WHY INVEST IN GREET

ACCOR GLOBAL DEVELOPMENT AUGUST 2020

A brand focused on essentials that make sense…

Locally
engaged
greet

Associations, charity

Local sourcing & upcycling

Fresh handmade products

Diversity & Inclusion

Collective
greet

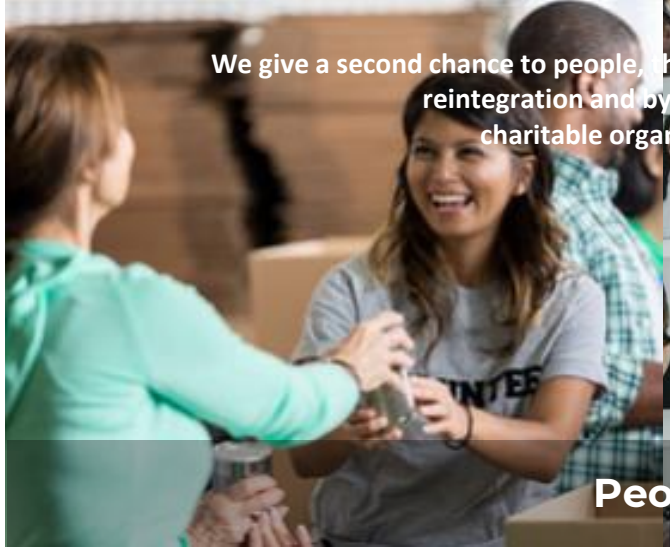
Families & tribes

Animated lobby

Shared table / bar

Recreative Outdoor

2nd Chance



We give a second chance to people, through professional retraining / reintegration and by working with charitable organizations.

People

We give a second chance to objects through upcycling & re-use of furniture.
We promote the circular economy by sourcing from flea markets, garage sales & charity stores.

Objects

We give a second life to independent hotels.

Places

greet

… and a powerful business model !

Easy hotel conversion

- ✓ **Flexible** product
- ✓ Give a **second chance** to hotels
- ✓ Target **independent hotels**

greet

Unique eco approach

- ✓ **Eco-design**
- ✓ Second hand objects
- ✓ Sharing – **Social engagement**

Profitable business model

- ✓ **23** sqm per key (TGFA)
- ✓ **Optimized** investment cost thanks to «2nd chance objects»
- ✓ **10** to **20%** increased ADR
- ✓ **15%** F&B revenue

A “budget footprint” for an “economy ADR”

greet

An ambitious development…

350

hotels in
10 years
in Europe

Secured 3000
rooms per year
at cruise speed

Network

greet **Beaune**
greet **Darmstadt**
greet **Marseille St Charles Station**
greet **Marseille Airport**

Upcoming projects

Paris
Lyon
Nancy
Vienna
Rennes
…

1000 rooms secured
+
8 000 rooms Under Negociation

greet Beaune, France

greet Darmstadt, Germany

greet Marseille St Charles, France

greet Marseille Airport, France

Upcoming opening 2021

greet Porte de la Chapelle, France

Upcoming opening 2021

greet Bourges, France

Development Criteria

Programming & Development

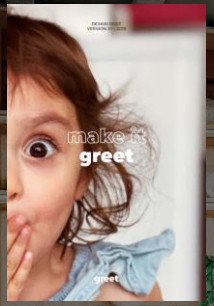
HOTEL

EUROPE

RECOMMENDED NUMBER OF ROOMS	70 – 200 keys
ROOM AVERAGE SIZE	From 12 sqm
TGFA / ROOM	23 sqm
FOOD & BEVERAGE	1 Breakfast room with large shared table and other tables 1 “Welcome” bar with drinks & snacking Optional: 1 Restaurant market driven
ACCOMMODATIONS	Pure Room : Essential furniture Pop Room : Energetic design 20% of family / connecting rooms (4 to 6 pax)
OTHERS	1 Outdoor space (patio or garden or terrace) with activities & games 1 Chill space for greet times 1 Small shop

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
INTERNATIONAL CAPITALS KEY CITIES & RESORTS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●	●	●
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●	●	●

Design & Technical Services



GREET DESIGN BRIEF

Can be used before HCSA is signed

GREET CONSTRUCTION & RENOVATION STANDARDS

Can be used after HCSA is signed

GREET STYLE BOOK

Can be used before HCSA is signed

… where eco-design is key.

design philosophy

second hand furniture
eco-design approach
social engagement

Second-hand objects
give each hotel its own specific identity, whether they have been restored, or repurposed.

