



Auberge Resorts Collection

**AUBERGE RESORTS COLLECTION ANNOUNCES STRATEGIC PARTNERSHIP
WITH BDT & MSD PARTNERS**

*Minority Investment Will Further Advance Auberge's
Leadership Position in the Luxury Hotel Market*

MILL VALLEY, CA (February 1, 2024) – [The Friedkin Group](#) announced today that the company has entered into a strategic partnership with BDT & MSD Partners (“BDT & MSD”), a merchant bank built to serve the distinct needs of business owners and strategic, long-term investors. BDT & MSD, through its affiliated hospitality investment vehicle, will make a minority investment in [Auberge Resorts Collection](#), the manager of the award-winning portfolio of luxury hotels, resorts, residences and private clubs set in some of the world’s most desirable locations. In addition, BDT & MSD’s hospitality vehicle intends to invest significant capital towards acquiring and developing luxury hotel and residential assets that will be branded and managed by Auberge Resorts Collection.

The partnership reflects BDT & MSD’s belief in Auberge Resorts Collection’s unique brand positioning and focus on creating one-of-a-kind luxury hospitality experiences. The investment will support Auberge’s continued strategic growth in the Americas, Europe and beyond, with a focus on gateway urban markets and high-profile experiential destinations.

“This partnership further solidifies Auberge Resorts Collection’s position as the leading name in boutique luxury hospitality and marks a new and exciting era for our world-class portfolio,” said Dan Friedkin, chairman of Auberge Resorts Collection and chairman and CEO of The Friedkin Group. “BDT & MSD’s differentiated, long-term capital and expertise in luxury hospitality investments makes them a perfect strategic partner and will allow us to further grow the strength of the Auberge brand.”

“Auberge is a world-class manager of distinctive luxury hotel properties, with an exceptional track record of delivering curated guest experiences in the world’s leading hospitality markets. We are excited to be a part of its future and look forward to partnering with Auberge’s talented team to build on its differentiated strengths and accelerate further growth,” said Coburn Packard, partner & head of real estate at BDT & MSD.

Since becoming part of The Friedkin Group in 2013, Auberge Resorts Collection has grown into the leading name in boutique luxury hospitality, comprising 27 unparalleled properties across the U.S., Latin America and Europe, with a development pipeline of over a dozen hotels and two additional hotels planned to open in Florence and South Carolina this year. While each property is unique, all share a crafted approach to luxury and bring the essence of the location to life through one-of-a-kind design that reflects the destination, exceptional cuisine and dining experiences that attract both the local community and global traveler, innovative spas and wellness retreats and highly personalized service.

About Auberge Resorts Collection

Auberge Resorts Collection is a portfolio of extraordinary hotels, resorts, residences, and private clubs. While each property is unique, all share a crafted approach to luxury and bring the soul of the locale to life through captivating design, exceptional cuisine, innovative spas, and gracious yet unobtrusive service. With 27 one-of-a-kind hotels and resorts, Auberge invites guests to create unforgettable stories in some of the world's most desirable destinations.

For more information: www.aubergeresorts.com.

Connect with Auberge Resorts Collection on [Instagram](#), [TikTok](#), [Facebook](#), [X](#) and [LinkedIn](#) @AubergeResorts and #AlwaysAuberge

About The Friedkin Group

The Friedkin Group is a privately held consortium of automotive, hospitality, entertainment, sports and adventure companies. These organizations include: Gulf States Toyota, GSFSGroup, USAL, Ascent Automotive Group, Auberge Resorts Collection, AS Roma, Imperative Entertainment, 30WEST, NEON, Diamond Creek Golf Club, Congaree and Legendary Expeditions. The Friedkin Group is led by Chairman and CEO Dan Friedkin. For more information, visit www.friedkin.com.

About BDT & MSD Partners

BDT & MSD Partners is a merchant bank with an advisory and investment platform built to serve the distinct needs of business owners and strategic, long-term investors. The firm is distinguished by its decades of experience advising at the intersection of founders, families, and businesses, as well as by its differentiated capital base and culture of aligned investing. Its funds are managed by its affiliated investment advisers, BDT Capital Partners and MSD Partners.

MSD Partners is currently invested in and managing more than \$11 billion of real estate. Its major real estate investments and properties managed include The Knox, Auberge Resorts Collection in Dallas, Four Seasons Maui at Wailea and Four Seasons Hualalai in Hawaii, Four Seasons Vail, Fairmont Miramar in Santa Monica, The Boca Raton, the Naples Beach Club development (a Four Seasons and Discovery Land Company project), more than 15,000 multifamily units nationwide, and multiple developments in Austin, notably State House and Music Lane on South Congress Avenue and 601 W. 2nd Street along Lady Bird Lake. For more information, visit www.bdtmsd.com.

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