



# MONDRIAN

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## WHY INVEST IN MONDRIAN

ACCORHOTELS GLOBAL DEVELOPMENT

AUGUST 2018

**sbe**

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.**

# 360° LIFESTYLE EXPERIENCE

## GLOBAL BRANDS

KATSUYA

THE BAZAAR



A'ia

Cleo  
MEDITERRANEAN

## ORIGINALS

ALTITUDE  
POOL & LOUNGE

carna

Hudson Tavern  
●●●●●



Leynla

TRES

Diez  
de Seis  
by sbe

WALIMA

## MIXOLOGY & LOUNGES



DOHENY  
ROOM



S  
BAR

BLEND  
SPOT

DANDELYAN  
MODERN BOTANY

RUMPU  
ROOM

SAAM

## NIGHTLIFE & DAY CLUBS

HYDE

ALTITUDE  
POOL & LOUNGE

NIGHTINGALE  
PLAZA

S  
SKYBAR

XIV  
SESSIONS

BOND

RISE

BLACK  
ORCHID

privilege

FOXTAIL

## GLOBAL

SLS

DELANO

HYDE

MONDRIAN

THE ORIGINALS by **sbe**

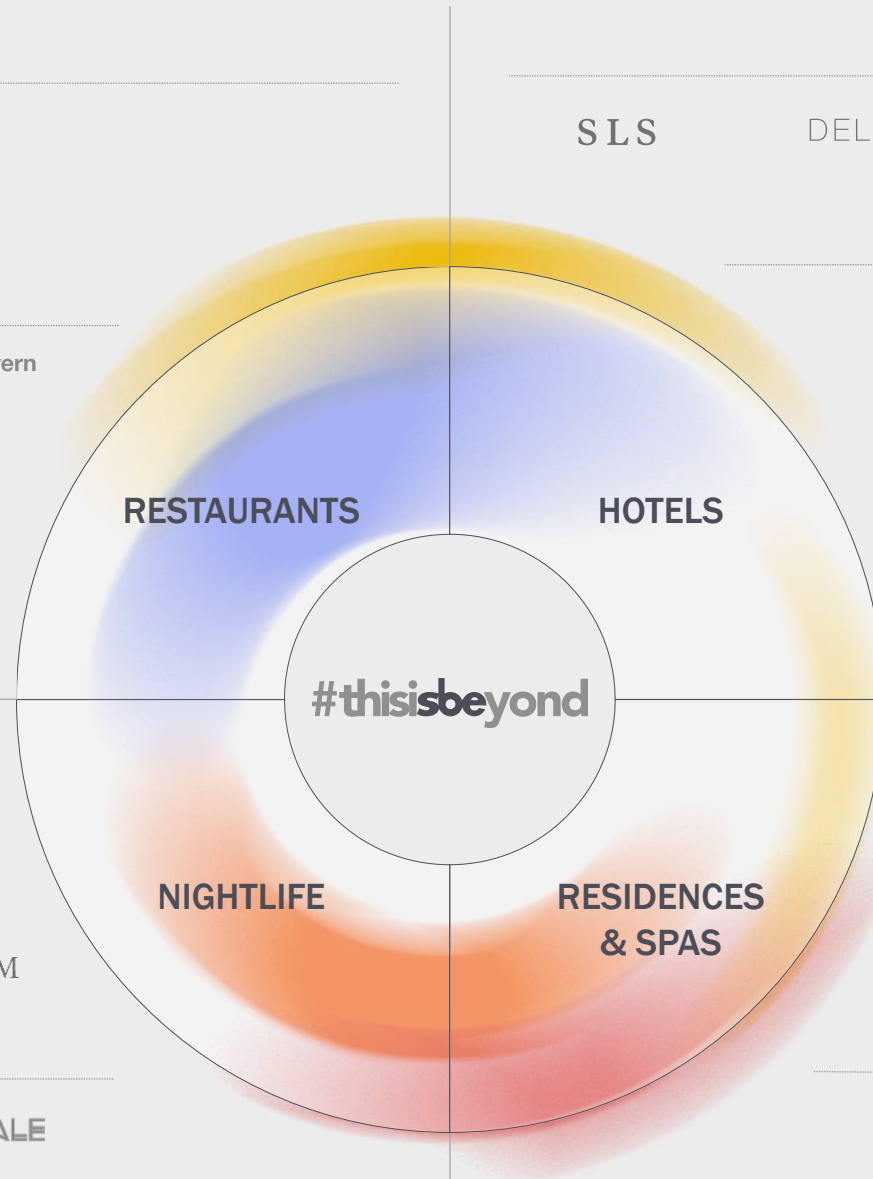
SHORE CLUB

ST MARTINS LANE

SANDERSON

10 KARAKÖY

The Redbury



#thisisbeyond

## RESIDENCES

HYDE

SLS

MONDRIAN

DELANO

## SPAS

CIEL SPA

agua



175

LOCATIONS

26\*

HOTELS & RESIDENCES

85

RESTAURANTS

53

LOUNGES

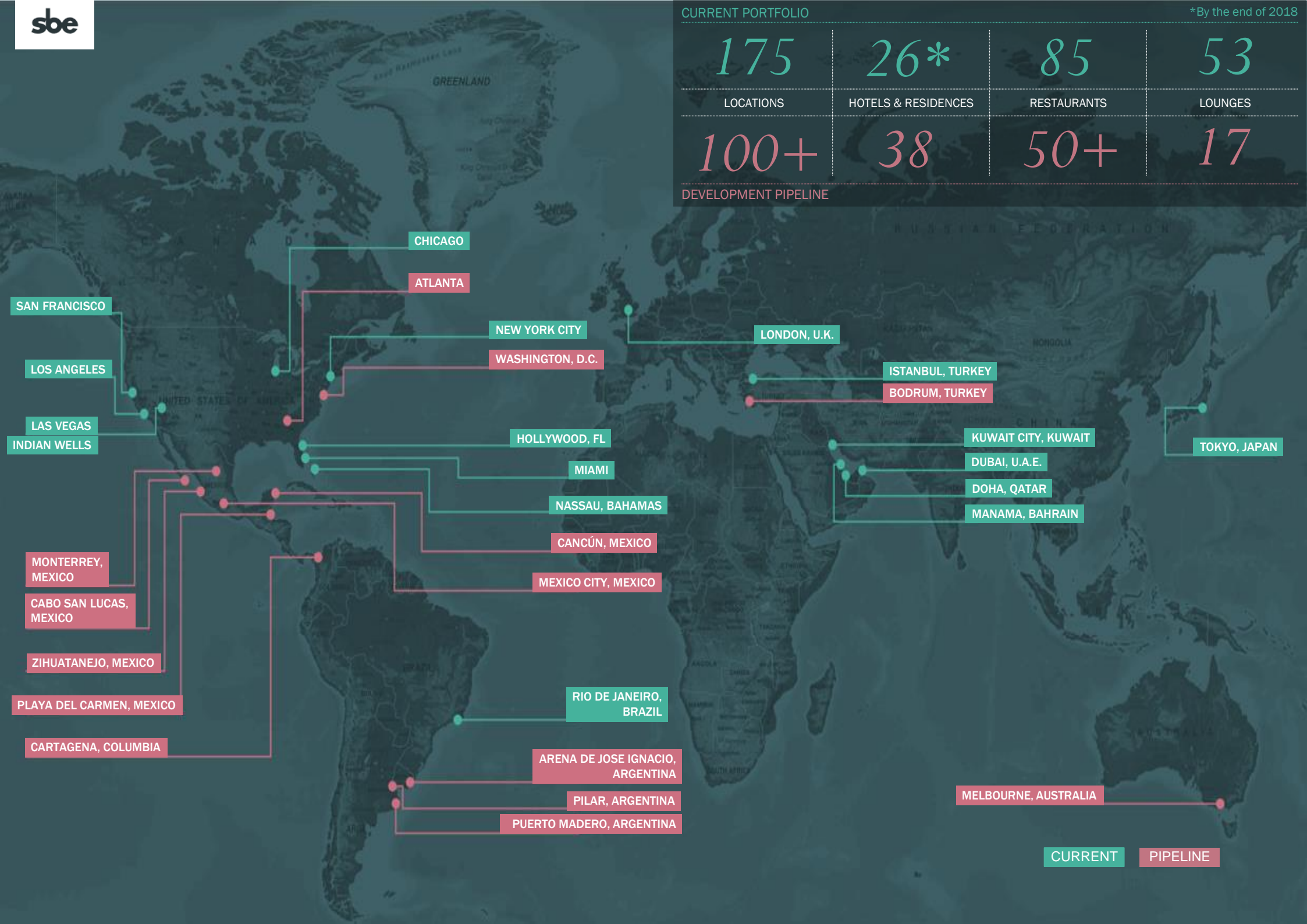
100+

DEVELOPMENT PIPELINE

38

50+

17



CURRENT

PIPELINE

# DAKOTA

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 DESIGN