Each living space has been designed to promote fun, friendliness and positive hospitality. The decor invites guests to linger, take a five minute break and connect with others.

Design
Philosophy

A design rooted in its Community.

A unique design per hotel, a unique style, whose strength lies in its social engagement
A design philosophy that aligns environmental responsibility with quality of life

It is a design for a community of people looking for meaningful essentials.

Design
Philosophy

A circular approach

Designing responsibly.
An circular approach, using an eco-design method, offering second chances and always considering the entire life cycle of a product.

Reduce.
Reuse.
Recycle.

Rediscover.
Dig for Hidden Gems.

Repurpose.
Decide, Design, Personalise.

Reinvent.
Imagine, Transform, Compose.

Design Specifics

Not one standard
Not one style

Mandatory Designer per project

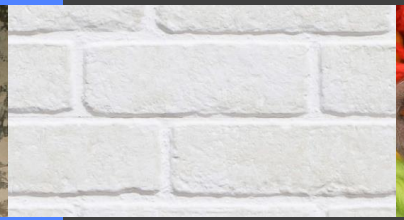
2 degrees of Renovation

Basic:
Preserve Residence Areas, Add Brand Identifiers, exisiting and/or repurposed furniture and pre-loved objects, adjustable/mood lighting

Complete:
Total renovation of the outer shell, renovation of the residence areas, new, custom-made, eco-friendly furniture

Process of Renovation

- Design Assesment
- Budget building
- Sourcing of local and second-hand products and objects
- Renovation



Design Specifics
Partnerships

French & European partnerships for second-hand furniture:

- Simire
- Temahome
- Emmaus
- Eco mobilier
- Valdelia
- Fermob
- Chevillotte
- Rene Pierre

Please refer to your local procurement team to investigate local solutions

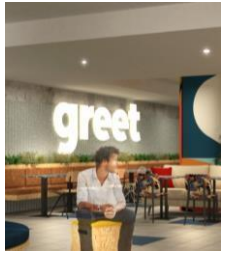
With
meaningful brand markers…

Social hub

WELCOME DRINK
From « ugly » fruits

COMMUNAL
TABLE

SECOND CHANCE
TIPS



BRANDED
WALL

SECOND CHANCE
ICONIC OBJECTS

SHARED
LIBRARY

A BRAND COMPLIANT
PLAYLIST

WELCOME IN
FOLS MOBILE

SECOND CHANCE
BOUTIQUE

KIDS
CORNER

F&B

The F&B philosophy is organised around 4 pillars:

DELIVER QUALITY & AUTHENTICITY

ENCOURAGE HEALTHY AND SUSTAINABLE HABBITS

FAVOUR LOCAL PRODUCTS

FOCUS ON SECOND CHANCE PRODUCTS

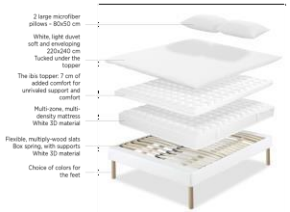
The F&B philosophy is brought to life at each touchpoint:
Breakfast (mandatory), through the snacking offer at the bar (mandatory), during the meeting breaks (optional) and at the restaurant (optional)

Room

STANDARD ROOMS
UP TO 2 PAX
FROM 12 SQM

PREMIUM ROOMS
GOOD VIEW
OR BIGGER ROOMS
UP TO 3 PAX

FAMILY ROOMS
UP TO 4/6 PAX
20% OF INVENTORY



BEDDING SOLUTION BY GREET

Avec greet, j'ai pris du galooooon !
Avant d'être un savon pour les mains, j'étais une bouteille en plastique

