

**TRANSLATING
VISION
INTO
REALISATION**





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- 02** WHO WE ARE

SERVICES

The Affinity Group specialise in three key services that positively impact brand design, project costs and project timings:



Architecture & Design

- Design guidelines development
- Feasibility studies
- Permit management
- Local code expertise
- Drawing coordination
- MEP services layouts
- Design management



Cost Management

- Budget development
- Procurement/tender management
- Contract negotiation
- Supplier management
- Cost control
- Change order diligence
- Final cost reconciliation
- Audit and governance maintenance
- Asset management



Project Management

- Comprehensive project delivery
- Stakeholder partnership and project updates
- Brand guideline adherence
- Program management
- Bespoke start-to-finish planning

SECTORS



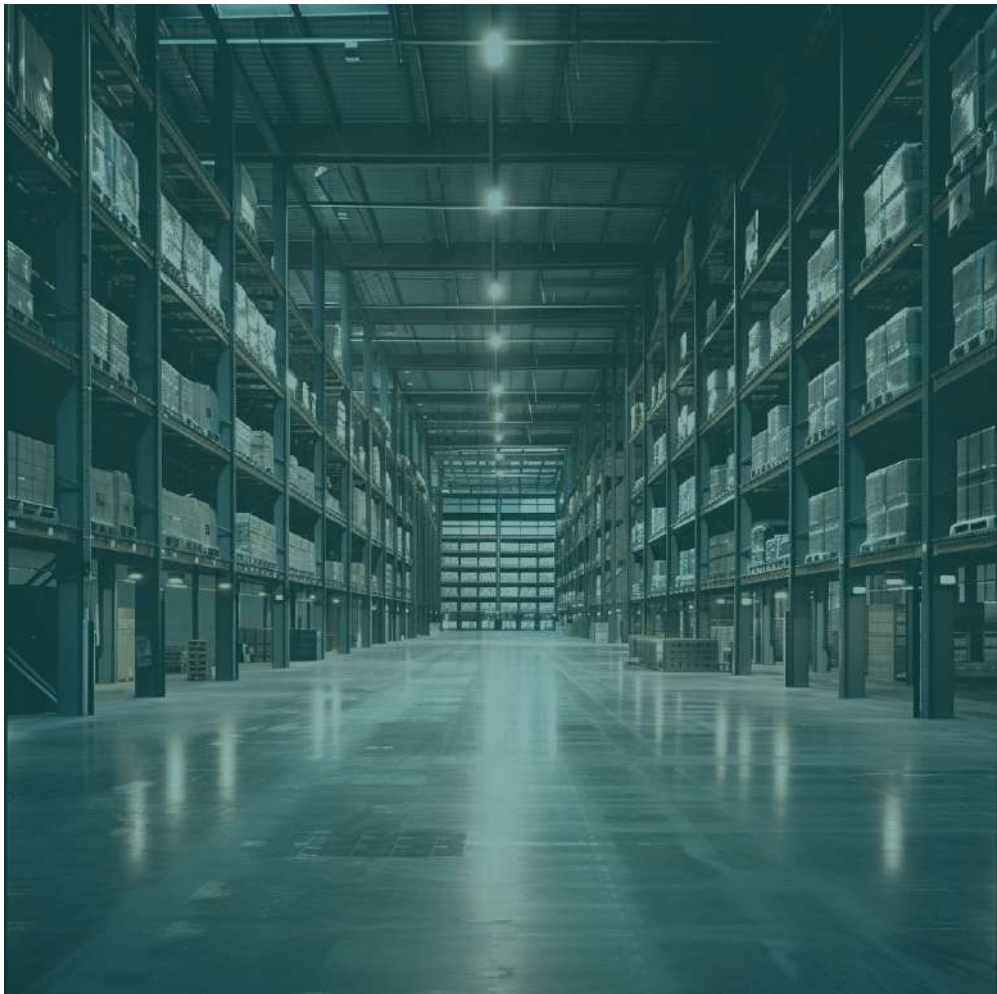
Retail



Hospitality



Commercial



Logistics

OUR CLIENTS



HOW WE WORK



THREE ROUTES TO SUCCESS



Management



Development



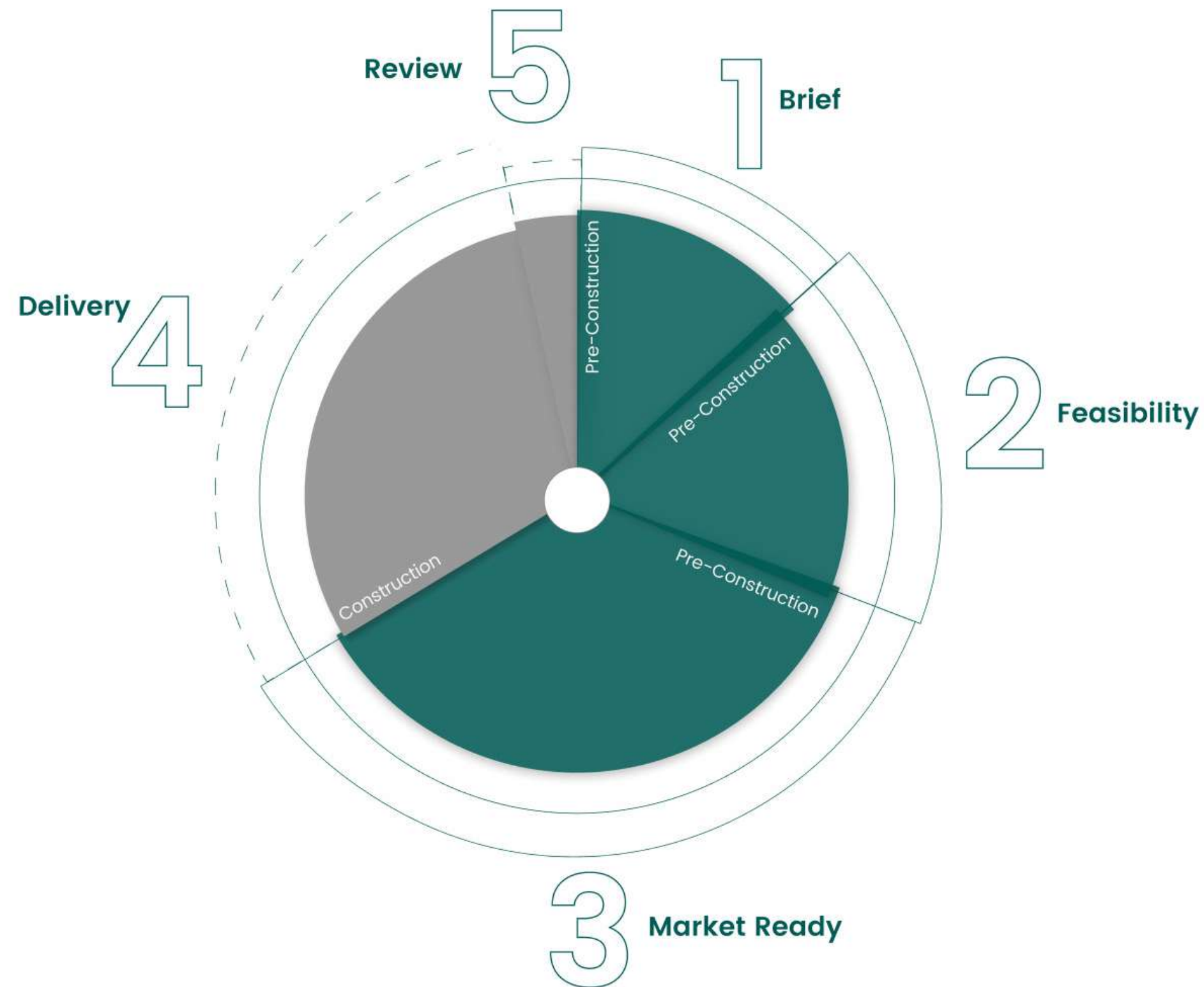
Financing

DELIVERY OPTIONS

The Affinity Group offer our clients the greatest degree of flexibility, we have three project delivery options to choose from:

WHAT'S INCLUDED	MANAGEMENT	DEVELOPMENT	FINANCING
Design Management	✓	✓	✓
Cost Management	✓	✓	✓
Project Management	✓	✓	✓
Procurement Management	✓	✓	✓
Turnkey Project Delivery	X	✓	✓
Facilities Management	X	✓	✓
Real Estate Sourcing	X	X	✓
Project Financing	X	X	✓

OUR PRODUCT



The benefits of working through our product steps 1-5

- 1. Brief:** We get to know you, comprehend your vision and understand your brand maturity and guidelines.
- 2. Feasibility:** Make confident, unemotional commercial decisions based on facts.
- 3. Market Ready:** Your costs are rationalised, design finalised and supply chain organised.
- 4. Delivery:** Rapid mobilisation of The Affinity Group delivery team and effective programme management.
- 5. Review:** Long-lasting partnerships are built for future projects based on honesty, feedback and intelligence.

OUR PRODUCT – EXPLAINED

1 BRIEF	2 FEASIBILITY	3 MARKET READY	4 DELIVERY	5 REVIEW
Client intake and business assessment	Feasibility and due-diligence	Design, Cost, Procurement & Timelines	Project activation and mobilisation	Optimization of program and wider business
<ul style="list-style-type: none"> •Business maturity check •Brand guidelines •Project information •Client delivery requirements •Pipeline information 	<ul style="list-style-type: none"> •Building condition •Regulation compliance •Required works •Risk assessment •Indicative budget •Indicative timelines •All required documents to make a commercial decision 	<ul style="list-style-type: none"> •Local architect, permits •Professional consultants •Design & design management •Client-direct vendors •Budgets & cost management •Contract management •General contractors 	<ul style="list-style-type: none"> •Program overview •Real-time reporting on design, cost, and schedule •Risk and decision management •Project delivery 	<ul style="list-style-type: none"> •Feasibility studies •Vendor contracts •Final accounts •Investment strategy •Supply chain KPI's
Outcome: <ul style="list-style-type: none"> ○ Project scope definition and alignment to your brand 	Outcome: <ul style="list-style-type: none"> ○ Feasibility report ○ Sufficient information for informed decision making for next steps 	Outcome: <ul style="list-style-type: none"> ○ Coordinated design ○ Supply chain rationalization ○ Cost certainty ○ Secured timelines ○ Procurement strategy & early engagement ○ Alignment of cost & design with brand standards 	Outcome: <ul style="list-style-type: none"> ○ Rapid mobilization of Affinity delivery team and effective program management ○ Managed risk ○ Clear budget & programme 	Outcome: <ul style="list-style-type: none"> ○ Commercial guardrails ○ Real estate decision matrix ○ Opportunities for Standardization and improvements
PRE-CONSTRUCTION			CONSTRUCTION	

PROCUREMENT MANAGEMENT

MANAGEMENT

Traditional market-driven
Delivery strategy

DEVELOPMENT

Centralised
project delivery solution

FINANCING

Comprehensive design & build
solution, with project financing

ALLIANCE

European Alliance of trusted
supply chain partners

PROCUREMENT

Reduce hundreds of invoice
payments into trackable payment
administration with 3sMoney

