



HYDE

WHY INVEST IN HYDE

ACCOR GLOBAL DEVELOPMENT

FEBRUARY 2019



A GLOBAL LIFESTYLE HOSPITALITY COMPANY

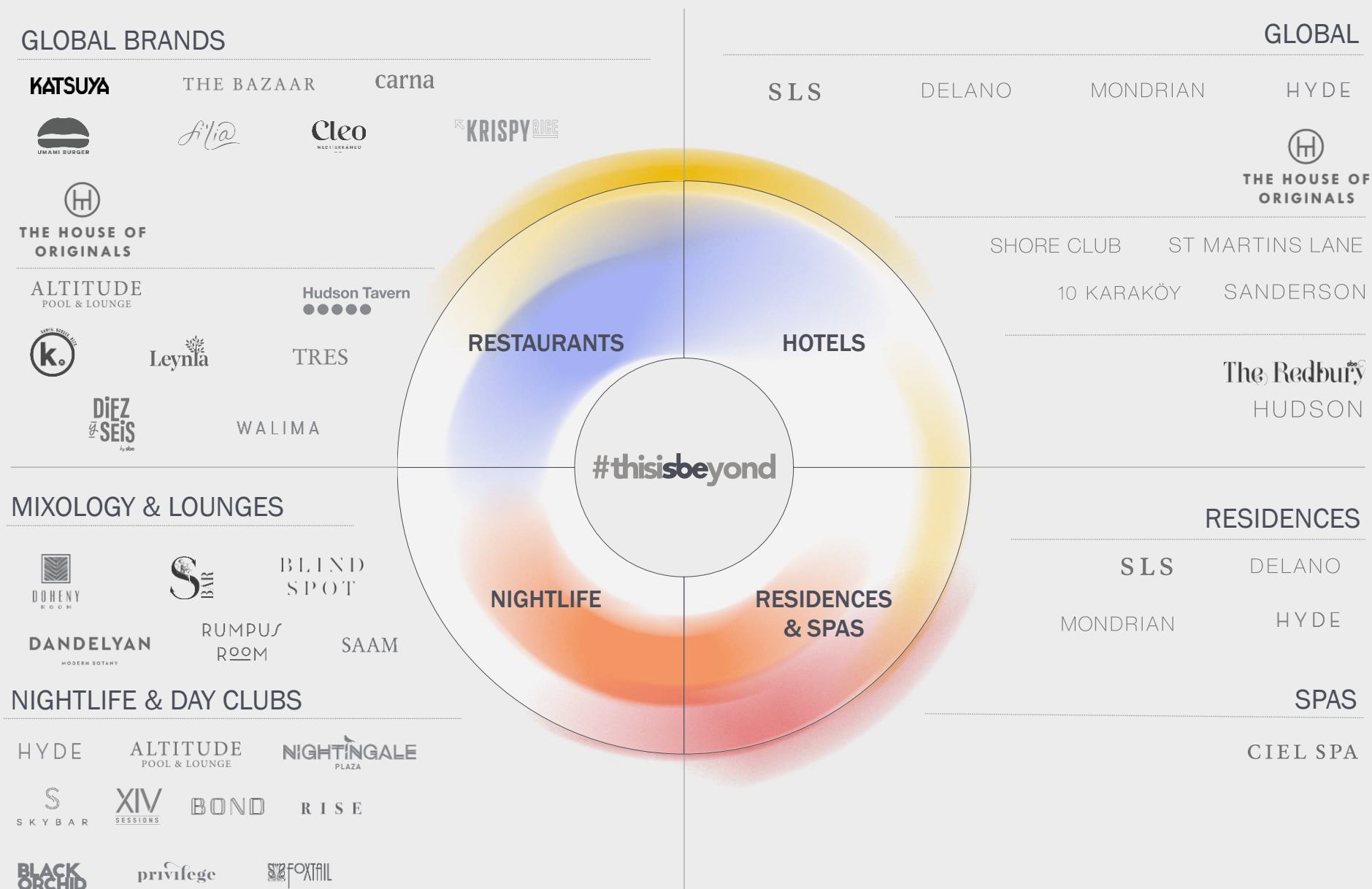
MISSION STATEMENT

A global tribe of individuals, partners and progressives, devoted to creating extraordinary experiences for our community throughout our proprietary brands—**we are sbe.**

Visionaries at the forefront of hospitality, cuisine, design, residences and entertainment, our lifestyle moments are forged with highly-curated and passionate service. We are committed to **authenticity, sophistication, mastery and innovation.**

Our stage is the world. Our time is now.

