

PRESS RELEASE

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Pro-invest Group Secures First Adaptive Reuse Urban Accommodation Asset with Landmark Coogee Acquisition

Strategic investment in iconic Coogee, Australia marks a milestone launch as part of Pro-invest Group's Urban Accommodation Platform Strategy

Pro-invest Group, in partnership with MEC Global Partners Asia, is proud to announce the acquisition of the Coogee Sands Hotel & Apartments, marking Pro-invest Group's inaugural urban accommodation asset. This momentous milestone reinforces Pro-invest Group's commitment to redefining urban accommodation in one of Australia's most iconic coastal precincts. The property will be repositioned under Pro-invest Group's own bold, design-led accommodation brand scheduled to be announced later in the year. The brand centres around amenity-activated urban accommodation that will enable guests to stay smart, stay connected, and enjoy exceptional value in prime locations.

The transformation of this landmark property will set a new benchmark for urban accommodation in Australia. The decision to launch Pro-invest Group's first urban accommodation asset in Coogee is both strategic and symbolic. Coogee's vibrant community, relaxed lifestyle, and prime beachfront location make it the ideal setting for the Group's vision of providing activated amenity and connected stays. The acquisition will see the adaptive reuse of the existing Coogee Sands Hotel & Apartments, transforming it into a contemporary, design-led space that balances comfort, convenience, and activated shared amenities backed by Pro-invest Group's DNA in hospitality.

Pro-invest Group is a leading vertically integrated platform specialising in private equity real estate, fund and asset management across Asia Pacific, Europe, and the Middle East, with approximately \$3 billion in assets under management. The Group has a long-standing track record in hotel operations and commercial real estate, making its move into urban accommodation both a natural evolution and a strategic one. Pro-invest Group is excited to be partnering with MEC Global Partners on the project.

"This acquisition marks an important step for Pro-invest Group. It reflects our belief that hospitality can play a meaningful role in shaping how people stay, connect and experience place. Coogee is an iconic location, and we're excited to bring a hospitality-led approach to accommodation that responds to changing guest needs while remaining true to the character of the local community." says **Ronald Stephen Barrott FRICS, Founder & Chairman, Pro-invest Group**.

The Coogee property is set to open in Q4 2026 and will feature 80 well-appointed studios. The property will commence taking guest bookings in Q3 2026 following Pro-invest Group's proprietary brand launch later in 2026. The Coogee site will form part of a broader network of branded accommodation under Pro-invest Group's management, with the Group being in active due diligence on key locations in key markets across Australia.

MEC Global Partners Asia, Head of Australia, Luke Tarrant says "Coogee is exactly the type of location and asset profile MECGPA targets, where strong fundamentals, a clear strategy and the right operating partner can deliver long-term value. Partnering with Pro-invest Group on this project highlights the growing maturity of Australia's urban accommodation market and its ability to support scalable, hospitality-led platforms."

The Coogee site will feature thoughtfully designed spaces and activated amenities as part of a dynamic community network underpinned by Pro-invest Group's ESG commitment, 'One Earth, Countless Experiences'.

For more information about Coogee and Pro-invest Group's urban accommodation strategy, visit www.proinvestgroup.com or contact the media team below.

About Pro-invest Group

Pro-invest Group is an integrated real estate investment platform specialising in private equity real estate, fund and asset management across Asia Pacific, Europe and the Middle East. Established in 2010, the Group manages approximately A\$3 billion in assets under management and manages the full asset lifecycle, with a portfolio spanning over 25 hotels (around 6,000 rooms) alongside commercial and mixed-use assets. Building on its hospitality heritage and operational expertise, Pro-invest Group is evolving into urban accommodation, Flex-Living, Build-to-Rent and commercial real estate. The Group has a commitment to ESG backed by its One Earth, Countless Experiences ethos.

Further information found here www.proinvestgroup.com

About MEC Global Partners Asia

MEC Global Partners Asia is the Asia-Pacific arm of Mitsubishi Estate Global Partners and a member of Mitsubishi Estate Group, a leading international, Japan-listed real estate developer. MEC Global Partners Asia manages institutional private equity real estate investments across key gateway cities in Asia Pacific, including Japan, Australia and Singapore.

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