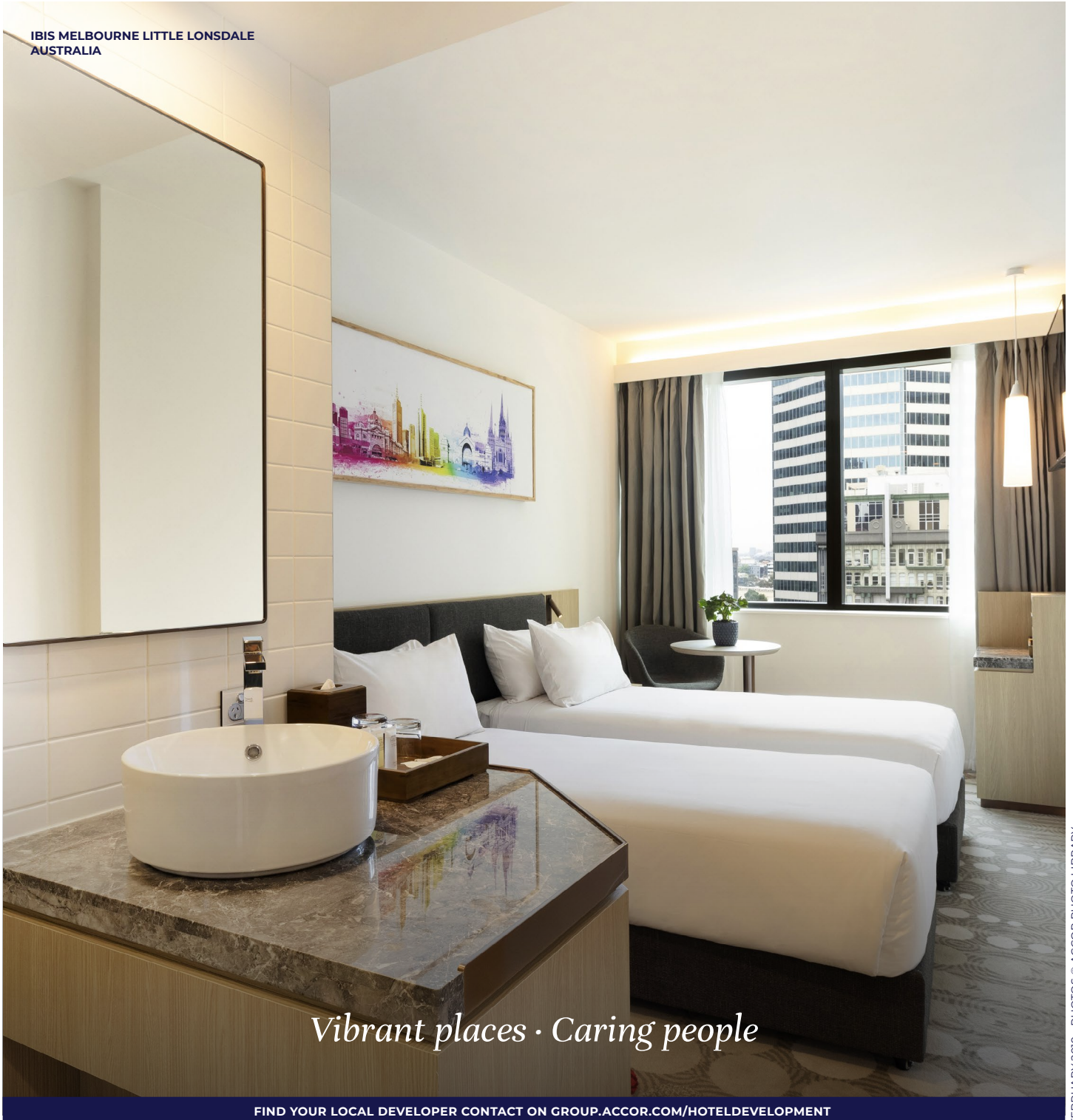




Open to vibrant hospitality

You want it all. Rock n'roll AND pop music - Comfort AND design. Vibrant atmosphere AND time to chill Tasty AND simple food - Coziness AND fun. You want it all, AND you can have it all. Because right next door and all over the world, there is always an ibis hotel to welcome you. We look after every detail to make you feel at home. So all you have to do... is relax AND enjoy.

ibis.com



IBIS MELBOURNE LITTLE LONSDALE
AUSTRALIA

Vibrant places · Caring people

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

ibis

CLASSIC - ECONOMY
INTERNATIONAL 3 STARS

MORE THAN
1
IBIS HOTEL OPENS
EACH WEEK

#1
BEST TOTAL AWARENESS
OF ECONOMY BRANDS
IN 10 KEY COUNTRIES (>60%)