FULL CIRCLE LIFESTYLE EXPERIENCE

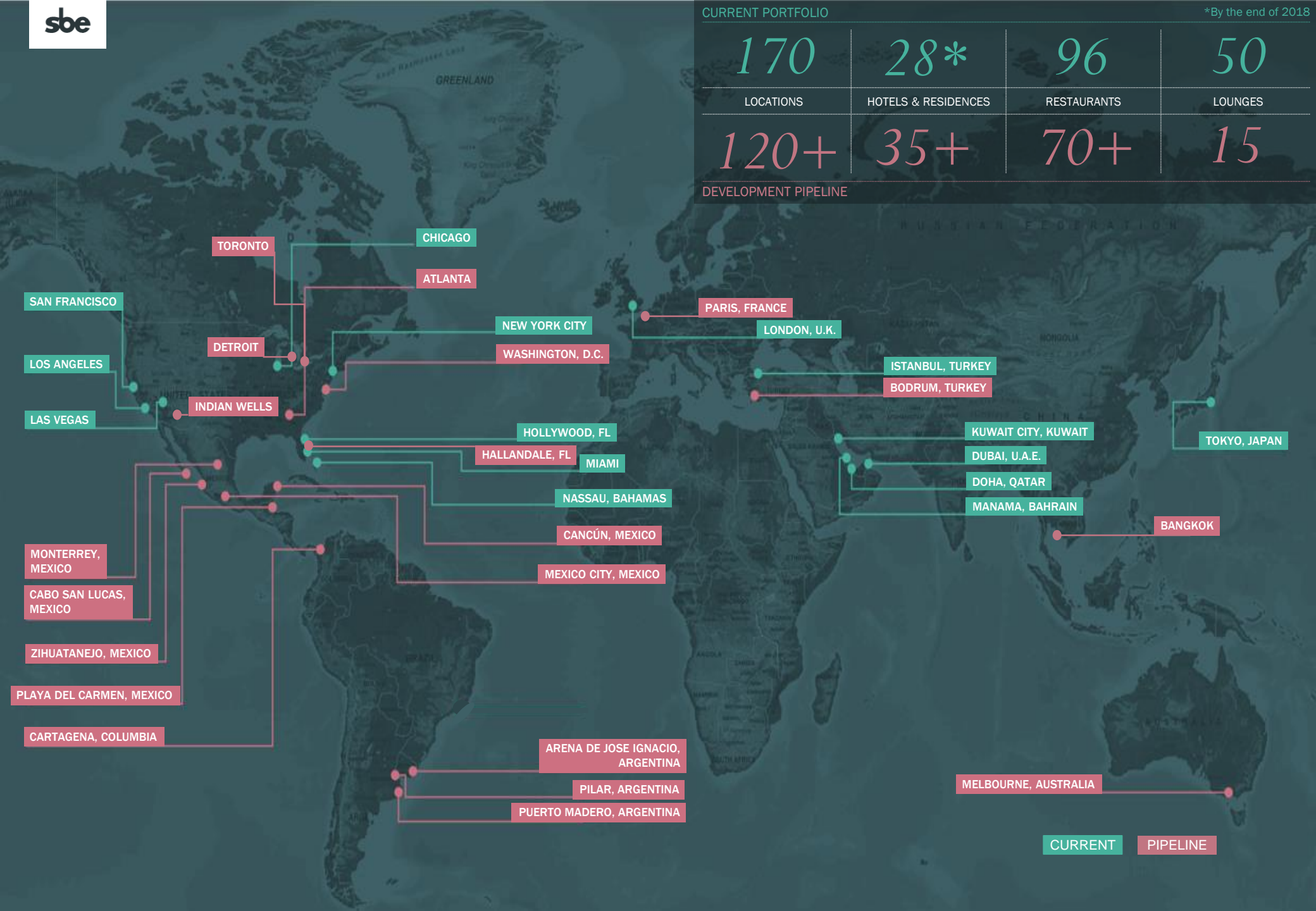




CURRENT PORTFOLIO

*By the end of 2018

170	28*	96	50
LOCATIONS	HOTELS & RESIDENCES	RESTAURANTS	LOUNGES
120+	35+	70+	15
DEVELOPMENT PIPELINE			



CURRENT PIPELINE

DAKOTA

Dakota Development is a division of sbe. With industry-leading expertise and cutting edge design partners, Dakota Development has successfully master planned and developed a range of internationally acclaimed properties.

