



SILVERDOOR AND CITYBASE ANNOUNCE FORMATION OF HABICUS GROUP

Leading serviced apartment providers, SilverDoor and Citybase Apartments, today announce the formation of a new parent company, Habicus Group.

The creation of Habicus Group follows SilverDoor's acquisition of Citybase Apartments, and its Central London Apartments and Orbital Partnership brands, in May 2016.

To coincide with the introduction of Habicus Group, the company has also launched new brand identities for SilverDoor Apartments, Citybase Apartments, Central London Apartments and their new technology suite, Orbital Platforms.

Managing Director Marcus Angell commented: "We have been operating as a group of companies since last May and in that time it became apparent that we need a parent company to be able to refer to all of our brands as a whole.

"Habicus Group brings all of our offerings together in to one place. We spent a long time making sure we got our brands just right and I'm delighted with the results. I'm confident that we are now in the perfect position to continue our growth and expand further internationally."

As well as a new look, [Central London Apartments](#) has repositioned its offering by featuring a refined portfolio of luxury serviced apartments supported by personable account management service.

[Citybase Apartments](#) guests will now enjoy a faster, more intuitive website, with enhanced user experience and greater online availability.

[SilverDoor Apartments](#) remains exclusively corporate focused and has a revamped identity that echoes its position as the most trusted provider of serviced apartments for business travel.

The serviced apartment network, Orbital Partnership, has also been overhauled as part of Orbital Platforms. Membership is exclusively by invitation only and allows partners to enhance their service by booking apartments for their clients in locations they aren't able to fulfil themselves.

Elsewhere, the group is launching a powerful new self-booking tool for their corporate focused SilverDoor Apartments brand. Orbi will enable corporate clients to manage their serviced apartment requirements online and receive intelligent insights through bespoke management information. The tool will make it easier than ever for travel managers to incorporate serviced apartments in to their travel programmes.

SilverDoor
APARTMENTS

CITYBASE
APARTMENTS

CENTRAL LONDON
APARTMENTS

ORBITAL
PLATFORMS

3 DUKES GATE, CHISWICK, LONDON W4 5DX
+44 (0)20 8090 8090 | INFO@HABICUS.COM | HABICUS.COM



The SilverDoor content management system has been relaunched as Orbital One and allows property operators to connect with all Habicus Group brands in one place and receive bookings from their extensive corporate and private client base.

Finally, Orbital API helps third parties connect with all Habicus Group property data, rates and availability to allow smooth integration of services.

The Orbital Platforms technology is being rolled out throughout 2018 with more information to follow.

[Click here](#) for a video on the Habicus Group rebrand project.

- Ends -

For press enquiries please contact Group Head of Marketing, Caroline Saunders on

+44 (0)20 8090 8094 or email carolinesaunders@silverdoorapartments.com

About Habicus Group

Habicus Group is home to the world's leading serviced apartment providers: SilverDoor Apartments, Citybase Apartments and Central London Apartments.

The group make reservations for an extensive corporate and private client base, utilising the world's most comprehensive portfolio of global serviced apartments.

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