
PALMIRO NOSCHESE

BE MY GUEST

*Your smile is your logo, your
personality is your business card, and
the way you make feel others is your
trademark.*

(Jay Danzie)

CORPORATE PRESENTATION

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HERE, WHERE IT ALL BEGAN



PALMIRO NOSCHESI

Strategic Advisor for the Luxury Hospitality Industry - previously Managing Director at Melia Hotels International and General Manager at Villa d'Este Hotels

In the field of hospitality for 40 years, Palmiro Noschese is a renowned **Advisor** and **Fractional Executive** in the tourism sector. From 2002 to 2019, he worked with **MELIÁ HOTELS INTERNATIONAL** as Managing Director and Area Manager, coordinating the MHI hotels and resorts in Italy and dealing with the development of new properties.

Under his direction, the group has reached top results both in terms of development and of positioning thanks to the luxury resorts linked to the Meliá and Gran Meliá brands, as well as to the new F&B concepts implemented in the hotel restaurants.

Before joining Meliá, Palmiro worked with Jolly Hotels and Villa d'Este, undertaking - and winning - ambitious challenges aimed at opening and relaunching properties entrusted to his management.

Palmiro has acquired certified expertise in

- **Business development**
- **Strategy and hospitality management**
- **Start-up and positioning of new business units**
- **Operations and performance management**
- **Performance audit and asset management**
- **Implementation of new concepts of hospitality and F&B**
- **People strategy and team empowerment**

not only through his professional experience, but also by attending courses and seminars in the most renowned Hospitality Schools and Universities (Ecole Hôtelière de Lausanne and Cornell University, to quote but two).

A dedicated supporter of professional learning and training, Palmiro cooperates with major schools both in *Italy* (24ore Business School, LUISS Management School) and *abroad* (Glion Hospitality School) in developing executive programmes.

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PROFESSIONALISM TAKES SHAPE

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Overview

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MISSION

Reinforce our clients' business and people effectiveness in attaining day-by-day improvement and challenging goals

