WHY INVEST IN HYDE

ACCOR GLOBAL DEVELOPMENT
FEBRUARY 2019

HYDE

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

GLOBAL BRANDS

- Katsuya
- The Bazaar
- carna
- LUX
- Cleo
- Krispy
- The House of Originals
- Altitude Pool & Lounge
- Hudson Tavern
- Leyna
- Tres
- Diez de Seis
- Walima

MIXOLOGY & LOUNGES

- Diné
- S
- Blind Spot
- Dandelyan
- Rumpus Room
- Saam

NIGHTLIFE & DAY CLUBS

- Hyde
- Altitude Pool & Lounge
- Nightingale
- Skybar
- XIV
- Bond
- Rise
- Black Orchid
- privilege
- Seefox

RESTAURANTS

#thisisbeyond

HOTELS

- SLS
- Delano
- Mondrian
- Hyde

GLOBAL

- Shore Club
- St. Martin’s Lane
- 10 Karaköy
- Sanderson
- The Redbury
- Hudson

RESIDENCES

- SLS
- Delano
- Mondrian
- Hyde
- Spas
- Ciel Spa

SBE LIFESTYLE PLATFORM

FEBRUARY 2019
**CURRENT PORTFOLIO**

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>HOTELS &amp; RESIDENCES</th>
<th>RESTAURANTS</th>
<th>LOUNGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>170</td>
<td>28*</td>
<td>96</td>
<td>50</td>
</tr>
</tbody>
</table>

**DEVELOPMENT PIPELINE**

*By the end of 2018*

- 120+
- 35+
- 70+
- 15
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
  - SLS Las Vegas
  - SLS South Beach
- MARTIN HEIERLING
  - Chief Culinary Officer, sbe
- JOSE ANDRÉS
  - The Bazaar
  - SLS
  - Michelin-Starred
- KATSUYA UECHI
  - Katsuya
  - SLS/Mondrian
  - Delano
  - James Beard Award Winner
- MICHAEL SCHWARTZ
  - Fili
  - SLS/Mondrian/Delano
  - James Beard Award Winner
- DANNY ELMALEH
  - Cleo
  - SLS/Mondrian
  - Hyde/Delano
- TOM DIXON
  - Mondrian London
- YABU PUSHELBERG
  - SLS LUX Brickell
- DAVID ROCKWELL
  - THE ROCKWELL GROUP
  - Hyde
- MARCEL WANDERS
  - Mondrian South Beach
  - Mondrian Doha
- JOSE ICARDI
  - Leynia, Díez 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

**CULINARY COLLABORATORS**

**DISRUPTIVE**

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

- 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
  - SLS Las Vegas
  - SLS South Beach
- MARTIN HEIERLING
  - Chief Culinary Officer, sbe
- JOSE ANDRÉS
  - The Bazaar
  - SLS
  - Michelin-Starred
- KATSUYA UECHI
  - Katsuya
  - SLS/Mondrian
  - Delano
  - James Beard Award Winner
- MICHAEL SCHWARTZ
  - Fili
  - SLS/Mondrian/Delano
  - James Beard Award Winner
- DANNY ELMALEH
  - Cleo
  - SLS/Mondrian
  - Hyde/Delano
- TOM DIXON
  - Mondrian London
- YABU PUSHELBERG
  - SLS LUX Brickell
- DAVID ROCKWELL
  - THE ROCKWELL GROUP
  - Hyde
- MARCEL WANDERS
  - Mondrian South Beach
  - Mondrian Doha
- JOSE ICARDI
  - Leynia, Díez 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

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.

*Engaging Dakota for Development Management is encouraged but not required.
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.

