



## SilverDoor and Synergy Global Housing Announce Merger

*Backed by their respective shareholders, Habicus Group and The Ascott Limited, the merger creates a leading global corporate accommodations solutions provider for serviced apartments and extended stay accommodation.*

**London, Houston & Singapore, Monday 11<sup>th</sup> August 2025** – SilverDoor’s shareholder, Habicus Group (Habicus), and Synergy Global Housing’s parent company, The Ascott Limited (Ascott), today announce that the two businesses of SilverDoor and Synergy are to combine their operations and unite their respective brands.

Both businesses are long-established and well-respected leaders in the serviced apartment, corporate housing and extended stay accommodation sectors. By coming together, the merged business will accelerate growth into new markets and pool investment into technology. The newly formed joint venture will be led by SilverDoor’s owner Habicus, with Ascott holding a strategic interest.

Following a brief integration period, set to complete in early 2026, the combined group will operate under the SilverDoor entity with two key brands: ‘SilverDoor’ for its global agency services, and ‘Synergy by SilverDoor’ for its global corporate housing management business. ‘Synergy by SilverDoor’ will operate its own branded apartments in core markets across the United States, Ireland, and the United Kingdom, with further international expansion planned.

Customers of the global agency will benefit from extended coverage and advancements in online booking technology, while supply chain partners will benefit from connecting to a single channel. Meanwhile, the Synergy by SilverDoor brand serves to unify the global team under the SilverDoor identity, while providing clear differentiation between properties that are directly managed and operated by the group and those sourced through the supply chain.

The combined business will be led by SilverDoor Founder and Executive Chairman, Marcus Angell and current CEO Stuart Winstone. It will be headquartered in London, employ over 450 people and maintain operations in 16 cities across 9 countries.

Marcus Angell, Founder and Chairman of SilverDoor, said “SilverDoor has set an ambitious growth target and business plan for the next five years and today’s announcement marks the first strategic step towards our growth goals. We’ve been closely following Synergy Global Housing’s own impressive growth trajectory over the past decade, and we’ve long regarded it as a highly customer-centric organisation that is focused on providing high quality service levels to its clients. The two businesses complement each other perfectly geographically,

and by uniting them we're excited to be enhancing our global proposition for our respective customers. Both myself and my wife Angie, who is the equal owner of Habicus alongside me, express our heartfelt thanks to Synergy's Co-Founders Henry Luebbert and Jack Jensky for their friendship, trust and transparency throughout the years as competitors, but especially so in the recent merger discussions. My thanks also go to the team at Ascott, a longstanding and trusted supplier to our company for over 25 years, and whom I now warmly welcome as a valued joint-venture partner."

Stuart Winstone, CEO of SilverDoor, said "SilverDoor is building the world's leading hospitality marketplace for serviced apartments and extended stay accommodation. Partnering with thousands of high-quality, vetted partners globally, SilverDoor provides its customers with an unparalleled and agnostic view of the market. We're now absolutely delighted to be bringing customers of both businesses an extended range of options as we combine our supply chains. Complementing our global agency business, Synergy by SilverDoor will meet demand for serviced accommodation in locations where it either doesn't exist today, or where existing options don't meet a particular client need. The ability to create bespoke solutions for our new combined customer base is something that particularly excites me. I'm so grateful to Synergy co-founders, Henry Luebbert and Jack Jensky, for the incredible business and team that they have built over the last 26 years. It's a great honour to be trusted to take the business forward and I'm delighted that the Synergy name and legacy will continue to be a key part of our future."

Following a period of careful transition and integration, Synergy founding partners Henry Luebbert and Jack Jensky will retire from the business, leaving behind a legacy of innovation and leadership that has shaped the company's success to date. Jack Jensky said: "I am excited for our people, our clients and all of our partners around the world. This merger will bring together our organizations and expand our services, inventory offerings and leverage our technology solutions all designed to better support our customers at the highest levels. I have known Marcus and Stuart for years and have admired their global vision and leadership. I am excited about the future of our combined companies."

