supported by disciplined information management.

↓

Professional Representation

Facilitating communication between qualified stakeholders.

↓

Long-Term Relationship

Building trusted cooperation beyond the current assignment.

Every successful relationship begins with a structured process.

SECTION IV

CREATING VALUE

Better Decisions Begin With Better Understanding

Every important investment decision begins with understanding.

Understanding the investment objective.

Understanding the asset.

Understanding the market.

Understanding the opportunities.

Understanding the risks.

Professional advisory creates value by improving the quality of that understanding.

Greater clarity leads to stronger communication.

Stronger communication supports better judgement.

Better judgement leads to better investment decisions.

Professional advisory therefore creates value long before negotiations begin.

Because informed decisions are never accidental.

They are the result of disciplined preparation.

Clarity is one of the most valuable forms of professional advisory.

HOSPITALITY INVESTMENTS

Hotels Are Businesses Before They Are Buildings

Hospitality investments require a broader perspective than conventional real estate.

Every hotel combines real estate, operations, brand positioning, management, guest experience and long-term financial performance.

Successful investment decisions therefore require understanding how these elements interact.

Professional advisory helps investors evaluate opportunities beyond physical assets alone.

Operational sustainability.

Market positioning.

Future development potential.

Strategic opportunities.

Long-term competitiveness.

Every hospitality investment deserves individual evaluation.

Because hotels should first be understood as businesses.

Real estate is only one part of the investment.

Hospitality investments deserve operational thinking as well as real estate expertise.

COMMERCIAL REAL ESTATE

Every Asset Requires An Individual Perspective

Commercial real estate offers a wide range of investment opportunities.

Office buildings.

Retail properties.

Mixed-use developments.

Industrial facilities.

Development land.

Income-producing assets.

No two opportunities should be evaluated in exactly the same way.

Investment objectives differ.

Markets evolve.

Tenant structures change.

Future potential varies significantly.

Professional advisory therefore avoids standard solutions.

Each opportunity should be assessed individually within the context of the investor's strategy, objectives and long-term vision.

Independent evaluation creates stronger discussions.

Stronger discussions create better investment decisions.

No two assets should be evaluated through the same lens.

SECTION IV

CROSS-BORDER REPRESENTATION

Local Understanding Creates International Confidence

Cross-border investments require more than international experience.

They require local understanding.

Professional communication.

Institutional coordination.

And respect for different business cultures.

International investors entering Türkiye require reliable local representation.

Regional asset owners seeking international capital require trusted access to qualified investors.

Professional advisory helps connect these perspectives through disciplined communication and structured representation.

By reducing complexity and improving understanding, stronger investment relationships become possible.

International capital moves with greater confidence when supported by local understanding.

SECTION IV

LONG-TERM PARTNERSHIPS

The Greatest Value Often Lies Beyond The First Transaction

Professional relationships develop through continuity.

Not coincidence.

Every successful assignment creates experience.

Every discussion builds confidence.

Every completed transaction strengthens future cooperation.

For this reason, REGNUM values long-term institutional relationships above individual transactions.

We believe sustainable cooperation improves communication, increases efficiency and creates greater value for everyone involved.

Our objective is not simply to complete transactions.

Our objective is to become a trusted long-term advisory partner.

Long-term partnerships create long-term investment value.

SECTION V

PROFESSIONAL RELATIONSHIPS

Trust Is Built Through Consistency

Professional relationships are not established through presentations.

They are built through consistent behaviour over time.

Every conversation.

Every meeting.

Every commitment.

Every decision.

Contributes to the confidence shared between institutions.

For this reason, REGNUM approaches every professional relationship with the same objective.

To create clarity.

To communicate responsibly.

To represent every assignment with discipline.

Because trust is never created by promises.

It is earned through consistency.

Professional consistency creates institutional confidence.

INDEPENDENCE

Objective Advice Creates Better Decisions

Professional advisory requires independence.

Recommendations should be guided by the client's investment objectives rather than by the availability of opportunities.

Independent judgement strengthens credibility.

Credibility strengthens confidence.

Confidence improves decision-making.

Professional advisors should not create unnecessary pressure.

Nor should they attempt to influence investment decisions.

Their responsibility is to provide objective perspective, responsible communication and disciplined representation.

