



## COMPANY PROFILE

JANUARY 2024



# ABOUT TRIANUM

## Introduction

**Trianum** is pleased to present this proposal that outlines the scope of services that meets the needs of the project and the business terms and conditions that will govern this assignment

### About Us

**Trianum** is the leading serviced apartment operator in the East Africa region, with 14 years and **189% compounded annual growth**.

We are a world class leader in hospitality, passionately executing innovative solutions to make each hotel a unique success. Led by a distinctive group of people who anticipate change, think ahead and aim to exceed expectations

We offer both consulting and management services; from concept to actualization including feasibility studies, market research and operations management. Our management services offered either under the brand “by Trianum” or as a white label operation under franchise.

14

years in operation

30

apartment hotels opened and/or operated

65%

portfolio occupancy 2023

271

keys under management

**KES 447 million**

Total portfolio revenue (2023)

## Why Us?

Trianum offers management of serviced apartments and hotels under franchise from an international brand or under the “**by Trianum**” brand.

Trianum, driven by a culture of innovation, has scored many “*firsts*” over its 12-year history:

- The first **3rd party hotel management company** in Kenya
- The first to set up extended stay apartments with **full hotel services**, offering flexible rate plan – daily, weekly and monthly rates – for serviced apartments
- The first brand to apply revenue management principles, leading to a **55% year on year revenue growth** between 2015 and 2016
- The first to set up **rental pool arrangements** for multi-owner developments
- Opened the **first internationally branded serviced apartment in Nairobi, the first for that brand globally**, achieving 70% occupancy by December 2017 (end of first year)

From the onset we live by the principle that the owner’s success is our success. We will set up regular update meetings with the Owner or their representative. These will be at high frequency initially and then reduce depending on the owner’s comfort level with the business. The owner will always deal with a dedicated Director of Trianum.

Our contracts have performance guarantees from Year 1, variable base and incentive fees and we spend time to understand and cater, as far as possible, to the owner’s financial obligations in respect of the development.





## Why Us?

### Above market performance

**61%**

Nairobi STR Market Occupancy, 2023

**65%**

Portfolio average occupancy 2023

**KES 7,400**

Portfolio average ADR in 2023  
Nairobi market average US \$108, STR

**38%**

Net Operating Profit

Our portfolio occupancy has performed at above market average occupancy for the last 5 years. Our highest occupancy performance was in 2019 at 80% and in 2018 at 75%. Our expertise led to a swift post-COVID recovery with no closure of hotels that led to stronger occupancies.

Strong occupancy and revenue performance means we deliver above market RevPAR to owners.

Operating efficiencies and a shared services structure means that the owner is able to achieve higher bottom line performance.