SLS Las Vegas  
SLS South Beach



### TOM DIXON

Mondrian London



### YABU PUSHELBERG

SLS LUX Brickell



### DAVID ROCKWELL THE ROCKWELL GROUP

Hyde



### MARCEL WANDERS

Mondrian South Beach  
Mondrian Doha

# DISRUPTIVE

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

## CULINARY COLLABORATORS



### MARTIN HEIERLING

Chief Culinary Officer, sbe



### JOSÉ ANDRÉS

The Bazaar  
SLS  
Michelin-Starred



### KATSUYA UECHI

Katsuya  
SLS/Mondrian  
Delano  
James Beard Award Winner



### MICHAEL SCHWARTZ

F'ilia  
SLS/Mondrian/  
Hyde/Delano  
James Beard Award Winner



### DANNY ELMALEH

Cleo  
SLS/Mondrian  
Hyde/Delano



### JOSE ICARDI

Leynia, Diez 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

# sbe 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.

# MONDRIAN

## THE MISSION

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. At Mondrian, anything you want is yours... and we do it with an international level of service, everywhere.

There is nothing like Mondrian. With staircases to dream upon, giant bells to welcome guests and the most inventive design in hotels, Mondrian is a version of wonderland. The design is the most clear expression of the thoughtfulness and creativity that goes into making every guest feel that they are discovering a world plugged into a culture curated exclusively for them.