Clarify complexity and make an impact on our professional network

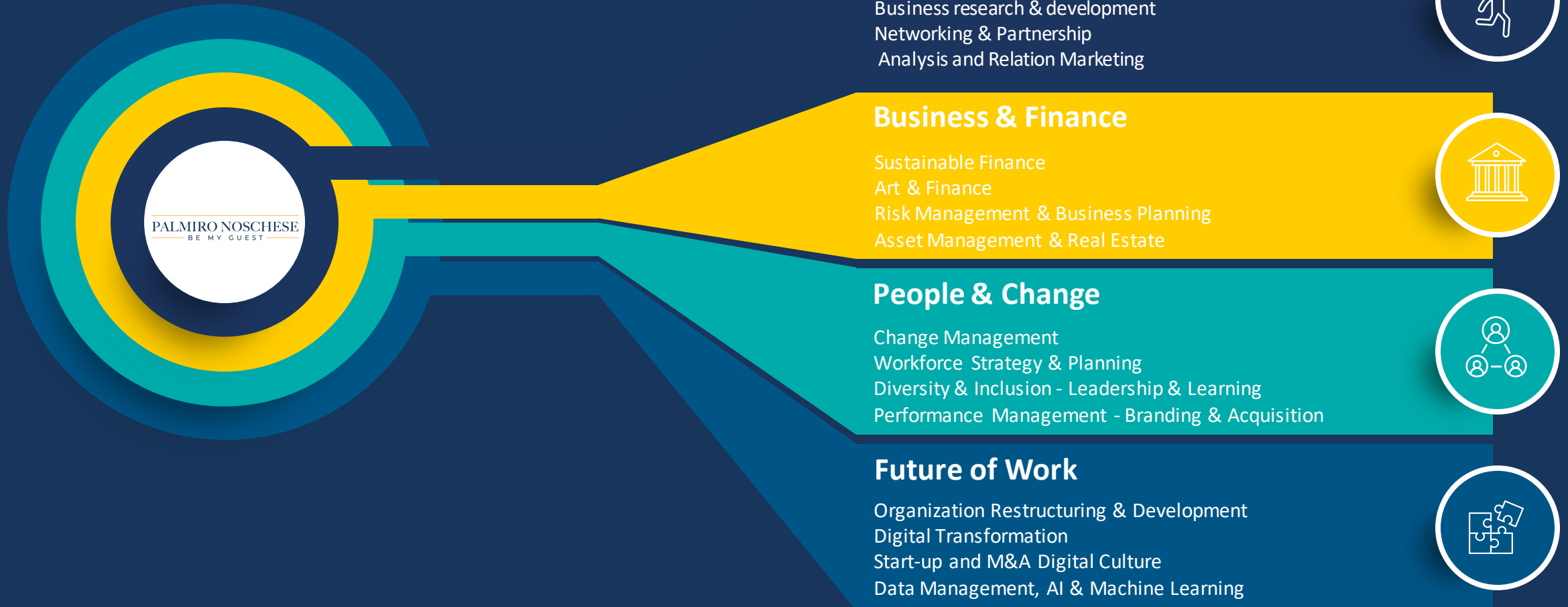
VISION



Be My Guest was created with the aim of adopting the principles of hospitality with our customers.

We accompany our professional network to ensure an impact enabling us to reach long-term objectives.

Competences & Assets



BUSINESS RESEARCH & DEVELOPMENT

Consistently involved in constant research to elaborate strategies able to reinforce business performances and promote company development.



NETWORKING & PARTNERSHIP

Strong relationships built with business partners over more than 30 years can today allow trusted and reliable support to any client turning to “Be my Guest”.



ANALYSIS AND RELATION MARKETING

Consistently involved in Business Analysis and in Customer Relations Management through the creation of strong and emotional connections with customers aimed at establishing long-term engagement.





Sustainable Finance



There is no development without sustainability. **“Be My Guest”** is strongly committed to creating financial plans while at all times bearing in mind ethic values.



Art & Finance



Art “for art’s sake”, but not only. We provide support with asset protection, management, monetization and investments.



Risk Management



We are actively involved in dealing with Risk Management and providing professional solutions in order to reinforce the clients’ business in the best and smoothest way.



Asset Management & Real Estate



Our relationships in the real estate sector, as well as a long-established experience in the field of business development, is a guarantee for those turning to **“Be My Guest”**.



Business Planning



A good business plan is the first step to promote the development of a business and ensure its growth. We support the clients in this respect and accompany them on their road to success.

People & Change

Branding and Acquisition represent two fundamental aspects in a renovation. We provide constant support to help the customer in this delicate phase.

Through the implementation of the Balanced Scorecard, we constantly monitor and manage company performance based on 4 Key Performance Factors.

Learning and training are two pillars of our work philosophy. We promote them as values for a strong and genuine Leadership and as bases for development.



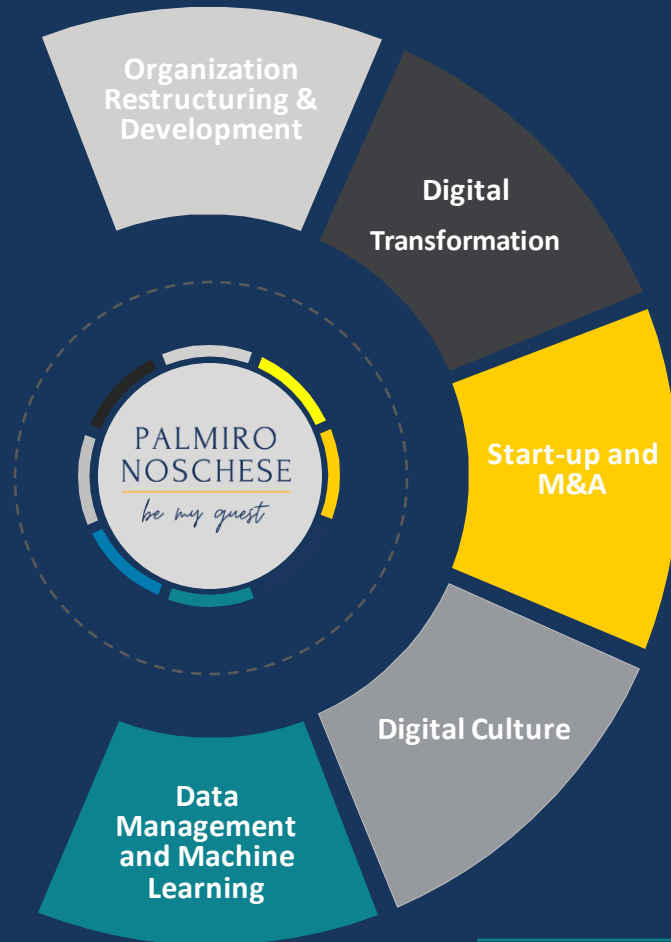
Transition is a delicate phase for any company. We support our customers in managing those changes, paying special attention to Human Resources

“Be My Guest” is strongly committed to elaborating strategies and planning in order to enhance the potential of the company’s workforce

We strongly believe in the power of inclusion and are actively engaged in promoting job opportunities for people with disabilities, sure that they represent an added value

Future of Work

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1

All-round vision and long experience are guaranteed to our customers when dealing with company reorganization and restructuring, paying special attention to business development.

