

## KASADA HOTELS IN SUB-SAHARAN AFRICA SET TO OPEN COWORKING FACILITIES WITH A NEW PARTNERSHIP WITH WOJO

- Kasada and WOJO join forces through a unique master franchise on the continent.
- The partnership covers all Kasada hotels in sub-Saharan Africa.
- The first locations will open in the second half of 2022.

**Port Louis, Mauritius, 2 June 2022** – Kasada, the platform dedicated to hotel investments in sub-Saharan Africa, announced today that it has partnered with WOJO, a leading office and flexible workspace operator in Europe, through the signing of a master franchise agreement. This exclusive agreement is the first of its kind on the continent. It aims to open coworking spaces within Kasada hotels starting from the second half of 2022.

According to data from the global corporate real estate consultancy JLL, 41% of companies expect to see increased use of flexible office space post-pandemic<sup>1</sup>, and sub-Saharan Africa will definitely be part of this growing worldwide trend. In this respect, the WOJO x Kasada partnership, a true example of the new hybrid-space era, is responding to the demands of both international companies and local economic players.

In addition to combining their know-how and expertise in order to design and manage the future coworking spaces of Kasada hotels, the two groups will also work together to create a community of clients throughout sub-Saharan Africa. Through a single membership, local and international companies as well as freelancers will have access to all WOJO-branded spaces in Kasada's hotels in the region's major cities.

Thanks to WOJO, the creator of Workspitality®, a concept that combines workspaces and the comfort of hotel hospitality, Kasada will become a pioneer of the concept in Africa. On top of broader hotel services (restaurants, gyms, swimming pools, etc.), Kasada clients will also have access to tailored facilities, such as private offices, meeting and conference rooms, coworking spaces, etc.

**Olivier Granet**, Managing Partner and CEO of Kasada, says: *“Our partnership with WOJO allows us to innovatively expand the services our hotels offer. We wanted to integrate the WOJO teams as soon as the renovation of our hotels began in order to capitalise on their unique know-how. Through this partnership, we will be able to offer all our clients attractive mixed spaces that combine the conviviality of our hotels with the calm and confidentiality of office spaces. This project allows us to meet the new expectations of our international travellers and transform our hotels into real living spaces that are perfectly integrated into their surrounding environments.”*

**David Damiba**, Managing Partner and CIO of Kasada, says: *“We are very pleased to sign this master franchise with WOJO. By joining forces with a leading player in the coworking sector,*

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<sup>1</sup> <https://www.jll.fr/fr/etudes-recherche/recherche/the-future-of-flex>

*we are diversifying our revenue, building a new network within our portfolio, and strengthening our investment thesis."*

**Stéphane Bensimon**, CEO of WOJO, adds: *"Having opened 75,000m<sup>2</sup> of flexible workspaces since 2015, this partnership with Kasada is a major strategic step in our development. Now that we have established ourselves in Europe and Latin America, this partnership with Kasada opens the door to major cities in sub-Saharan Africa. Hotels designed in conjunction with flexible work spaces, known as "mixed-use" spaces, are one of Wojo's major avenues for development. We are very proud to be participating in this innovative and ambitious project alongside sub-Saharan Africa's biggest reference platform for hotel investment."*

#### Press Contacts

##### Kasada :

FTI Consulting, Mathilde Jean / Chaïmae Sibenali, [kasada@fticonsulting.com](mailto:kasada@fticonsulting.com), +33 (0) 1 47 03 68 15

##### WOJO :

Wojo, Yoann Jaffré, [yoann.jaffre@wojo.com](mailto:yoann.jaffre@wojo.com), +33 (0) 6 03 40 55 98

Les Influenceurs, Anne Perthuis, [aperthuis@les-influenceurs.com](mailto:aperthuis@les-influenceurs.com), +33 (0) 1 53 53 36 87

#### About Kasada

Kasada is an independent investment platform dedicated to hospitality in sub-Saharan Africa, advised by Kasada Capital Management part of the Kasada group. The firm was launched with the backing of Qatar Investment Authority, the sovereign wealth fund of the State of Qatar, and Accor, a world leading hospitality group. Kasada's strategy spans all segments from economy to luxury and targets both greenfield and brownfield projects. Kasada's hotels are operated under the banner of Accor's wide range of internationally renowned brands. By investing in a region which offers robust growth opportunities, Kasada aims to deliver both attractive risk-adjusted returns to investors, and a long-term positive impact on local economies. In April 2019, Kasada held a close on its maiden fund, Kasada Hospitality Fund L.P., with equity commitments of over USD 500 million. For more information, visit [www.kasada.com](http://www.kasada.com) and follow us on [LinkedIn](https://www.linkedin.com/company/kasada).

#### About WOJO

WOJO's philosophy is structured around a new and hybrid type of workspace which aims to facilitate work both on site and from home.

Today, **15 Wojo coworking sites** in Paris, Lyon, Lille and Barcelona host more than 500 companies spread over nearly 75,000 m<sup>2</sup>. These sites provide different types of customisable workspaces, from 2 to 400 workstations.

Most members opt for private offices, to which are added numerous shared spaces (reception, bar, meeting rooms, shared workspaces) and services that help improve and facilitate daily life.

**At the same time, Wojo is accelerating its expansion to ensure that everyone has access to a workspace within 10 minutes of their location, no matter where that may be.** As part of this endeavour, some 400 coworking spaces have been opened in third-party locations throughout France, notably in Accor group hotels. Freelancers, business travellers, or even local residents can work close to where they are staying, for a few hours or a whole day, and benefit from furniture adapted to their work, electrical connections, secure high-speed Wi-Fi, and catering services. Companies can pay for an unlimited subscription which offers their employees the possibility of teleworking for a few hours or arranging appointments in any one of Wojo's workspaces.

Stéphane Bensimon, CEO of Wojo, says: *"Our ambition is to be the leading player in "Workspitality®" by developing, throughout the world, a large network of spaces that offer unique work solutions, each of which is enriched with services designed to ensure the comfort, performance, and connection of professionals."*