DESIGN COLLABORATORS



PHILIPPE STARCK

SLS Atlanta
SLS Beverly Hills SLS
Brickell
SLS Las Vegas
SLS South Beach
Mondrian L.A.
Delano



AVENUE INTERIORS

SLS Baha Mar
SLS Beverly Hills Renovation



PIERO LISSONI

SLS Cancún
SLS Puerto Madero
SLS Washington, D.C.



LENNY KRAVITZ DESIGN

SLS Las Vegas
SLS South Beach



TOM DIXON

Mondrian London



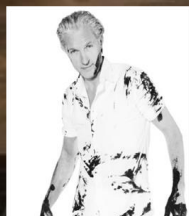
YABU PUSHELBERG

SLS LUX Brickell



**DAVID ROCKWELL
THE ROCKWELL GROUP**

Hyde



MARCEL WANDERS

Mondrian South Beach
Mondrian Doha

DISRUPTIVE

With professional entertainment and renown chefs, Disruptive Innovation Lab has designed amazing culinary and nightlife concepts.

CULINARY COLLABORATORS



MARTIN HEIERLING

Chief Culinary
Officer, sbe



JOSÉ ANDRÉS

The Bazaar
SLS
Michelin-

Starred



KATSUYA UECHI

Katsuya
SLS/Mondrian
Delano

James Beard
Award Winner



MICHAEL SCHWARTZ

Fi'lia
SLS/Mondrian/
Hyde/Delano

James Beard
Award Winner



DANNY ELMALEH

Cleo
SLS/Mondrian
Hyde/Delano



JOSE ICARDI

Leynia, Diez y Seis
SLS/Mondrian
Hyde/Delano



DARIO CECCHINI

Carna
SLS



DANIEL BOULUD

French Concept
SLS
James Beard
Award Winner



MAKOTO OKUMA

Pan-Asian Concept
SLS
James Beard
Award Winner

LEVERAGE THE

sbe Platform

Providing our development partners an opportunity to program a one of a kind destination experience.

40 BRANDS

Established & diversified portfolio of iconic luxury lifestyle hotel, residence, culinary & entertainment brands.

TEAM

Best-In-Class team of Senior Executives, Chefs, Designers, Promoters.

MARKET

Expansive footprint across the world's leading gateway markets.

INNOVATION

Proven brand & concept incubator of culinary and entertainment concepts.

NETWORK

Access to shared services, including a centralized platform providing sales, marketing, social media, influencers, partner and vendor databases, events partnerships and sponsorship support.

SINGLE SOURCE

Unique 360 approach to hospitality with turnkey solutions for branding, development* and management of a property.

EST.  2005

HYDE

HOTELS, RESORTS & RESIDENCES

THE MISSION

Hyde Hotels, Resorts & Residences are intuitively dialed into the desires of the in-the-know; their interests, aspirations and tastes. This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and the adventure of connection. Hyde is more than a brand, it's a state of mind.

A decade ago, Hyde Lounge was perhaps the hottest ticket on the planet. No matter which side of the velvet rope patrons (or aspiring patrons) were on, everyone could agree that something very special was happening—and they wanted to be a part of it. With Hyde Hotels, a cult brand is opening its doors and inviting its followers to enjoy a new kind of hospitality. It is a broad invitation, speaking not only to those who visited the club in reality but also those who heard of it, read about it, and dreamed of it. As Hyde translates the magic of its brand into a global hotel concept, it will offer a similarly magical experience, grounded in the spirit of discovery and building a community of those in-the-know. There is an opportunity here to change the game—yet again—with a powerful new vision for Hyde Hotels, Resorts & Residences.

**A TRIBE CALLED HYDE / WELCOME HOME / ANYTHING CAN HAPPEN
IN THE KNOW / PLAYGROUND / HYDE AWAY / AUTHENTICALLY PERSONAL**

A HYDEAWAY FOR THE IN-THE-KNOW

- Every guest at Hyde Hotels is treated like a Hyde Lounge regular, inviting them into a cultural hub environment that is personal, soulful and comfortable

NIGHTLIFE ROOTED BRAND

- Keeping the pulse and creating shareable moments: guests expect and yearn for in a hotel experience
- Guests want to share these unique experiences with their network, capturing iconic & photogenic moments wherever they are

