



SilverDoor Apartments announces opening of new office in Madrid, Spain

Following a period of continued growth, SilverDoor Apartments is expanding its presence in Iberia and the European continent by opening a new office in the heart of Madrid. The expansion comes after SilverDoor's parent company Habicus Group acquired key competitor The Apartment Service in September 2021 in a significant deal for the global serviced apartment sector. On the 1st of April 2022, the two separate brands united to make a combined team under one market leading, award-winning brand – SilverDoor.

SilverDoor has seen a thriving start to the year with several record-breaking months of trade. Business travel is now bouncing back, and serviced apartments are providing a credible alternative to hotels in the post pandemic travel market.

The launch of the Madrid office will strengthen SilverDoor's global reach and enable future expansion into Iberia and Latin America by providing a dedicated team focused on serving clients and partners in the regions. Located in the heart of Madrid on the famous Gran Vía, the Madrid office will be SilverDoor's sixth international office, joining well established offices in Denver, Lancaster, London, Hyderabad, and Singapore, as well as on the ground team members in Houston, Lisbon, Amsterdam, and Frankfurt. SilverDoor has over 150 employees worldwide and is currently on a recruitment drive with over a dozen career opportunities available.

Group CEO, Stuart Winstone, said:

“SilverDoor has had a tremendous start to the year as business travel bounces back. The company continues to go from strength to strength, and with the added experience and expertise our colleagues from The Apartment Service bring to the SilverDoor brand, the company is now stronger than ever. Our expansion into Spain will enhance our regional profile and service and assist our growth throughout Iberia and Latin America.”

These are exciting times for the newly enlarged SilverDoor: the reach, buying power and portfolio open to clients is unrivalled in the marketplace and the market-leading technology and customer service, for which SilverDoor is renowned, will ensure the brand maintains its



position as the world's leading serviced apartment and corporate housing agent, setting the foundations for continued international expansion.

- Ends -

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About Habicus Group

Habicus Group Limited is the parent group of a range of agencies in the serviced accommodation sector.

About SilverDoor Apartments

SilverDoor Apartments is the world's leading corporate accommodation agent and the largest booker of serviced apartments globally, with over 20 years of experience providing a premium booking service to clients across the globe. Strategically placed worldwide offices and expert staff provide personalised support and second to none customer service, resulting in a seamless booking experience.

Our industry-leading technology perfectly supports our unparalleled service model. Orbi, our intelligent online booking tool, offers our clients a unique range of features and functions, providing a complete and seamless experience.

