WHY INVEST IN

mantis
HOTELS AND ECO ESCAPES

ACCOR GLOBAL DEVELOPMENT
FEBRUARY 2020
An exceptional place to find yourself
Mantis is synonymous with discerning quality, transformative travel and conservation.

We believe in fostering a human and nature connection.
We believe in challenging the status quo.
We nurture and protect the truly rare.
We inspire our guests to do the same.

We are a brand that will go beyond every expectation.
Key Brand Markets & Identifiers

Products

Rituals and service experiences

Expressions of ‘African Born’

Symbols of sustainability
Hotels

The Mantis collection of hotels is a blend of traditional hospitality and rich novel experiences in a contemporary setting. Located across the globe, we host our guests in boutique city hotels where they receive tailored service and world-class amenities. Stylish yet homely, discreet yet personable; our teams create havens of comfort that will delight every guest.

Eco-Escapes

In keeping with Mantis’ philosophy, our Eco-escapes are strongly committed to conserving the environment and offer responsible explorations of their natural surroundings. From the valleys and savannah plains of Africa, to the desert oases of the Middle East; our guests enjoy luxurious interiors and fine cuisine with an assurance that the world around them is preserved for the future.
Hotels

Boutique
Intimate
Discerning quality
Customer-centric
A sense of place

Royal St Andrews Hotel, South Africa
Pearl Valley Hotel, South Africa

38 Suites
Pearl Valley Jack Nicklaus Signature Golf Course
Pearl Valley Clubhouse
The Valley Restaurant & Bar
Camelot Spa Val de Vie
Swimming Pool
Gym
Eco-Escapes

Experience focused
Conservation focused
Intimate
Exclusive wildlife and landscape explorations
Remote

Founders Lodge, South Africa
Mthembu Lodge, South Africa
9 Villas
Boma
Swimming pool
Big 5 game drives
Guest bar and viewing deck
Experiences

Safaris & Conservation
Wellness & Lifestyle
Culture & Diversity
Exploration & Adventure
Safari & Conservation
Wellness & Lifestyle

Oceana Beach & Wildlife Reserve, South Africa
Ichingo Lodge, Chobe River

Culture & Diversity
Akagera Game Lodge, Rwanda

Exploration & Adventure
Each Mantis property is a unique celebration of its destination, with creatively curated experiences that introduce our guests to the essence of the destination’s culture, history, and people.
Gastronomy

- Locally sourced
- Thoughtfully crafted
- A celebration of the destination’s culture
- Fused with culinary trends
Stately dining rooms where friends and families share extraordinary culinary journeys.
Designer restaurants where gastronomy meets ambient sophistication.
Cosy nooks for two to tuck into delectable deserts and aromatic blends of coffee.
Spaces

- Thoughtfully designed spaces
- Professionally planned events
- Impeccably serviced
- Tailored to individual taste

Guest Experience
Meeting Rooms

Our boutique hotels feature workspaces for professional use. Depending on available space, we recommend incorporating either informal meeting lounges, formal boardrooms or business centres into a property’s blueprint.
Outdoor social hubs

Thoughtfully designed relaxation spaces are recommended to make the most of optimal location on the property.
Guest Lounges

We recommend more than one comfortable interior space for relaxation and intimate meetings. From elaborate lounges to small nooks, we make the most of unutilised spaces to create opportunities for socialising.
Dining Spaces

From fine dining restaurants with master-chef-level kitchens to simple breakfast rooms and outside dining decks; dining spaces are a prerequisite in our hotels and eco-escapes.

Oceana Beach & Wildlife Reserve, South Africa
Our Eco-escapes are designed to bring travellers closer to nature, and bomas are usually a prominent feature in our lodges to create an evening ambience where guests can dine and view the night sky.
From personal to corporate, intimate to festival-styled; our venues transform into enchanting spaces perfect for destination weddings, intimate parties and dynamic events.
The Mantis Network & Pipeline

Network
32 hotels
764 rooms
In 10 countries

Pipeline
7 hotels
228 rooms
In 5 countries

Figures as of YTD end of June 2019

Mantis, The only hotel group with a presence on all 7 Continents

North America
2%
1 Hotel

Europe
8%
3 Hotels

Africa & Middle East
89%
27 hotels

Asia & Pacific
1%
1 Hotel

South America
0%
1 Hotel

Antarctica
1%
1 Badged

7 hotels in pipeline
Our Flagship Properties

The Draycott Hotel
No5 Boutique Art Hotel
The Envoy
Zambezi Queen
Oceana Beach & Wildlife Reserve
uMfolozi Big 5 Game Reserve
Founders Lodge
The Draycott
London, United Kingdom

Located in Cadogan Gardens
35 suites
Edwardian splendour
Theatrically themed rooms
Exclusive high teas
Private library
No5 Boutique Art Hotel
Port Elizabeth, South Africa

Art deco boutique hotel
10 suites
Private art collection
Private cinema and cellar
Located close to the beachfront
Discreet and opulent
59 luxurious suites
A variety of social spaces
Conference and business facilities
Modern technology features
Located in key business district