SECOND CHANCE DISPENSERS

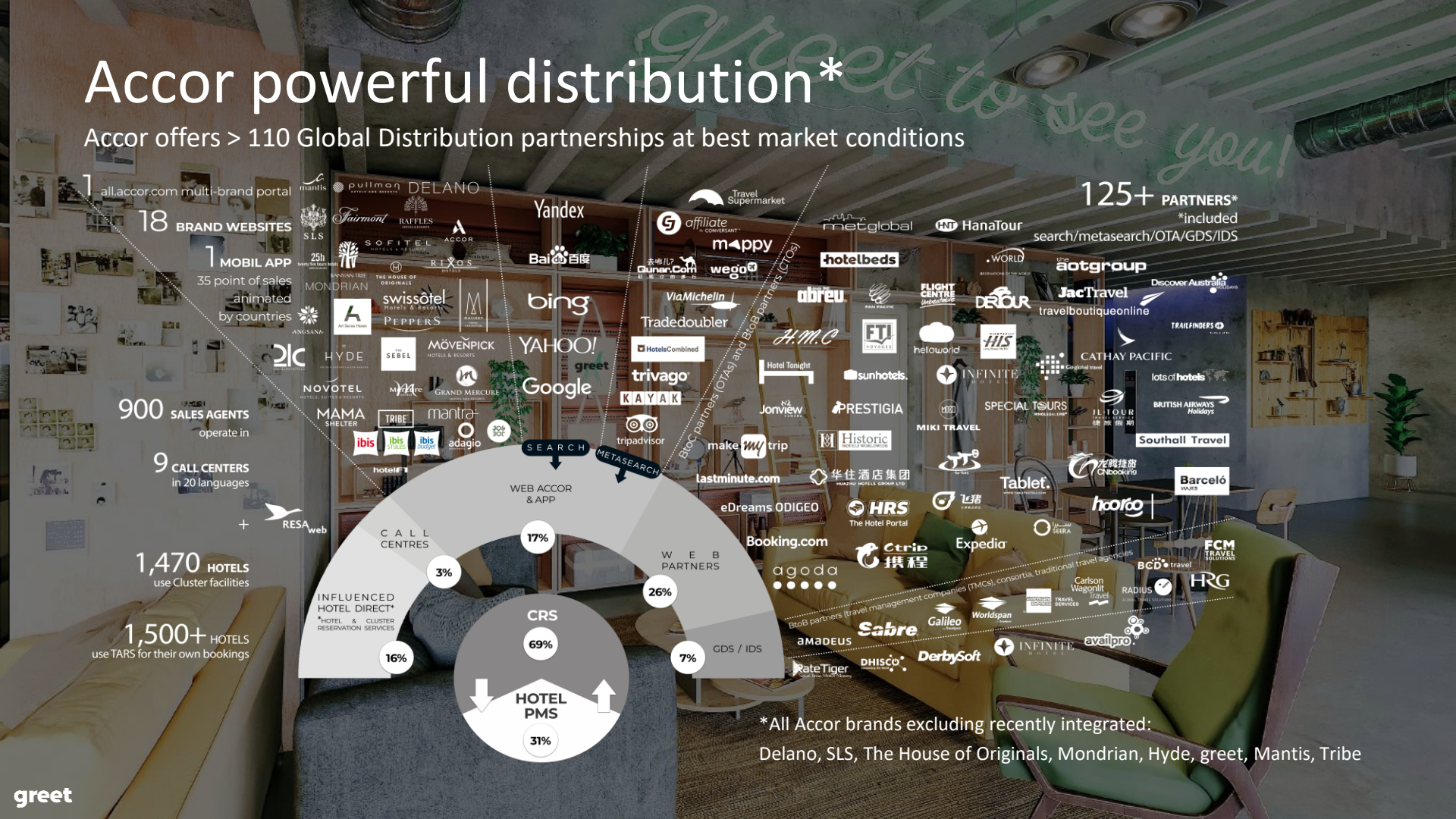
People

WHEN CASTING OUR STAFF MEMBERS, WE ALWAYS TRY TO FAVOUR PEOPLE LOOKING FOR A SECOND CHANCE:
REINTERGATION, REDEVELOPMENT...