Independent advice strengthens trust.

Trust strengthens long-term relationships.

SECTION V

BUILDING INSTITUTIONAL RELATIONSHIPS

Every Meaningful Partnership Begins With Mutual Confidence

Successful institutional relationships rarely begin with a transaction.

They begin with professional dialogue.

Shared principles.

Responsible communication.

Mutual respect.

REGNUM seeks long-term cooperation with institutions that value professional standards over transaction volume.

Our relationships include investment funds, banks, insurance companies, family offices, hotel operators, developers and institutional property owners.

Different organisations.

Different objectives.

One common expectation.

Professional partners they can trust.

Strong institutions recognise each other through shared principles.

SECTION V

WHO WE SEEK TO WORK WITH

Long-Term Relationships Create Long-Term Value

REGNUM welcomes professional dialogue with organisations seeking a trusted advisory partner for cross-border investments and strategic real estate opportunities.

Including:

Institutional Investment Funds

Private Equity & Real Estate Funds

Family Offices

Banks & Financial Institutions

Insurance Companies

Hotel Owners

International Hotel Operators

Hotel Brands

Developers

Institutional Property Owners

Strategic Investment Partners

We value professionalism, transparency and long-term cooperation above transaction volume.

Because successful partnerships are built on compatibility rather than coincidence.

Shared values create stronger partnerships than shared opportunities.

SECTION V

AN INVITATION TO START A CONVERSATION

Every Long-Term Relationship Begins With A First Meeting

The purpose of this Corporate Profile is not to present investment opportunities.

Its purpose is to introduce an advisory philosophy.

A philosophy based upon trust.

Professional independence.

Responsible representation.

Structured communication.

Long-term thinking.

If these principles reflect the way your organisation approaches investment, we would welcome the opportunity to begin a professional dialogue.

Not necessarily about a specific transaction.

But about building a long-term professional relationship capable of creating value across many future opportunities.

Trust cannot be requested.

It must be earned.

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SECTION V

WHO WE ARE

European Structure. International Perspective.

REGNUM is an international institutional advisory company founded on European business principles, professional discipline and long-term trust.

Headquartered in Estonia and supported by a strong professional network in Germany and Türkiye, REGNUM connects qualified investors, asset owners and strategic partners through structured advisory services and confidential representation.

Rather than operating as a traditional brokerage, REGNUM follows an institutional advisory approach based on preparation, transparency and responsible communication.

Every assignment is managed with the support of experienced specialists, ensuring that each project benefits from the appropriate expertise throughout the entire process.

OUR CORE AREAS OF EXPERTISE

Hospitality & International Franchise

Advisory services for hotel investments, acquisitions, operators and international franchise partnerships.

Commercial Real Estate

Institutional advisory for commercial properties, mixed-use developments and investment assets.

Development Land

Strategic advisory for project-based land acquisitions, tourism development sites and large-scale investment opportunities.

Private Advisory

Confidential mandate-based representation for qualified investors seeking tailored acquisition opportunities and long-term strategic partnerships.

Our objective is not simply to facilitate transactions.
Our objective is to build trusted investment relationships that create sustainable long-term value.

SECTION V

CONTACT

REGNUM

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Corporate Profile

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Investment Is A Matter Of Trust.

THE REGNUM PRINCIPLES

- ***Trust Before Transactions***
- ***Structure Before Speed***
- ***Relationships Before Opportunities***
- ***Professional Judgement Before Assumptions***
- ***Confidentiality Protects Confidence***
- ***Independent Advice Creates Better Decisions***
- ***Preparation Creates Clarity***
- ***Professional Representation Requires Discipline***
- ***Long-Term Thinking Creates Long-Term Value***
- ***Trusted Relationships Create Sustainable Investments***

FINAL STATEMENT

Investment is ultimately about people.

People build relationships.

Relationships build institutions.

Institutions create confidence.

Confidence creates opportunity.

At REGNUM, we believe every successful investment begins long before negotiations.

It begins with trust.

If our principles reflect the way your organisation approaches long-term investment, we would welcome the opportunity to begin a professional dialogue.

Because meaningful partnerships are built through shared values, mutual respect and responsible advisory.

Trust cannot be requested. It must be earned.

Bülent Ginyol
Founder & Managing Director

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