**We deliver...**



Above market  
performance



Expert  
hospitality  
promotion

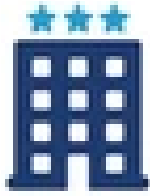


Strong  
operating  
efficiencies



## 2023 IN SUMMARY

7



HOTEL

4



RESTAURANT

65%

Occupancy in 2023

13

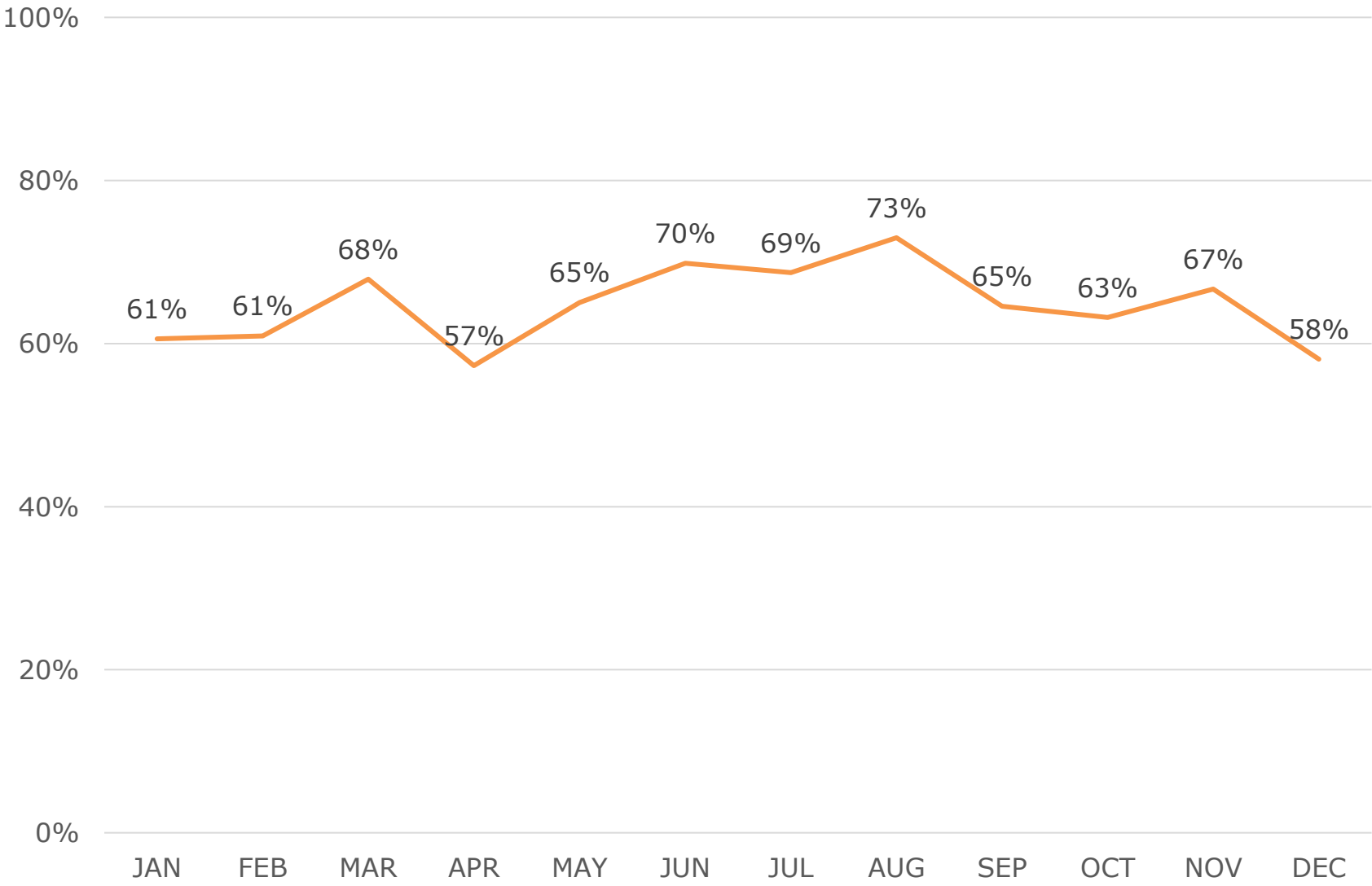


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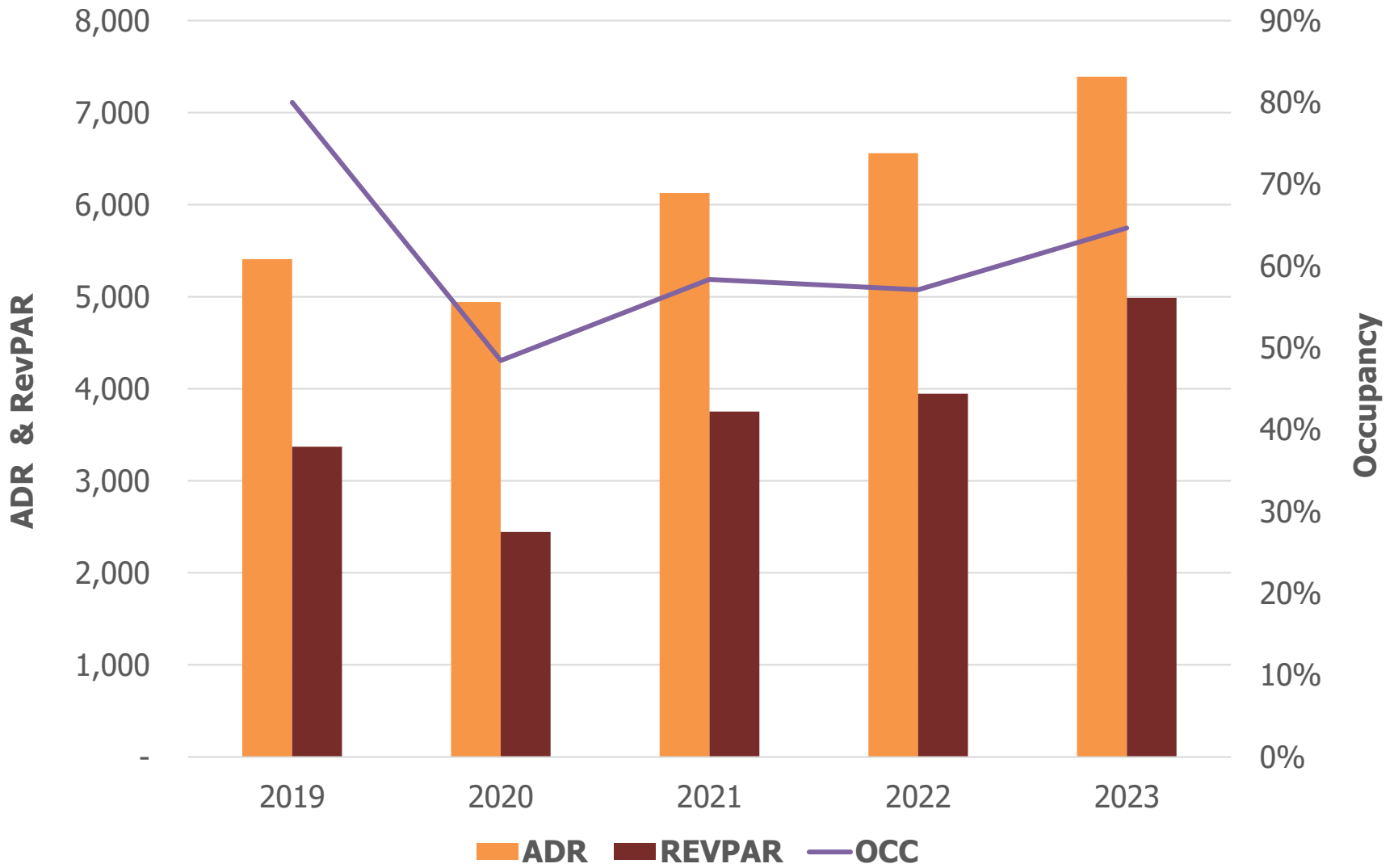
ROOM