**CULTURAL CONNOISSEUR**  
**DESIGN INNOVATOR**

**INTERNATIONAL**  
**PLUG & PLAY**



CURRENT PORTFOLIO

769 rooms 3 hotels	270 rooms 1 hotel	360 rooms 1 hotel	1,399 rooms 5 hotels
AMERICAS	AFRICA-MIDDLE EAST	EUROPE	TOTAL
682 rooms 3 hotels	235 rooms 1 hotel		917 rooms 4 hotels

DEVELOPMENT PIPELINE

MONDRIAN LOS ANGELES

MONDRIAN DOWNTOWN LOS ANGELES

MONDRIAN POLANCO, MEXICO CITY

MONDRIAN PLAYA DEL CARMEN

MONDRIAN ATLANTA

MONDRIAN SOUTH BEACH

MONDRIAN LONDON

MONDRIAN DUBAI

MONDRIAN DOHA

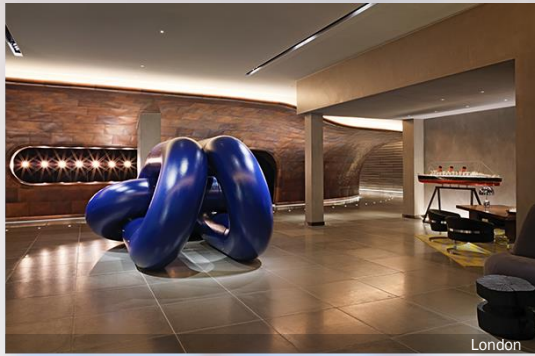
CURRENT

PIPELINE

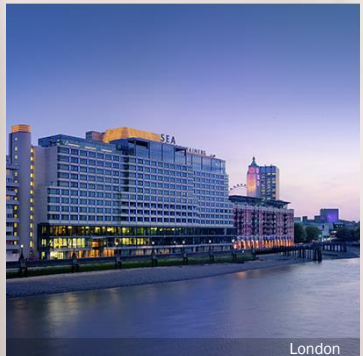




Doha



London



London



Los Angeles



Miami



Park Avenue



Los Angeles

# MONDRIAN

HOTEL	KEYS	UNITS	TYPE	OPENING
Los Angeles	237	-	HMA	Current
South Beach	205	129	License	Current
London	360	-	HMA	Current
Park Avenue	198	-	License	Current
Doha	270	-	HMA	Current
Atlanta	189	-	License	2022
Dubai	150	85	HMA	2019
Playa del Carmen	100	-	License	2021
Polanco	150	150	License	2022
Downtown L.A.	282	-	HMA	TBD