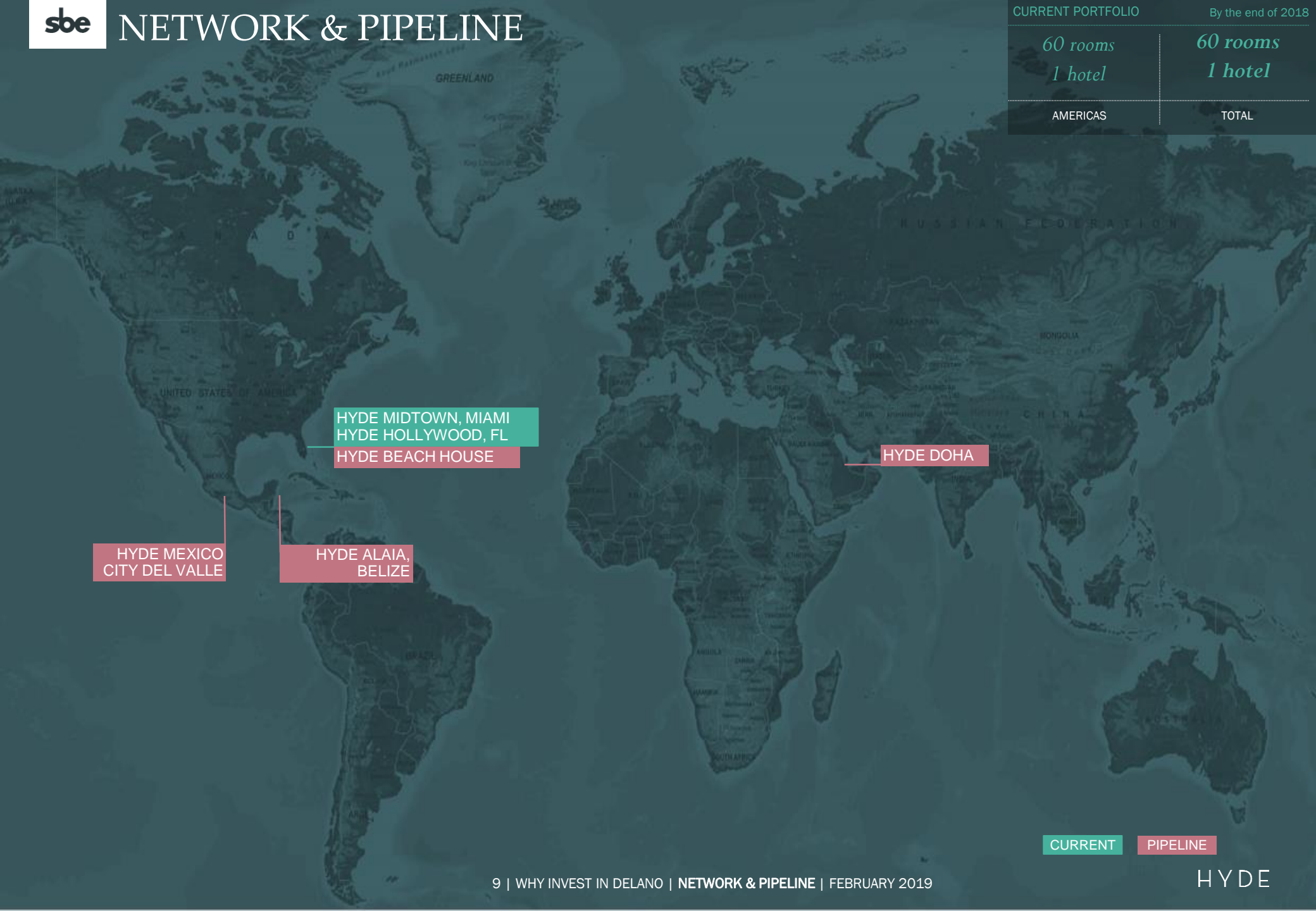
THE sbe PLATFORM

- Unique lifestyle living expertise to program a one of a kind destination experience
- Unique expertise in design, restaurant & nightlife concepts with reknown interior designers & chefs
- Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property



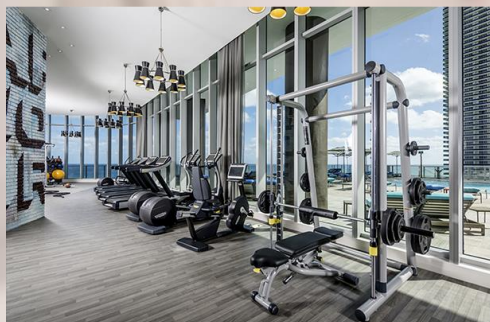
NETWORK & PIPELINE

CURRENT PORTFOLIO		By the end of 2018
60 rooms 1 hotel	60 rooms 1 hotel	
AMERICAS	TOTAL	