# Monthly Occupancy Performance 2023



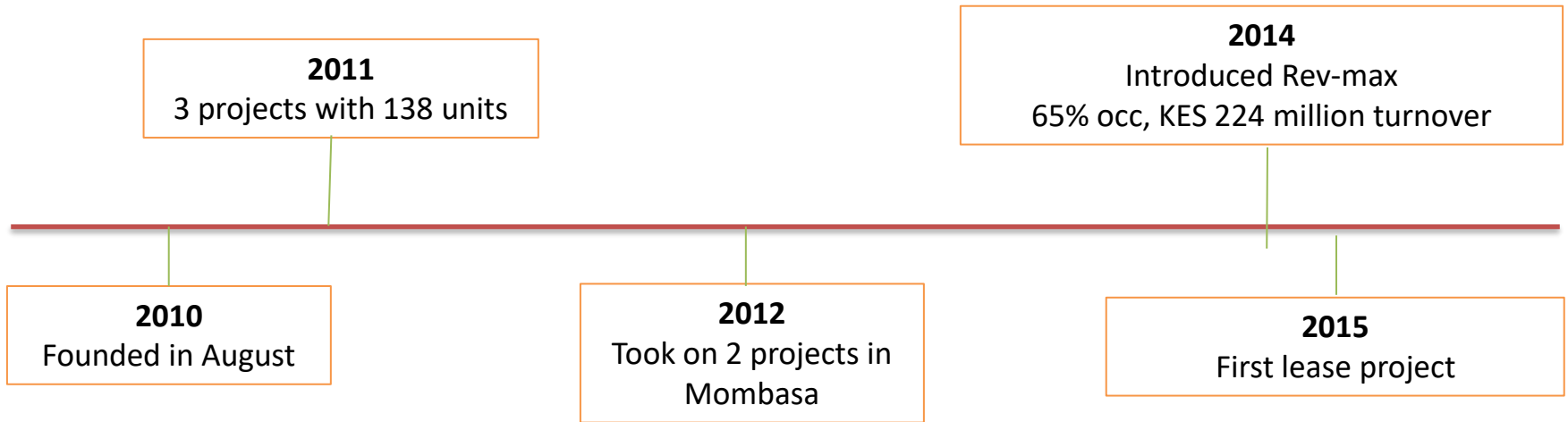


# Key Performance Metrics





# Milestones

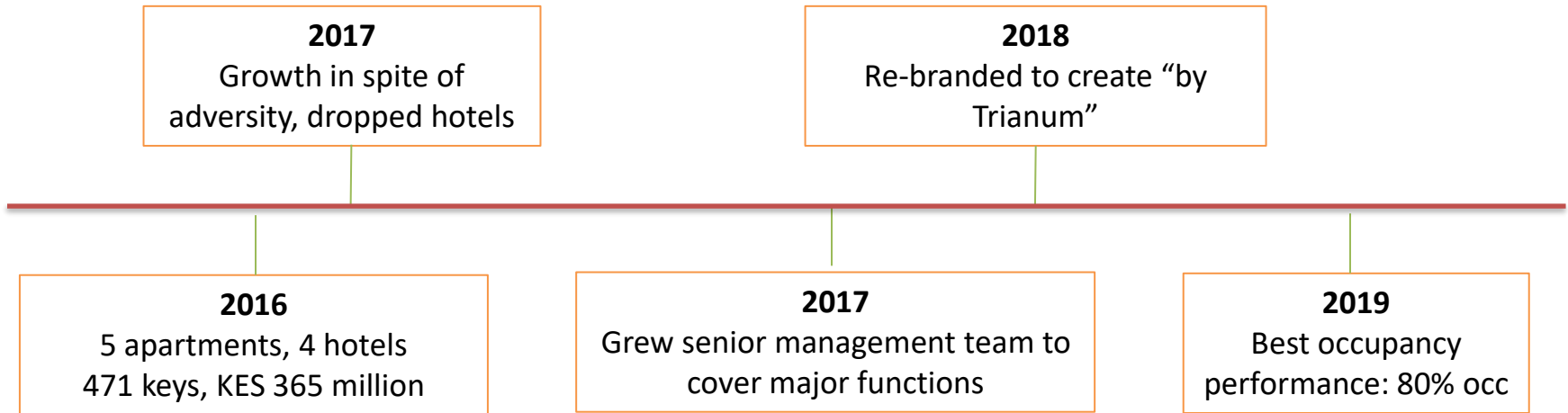


## First Five Years – Creating the Blueprint

- 2010      Founded on the back Batians Peak, which was at the end of construction
- 2011      Grew to 3 projects: Batians Peak, Heri Heights (first pre-opening project) and Serene Valley. Defined work phases and market niche
- 2012      Took on Eden Beach (pre-opening) and Pangoni (advisory)
- 2014      Employed revenue management to improve financial performance
- 2015      Took on Fedha Residences as the first lease project



