

Corporate Keys Acquires Southbank Apartments, increasing its inventory of Freshwater Place and Eureka Tower apartments.

Melbourne, Australia – August 9, 2021 – Corporate Keys, Australia's leading provider of corporate furnished housing, has announced the acquisition of the Southbank Apartments brand. The acquisition represents Corporate Keys' continued expansion to meet customer demand for apartment accommodation solutions within premium residential buildings for business travellers.



Despite a challenging market for the serviced apartment and corporate housing industries in 2020, Corporate Keys has continued to position itself as the leading provider of temporary business housing throughout Australia and New Zealand. The company has successfully provided accommodation solutions for its clients since 2005.

Corporate Keys portfolio of accommodation brands includes hotel leisure brands The Hamptons Apartments and Manhattan Apartments, specialist hospital accommodation provider Hospital Stays as well as Corporate Keys International, the group's travel management brand accessing the inventory of third party operators of the likes of Accor and Quest to provide accommodation solutions throughout Australia and New Zealand for its clients.

The acquisition of Southbank Apartments, one of its biggest rivals in the lucrative corporate housing market in Melbourne's riverside suburb of Southbank, includes Southbank Apartments' 1, 2 and 3 bedroom apartment inventory in Southbank's premium buildings of Freshwater Place and Eureka Tower. Current guests and clients of Southbank Apartments can expect a swift and smooth transition without disruption. Past guests will be offered the ability to join Corporate Keys' extremely popular loyalty points program, allowing them to convert their past stays with Southbank Apartments into points that will be able to be redeemed for future stays within Corporate Keys branded accommodation products.

Corporate Keys' management team will be bolstered by the addition of Southbank Apartments current General Manager Mr Graeme Dwyer, taking up a senior position within the Corporate Apartments division. Graeme previously worked in Malaysia as General Manager of Wyndham Grand Plaza Royale - Longmu Bay and Berjaya Langkawi Resort & Spa.

"We are excited to add a great selection of popular high-end apartments to our already significant inventory of Freshwater Place and Eureka Tower apartments," explains Bruno

Torres, Corporate Keys Group's Director of Business Development. "We know that Southbank Apartments service standard and apartments are highly compatible, and we're confident that guests and clients alike will benefit from the addition of the Southbank Apartments brand into the Corporate Keys stable."



About Corporate Keys

Corporate Keys is a privately-owned company founded in 2005 and one of the leading corporate housing providers in Australia. Corporate Keys specialises in providing residential apartments for short term rental and extended stay, managing more than 500 serviced apartments across Australia and New Zealand. The group's apartment hotel style brands include The Hamptons Apartments and Manhattan Apartments.

About Southbank Apartments

Southbank Apartments was founded in 2005 and specialises in short and long stays for the corporate and leisure market within 3 key residential buildings in the Melbourne riverside suburb of Southbank. These buildings are Eureka Tower, Freshwater Place and Southgate Avenue.

Media Contact:

Bruno Torres, Corporate Keys Australia Group
Address: K113, 63 Turner Street, Port Melbourne, VIC 3207
Phone: +61 3 92797200
Email: bruno.torres@corporatekeys.com.au