UPPER-UPSCALE URBAN + RESORT

ADAPTABLE ADR STRUCTURE

MANAGED OR LICENSED

CONVERSION-FRIENDLY BRAND



## MONDRIAN

LOS ANGELES

**14,000** Square Feet

**195** Suites

**236** Key Count

**1** Penthouse

## Philippe Starck

Designer

**Food & Beverage**

**SKYBAR**

**Fi'lia**

### Amenities

Swimming Pool / Fitness Center

### Awards

2018 Tablet Hotel Awards; Best Nightlife, North America

### Property News & Headlines:

**TRAVEL+  
LEISURE**

*"Mondrian is the most happening place in LA"*

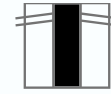
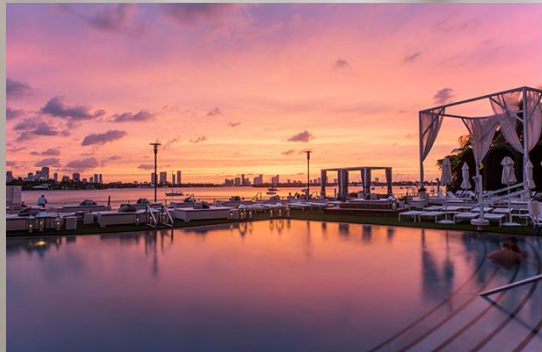
**SURFACEHOTELS**

*"Drips with Hollywood glamour—the ivy-covered rooftop pool lounge, Skybar, is an A-list magnet"*

**Traveller**

*"Where L.A. Comes to Play"*





**MONDRIAN**  
SOUTH BEACH

**15,000** Square Feet

**215** Key Count

**102** Suites

**Marcel Wanders**

Designer

**Food & Beverage**

**Mondrian Bar**

**Mondrian Caffè**

**Amenities**

Fitness Room / GUYandGIRL Spa / Recreational Water Sports  
Boat Slip Marina with Private Dock Master

**Awards**

2017 Condé Nast Traveler Readers' Choice Top Hotels in Miami  
2014 Miami New Times "Best of Miami", Best Hotel

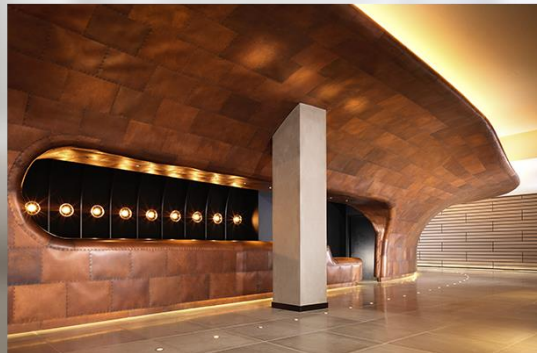
**Property News & Headlines:**



*"A surreal maze of whimsical lounge pillows, "kissing corners" and arcane passageways centered on a stylish bayfront swimming pool"*



*"Fanciful, exuberantly patterned confection overlooking Biscayne Bay"*



# MONDRIAN

LONDON  
AT SEA CONTAINERS

## Tom Dixon

Designer

**39,000** Square Feet

**25** Suites

**334** Key Count

**2** Apartment Suites

### Food & Beverage

Sea Containers

The Den

Dandelyan

Rumpus Room

### Amenities

Screening Room / agua Bathhouse & Spa / Fitness Center

### Awards

2018 Class Bar Awards – Bar of the Year (Dandelyan), Drinks Menu of the Year (Dandelyan), Bartender of the Year (Alex Lawrence/Dandelyan)