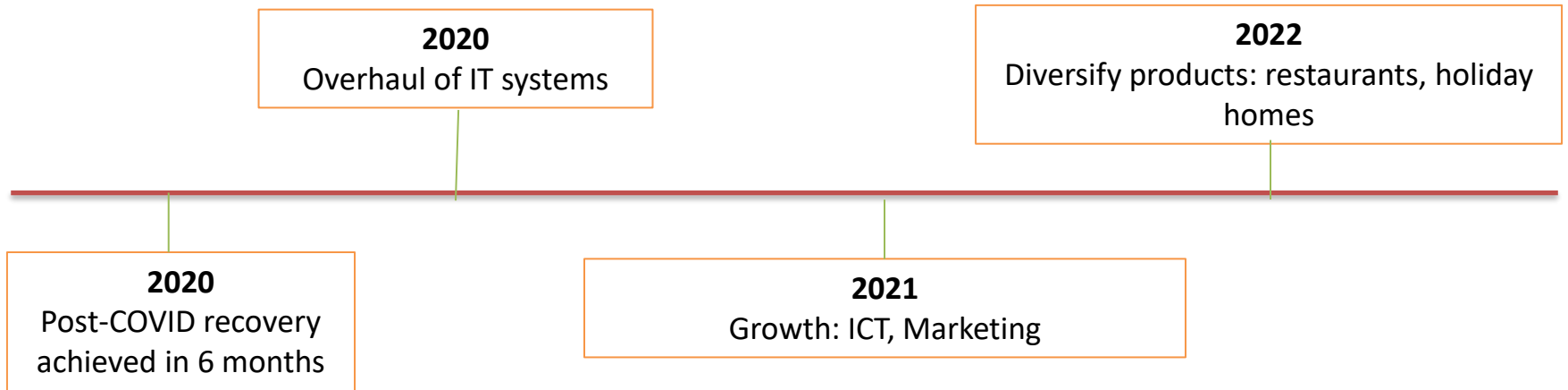
# Milestones



## Next Five Years – Growth and Brand

- 2016      Diversified to take on hotels with less than 100 room, pushed growth to 9 units
- 2017      Market instability from election led to re-organization – fewer units, stronger growth
  - Performance per unit grew from average income of KES 40 million per unit to KES 70 million
- 2017      Developed a senior management team at Head Office to support major functions
- 2018      Re-branded to develop “**by Trianum**” and developed co-branding guidelines

# Recovery



2020 Impact of COVID pandemic: occupancy fell from 80% in 2019 to average of 40% between March to July

2021 Post-COVID recovery strategy : 60% occupancy and KES 21 million turnover (75% income of 2019) per month

- Internal growth was pegged on ICT upgrade and stronger marketing capability

2022 External growth was pegged on diversifying our product offering

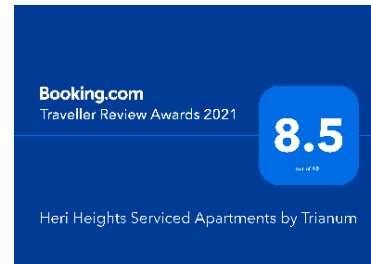
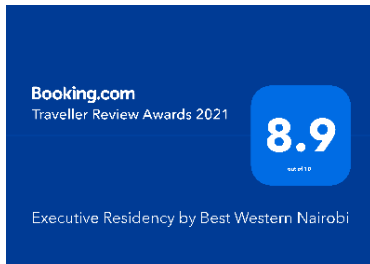
# Sales & Marketing

A 10 person head office team has 4 people dedicated to marketing, e-commerce and central reservations. They are supported by a team of 5 sales executives based in different geographic locations around Nairobi.

Built locally, with global reach, our sales, marketing and e-commerce capabilities deliver strong market penetration. New properties are able to reach 50% occupancy within 4 months.