FACILITIES

Centralised facilities
management services

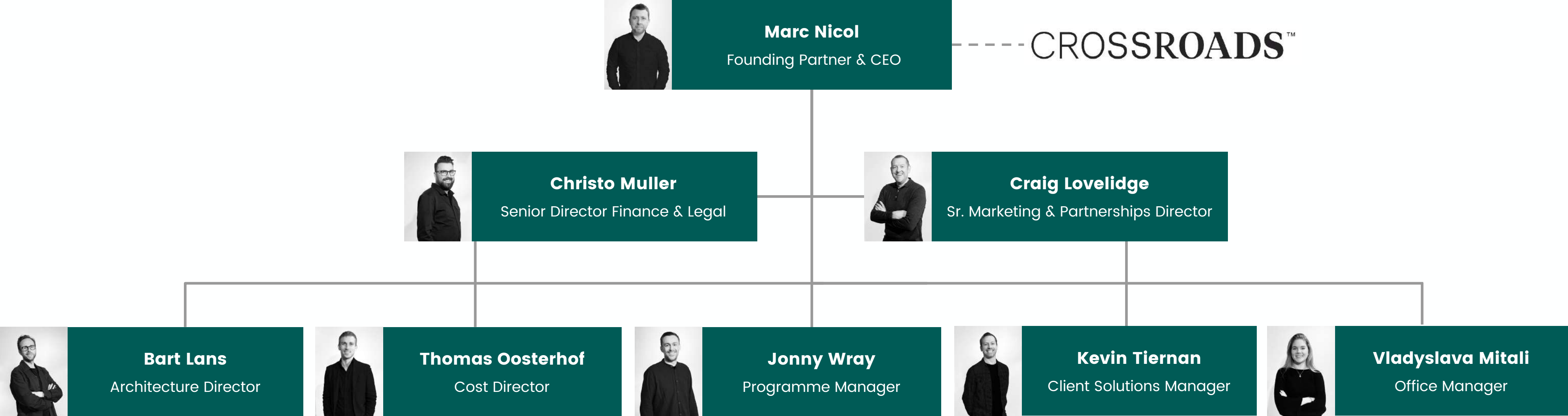
WHO WE ARE



EUROPEAN OFFICES



AMSTERDAM HQ STRUCTURE



LEADERSHIP TEAM - AMSTERDAM



Marc Nicol
Founder & Chief Executive Officer



Christo Müller
Sr. Finance & Legal Director



Craig Lovelidge
Sr. Marketing & Partnerships Director

LEADERSHIP TEAM BIOS

BIO: MARC NICOL

Before forming The Affinity Group, Marc was the Group Director of Property Management at Sircle Collection, managing their Hospitality expansion.

Prior to this, Marc was Property Services Director for IWG plc, developing and delivering the strategy for all new Regus, Spaces, Signature and No.18 locations within the EMEA, averaging over 150 new locations per annum overseeing multimillion EUR investments; his leadership bridged Real Estate and Construction Delivery.

Marc previously worked for Nike, where he was Concept Development Director EMEA, responsible for real estate construction investments across key wholesale accounts such as JD Sports, Footlocker and Snipes. He was also Director of Store Construction, delivering four retail formats across Europe - Flagship, Outlets, Franchise Investments and Converse. Here he also managed multimillion Euro investments and grew the EMEA retail portfolio to over 400 new sites.

Marc has held various roles within property functions across construction, procurement, and facilities management for Channel 4, TJX Europe and Gap Inc. He holds a Mechanical & Electrical Engineering diploma and is a Chartered Institute of Procurement & Supply member.

Originally from Scotland, he resides in Amsterdam, The Netherlands.



Marc Nicol
Founder & Chief Executive Officer

Core Discipline: Strategy and Leadership

BIO: CHRISTO MÜLLER

Christo Müller, joined The Affinity Group following his role as a Director of the Real Estate team at Turner & Townsend in Amsterdam.

He spent over 20 years with Turner & Townsend, marked by exceptional contributions, including roles as Associate Director and Senior Cost Manager. He relocated across Europe to support clients in various sectors, including banking, pharmaceuticals, high-tech manufacturing, and corporate industries.

Christo's impressive list of clients encompasses a broad spectrum of renowned names, from Royal Bank of Scotland and Rolls Royce to Johnson & Johnson, BMI Healthcare, NHS Trusts, DFID, and Shell. His expertise extends across diverse facets, encompassing fit-outs, new builds, commercial assurance, due diligence, governance, transparency, and property portfolio capital programs.

Notably, Christo's project portfolio is vast, ranging from single endeavours to major programs, with budgets spanning from EUR1.2M to EUR500M+, applying various procurement methods and forms of contract, including JBCC, JCT, NEC, FIDIC, and UAV.

Christo holds a B.Sc. Quantity Surveying degree with honours from the University of Pretoria, South Africa. He is fluent in Afrikaans and English, with a solid command of Dutch



Christo Müller
Senior Director Finance & Legal

Core Discipline: Contracts and Project Governance

LEADERSHIP TEAM BIOS

BIO: CRAIG LOVELIDGE

Craig joined The Affinity Group, having previously founded and run Craigology, his creative marketing and communications consultancy.

