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COVE

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Breakthrough hospitality pioneers edyn announce the launch of next generation serviced apartment brand, Cove.

Cove will embrace the new future of travel, providing fresh growth opportunities for edyn.



Cove Paradise Street, Liverpool



Cove Arne Street, London

Pioneering hospitality leader edyn announced today that it will further enhance its portfolio with the launch of a new serviced apartment brand, Cove. The launch underscores both edyn's resilience and optimism, as the forward-thinking group continues to evolve its extended stay portfolio, which includes disruptive lifestyle aparthotel brand, Locke.

Cove embodies the notion of flexible living – combining considered design with seamless technology to enable life in all modes. The adaptability of Cove's business model will also provide exciting new growth opportunities for edyn, which is rapidly expanding its presence throughout the UK and Europe. In the first half of 2021, the group built upon its resilient 2020 performance when it achieved an average occupancy exceeding 70% – making edyn the 'one to watch' in the new future of travel where guests are increasingly planning to stay for longer and experience more, whatever the reason for their stay.

"We have a tremendous opportunity to evolve and grow edyn at a time when flexible, thoughtfully designed accommodation has never been more in demand. Combined with the foresight of our investors behind us and a world class team leading the brand, the launch of Cove will allow us to transform the traditional serviced apartment model and bolster our portfolio."

– Stephen McCall, CEO of edyn.

Cove's thoughtfully designed apartments will continue to serve a base of corporate clients looking for extended stays, while refocusing on leisure travellers – including families – seeking self-contained, spacious, and flexible accommodation. Each versatile apartment will feature superfast, private Wi-Fi; fully fitted kitchens and living rooms; as well as signature sofas and bespoke kitchen tables suitable for dining, working or hosting.

"Our mission is to create the next generation of serviced apartments, which cater to travellers seeking

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carefully designed spaces in central city locations across the UK and Europe; suitable for a business trip, city escape or family holiday. Cove will embrace new ways of living, offering travellers security, comfort and sanctuary, which is aligned with edyn's ethos and vision." – *Steven Haag, Managing Director of Cove.*

From June, edyn will transform eight of its existing Saco properties to Cove, with new fixtures and furnishings, branding and an innovative, digitally focused guest journey. The first full Cove opening will be a new acquisition in the Liverpool ONE development.

Cove Paradise Street will comprise 77 contemporary one- to three-bed apartments, boasting panoramic views of Liverpool city centre and a large communal courtyard. Located in the heart of the city, Cove Paradise Street is a stone's throw from excellent transport links, as well as Liverpool ONE's diverse retail, leisure, and dining offering.

Saco properties in Reading, Nottingham, London (Covent Garden, The Cannon, St. Martin's Lane), Cardiff, Bristol (West India) and Manchester will all transform to Cove. Properties that are not part of the initial transformation will continue to operate under the Saco brand and be available to book alongside partner properties on the Saco website.

About Cove:

Work-life balance has changed. Cove is a next generation serviced apartment brand, which has emerged in response to the need for a different kind of accommodation and a new way of being. Cove's spacious apartments combine thoughtful design with future-facing technology, embodying the notion of flexible living to enable life in all modes.

Each Cove apartment features superfast private Wi-Fi, fully fitted kitchens and living space, as well as ergonomic seating and workspace to provide travellers autonomy while away from home.

Cove launched in June 2021, with locations in London and Liverpool; further openings are planned imminently in Reading, Nottingham, Cardiff, Bristol and Manchester.

For more information, please visit: www.staycove.com

For press enquiries, please contact: cove@purplepr.com

About edyn:

edyn has been an industry pioneer in extended stay for over 20 years. The group has built an extensive range of aparthotels and serviced apartments across the UK and Europe, which includes lifestyle aparthotel brand Locke, future-facing serviced apartment brand Cove, and Saco. edyn's portfolio is supported by a wider partner network, developing a global supply chain of over 80,000 apartments in 260 key locations.

edyn is founded on a philosophy that travel should be a rich journey of discovery, rewarding curiosity with knowledge and inspiration whether travelling for business or leisure.

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For more information, please visit: <https://www.findingedyn.com>

For press enquiries, please contact: edyn@purpelepr.com

About Liverpool ONE:

Liverpool ONE is one of Europe's leading retail and leisure destinations, set in the heart of Liverpool City Centre. Built around the existing streets of Liverpool, the 1.65 million sq ft contemporary open-air complex is a must-visit for those who love to shop, eat, drink and relax.

Liverpool ONE has over 170 stores, bars and restaurants, a 14- screen cinema, an indoor golf course and a five-acre park spanning across five areas including Paradise Street, South John Street, Hanover Street and the Leisure Terrace.

www.liverpool-one.com

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