Our repeat corporate customer base includes the 5 largest diplomatic missions, international and local NGOs and international multinational corporations.

Guest satisfaction is at the core of everything we do, and if you do not believe us, listen to our customers. In 2021 our properties received the Booking.com Traveler Review Awards above 8.5.



## Comprehensive Sales & Marketing Capability

**5**

Sales team members

**US\$112,952\*\***

Revenue from E-commerce

**KES 11.8 million\*\***

Revenue from Central Reservations

**8.6**

Portfolio average, Booking.com Traveler Review Awards 2021

**\*\*Excludes Executive Residency by Best Western**



# Shared Services

Shared Services Structure

**10**

Head office team members

**10**

Shared services staff:

Trianum Directors: Strategy and Oversight

Shared Services Staff

Finance, Internal Audit, IT, Human Resources, Marketing, Sales, E-Commerce, Digital & Social Media Management, Project Management

Hotel based staff

General Manager Accounts

Operating Department Staff

# CURRENT PORTFOLIO



## Current Management Projects



- Branded aparthotel located on Riverside Drive
- 48 units:
  - 7 units – 1 br
  - 10 units – 1br with office
  - 31 units – 2 br
- Slate Meeting Room for up to 60 pax
- The Grove Bistro & Rooftop Bar
- Opened in November 2016





## Current Management Projects



- Located on Kolobot Drive, off Arboretum Road in State House Nairobi
- 45 units:
  - Studios – 7 units
  - 1br – 30 units
  - 2br – 5 units
  - 3br – 3 units
- Scapes Restaurant
- Synergy Meetings rooms – 3 rooms, 6 to 40 pax
- Sandalwood Fitness Center & Pool
- Opened in February 2012



## Current Management Projects



- Located along Tigoni Road, Kilimani
- 27 units:
  - 2 br – 20 units
  - Studio – 7 units
- Opened in March 2015



## Current Management Projects



- Located along Githunguri Road, Kileleshwa
- 24 units:
  - 4 penthouse – 2 br with office
  - 20 units – 3br
- Opened in August 2017



# Current Management Projects



- Located on Kirawa road, Kitisuru
- 32 hotel rooms, studios and 1xbedroom apartments and penthouse
- Tembea Restaurant
- Serengeti Meeting Room
- Gym
- Opened January 2021



## Current Management Projects



- Located along Muthangari Road, Lavington
- 45 apartments
  - 1 bedroom
  - 2 bedroom
- Restaurant
- 4 Meeting Rooms
- RoofTop Swimming Pool
- Fitness Centre
- Managed from January 2023



## Current Management Projects



- Located along Mwanzi Road in Westlands
- Next to Westgate Shopping Mall
- 35 hotel suites
- Restaurant
- Boardroom
- Swimming Pool
- Fitness Centre
- Partner since December 2023



## Voi Wildlife Lodge

- Located in Voi and is made up of 3 properties
  1. Manyatta Camp: 25 tents
  2. Man Eaters Camp: 31 tents
  3. Voi Wildlife Lodge:
    - Luxurious rooms: 24 units
    - Superior rooms: 48 units
    - Standard rooms: 16 units
    - Suite rooms: 87 units
    - Presidential suites: 3 units
- 2 Restaurants
- Conference & Meeting Rooms
- Swimming Pools
- Fitness Centres
- Partner since October 2023





**ENVIRONMENTAL  
SOCIAL &  
GOVERNANCE**

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## ESG Implementation

**Impact** is at the heart of our operations, fostering **sustainability** and **community engagement**.



At Trianium, our impact goes beyond business.

We are thrilled to play our part in ESG (Environmental, Social, and Governance) goals, fostering sustainability and community engagement.