2

Digital transformation is an aspect we strongly consider. Our customers can rely on a team of experienced professionals supporting the project in every phase.

3

Any business formula will receive proper attention and support. **"Be My Guest"** will stand by their customers, providing appropriate guidance and tips to guarantee the success of their projects.

4

A digital approach is essential in order to establish a digital culture. Evolution goes with digitization and our team is at our clients' disposal to promote awareness and training in this leading field.

5

Technical aspects relating to Data Management as well as future-oriented skills linked to AI and Machine Learning will no longer be an obstacle, but a challenging goal we can reach together

Why Be my Guest

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High understanding of contexts

“Be my Guest” can leverage a deep **knowledge of the internal and external context of the organizations**, thanks to several successful projects and to our experience.

Accelerators and methodologies

“Be my Guest” can profitably use a **wide range of tools, accelerators and methodologies** in our clients' services, thus enhancing the project performance by providing a tailor-made service.



Strong expertise in the industry

“Be my Guest” can provide a **distinctive vision of each project**, thanks to the access to national and international expertise and specialized profiles.

Multidisciplinary expertise

One of the major strengths, for “Be my Guest”, is the **engagement of several transversal teams and resources**, each one specialized in a different field, thus providing our clients with a multidisciplinary expertise.

Partnership & Main clients

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OUR EXPERIENCE

is gained both **nationally** and **internationally**, thanks to **40 years of expertise** mainly in the fields of Hospitality, Food & Beverage, Real Estate and Investment Funds with public and private clients.

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Best Practices

ME “Il Duca” Milan by Melià

In 2014 Reale Immobiliare signed a lease agreement with Melià Hotels to manage the Duca Hotel in Milan.

Prior to Melià, the hotel was operated by Starwood and later by Dorchester Collection.

ME “Il Duca” Milan officially joined the MHI group with a Grand Opening on 1st May 2015.

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Business Need Overview

- Combining business and leisure demand in a 5-star property
- Positioning the Me brand in a privileged and strategic area of Milan
- Creating a Lifestyle Experience on the Milan market with the Bar Radio Rooftop and the “STK Steakhouse” Signature Concept Restaurant (One Group Usa)

Approach

- The operation was started thanks to the long and sound relationship with the COO and the Chairman of Reale Immobiliare.
- First successful *lifestyle project* in Milan

Impact

Value creation through

Shape Up thanks to a contemporary project

F&B concept catering to local customers

Scale Up thanks to

- Lease contract with profit sharing
- Management agreement with One Group Usa for the STK
- satisfactory results both for the owner and for the tenant



Best Practices

Gran Melià Roma

In 2011, Sant'Onofrio Spa stipulated a lease contract with Melia Hotels for the management of the first Urban Resort in Rome: Villa Agrippina. Prior to this intended use, these facilities were a shelter for poor people.

Business Need Overview

- Combining the Business and Leisure demand in a 5-star property
- Positioning the Gran Melia brand in a privileged area in Rome, with a view to the Vatican
- Creating a contemporary luxury experience on the Rome market with the Amaro Bar and Signature Restaurant

Approach

- The operation was started thanks to the sound relationship with the representative of Sant'Onofrio Spa and later with the Prince of Torlonia.
- Adequate Capex for launching the first Luxury Urban resort in Rome

Impact

Value creation through

Shape Up thanks to a contemporary project

F&B concept catering to local customers

Scale Up thanks to

- Lease contract with profit sharing
- F&B concept to attract local customers
- Strategic agreement with Don Alfonso 1890

Best Practices

Meliá Campione

Year 2015: Meliá Campione d'Italia opens in the Italian enclave on the shores of lake Ceresio.

A unique concept combining the Italian know-how, the excellence of a leading chain in the hospitality field and the modernity of Khamas Hospitality, an investor group in the hotel sector, operating in Dubai and around the world.