Before this, Craig was Creative Director in leading world-class in-house and full-service creative agencies in Europe and The UAE, leading and building global brands like Emirates Airlines, VW and Heineken.

Craig launched the Emirates' 'Hello Tomorrow' global brand marketing campaign across 170 markets, resulting in a multi-million uplift in brand value, making Emirates the most valuable airline brand in The Middle East.

He built and led the European Staples in-house strategic/creative agency serving 17 EU countries, creating brand consistency, boosting engagement and achieving record-breaking sales.

Before relocating to The Netherlands, he spent six years in Hamburg, Berlin and Frankfurt working inside Germany's number one creative agency Jung von Matt as well as leading the VW account at DDB Berlin.

Craig studied Copywriting and Art Direction at the UK's renowned Watford College under the creative leadership and tutelage of the late Tony Cullingham. He is bilingual in English and German.



Craig Lovelidge
Sr. Marketing & Partnerships Director

Core Discipline: Creative, Marketing & Partnerships

DELIVERY TEAM - AMSTERDAM



Bart Lans
Architect Director



Thom Oosterhof
Cost Director



Jonny Wray
Senior Project Manager



Kevin Tiernan
Client Solutions Manager

DELIVERY TEAM BIOS

BIO: THOMAS OOSTERHOF

Thomas joined The Affinity Group from Turner & Townsend, where he held roles from Cost Manager through to Cost Management Team Lead across two roles within the company; Amsterdam and Zurich.

Responsible for the management of all project cost / commercial details, Thomas delivered projects for the likes of Oracle, Meta, Seattle Genetics, Goldman Sachs and McKinsey. Projects ranged from low to triple-digit millions.

The first seven years of Thom's career were spent at BQH in his native New Zealand. He delivered multi-million dollar projects in both the commercial real estate and the public sectors. Key clients included Millennium & Copthorne Hotels, New Zealand Defence Force, Goodman, Ministry of Education, Jarden and ANZ Bank. He was responsible for delivering over \$100M worth of assets for the development group Goodman.

Thomas holds a B.Sc. in Quantity Surveying from Massey University, is a previous member of the New Zealand Institute of Quantity Surveyors (NZIQS) and is an Associate of the Royal Institute of Chartered Surveyors (RICS).



Thomas Oosterhof
Cost Director

Core Discipline: Cost Management

BIO: JONNY WRAY

Jonny joined The Affinity Group as Senior Project Manager and has lead responsibility for the Project Management arm of the business.

Jonny previously worked for international consultancies including Turner & Townsend, delivering projects throughout the UK and Europe, acting as Project Manager, Risk Manager, and Employer's Agent for both public and private sector organisations.

His key sectors of expertise are in retail, commercial office space, hospitality, and data centres. Some key projects include: Battersea Power Station Phase 1, AMS08&09 data centres, Schiphol Airport's Capital Programme and Royal Bank of Scotland's Points of Presence programme.

Jonny obtained a Bachelor of Science in Building Surveying from Northumbria University in the UK.

Originally from the UK, he has lived in The Netherlands since 2016. He speaks English and is currently learning Dutch.



Jonny Wray
Programme Director

Core Discipline: Project Management

DELIVERY TEAM BIOS

BIO: BART LANS

Bart joined The Affinity Group, from Sircle Collection where he was the senior lead architect. He boasts a remarkable career with an impressive background spanning diverse aspects of architecture and design accumulated over two decades across renowned organisations.

His journey includes managing design for Sircle Collection's new hotels and renovations, focusing on office spaces with DZAP (now part of Cushman & Wakefield), excelling in high-end retail and hospitality with UXUS, and specialising in residential and civil works at Korth Tielens Architecten.

Bart delved into experimental art and architecture at NOX/Lars Spuybroek, with a strong emphasis on coding and CNC manufacturing.

Throughout his career, Bart has held various roles as an architect, interior designer, and project architect. His extensive portfolio features an array of impressive projects, from the Tate M2 extension in London to the Bloomingdales store redesign in Kuwait and the Sir Joan Hotel in Ibiza.