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 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 renowned interior designers & chefs.
• Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property.
By the end of 2018

- **60 rooms**
  - **1 hotel**

**AMERICAS**

- **60 rooms**
  - **1 hotel**

**TOTAL**
**Property News & Headlines:**

*Expert Rating: 8/10, “stylish, all-suite accommodations inside a modern oceanfront resort”*

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

---

**Eména Spa**  /  **The Atlantic Boardroom**  /  **Caribbean Room**

---

**HYDE**

*Resort & Residences Hollywood, Florida*

**HYDE**

**39,000** Square Feet

**400** Units

**All Suites**

---

**Food & Beverage**

*Terrazas*  
*Etaru*

---

**Debora Aguiar**

*Designer*

---

**Amenities**

*Eména Spa*  /  **The Atlantic Boardroom**  /  **Caribbean Room**

---

**FLAGSHIPS**
Amenities

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

David Rockwell
Designer

Arquitectonica
Architect

The Related Group
Developer

Dezer Development
Developer

Food & Beverage

Poolside Bar & Grill

Property News & Headlines:

...
UPCOMING OPENINGS

OPENING

2019

KEYS

RESIDENCES

352

PARTNER/DEVELOPER

The Related Group

ARCHITECT/DESIGN

LICENSED

PROPERTY NEWS & HEADLINES:

...
UPCOMING OPENINGS

EST. 2005

HYDE

HOTEL & RESIDENCES

DOHA

OPENING

2020

KEYS

RESIDENCES

PARTNER/DEVELOPER

Sheikh Mohammed Bin Hamad Bin Jassim Al-Thani

ARCHITECT/DESIGN

Coming soon

Property News & Headlines:
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.

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.
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.
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

SLS BEVERLY HILLS, SLS SOUTH BEACH, SLS BRICKELL, SLS LUX BRICKELL
HYDE
NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE

privelege

MIXOLOGY & LOUNGES

DOHENY

BAR

19 | WHY INVEST IN HYDE | KEY PROGRAMS | FEBRUARY 2019
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.
VISUAL IDENTITY

COLLATERAL & MERCHANDISE
ACCOR DISTRIBUTION SOLUTION

>110 Global Distribution Channels at Best Market Conditions

Source: CRS Official figures as of end 2018
ACCORD DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS

- FOCUS ON WEB
  - BRAND.COM +
  - ACCORHOTELS.COM
  + MOBILE WEBSITES +
  PARTNER WEBSITES

- 36% WEB ACCOR & PARTNERS
- €1.786 MILLION ONLINE SALES FOR LUXURY & PREMIUM BRANDS

- 59% ACCOR CENTRAL RESERVATION SYSTEM
- 41% HOTEL PMS
- 33% DIRECT SALES
- 26% INDIRECT SALES

CALL CENTRES, INTRA HOTEL & CLUSTER SERVICES

WEB PARTNERS (OTAS)

OFFICIAL FIGURES AS OF END 2018

WHY INVEST IN HYDE | PERFORMANCE | FEBRUARY 2019
ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM

LOYALTY MEMBERS WORLDWIDE

- Le Club AccorHotels
- FRS loyalty program
- Huazhu loyalty program

GUEST ORIGIN

- Americas 18%
- Asia-Pacific 31%
- Mediterranean, Middle East & Africa 20%
- Central & Eastern Europe 6%
- Northern Europe 12%
- France 13%
- Control & Eastern Europe 6%
- 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

Source: LCAH by end of 2018
## DEVELOPMENT CRITERIA

### Development & programming

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA ultra city center location, historic conversion</td>
<td>150 and + keys</td>
</tr>
<tr>
<td></td>
<td>150 – 300 keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>24 – 32 sqm</td>
</tr>
<tr>
<td></td>
<td>28 – 35 sqm</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>60 – 70 sqm</td>
</tr>
<tr>
<td></td>
<td>90 – 100 sqm</td>
</tr>
<tr>
<td>RESORT</td>
<td>PRIME LOCATIONS</td>
</tr>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>120 and + keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>28 – 40 sqm + balcony</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>70 – 90 sqm</td>
</tr>
</tbody>
</table>

### 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)