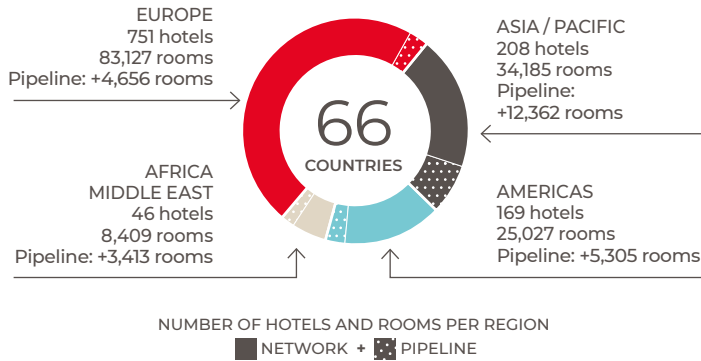
>70%
CENTRAL RESERVATION
SYSTEM AVERAGE
CONTRIBUTION RATE

Network

1,174 HOTELS & 150,748 ROOMS

Pipeline

195 HOTELS & 25,736 ROOMS



Development

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

New Built & Conversion

Top 5 latest openings

Kiev Central Station, Ukraine, 281 rooms
Lorena, Brazil, 80 rooms
Moscow Domodedovo, Russia, 152 rooms
Osaka, Japan, 181 rooms
Bangkok Impact, Thailand, 587 rooms

Top 3 unique selling propositions

THE LEADING ECONOMY BRAND IN THE WORLD

ibis family powerful footprint of 2,200 hotels globally
One of the largest brand network
1,150 ibis hotel + 200 in development
The highest brand awareness of its category
>60% in 14 feeder markets

X THE BEST DESIGN & PRODUCT OF ITS CATEGORY

Standardization but flexibility with 3 new room concepts
Product & service offerings above segment standards at an economy price (24/7 breakfast and F&B offer, Sweet Bed Concept, Mission 15'...)
Unique & powerful music programme (partnerships with Sony & Spotify)

= A GREAT BUSINESS MODEL

Efficient concept + surface optimization drive predictable development cost
Best asset class to generate highest occupancy and GOP margins in the industry
Economy segment is the least volatile in case of economic downturns

Key programs

ibis music! Becoming a musical and vibrant lighthouse for music fans, guests and artists alike. ibis music contest 2019 in partnership with Sony and Spotify: a series of gigs in ibis hotels starring headline artists supported by up & coming artists with a finale in Sziget Festival. ibis music makers: in-hotel products and experiences to bring music to life throughout the customer journey.

A brand new flexible collection of vibrant social spaces. Flexibility through different designs and flexibility in the layout. Welcome areas and public spaces are now flexible, contemporary and cozy spaces with a good-natured and warm atmosphere. Revolutionary desk-free mobile check-in.

The bedroom collection with Sweet Bed™ by ibis. 4 new room designs available worldwide, modern, connected & calm equipped with a unique, innovative and modern bedding, the SweetBed™ by ibis.

Mission 15'. Any problem? We have the solution. Smile Team to the rescue! We're on hand 24/7 to help you find your smile in 15 minutes flat.

Programming

* Based on market demand

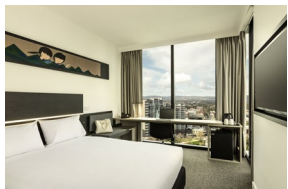
ROOMS	URBAN
— Average number of rooms	100 and +
— Room average size (sqm)	16.4 - 17.4
— Total Gross Floor Area (sqm)	30 - 36
FOOD & BEVERAGE	1 restaurant* shared with breakfast room 1 bar
WELL BEING	No fitness center No swimming pool No spa
MEETINGS, EVENTS & OTHERS	Meeting rooms*

Customer profile

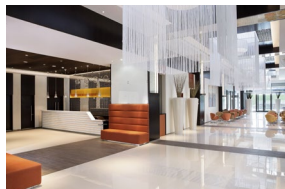
BUSINESS	58%	42%	LEISURE
DOMESTIC	67%	33%	INTERNATIONAL

Top 5 flagships to visit

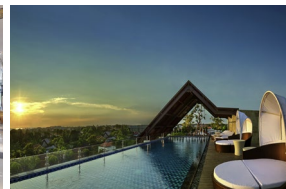
ADELAIDE
AUSTRALIA



DUBAI ONE CENTRAL
UNITED ARAB EMIRATES



BALI LEGIAN STREET
INDONESIA



CAMBRIDGE CENTRAL STATION
UNITED KINGDOM



LIMA REDUCTO MIRAFLORES
PERU