Bart holds an M.Sc. in Architecture with Honours from Delft University of Technology. Born in the Netherlands and raised in the United States, Bart is fluent in both Dutch and English, underscoring his global influence in the architectural arena.



Bart Lans
Architect Director

Core Discipline: Architectural Delivery

BIO: KEVIN TIERNAN

Kevin joined The Affinity Group from Sircle Collection where he was Corporate Procurement Manager, bringing a wealth of experience and expertise.

Kevin's career in procurement was firmly rooted in the hospitality sector, however, his professional path took a dynamic turn towards property development in the realm of hospitality projects. In this capacity, Kevin collaborated closely with architects and designers to optimise materials across a spectrum of projects within Europe, from fit-out to FF&E.

Kevin's versatile background is underscored by his double major in Business and Sports Management at Illinois' North Central College, reflecting his diverse skill set and adaptability.

At The Affinity Group, he is expanding his knowledge while making a significant impact across multiple sectors, including Commercial and Retail, leveraging his expertise to drive the company's client solutions.

Kevin is from Chicago, Illinois and has been living in The Netherlands since 2016.



Kevin Tiernan
Client Solutions Manager

Core Discipline: Client Solutions

OFFICE MANAGEMENT

BIO: VLADYSLAVA MITALI

Vladyslava joined The Affinity Group from Bunq, where she was the Office Manager.

Her unique blend of skills and previous experiences ensures the efficient operation of our Amsterdam head office. Her commitment to excellence and proactive approach make her an invaluable asset to our team.

Vladyslava gained strong organisational and problem-solving skills as a Guest Service Coordinator at the Odesa International Film Festival. She has also worked in the hospitality sector as the Front Office Receptionist at Hotel Casa Amsterdam.

She consistently exhibits quick thinking, adaptability, and close attention to detail, proving her to be a hardworking and diligent professional.

Originally from south Ukraine, Vladyslava has called Amsterdam her home since the beginning of 2020.



Vladyslava Mitali
Office Manager

Core Discipline: Office Administration

WEALTH OF EXPERIENCE IN COMMERCIAL OFFICES

Professionalism and expertise in design, strategy, cost management, and programme management spanning the EMEA region. Our team have a track record of successfully delivering projects for prominent clients including:



OUR 5x VALUE DRIVERS



Our day rates are 20+% more cost-effective than our corporate competitors.



We work to scale with Pan-European Coverage.



Our centralised office (The Hub) increases speed, consistency and efficiency.



We reduce project delays using Alliance, our pre-vetted and ready-to-go European supply chain partnership model.



We accurately control and forecast project cash flow using our centralised payment model.

OUR PROMISE

We are your honest and direct project delivery colleagues. We're geared to get the job done. Every project we work on is guided by these commitments:

CONFIDENT

Our model works.
Our strategy works.
We deliver.

HYPER-HONEST

We deal with facts.
If there's bad news,
you'll get the truth.

LONG-TERM PARTNERSHIPS

We build close
working relationships
based on a shared
vision, brand value
and growth, again
and again.

HIGH INTELLIGENCE LOW EMOTION

Impactful decisions
are made using
industry knowledge
and career
experience. We
detach emotions to
focus on results.

NO SHORTCUTS

We walk you through
our 5-stage working
process. Each step
guarantees the
success of the next.

We don't work any
other way.

AFFINITY PARTNERS



WE TRANSLATE YOUR VISION



AMSTERDAM

Nieuwezijds Voorburgwal 162,
1012 SJ Amsterdam
The Netherlands

Amsterdam, NL

team@affinitygroup.info

/// atomic.liquids.rainy



FRANKFURT

Neue Mainzer Str. 66-68
60311 Frankfurt am Main
Germany

Frankfurt, DE

team@affinitygroup.info

/// snacks.bound.elated



LJUBLJANA

Slovenska Cesta 56
1000 Ljubljana
Slovenia

Ljubljana, SL

team@affinitygroup.info

/// betrayed.curry.jeep



THE AFFINITY GROUP

TRANSLATING VISION INTO REALISATION

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