Mama loves you

Mama is much more than somewhere to eat and sleep. It’s an urban kibbutz, a lively place for meeting and sharing. Mama is like motherly love. It’s like being in her arms: cozy and snug, a sanctuary, somewhere that feels good. Mama also feeds you like a mother, with generous, unique dishes concocted by great chefs. Like a mother, Mama just wants to take care of you!

mamashelter.com

Impertinent • Chic • Generous • Fun and friendly

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT
Top 4 unique selling propositions

- **The Most F&B Led Hotel Brand**
  - 500 to 100 sqm of wide range of F&B outlets with live music every weekend.
  - 3* Michelin Chef signature & homepage generous and delicious food.
  - Up to 1,500 covers per day per hotel, 56% of total hotel revenue & 25-40% margin.

- **The First Design Driven Hotel Brand**
  - Designer signatures & innovative features.
  - Scalable model, flexibility within a frame.
  - Internal Design team drives time & cost efficiency and brand consistency.

- **Wonderful Staff**
  - Friendly & professional staff.
  - Human & accessible management.
  - Continuous training & internal promotion.

- **The Most Profitable Business Model**
  - Brand and F&B offer attractiveness, volume & revenue.
  - Affordable price (room and F&B).
  - High room rate per sqm & EBITDA per room.

Key programs

- **Lifestyle areas created by great designers**
  - Mama doesn’t limit to its first vocations of being rooms and restaurants, it’s much more: a true urban refuge that’s not just beautiful but also modern and friendly, where everyone can meet, love and discover.

- **Communal restaurant and bar – strong F&B concept**
  - Mama reaches out to her neighborhood as well as to the foreigners so everyone can meet around the delicious homemade dishes elaborated with love by Guy Savoy.
  - All they need is to seat in the comfy couches or at the large tables to share a meal, have a drink and simply relax!

- **Fun meeting rooms “The ateliers”**
  - There is everything guests need to get the best ideas, a meeting space, a veleda wall, WiFi access, 65” and 27” LCD screens, and to enjoy a break with a pool table, a babyfoot or a ping pong table.

- **Personalized free WiFi, virtual concierge and inroom entertainment system**
  - which allows to watch TV and free movies on demand, listen to the radio, connect to the Internet, access to the AirPlay and have fun with the PhotoBooth/Videobooth...
  - Nothing is too good for Mama!

**Network**

- **13 HOTELS & 1,790 ROOMS**

**Pipeline**

- **7 HOTELS & 1,332 ROOMS**

<table>
<thead>
<tr>
<th>Region</th>
<th>Network</th>
<th>Pipeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>10 hotels</td>
<td>1,542 rooms</td>
</tr>
<tr>
<td>Pipeline</td>
<td>+735 rooms</td>
<td></td>
</tr>
<tr>
<td>Americas</td>
<td>3 hotels</td>
<td>248 rooms</td>
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<tr>
<td>Pipeline</td>
<td>+120 rooms</td>
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<tr>
<td>Middle-East</td>
<td>Pipeline</td>
<td>+477 rooms</td>
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</tbody>
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Development

- **New Built & Conversion**
  - **PRIME LOCATIONS**
    - **SECONDARY LOCATIONS**
    - **AIRPORTS SUBURBS**
  - **CAPITALS, KEY CITIES & RESORT DESTINATIONS**
  - **MAJOR DOMESTIC DESTINATIONS**
  - **OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS**

**Upcoming openings**

- Luxembourg, Luxembourg, 145 rooms (2020)
- Dubai, U.A.E., 317 rooms (2021)

**Programming**

- **ROOMS**
  - Average number of rooms
  - Room average size (sqm)
  - Total Gross Floor Area (sqm)
  - **FOOD & BEVERAGE**
  - Island bar
  - Rooftop outlet (1)
  - Retail shop
  - **WELL-BEING**
  - **MEETINGS, EVENTS & OTHERS**
  - **Business corner (2)**

- **Customer profile**
  - **BUSINESS** 50% 50% **LEISURE**
  - **DOMESTIC** 64% 36% **INTERNATIONAL**

**Number of hotels and rooms per region**

- **Network**
- **Pipeline**

**Top 5 flagships to visit**

- **PARIS, FRANCE**
- **BELGRADE, SERBIA**
- **LOS ANGELES, UNITED STATES**
- **RIO DE JANEIRO, BRAZIL**
- **PRAGUE, CZECH REPUBLIC**