The Envoy
Abuja, Nigeria

Boutique hotel

Network & Pipeline
Zambezi Queen
Botswana, Africa

- 14 suites
- Positioned on the Chobe River
- Water based safari
- Year round destination
- Intimate and exclusive
- Luxury boathouse
Oceana Beach & Wildlife Reserve
Port Alfred, South Africa

- 7 suites
- Gourmet cuisine
- Access to private beach
- Couple and family retreats
- Serene and pristine environment

Boutique hotel in a wildlife reserve
1x 3-bedroomed house (exclusive-use)
Access to private beach
Gourmet cuisine
Couple and family retreats
Serene and pristine environment
uMfolozi Big Five Game Reserve
Kwa-Zulu Natal, South Africa

Wilderness eco-escape
Biyela Lodge: 14 Villas
Mthembu Lodge: 9 Villas
Located in key conservation area
Oldest game reserve in Africa
Big 5 game viewing
Founders Lodge
Sidbury, South Africa

- Intimate and exclusive
- 6 suites
- Malaria-free safari
- Big 5 game viewing
- Revolving dining locations
- Optimal views
Opening soon

Akagera Game Lodge, Rwanda

The Providence Hotel, Lagos
Akagera Game Lodge
Akagera National Park, Rwanda

Located in the Akagera National Park

Pristine views of Lake Ihema

Big 5 game viewing

60 rooms

Conference centre

Restaurant and bar
Mantis Communications

**Mantis Website**

**Mantis Micro Site**

**A Strong Digital Presence On Social Media Platforms**
### Revenue Statistics

<table>
<thead>
<tr>
<th></th>
<th><strong>Boutique Hotels</strong></th>
<th></th>
<th><strong>Eco-Escapes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADR (€)</strong></td>
<td></td>
<td><strong>OR</strong></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>100 – 150 €</td>
<td>Africa</td>
<td>50% - 60%</td>
</tr>
<tr>
<td>ROW</td>
<td>200 - 300 €</td>
<td>ROW</td>
<td>30% - 50%</td>
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<tr>
<td><strong>Revpar (€)</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Africa</td>
<td>40 – 105 €</td>
<td>Africa</td>
<td>500 – 600 €</td>
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<tr>
<td>ROW</td>
<td>120 – 210 €</td>
<td>ROW</td>
<td>350 – 500 €</td>
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</tbody>
</table>

Key figures based on YTD December 2018
A full suite of development services is offered to complement the existing operational capabilities of the group. This creates a truly unique world-class 'one-stop' service, capable of taking a project from conception and feasibility, through to detailed design and construction.

With a portfolio of distinguished and acutely individualised hotels and eco-escapes, Mantis’ key to success is innovation and creativity. A highly skilled professional team will ensure that your project is managed and receives the appropriate care. Whether involved from conceptualisation, feasibility, detailed design and construction, we tailor-make development and project management solutions articulated according to the environment, budget, and the owner’s vision.

Differentiation sets us apart.
From concepts as extreme as tree houses to unique luxury tented camp designs, we strive to push the boundaries in the design and creative space. Our innovation team can also assist in designing activities tailored to each hotel or eco-lodge, be it a Bear Grylls Survival Academy, activity or adventure park, or wildlife experience.

We, alongside our preferred consultants assist with:
- Concept development and master planning
- Feasibility and modelling
- Preliminary and Detailed Design
- Planning/Development approval
- Construction & landscaping
- Information Communication Technology installation
- Interior & Operational fit out
- Procurement
- Snagging and handover
The Mantis Management division has a wealth of experience managing five-star boutique hotels, game reserves and eco-lodges, and offers effective operational and management services to all establishments under the Mantis brand.

Our Services Include:
- Management oversight and support
- Staff recruitment and training
- Implementation of Operating Procedures, tailored to the experience on offer and the environment of the property
- Administrative support
Mantis offers its member properties the ideal sales and marketing solutions to ensure the success of their boutique business.

With a presence in South Africa, North America, the United Kingdom, and visits to many other parts of the world including Europe and the Americas, the Mantis Marketing division offers extensive international B2B and B2C reach.

Through this network, Mantis offers a full suite of sales and marketing related services and activities including international sales, tradeshow representation, public relations, online distribution, revenue management and strategy implementation.
As the demand for hotel accommodation increases and the level of competition rises, owning and operating a standalone hotel presents multiple challenges. As global travel continues to open new opportunities, the limitation of reaching these new and dynamic target markets is increasing in respect of cost and accessibility.

Mantis affords individual hotel owners a global presence in the marketplace under an internationally recognised brand that does not suppress the individuality of the hotels and eco-escapes it represents.

Through consolidating and combining strategies, Mantis benefits its range of hotels and eco-escapes through optimised marketing and sales, reduced channel costs and benefits from economies of scale. With its extensive national and international expertise, Mantis is well positioned to offer you a turnkey solution from development to management and marketing.
Mantis has always recognised that education is an important facet of the growth and ultimate success of the world's youth. With conservation, hospitality and travel being the founding columns of Mantis, it's only natural that the Group developed a programme that exposes young minds and hearts to the practical preservation of the natural world. This educational programme came in the form of Worldwide Experience gives students and volunteers the opportunity to work behind the scenes on game reserves, animal rehabilitation centres, community projects and ocean research programmes.