CURRENT

PIPELINE



EST. 2005

HYDE

RESORT & RESIDENCES HOLLYWOOD, FLORIDA

39,000 Square Feet

400 Units

All

Suites

Food & Beverage

Terrazas

Etaru

Designer

Debora Aguiar

Architect

Amenities

Eména Spa / The Atlantic Boardroom / Caribbean Room

Property News & Headlines:

The Telegraph Expert Rating: 8/10, "stylish, all-suite accommodations inside a modern oceanfront resort"

Miami.com "a curious mashup of trendy, family-friendly, all-suite luxury with an eerily familiar hit of Miami style and energy"



EST. 2005

HYDE

HOTEL & RESIDENCES MIDTOWN MIAMI

460 Residences

60 Key Count

All

Suites

Food & Beverage

Poolside Bar & Grill

David Rockwell

Designer

Arquitectonica

Architect

**The Related Group
Dezer Development**

Developer

Amenities

Hyde Music Lounge & Piano Bar / 7th Floor Pool Terrace / Heated Lap Pool / Spa
Fitness Center / Private Screening Theater / Tennis Court / Bocce Court

Property News & Headlines:

...



UPCOMING OPENINGS

EST. 2005

HYDE

BEACH HOUSE
HOLLYWOOD, FLORIDA

OPENING

2019

KEYS

—

RESIDENCES

352

PARTNER/DEVELOPER

The Related Group

ARCHITECT/DESIGN

—

CONTRACT

Licensed

Property News & Headlines:

...

UPCOMING OPENINGS

EST. 2005

HYDE

HOTEL & RESIDENCES
DOHA

PARTNER/DEVELOPER

Sheikh Mohammed Bin
Hamad Bin Jassim Al-Thani

ARCHITECT/DESIGN

OPENING

2020

KEYS

—

RESIDENCES

—

CONTRACT

Coming soon

Property News & Headlines:

...

Retail Shop

Curated kiosk in lobby, featuring accessibly chic personal grooming essentials, plus snacks, magazines, and more.



Library

A curated selection of architecture, fashion, and design coffee table books for browsing, as well as an extensive selection of literary works featuring American classics, easy travel reading, and contemporary superstars. Books taken can be returned to any Hyde hotel.



Hyde Hood Maps

Original, collectible maps of the neighborhood surrounding the property, including highlights of great restaurants, bars, café, shops, etc.



Bike Program

Free bicycles, available to guests, will enhance the connection of the hotel to the surrounding neighborhood.



ICONIC ELEMENTS: EXPERIENCE & AMENITIES

Through strategic collaborations and unassuming service concepts, every touchpoint of the Hyde Hotel experience offers an opportunity to delight and inspire guests in a way that only Hyde can.

The Mini-Bar

An Instagram-worthy tray setup with two custom Hyde cocktail recipes, custom-patterned stemware, mini martini shakers.



Secret Bar

For Hyde Hotel guests only, featuring exclusive cocktails and ongoing secret concerts/DJ sets.



Outdoor Activities

A selection of classic outdoor games will heighten the feeling of the hotel's outdoor spaces as a friend's spacious backyard.



Food Truck Meet-Ups

At properties that can accommodate it, bring in a handful of local food trucks on a Saturday night, creating buzz and feeding hungry revelers.



ICONIC ELEMENTS: EXPERIENCE & AMENITIES

Also, in keeping with Hyde's innovative and far-reaching success with vertical integration, these amenities would all be available for purchase, offering guests the opportunity to bring their favorite elements of the Hyde experience home with them.

THE HYDE GUESTROOM

Average Room Size: 30-35 Square Meters

In the rooms, soft and supple textures are used to infuse a sense of luxury into basic elements.



CIEL SPA

To pamper your every need and
create an exceptional and
soothing relaxation experience
that exceeds your expectations

Designed with an unerring eye for luxury, comfort and state-of-the-art technology; Ciel Spa is a place of escape where recharging the inner spirit and enhancing physical well-being come from true and spirited innovation. All SLS guestrooms feature Ciel Reserve bath amenities.