Backed up
by Accor powerful
Distribution & Communication

Accor powerful distribution*

Accor offers > 110 Global Distribution partnerships at best market conditions



*All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

greet

Midscale & Economy distribution powered by Accor

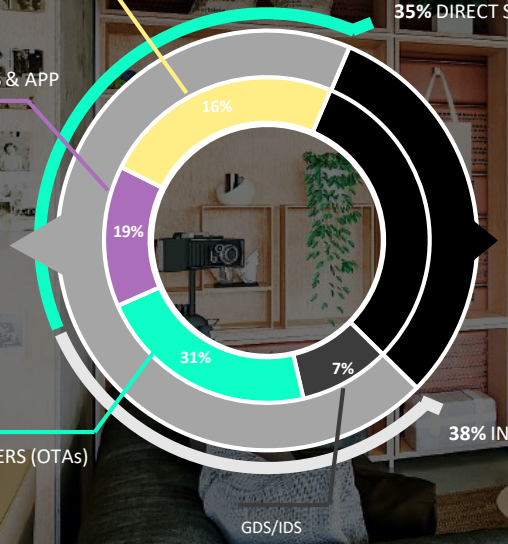
Figures as of end 2019 – Room Revenue based

CALL CENTERS, INFLUENCED HOTEL DIRECT*
*Hotel & cluster services

ACCOR WEB
WEBSITES, MOBILE SITES & APP

73%
OF MIDSCALE & ECONOMY ROOM REVENUE COMES THROUGH ACCOR CENTRAL RESERVATION SYSTEM

WEB PARTNERS (OTAs)



35% DIRECT SALES

27%
HOTEL PMS

38% INDIRECT SALES

50%

FOCUS WEB
(ACCOR WEB + WEB PARTNER)

50M ROOM NIGHT

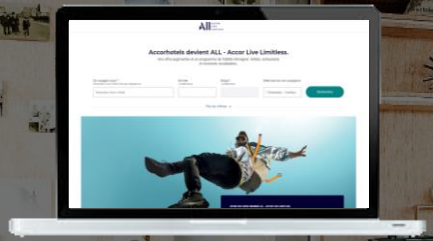
€4,525M ROOM REVENUE

*All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

greet

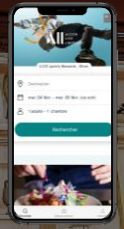
New booking engine & APP

1 MULTIBRAND PORTAL ALL.ACCOR.COM



- **300M** Website + App visits
- **2200** Destinations
- **18** Languages

1 LIFESTYLE COMPANION APP



- **56%** Mobile and App visits*
- **1** Download every minute

18 BRAND.COM WEBSITES

- Plugged to **ALL.ACCOR.COM**

New loyalty program

THE ONLY LIFESTYLE LOYALTY PROGRAM

NEW LIMITLESS EXPERIENCES AND **EXTENDED OPPORTUNITIES** TO EARN & REDEEM POINTS

NEW BENEFITS

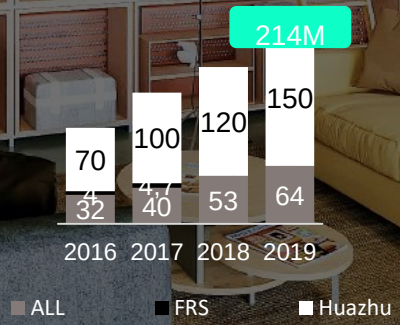
- **2** New tiers (diamond & limitless hidden tier)
- **34** Brands and +
- **Suite Night Upgrade**
- **F&B** outside a stay

NEW PARTNERSHIPS

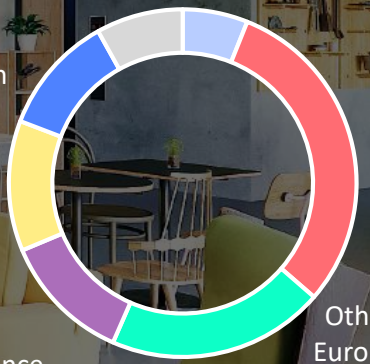
- **PSG** – Games / Net media value +€200m to ALL
- **AEG** – Worldwide arenas & festivals
- **IMG** – Taste festivals

THE FAST GROWING LOYALTY PROGRAM

- **64M** Loyalty members worldwide
- **31%** Loyalty contribution rate
- **X 2** Members stay twice more
- **X 2** Members spend twice more



THE MOST GLOBAL LOYALTY PROGRAM



We measure success through the evolution of:

REPUTATION PERFORMANCE SCORE

85.7 pts in 2020

(+14.7 pts after rebranding)

Source : Trust You / greet hotel Beaune

Media coverage

100+ clippings

20.5M+ reach

born to
beeeeeee
greet !