Mantis has also aligned itself with Europe's largest hospitality school Stenden University, with campuses in Holland, Thailand, Bali, Qatar and South Africa. Top students are invited to partake in our group intern program whereby they have the opportunity to work within a Mantis hotel.
Our projects include

Youth Development
Community Development
Conservation Volunteering
Wildlife Conservation
At Mantis, our underlying philosophy is one of responsible and ecologically sensitive development and operations, supporting the local environment while conserving and maintaining all natural resources.

With this as our foundation, Mantis offers a complete range of Conservation Services to suit the needs of any property or reserve. We offer our services to the tourism and wildlife sectors with the aim of promoting biodiversity while fulfilling our conservation and sustainability objectives.

Furthermore, while we continuously strive to maintain an ecological balance, we also aim to improve the socioeconomic status of the various regions in which we operate.

By taking a holistic approach, we aim to integrate community, education, sustainability and conservation to achieve our conservation goals.
Conservation Partners

Community Conservation Fund Africa
Wilderness Foundation
TUSK Trust
African Parks
EcoPlanet Bamboo
Jack Hanna
Seaworld Busch Gardens Conservation Fund
Our partners are custodians of rare and exceptional destinations. As such, they have the ability to identify that which is truly extraordinary. Purveyors of indulgence and deeply respectful of the needs of guests that have higher standards than most, our partners are driven by a service ethic that shatters convention. We are all linked with a deep and spiritual bond that ties us to the earth and to the preservation of its inhabitants. A Mantis partner is always a contributing member of the community in which they operate.
Partnership with Accor

Accor distribution solution*

Accor offers > 110 Global distribution partnerships at best market performance.

*Source: CRS Official figures as of end 2018

All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

**Performance**

125+ PARTNERS*

*All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

Official figures as of end 2019
Partnership with Accor

Distribution performance powered by Accor
For Luxury & Premium brands – Room Revenue based

Official figures as of end 2019

**Focus Web**
(ACCOR WEB + WEB PARTNER)

- 33% Room Revenue
- 10M Room Nights
- €2,019M Room Revenue

**Voice**

- Influenced Hotel Direct* (E-mails & cluster services)
- Total Direct Sales
- Hotel PMS
- 63% of luxury & premium room revenue comes through Accor central reservation system

**Web Partners (OTA)**

- Accor Web
  - all.accor.com + app
  - brand.com
- GDS/IDS
- Direct Sales
- Indirect Sales

**15%**

**19%**

**18%**

**7%**

Performance
Partnership with Accor
New booking engine & App

- **1 MULTIBRAND PORTAL**
  ALL.ACCOR.COM

- **300M** Website + App visits
- **2,200** 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**

*year 2019 + from dec 2019 to Mid Feb 2020, since launch of ALL

Source: CRS Official figures as of end 2018
Partnership with Accor

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

Official figures as of end 2019

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%
- France 12%
- Other Europe, Middle-East & Africa 20%

Source: CRS Official figures as of end 2018
Global Competitive Set
Development Criteria

**AFRICA**

- **Recommended Number of Rooms**: 50 – 120 keys
- **Room Average Size**: 40 sqm and +
- **TGFA / Room**: 100 sqm and +

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**WORLDWIDE**

- **Recommended Number of Rooms**: 50 – 120 keys
- **Room Average Size**: 35 sqm and +
- **TGFA / Room**: 100 sqm and +

<table>
<thead>
<tr>
<th>Food &amp; Beverage</th>
<th>Well-Being</th>
<th>Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Restaurant</td>
<td>Spa (branded) – nice to have</td>
<td>Meeting rooms (min 1)</td>
</tr>
<tr>
<td>1 Private dining area</td>
<td>Swimming Pool – nice to have</td>
<td>Event rooms (min 2)</td>
</tr>
<tr>
<td>1 Social lounge</td>
<td>Fitness Centre</td>
<td>Business Centre available</td>
</tr>
<tr>
<td>1 Bar</td>
<td>Swimming Pool</td>
<td>Boma (outdoor fireplace place)</td>
</tr>
<tr>
<td>Inroom dining</td>
<td>Private plunge pools – nice to have</td>
<td>Public areas with viewing deck</td>
</tr>
</tbody>
</table>

**Spa (branded)**

**Swimming Pool**

**Fitness Centre**

**Inroom dining**

**2 dining areas (Inside and Open air)**

**Offsite dining (picnic area)**

**1 Bar**

**Meeting rooms (min 1)**

**Event rooms (min 2)**

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**Prime Locations**

- International Capitals
- Key Cities & Resorts
- Major Domestic Destinations
- Other Cities & Attractive Touristic Destinations

**Secondary Airports Locations**

- Suburbs

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**Boutique Hotels**

**Eco Escapes**

**Prime Locations**

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**Other Cities & Attractive Touristic Destinations**

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*(1) Based on market demand*