REFINED RELAXATION // A PLACE TO REVITALIZE // CELESTIAL ESCAPE

4 LOCATIONS

SLS BEVERLY HILLS, SLS SOUTH BEACH, SLS BRICKELL, SLS LUX BRICKELL

HYDE RESTAURANT BRANDS

Cleo
MEDITERRÁNEO

fi'lia

UMAMI BURGER

Diez
SEIS
by sbe

HYDE NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE *privilege*

MIXOLOGY & LOUNGES



HYDE BRAND BOOK

The Hyde Magic



Hyde has seven brand truths. These truths not only describe Hyde Lounge; they are the enduring principles that define the Hyde brand.

They will inform every touchpoint of the guest experience at Hyde Hotels, from F&B to cultural programming, in-room amenities to interior design, and beyond.

The faithful realization of these truths will ensure that Hyde Hotels leverages the tremendous equity of its name—and it will allow it to capture the magic that made Hyde Lounge so iconic.



Brand DNA

01

A Tribe Called Hyde

Build a community of like-minded people, unified by taste, sensibility and lifestyle. There is no longer a velvet rope; the community is self-selecting, and open to anyone who wishes to join. Still, those people make that choice, they are in—part of the scene, and a member of a club building its own culture.

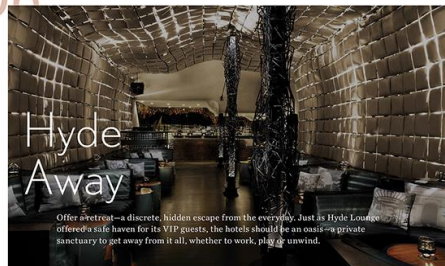
03



Anything Can Happen

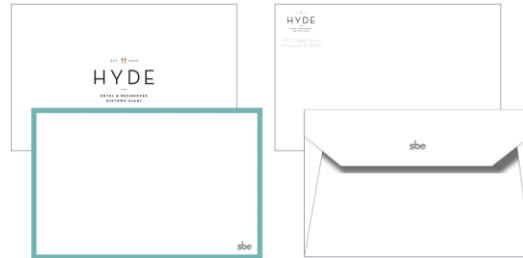
Foster a sense of unpredictability, discovery and delight—the exciting feeling that anything can happen. The promise of something surprising, spontaneous—and unforgettable—should underlie every day and every experience.

06



Hyde Away

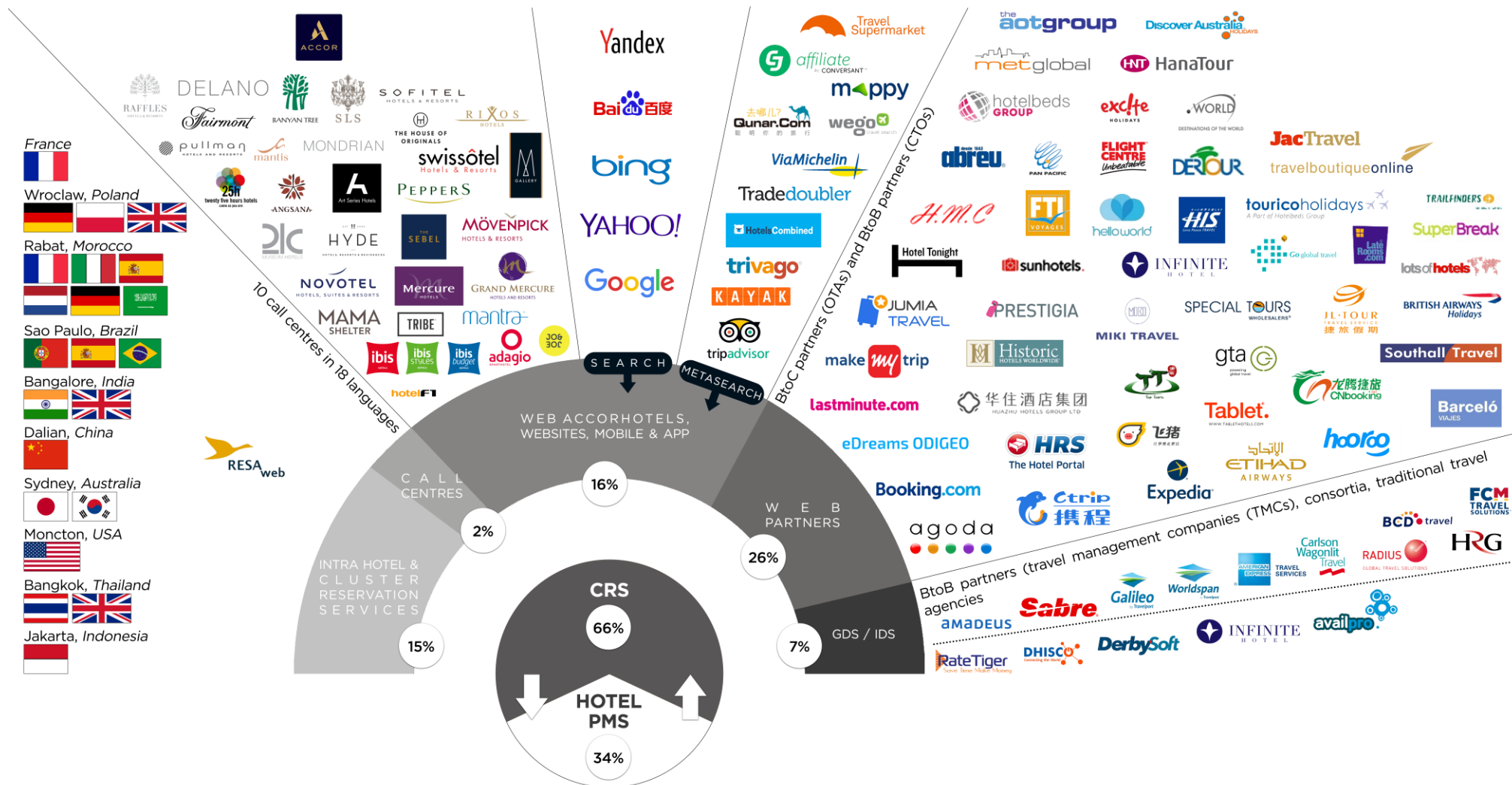
Offer a retreat—a discrete, hidden escape from the everyday. Just as Hyde Lounge offers a safe haven for its VIP guests, the hotel should be an oasis—a private sanctuary to get away from it all, whether to work, play or unwind.