Our approach revolves around incorporating:

**LOCAL**  
Local Options to Create an African Landscape



### OUR GLOBAL SDGs CONTRIBUTIONS



GENDER EQUALITY

**Our Alignment**

- FF&E and OSE sourcing from Women & Youth Enterprises
- Women & Youth Employment



AFFORDABLE & CLEAN ENERGY

- Property Energy Audits
- Solar power



RESPONSIBLE CONSUMPTION & PRODUCTION

- Elimination of single use toiletries
- Refillable bulk amenities



CLIMATE ACTION

- Waste recycling
- Cooking oil recycling

# THE TEAM



### **Samantha Muna** Business Development Director



Samantha has 28 years of hospitality experience; the last eighteen years have been in hotel investment advisory focusing on development, branding, feasibility and market studies, facility planning and design, and hotel management, having practiced first in Boston, MA then in Nairobi, Kenya.

In 2010, she co-founded Triatum Hospitality Limited, a consulting and Management Company focused on the extended stay and serviced apartment market in Nairobi, Kenya. Triatum currently manages a portfolio of 9 properties, hotels and serviced apartments boasting a total of 470 keys and 700 bedrooms.

She was the Business Development Director for Hilton in Eastern and Southern Africa from 2018 to 2022, when she doubled Hilton's presence in the region with the addition of 5 hotels including the launch of new brands such as Curio Collection and Embassy Suites by Hilton.

In a three-year joint-venture with HVS from 2013 to 2016, a global consulting and advisory firm for the hospitality industry, she performed more than 40 advisory assignments in the East African Market based in Nairobi, Kenya. A most notable achievement was creating partnerships between local investors and international hotel brands such as Radisson, Hyatt, Hilton and Golden Tulip.

Samantha had also worked for ten years in hotel operations in food and beverage, conference and banquets, front office, housekeeping and sales and marketing.

She holds a Masters degree in Hospitality Management (MMH 2006) from Cornell University, USA, a Bachelor of Science (BSc 1999) degree in International Hospitality Management from Hotel School Les Roches, Switzerland and a Diploma in Hotel Management and Administration (1998) from Kenya Utalii College.

She is a member of:

- Cornell Hotel Society (CHS), Kenya Chapter
- Kenya Association of Women in Tourism (KAWT)
- Tourism Professional Association (TPA)
- Kenya Property Developers Association (KPDA)
- REITS Association of Kenya (RAK)

### **Mutheu Muna Mwaniki** Chief Executive Officer



Mutheu co-founded Trianum Hospitality in 2010. She has 21 years' post-qualification experience in human resource management, private legal practice and tax advisory work. She is responsible for managing the human resource management function for the organization and the hotels under management.

She also heads the legal compliance function and oversees the management division of the Company, which includes pre-opening and property operations. Mutheu is a member of the Law Society of Botswana (LSB) and the Institute of Human Resource Management (IHRM). She is also a member of the Human Resource Sub-Committee of Impala Club.

Past focus: Legal, Compliance, Human Resource Management and Operations oversight

Experience: 20 years

Education: Cambridge University, United Kingdom University of Botswana

Degree: Master of Laws degree, International Law

Bachelor of Laws degree

Certificate: Human Resource Consultant

### Mwende Muna Mutinda

Director of Finance



Mwende co-founded Triatum Hospitality in 2010 following twelve years in banking in Nairobi in treasury and operations management in various banking departments.

At Triatum, she is responsible for overseeing the financial and administrative functions of the firm which include financial reports, audit, tax compliance, banking, invoicing, office management and client relations.

