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ELECTRA AMERICA AND AKA TEAM UP TO LAUNCH \$500 MILLION OPPORTUNISTIC HOTEL INVESTMENT FUND

The new venture will focus on distressed hotel acquisitions in major gateway markets

WEST PALM BEACH, FLA. (February 24, 2021) – [Electra America](#), a leading real estate platform specializing in the multifamily and residential sectors, and [AKA](#), the global leader in luxury hotel residences, have teamed up to launch an opportunistic hotel investment fund focused on distressed assets in urban gateway markets. The new venture, Electra America Hospitality Group (EAHG), is in process of raising \$500 million in capital from investors for the acquisition of independent hotels in major gateway markets.

Through its “Electra America Opportunity Fund,” EAHG will focus on the acquisition, repositioning and stabilization of well-located hotels with strong appreciation potential in urban gateway markets where both partners have existing expertise.

Russ Urban, a veteran hospitality executive, will serve as CEO of the new venture. He brings over four decades of expertise to the role, having served in leadership positions at High Hotels Ltd., Destination Hotels & Resorts, HEI Hotels & Resorts and Marriott International, among others.

The lodging industry experienced one of the most challenging years on record in 2020, according to the American Hotel and Lodging Association. Conditions are expected to improve in 2021 – but industry experts are still expecting a wave of forced hotel sales and foreclosures as a result of the financial stress brought on by the pandemic.

“The partnership of Electra and AKA represents an unparalleled opportunity to inject fresh capital into the hotel sector at a time when it is needed most,” said Urban. “This venture combines the existing, successful on-the-ground platform of AKA with Electra America’s global financial strength to create long-term value for investors.”

Added Larry Korman, President of AKA Hotel Residences and co-CEO of Korman Communities, “AKA has been recognized as the global luxury leader within the fastest growing segment of the hospitality industry. The collaboration of our leadership teams, which offer over a century of management expertise in the hospitality and residential sectors, will create the strategic synergy to make this a successful investment platform.”

About Electra America

Electra America is a real estate private equity firm focused on value-add and opportunistic investments in the U.S. Sunbelt markets. With initial capital commitments totaling approximately \$2.5 billion across multiple funds managed by the firm and its affiliates, Electra America’s portfolio encompasses more than \$6 billion in commercial real estate property holdings and debt in the multifamily, hospitality and single-family rental home sectors. Leveraging decades of expertise, Electra America is committed to transparency, the alignment of interests between sponsors and investors, and delivering superior risk-adjusted returns to its investors and partners. Electra America is a partnership between The Lubeck Family and a subsidiary of Electra Real Estate Ltd., an Israeli company founded in 1972 and publicly traded on the Tel Aviv stock exchange (TLV: ELCRE). For more information, visit www.electramerica.com.

About AKA

AKA, a division of Korman Communities, balances the style and hospitality of an intimate hotel with the space and comfort of a fully appointed luxury condominium. With premier locations in high-barrier to entry markets, AKA features a design-driven portfolio and first-class amenities and service. Designed for weekly and monthly stays, AKA offers spacious and sophisticated furnished residences with exceptional business, wellness and lifestyle amenities, within iconic New York City, Los Angeles, Philadelphia, DC, and London neighborhoods. Named by the BBC as the leading international luxury long-stay brand, AKA remains the world’s most trusted furnished apartment provider. Through years of experience in the furnished apartment business, Korman identified a significant lack of luxury long-term accommodations in the United States. AKA is designed to meet this need in the most upscale markets and has emerged as the leading provider of luxury long-term accommodations. <https://www.stayaka.com/>