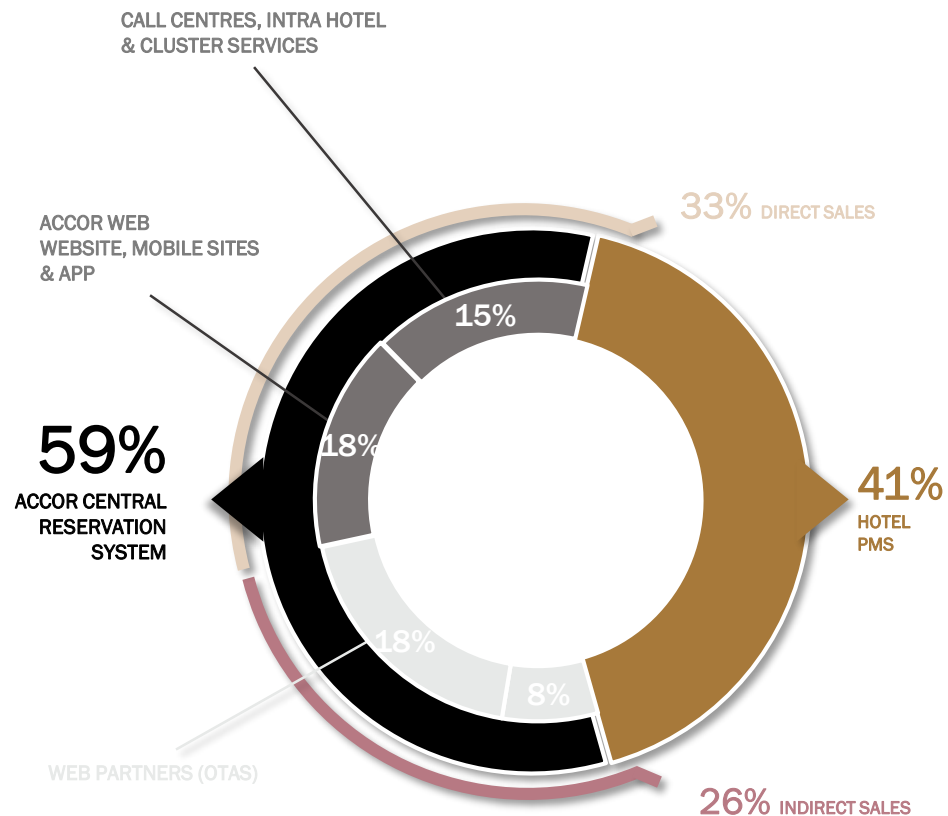
VISUAL IDENTITY COLLATERAL & MERCHANDISE