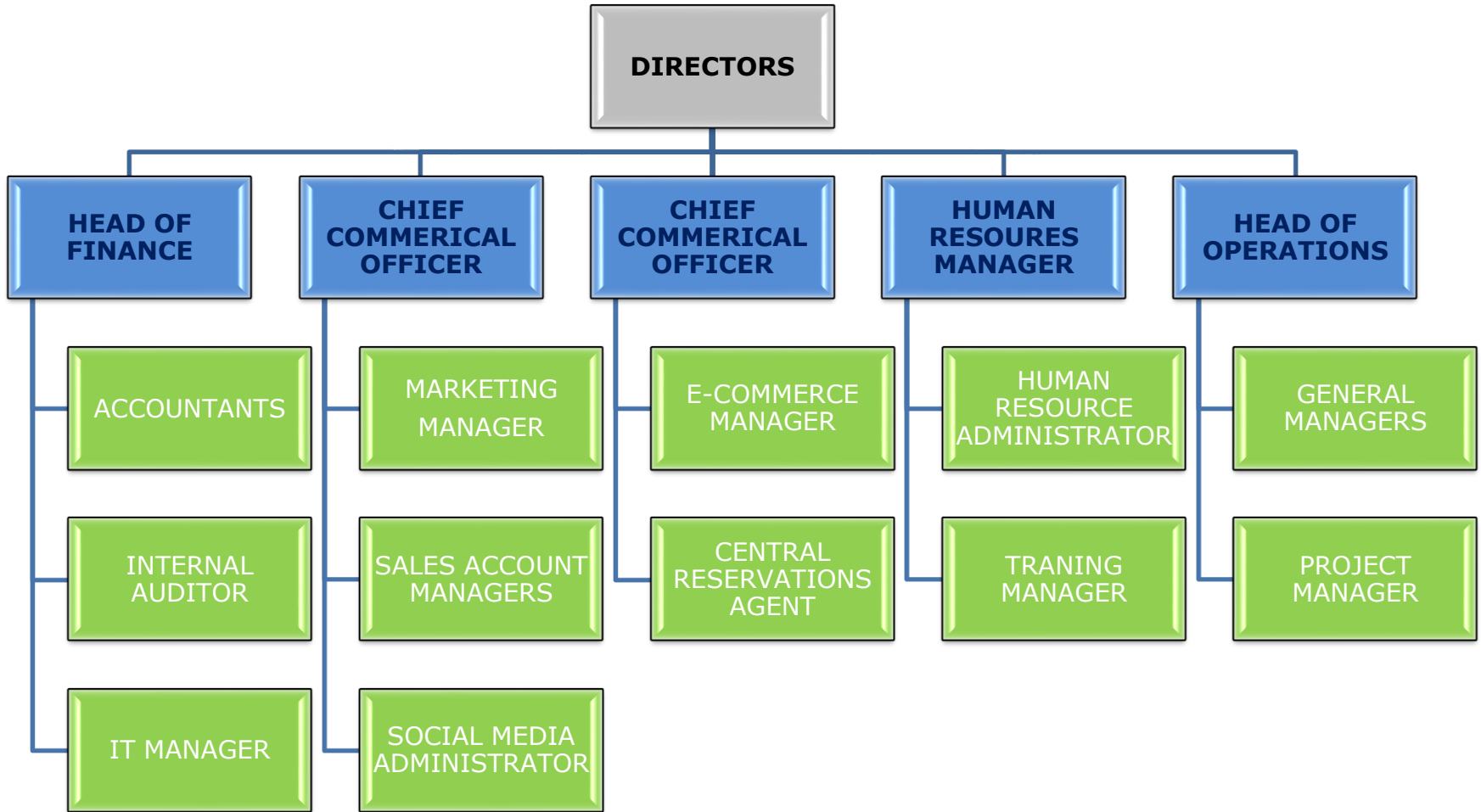
Focus: Finance & Administration

Background: Banking

Experience: 25 years

Education: Strathmore University & University of Nairobi

Degree: Postgraduate diploma in Micro finance, Bachelor of Commerce (Marketing option)





## Contact

Samantha Muna  
Director of Business Development  
Mobile: +254 735 870 794  
Email: [smuna@trianum.co.ke](mailto:smuna@trianum.co.ke)  
Website: [www.Trianum.co.ke](http://www.Trianum.co.ke)



P.O. Box 7657 - 00508  
Nairobi, Kenya  
Tel: 020 232 7119

[info@trianum.co.ke](mailto:info@trianum.co.ke)  
[www.trianum.com](http://www.trianum.com)