



WWW.AD1GLOBAL.COM/DEVELOPMENT

OUR APPROACH

AD1 GLOBAL DEVELOPMENT

We deliver on time and within budget

We are characterized by our steadfast commitment to elevating excellence in hotel and mixed-use developments. With a rich legacy of successful projects, we distinguish ourselves through our core values of punctuality, cost-effectiveness, and an unwavering dedication to upholding the highest quality and brand standards.

Our expertise extends across two essential domains: innovative new construction projects that push the boundaries of design, and brand/flag conversions that seamlessly integrate renowned hotel brands through transformative renovations that breathe new life into existing properties.

We invite you to join us on our journey as we continue to redefine and set new standards of excellence in the hospitality and commercial industry. We ensure that our projects consistently meet and exceed the expectations of clients, guests, and stakeholders.

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A modern multi-story building with a glass facade and a blue sky background. The building has a prominent corner with a glass facade and a blue sky background. The word "ADT" is visible on the building's facade.

PURPOSE

We passionately care for people so they can be their best self.

VISION

To serve people's lives through unbelievable experiences.

MISSION

Continuous improvement through new ideas and innovative ways to maximize value.

TRACK RECORD



At AD1 Global Development, we stand as a beacon of excellence in the realm of hotel and mixed-use developments, with a remarkable track record that speaks volumes. We have consistently delivered exceptional results through our core services: New Build Ground-up Developments and flag/Brand Conversions and Renovations.

We take great pride in upholding the highest quality and brand standards, a testament to our legacy of excellence. As a result, we have earned a distinguished reputation in the hospitality and commercial industry.

- ✓ **Over \$175M in Completed Projects**
- ✓ **Over 2,000 Hotel Rooms Delivered**
- ✓ **New Build Ground-up Developments**
- ✓ **Flag/Brand Conversions and Renovations**

TRACK RECORD

Completed Projects

Wyndham Garden Ft Lauderdale Airport & Cruise Port

Brand: Wyndham | Rooms: 142 | Year Built: 2018



 WYNDHAM GARDEN

TRACK RECORD

Completed Projects

Hyatt Place Melbourne / Palm Bay

Brand: Hyatt | Rooms: 106 | Year Built: 2020



TRACK RECORD

Completed Projects

Home2 Suites Palm Bay

Brand: Hilton | Rooms: 87 | Year Built: 2020



TRACK RECORD

Completed Projects

Aloft Orlando International Drive

Brand: Marriott | **Rooms:** 144 | **Year Built:** 2021



TRACK RECORD

Completed Projects

Element Orlando International Drive

Brand: Marriott | **Rooms:** 140 | **Year Built:** 2021



TRACK RECORD

Completed Projects

Fairfield Inn & Suites Fort Lauderdale Northwest

Brand: Marriott | Rooms: 120 | Year Built: 2023



AD1 GLOBAL BRAND CONVERSIONS

Success Stories

BEFORE | Comfort Inn Lake Buena Vista



AFTER | Crowne Plaza Lake Buena Vista



- ✓ **200 Rooms**
- ✓ Increased Revenue Streams
- ✓ Enhanced Online Reputation
- ✓ Improved Guest Satisfaction



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AD1 GLOBAL BRAND CONVERSIONS

Success Stories

BEFORE | Quality Inn Royale Parc Suites Kissimmee



AFTER | Staybridge Suites Kissimmee



- ✓ **224 Rooms**
- ✓ Increased Revenue Streams
- ✓ Enhanced Online Reputation
- ✓ Improved Guest Satisfaction



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AD1 GLOBAL BRAND CONVERSIONS

Success Stories

BEFORE | Park Inn Kissimmee



AFTER | Wyndham Orlando Resort & Conference Ctr Celebration



✓ **436 Rooms**

✓ Increased Revenue Streams

✓ Enhanced Online Reputation

✓ Improved Guest Satisfaction



WYNDHAM
HOTELS AND RESORTS

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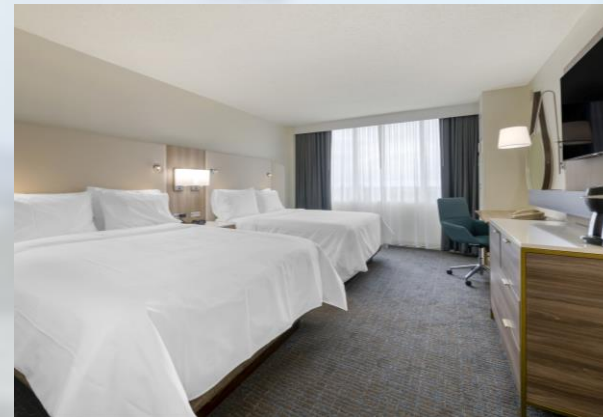
AD1 GLOBAL BRAND CONVERSIONS

Success Stories

BEFORE | Holiday Inn West Palm Beach



AFTER | Crowne Plaza West Palm Beach



✓ **199 Rooms**

✓ Increased Revenue Streams

✓ Enhanced Online Reputation

✓ Improved Guest Satisfaction



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AWARDS

2019



WYNDHAM

HOTELS AND RESORTS

Wyndham Developer of the Year

2021

HYATT

Hyatt Developer of the Year

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EXECUTIVE LEADERSHIP



Daniel Berman

CEO & Partner



Arie Fridzon

Executive VP & Partner



Alex Fridzon

COO & Partner

Originally from Venezuela, Dani, Arie, and Alex relocated to the United States to chase their dreams and established AD1 Global in 2008. Despite the challenges they encountered, they charted a path to entrepreneurial achievement by dedicating themselves to hard work, ethics, and values, which were deeply rooted in their family traditions. They hold the belief that success is most fulfilling when it's shared. This philosophy has enabled them to cultivate strong and mutually beneficial relationships with employees, investors, and a range of esteemed brands in the hotel and commercial development industry.

EXECUTIVE LEADERSHIP



Gisela Levy
CDREO
**Chief Developments
& Real Estate Operations**

Dedicated and highly experienced Civil Engineer with over 30 years of proven success in overseeing and managing construction projects. Adept at delivering projects on time and within budget, while ensuring the highest standards of safety and quality.



Daniel Duggan
CFO
Chief Financial Officer

Dan brings over 25 years of experience in Accounting & Finance in Hospitality. He has worked in Leadership roles, such as Director of Finance, VP of Finance, and most recently CFO for Seagate Hospitality where he was for the past 8 years.



Bryan Hayes
CSO
Chief Strategy Officer

Bryan is a strategic leader with over 35 years of extensive experience in leadership roles in the hospitality management industry. He spearheaded successful brand development at Hyatt Hotels and served on advisory councils for renowned hotel chains like Marriott and Hilton.



Leila Grunberg
Corporate Director
Design and Renovations

Leila is an accomplished designer with expertise in concept design analysis, client communication, strategy development, project management, and engineering collaboration. She excels in all phases of interior design projects, from master planning to custom furniture, showcasing exceptional creativity and meticulous attention to detail.



CONTACT INFORMATION

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