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Business Needs Overview

- Combining the Business and Leisure demand in a 5-star property
- Positioning the Meliá brand in a strategic area between Lake Como and Lake Lugano
- Connecting the Italian, Emirati and Spanish visions in one (and unique), hospitality concept

Approach

- Khamas Hospitality, an investor group based in Dubai (UAE) wanted to extend cooperation with MHI and the property in Campione d'Italia represented a magnet for customers from Italy as well as from Switzerland
- Adequate Capex for launching a boutique hotel in the Italian enclave

Impact

Value creation through

Shape Up thanks to a project of total renovation in a contemporary key

F&B concept focused on combining tradition and modernity

Scale Up thanks to

- Agreements with Italian and Swiss companies in the Ticino region as well as with *Casinò Campione d'Italia*

Best Practices



Long-term consultancy for several strategic projects - such as the “Rome Urban Hotel” and the TH Palazzo Carpegna, in Rome - with a focus on the organization and management of the TH Urban Hotels in Italy.

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Organization

Strategic management of Th Resorts Group properties for their urban hotels.

Approach

Creation of a new Urban Hotel concept with services usually reserved to luxury hotels.

Impact

A new model of city hotel in period buildings perfectly meeting the needs of the modern traveller.



Best Practices

Generali Real Estate

Engaged for the past few years in developing strategic property renovation projects and consistently involved in studying managing opportunities for the properties owned by Generali Real Estate.

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Maggiolina - Milan

Advisor for the Senior Living and multifamily project currently under construction; creation of concepts applicable to other properties.

Cà Corniani - Caorle

Advisor for the unique agricultural resort project in Italy, creation of the concept and planning of operator-selection activities.

Palazzo Selvadego - Venice

Advisor for the renovation project of the property with creation of the concept and planning of operator-selection activities.

Hotel Cavalieri - Milano

Advisor for the project, market research, renovation set up of the property with creation of the concept and activity planning.

Schloss Bensberg — Köln (D)

Project based on the verification and control of company performance, in terms of management, for the evaluation of potentially more profitable scenarios.



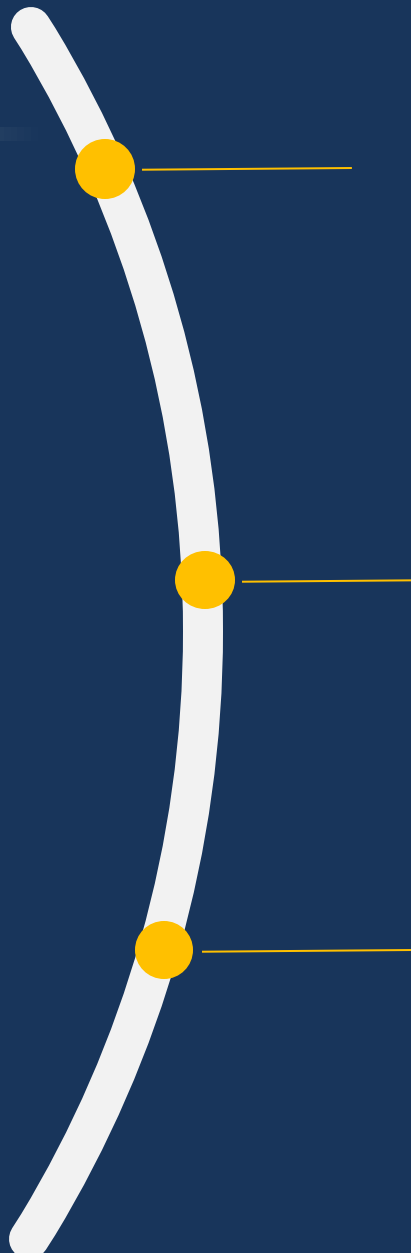
Best Practices

Generali Real Estate

My Life in Maggiolina

This project combines the features of the residential with the comforts of luxury hotels. Services usually conceived for luxury hotels - such as conciergerie, valet parking and other top services - are made available in the Senior Living and Family Living residential areas of My Life in Maggiolina.

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Concept

Creation of a new model of living in residential Milan featuring all the services of a 5-star hotel.

Solution

Coordination in the development of operations, search for suitable subjects to perform the luxury services that have been placed at the disposal of residents.

Impact

Coordination in the development of operations, search for suitable subjects to perform the luxury services that have been placed at the disposal of residents.

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