HYDE BRAND PRESENTATION

ACCOR GLOBAL DEVELOPMENT

FEBRUARY 2020

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.
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

**Piero Lissoni**
- SLS Bahia Mar
- SLS Coral Gables
- SLS Puerto Madero
- SLS Washington, D.C.

**Lenny Kravitz**
- SLS Las Vegas
- SLS South Beach
- Mondrian L.A.
- Delano

**Tom Dixon**
- Mondrian London

**Yabu Pushelberg**
- SLS LUX Brickell

**David Rockwell**
- The Rockwell Group

**Marcel Wanders**
- Mondrian South Beach
- Mondrian Doha

**Design Collaborators**

**Disruptive Collaborators**

**José Andrés**
- The Bazaar
- SLS Mains
- James Beard Award Winner

**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

**José Cardi**
- Leyni, Diez y Seis
- SLS/Mondrian
- Hyde/Delano

**Dario Cecchini**
- Carne
- SLS

**Daniel Boulud**
- French Concept
- SLS
- James Beard Award Winner

**Makoto Okuma**
- Pan-Asian Concept
- SLS
- James Beard Award Winner

With professional entertainment and renown chefs, Disruptive Innovation Lab has designed amazing culinary and nightlife concepts.
LEVERAGE THE 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 directly with sbe.

*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

… 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.

Hyde Hollywood Florida, USA
BRAND POSITION

Follower to Innovator
THE HYDE FOOTPRINT

<table>
<thead>
<tr>
<th>HYDE MIDTOWN, MIAMI</th>
<th>HYDE HOLLYWOOD, FL</th>
<th>HYDE BEACH HOUSE</th>
<th>HYDE MUNICH AIRPORT</th>
<th>HYDE DOHA</th>
<th>HYDE MEXICO CITY DEL VALLE</th>
<th>HYDE ALAIA BELIZE</th>
<th>HYDE LIVING HANOI</th>
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**CURRENT PORTFOLIO**

<table>
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<tr>
<th>AMERICAS</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>460 rooms</td>
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<tr>
<td>2 hotels</td>
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**By the end of 2019**

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**CURRENT PORTFOLIO**

<table>
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<tr>
<td>230 rooms</td>
<td>230 rooms</td>
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<tr>
<td>1 hotel</td>
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**Property News & Headlines:**

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

“A curious mashup of trendy, family-friendly, all-suite luxury with an eerily familiar hit of Miami style and energy”
David Rockwell  
Designer

Arquitectonica  
Architect

The Related Group  
Developer

Dezer Development  

Amenities

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

Food & Beverage

Poolside Bar & Grill

[TBD] Restaurant
HYDE
BEACH HOUSE
HOLLYWOOD, FLORIDA

OPENING
2019

KEYS

RESIDENCES
352

PARTNER/DEVELOPER
The Related Group

ARCHITECT/DESIGN
Deborah Aguiar

CONTRACT
Licensed

Property News & Headlines:
...
HYDE HOTEL & RESIDENCES DOHA

EST 2005

OPENC 2020

KEYS

RESIDENCES

PARTNER/DEVELOPER
Sheikh Mohammed Bin Hamad Bin Jassim Al-Thani

ARCHITECT/DESIGN

CONTRACT TBD

Property News & Headlines:

...
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.

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.
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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.
HYDE
RESTAURANT BRANDS

Cleo
MEDITERRÂNEO

Lilia

Umami Burger

DiEz y SeIs
HYDE NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE

privilege

MIXOLOGY & LOUNGES

DOHENY ROOM

S BAR

DAKOTA
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.

CELESTIAL ESCAPE
Meetings & Events

Hyde sets the stage for many occasions.

