



Sonder Holdings Inc. Expands Footprint in Dubai with Addition of 401-Unit Business Bay Property

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Tech-enabled, global hospitality company continues growing in prime tourist-centric neighborhoods after entering the U.A.E. in late 2019

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DUBAI, United Arab Emirates – Jun. 28, 2022 – Sonder Holdings Inc. (“Sonder”, Nasdaq: SOND), a leading next-generation hospitality company that is redefining the guest experience through technology and design, is set to open a 401-unit property at Business Bay in Dubai later this year. It will become the largest property in Sonder’s global portfolio.

Developed by SAAS Properties and operated by Sonder, the 35-story building is meticulously finished throughout. Its guest amenities will include an elegant lobby with marble flooring, a swimming pool surrounded by cabanas, a F&B outlet, and a state-of-the-art fitness center.

“We’re building the future of hospitality, applying design and technology to meet the needs of modern travelers, while offering developers flexibility and freedom from daily operational responsibilities. Opening our third location in Dubai makes us one of the largest full-building serviced apartment operators in the market, and the region remains a focus for Sonder. We’re proud to partner with SAAS Properties, a highly regarded real estate developer,” said Martin Picard, Co-Founder and Global Head of Real Estate at Sonder.

“Sonder combines local expertise with a global brand that appeals to the modern generation of travelers. Sonder is an experienced and well capitalized partner and we’re pleased to have them manage and operate our Business Bay property, which will provide guests with high-end accommodation and amenities, in a premium location moments from the Dubai Mall and Downtown Dubai,” said Ahmed bin Mohammed Al Qassimi, Chief Executive Officer at SAAS Properties.

Driven Properties, a Dubai-based real estate development management consultancy, advised both parties on the deal.

[Sonder Business Bay](#) occupies a prime, central location, near the Dubai Mall and iconic Burj Khalifa, ideal for both business and leisure travelers. The property features 401 thoughtfully designed serviced apartments, available for both short and extended stays. They range in size from studio to 3-bedroom, and many have skyline and Dubai canal views.

The property joins the existing 465 units Sonder operates at its two other locations in Dubai, bringing its total portfolio in the city to 866 units. [Sonder JBR The Walk](#) opened in late 2019, and was joined by [Sonder Downtown Towers](#) in fall 2021. These locations offer serviced apartments with up to 4 bedrooms in prime locations, with on-site amenities including a swimming pool and fitness room at each property.

Headquartered in San Francisco, Sonder operates in 35+ cities across ten countries – seven of which are in EMEA – and has approximately 19,300 live and contracted units worldwide as of Q1

2022. The company partners with real estate owners and landlords to lease, manage and operate hotel and multi-unit buildings in prime locations. Sonder distinguishes itself in the hospitality industry through modern design and by infusing technology into its guest experience. This tech-enabled experience puts guests in full control of their stay. They can access everything they need – from booking, to interacting with guest services, to check-out – via their own mobile device from anywhere and at any time, using the Sonder app.

Sonder recently announced EMEA expansion in [Spain](#) and the [UK & Ireland](#), and shared its [Cash Flow Positive Plan](#) which prioritizes reaching positive quarterly free cash flow within 2023 without additional fundraising and while preserving a robust cash cushion. Sonder also provides corporate travel offerings and is live with all major Global Distribution System (GDS) networks. Sonder works in partnership with leading travel management companies such as ABC Global Services and Egencia for business traveler-specific bookings. Sonder also recently committed to [eliminating single-use plastic amenities](#) in all of its guest-facing units no later than Dec. 31, 2022, as part of the company's wider sustainability commitments under its [People, Place & Planet](#) framework.

To explore Sonder real estate partnership opportunities, please contact partners@sonder.com

About Sonder

Sonder (Nasdaq: SOND) is revolutionizing hospitality through innovative, tech-enabled service and inspiring, thoughtfully designed accommodations combined into one seamless experience. Launched in 2014 and headquartered in San Francisco, Sonder provides a variety of accommodation options — from spacious rooms to fully-equipped suites and apartments — found in over 35 markets spanning ten countries and three continents. The Sonder app gives guests full control over their stay. Complete with self-service features, simple check-in and 24/7 on-the-ground support, amenities and services at Sonder are just a tap away, making a world of better stays open to all.

To learn more, visit www.sonder.com or follow Sonder on [Facebook](#), [Twitter](#) or [Instagram](#).

Download the Sonder app on [Apple](#) or [Google Play](#).

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