Kar Ling Wong, Chief Strategy Officer of Ascott, said: "This merger brings together two strong platforms to unlock new avenues for strategic growth, and we are confident in the long-term value it will create for all stakeholders. Through our joint venture partnership with Habicus, the combined entity will complement and strengthen Ascott's leadership in the extended stay segment, bringing us closer to a broader base of business travel and corporate housing clients. As a committed shareholder, we fully support Habicus' leadership and look forward to seeing the global footprint of SilverDoor and Synergy by SilverDoor continue to grow in this next phase of expansion."

-ENDS-

## About SilverDoor

SilverDoor is a world leading corporate serviced accommodation agent, working with a network of more than 2,600 global property operators to source accommodation for business travel and mobility professionals worldwide.

Since 2000, SilverDoor has been helping corporate travellers find their ideal accommodation wherever their business takes them. Our reputation for service excellence comes from our warmth, integrity, 25 years of experience, and our commitment to helping people - complemented by our cutting-edge online booking tool and innovative proprietary technology.

Our technology and service save businesses time, reduce their accommodation spend, and improve the experience of travelling employees. Whether it's a full global travel or mobility programme, a one-off relocation, a complex group, or a fast-turnaround business trip, SilverDoor delivers the highest standards of safety, security, and exceptional service through proven partnerships, cutting-edge technology and experienced impartial advice.

## About Synergy Global Housing

Founded in 1999, Synergy is an international serviced accommodation provider headquartered in Houston, TX, delivering a superior hospitality-driven extended-stay experience to the business travel and mobility industries. Providing best-in-class housing and services in over 2,000 cities in more than 150 countries, the company has offices in China, Singapore, India, United Kingdom, Ireland and multiple locations throughout the United States.

Recognized globally, Synergy's recent awards include the 2025 Advancing Excellence from the Corporate Housing Provider's Association, and the 2024 and 2023 Company of The Year; 2024 and 2023 Travel Partner of The Year: Alternative Accommodation Operator from the Business Travel Awards; 2023 ITM Service Excellence Team; 2022 Operations Team of the Year from the Business Travel People Awards; and 2024 and 2023 Serviced Apartment Provider of the Year Regional/Global from Relocate Magazine.

## About Habicus

Habicus Group is home to one of the world's leading temporary accommodation organisations, comprising three specialist brands that serve the corporate, leisure, and luxury accommodation markets. The Group also provides research-driven consultancy and training services to the property and hospitality industries. With over 50 years of combined experience, Habicus is one of the industry's most trusted provider of exceptional service, professional expertise, and innovative technology solutions.

SilverDoor, founded in the UK in 2000, is a global serviced accommodation agent for business travel and corporate mobility, helping companies save time and reduce costs while enhancing the employee travel experience.

Ariosi is a specialist consultancy offering independent advice, insights, and training for the serviced apartment sector, and is the publisher of the industry's most trusted report, GSAIR.

It also operates OrbiRelo, an agent aggregator platform offering a complete solution for all Temporary Housing for Relocation Management Companies and their clients.

Domus Stay brings together design-led homes in London's most desirable neighbourhoods with dedicated concierge and guest services and personalised cultural experiences. Helping homeowners unlock the value of their unique properties and guiding guests to exceptional places to stay.

## About The Ascott Limited

The Ascott Limited (Ascott) is driven by a vision to be the preferred hospitality company, enriching global living with heartfelt experiences. With a portfolio of over 990 properties across 230 cities in over 40 countries, Ascott's presence spans Asia Pacific, Central Asia, Europe, the Middle East, Africa and the USA. Its diverse collection of award-winning brands includes Ascott, Citadines, lyf, Oakwood, Somerset, The Crest Collection, The Unlimited Collection, Fox, Harris, POP!, Preference, Quest, Vertu and Yello.

Ascott specialises in managing and franchising a wide range of lodging options, including serviced residences, hotels, resorts, social living properties and branded residences, catering to the varying needs and preferences of global travellers. Through the Ascott Star Rewards (ASR) loyalty programme, members enjoy exclusive privileges and curated experiences, enhancing every aspect of their travel journey.

As a wholly owned business unit of CapitaLand Investment Limited, Ascott generates fee-related earnings by leveraging its expertise in both lodging management and investment management. It also drives the expansion of funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

For more information on Ascott and its sustainability programme, please visit [www.discoverasr.com/the-ascott-limited](http://www.discoverasr.com/the-ascott-limited). Alternatively, connect with Ascott on Facebook, Instagram, TikTok and LinkedIn.

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