Corporatel Events:
Award Dinners, Board Meetings & Seminars, Conventions, Client Luncheons, Holiday Parties, Incentive Programs, Networking Events, Product Launches, Press Junkets, Trade Shows, Screenings

Social Events:
Bar/Bat Mitzvahs, Birthdays, Fundraisers, Graduations, Anniversaries, Vow Renewals, Bachelor(ette) Parties, Bridal + Baby Showers, Engagement + Rehearsal Dinners, Wedding Ceremonies + Receptions
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.
The Hyde Logo pays homage to the brand’s roots in nightlife with the inclusion of the original "H" icon and the “EST. 2005” identifier that denotes the day the first time Hyde Lounge opened its doors in Hollywood.
VISUAL IDENTITY

COLLATERAL & MERCHANDISE
110 distribution channels at best market conditions

- **1** all.accor.com multi-brand portal
- **18** BRAND WEBSITES
- **900** SALES AGENTS operate in 900+ countries
- **9** CALL CENTERS in 20 languages
- **1,470** HOTELS use Cluster facilities
- **1,500+** HOTELS use TAILS for their own bookings
- **1,100+** HOTELS at best market conditions

**125+ PARTNERS**

- **35** point of sales
- **1,100+** distribution channels
- **69%** CRS
- **31%** HOTEL PMS
- **17%** WEB ACCOR & APP
- **3%** CALL CENTRES

**WEB PARTNERS**

- **26%** Booking.com
- **16%** Agoda
- **7%** GDS / IDS

**INFLUENCED HOTEL DIRECT**

- **3%** Hotel & Guest Reservation Services

**CRS DISTRIBUTION SOLUTION**

*All Accor brands excluding recently integrated:

Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

Source: CRS official figures as of end 2019
ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS
(Room Revenue based)

Official figures as of end 2019

- 10M ROOM NIGHTS
- €2,019M ROOM REVENUE

FOCUS WEB
(ACCOR WEB + WEB PARTNER)

- 33%

INFLUENCED HOTEL DIRECT* E-mails & cluster services

ACCOR WEB
ALL.ACCOR.COM + APP BRAND.COM

WEB PARTNERS (OTAs)

GDS/IDS

VOICE

37% HOTEL PMS

63% OF LUXURY & PREMIUM ROOM REVENUE COMES THROUGH ACCOR CENTRAL RESERVATION SYSTEM

38% DIRECT SALES

19%

25% INDIRECT SALES

15%

18%

7%
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

Official figures as of end 2019
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

- South America 8%
- Central Europe 6%
- ASPAC 31%
- North & Central America, Caribbean 11%
- Northern Europe 12%
- France 12%
- Other Europe, Middle-East & Africa 20%

Official figures as of end 2019
APPENDIX
### DEVELOPMENT CRITERIA

**Programming & Development**

#### AAA ULTRA CITY CENTER LOCATION, HISTORIC CONVERSION

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>WORLDWIDE</th>
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<tbody>
<tr>
<td><strong>RECOMMENDED NUMBER OF ROOMS</strong></td>
<td>150 and + keys</td>
</tr>
<tr>
<td><strong>ROOM AVERAGE SIZE</strong></td>
<td>24 – 32 sqm</td>
</tr>
<tr>
<td><strong>TGFA / ROOM</strong></td>
<td>60 – 70 sqm</td>
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#### RESORT

| **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 sbe lifestyle touch F&B outlet at least
- 1+ bar/lounge
- 1+ destination 3 meal restaurant

#### WELL-BEING

- Ciel Spa (on market demand)
- Pool (on market demand)
- Fitness Center (on market demand)

#### MEETINGS

- Meeting rooms (on market demand)
- Ballroom (on market demand)

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**Prime Locations**

- Capitals & Key Cities & Resort Destinations
- Major Domestic Destinations
- Other Cities & Attractive Touristic Destinations

**Secondary Locations**

- Suburban Locations

**Airports**

- Suburbs
DESIGN & TECHNICAL SERVICES

All technical documents are available after NHCSA is signed.

HYDE BRAND BOOK
Can be used before HCDA is signed

SBE ARCHITECTURAL DESIGN GUIDELINES
Can be used after HCDA is signed

SBE ENGINEERING DESIGN GUIDELINES
Can be used after HCDA is signed
THANK YOU