ACCOR DISTRIBUTION SOLUTION

>110 Global Distribution Channels at Best Market Conditions

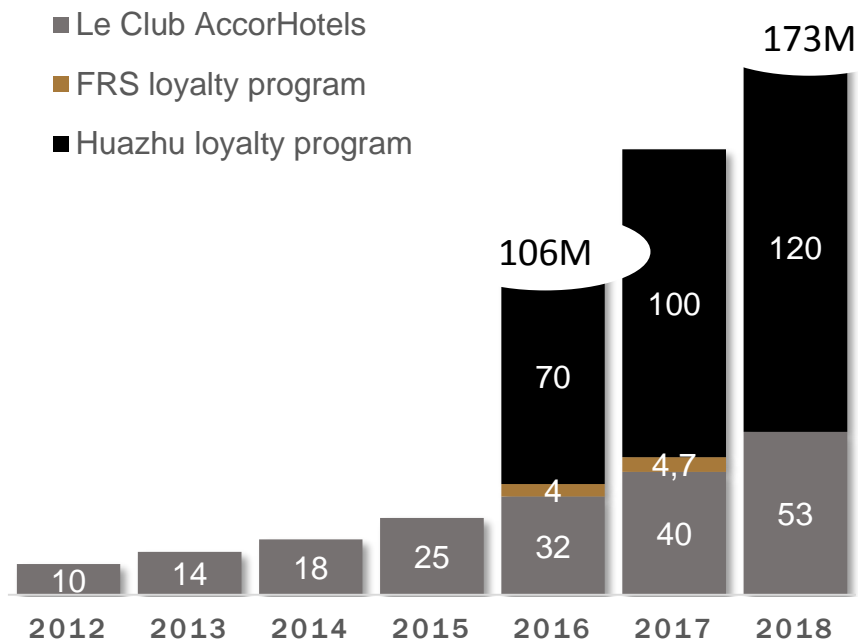


ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS

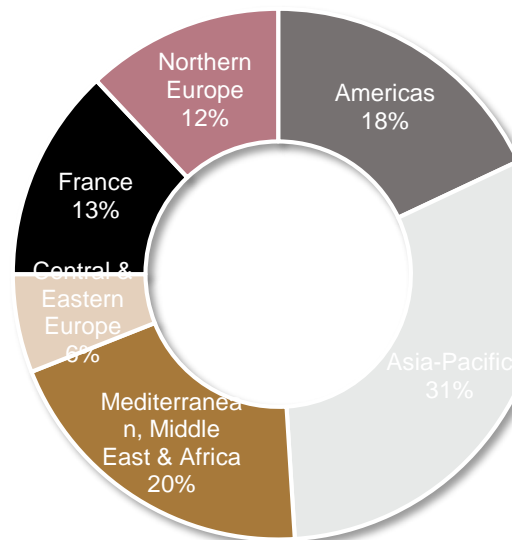


ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM

LOYALTY MEMBERS WORLDWIDE



GUEST ORIGIN



A WORLDWIDE PROGRAM

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty program: Skyteam, One World, Star Alliance...

>53 MILLION MEMBERS
WORLDWIDE

+27,700
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS
REPRESENTS

34.6%

OF ALL ROOMNIGHTS

DEVELOPMENT CRITERIA

Development & programming

HOTEL		AAA ultra city center location, historic conversion	WORLDWIDE			
	RECOMMENDED NUMBER OF ROOMS	150 and + keys	150 – 300 keys			
	ROOM AVERAGE SIZE	24 – 32 sqm	28 – 35 sqm			
RESORT	TGFA / ROOM	60 – 70 sqm	90 – 100 sqm			
	RECOMMENDED NUMBER OF ROOMS	120 and + keys	100 – 300 keys			
	ROOM AVERAGE SIZE	28 – 40 sqm + balcony	30 – 36 sqm indoor + balcony			
	TGFA / ROOM	70 – 90 sqm	80 – 110 sqm			
	FOOD & BEVERAGE	1 3 meal restaurant 1 Signature Bar 1 Lounge (on market demand)				
	WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center				
	MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)				

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

A black and white photograph of dense tropical foliage, including large palm fronds and banana leaves, creating a layered and textured background. A solid black square is centered over the image, containing the text 'HYDE' in large white capital letters, the 'sbe' logo in white lowercase letters, and the tagline 'A GLOBAL LIFESTYLE HOSPITALITY COMPANY' in small white capital letters.

HYDE

sbe

A GLOBAL LIFESTYLE HOSPITALITY COMPANY