2018 OpenTable Diners' Choice Award

### Property News & Headlines:

**Forbes** “Where everyone who is anyone is coming to stay, eat, and play”

**Robb Report** The best of British Hot List 2015 – Design Stars

**VANITY FAIR** A-List: “Massage at the Mondrian” (agua Bathhouse & Spa)





# MONDRIAN

DOHA

**26,000** Square Feet

**211** Key Count

**59**

Suites

## Marcel Wanders

Designer

## South West Architecture

Architect

### Amenities

ESPA Spa / Rooftop Pool  
Fitness Center / Bridal Suite

### Awards

2018 Fact Magazine Dining Awards, Doha: "Best Overall" Morimoto; "Best Newcomer, Fine Dining" Cut By Wolfgang Puck

### Food & Beverage

**Morimoto**

**CUT by Wolfgang Puck**

**Walima**

**Hudson Tavern**

**RISE**

**Black Orchid**

**Smoke & Mirrors**

**Magnolia Bakery**

### Property News & Headlines:

**Forbes** "Mondrian Doha debuts with the most decadent bridal suite in the world"

**Robb Report** "Mondrian Doha is a lavish feast for the senses"

**LUX Life** "Luxury is Defined at the Mondrian Doha"





# UPCOMING OPENINGS

OPENING

## Coming soon

### MONDRIAN

DTLA

KEYS

### 282 MONDRIAN

RESIDENCES

### 240

PARTNER/DEVELOPER

### The Peebles Corporation

ARCHITECT/DESIGN

—

CONTRACT

## Managed

#### Property News & Headlines:

**urbanize.LA**

*“City’s Chief Legislative Analyst recommends that Los Angeles officials select a joint venture between MacFarlane Partners, the Peebles Corporation, and Claridge Properties to develop Angels Landing, a coveted property adjacent to the Angels Flight railway.”*





# UPCOMING OPENINGS

## MONDRIAN

PLAYA DEL CARMEN

OPENING

2021

KEYS

100

RESIDENCES

—

PARTNER/DEVELOPER

Howard Hospitality Group

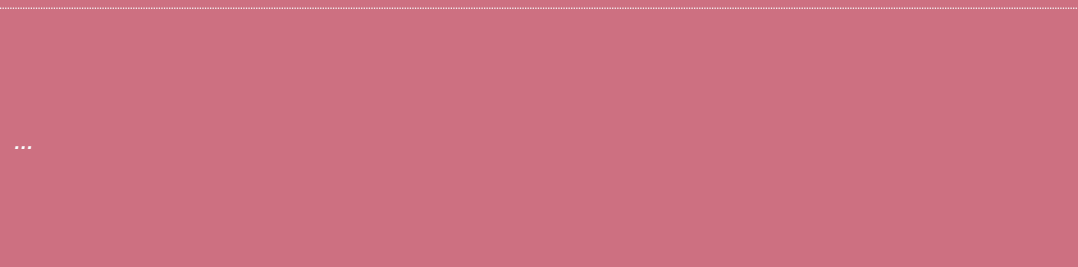
ARCHITECT/DESIGN

—

CONTRACT

Licensed

Property News & Headlines:





# UPCOMING OPENINGS

## MONDRIAN

ATLANTA

OPENING

2022

KEYS

189

RESIDENCES

—

PARTNER/DEVELOPER

—

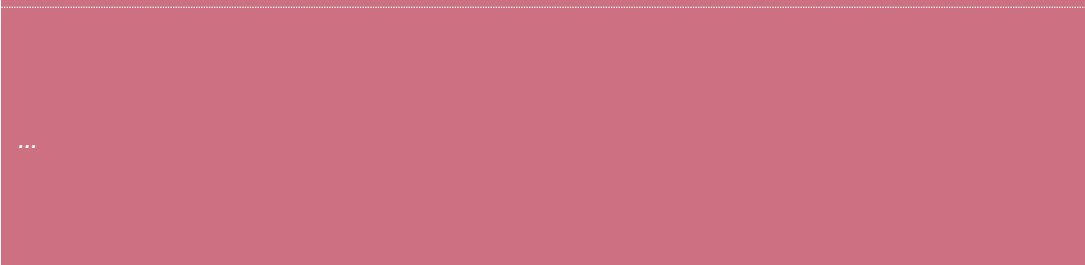
ARCHITECT/DESIGN

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CONTRACT

Licensed

### Property News & Headlines:







# UPCOMING OPENINGS

## MONDRIAN

DUBAI

OPENING

2019

KEYS

150

RESIDENCES

85

PARTNER/DEVELOPER

Al Hamla Real Estate  
Investments

ARCHITECT/DESIGN

Tristan Auer

CONTRACT

Managed

Property News & Headlines:

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## ICONIC ELEMENTS: LOCAL CULTURE

*Inspired by the cities that they reside in.*

Mondrian by design is a brand that allows each property to have a personality of its own – and that comes through in unique design elements inspired by the city they reside in.





## ICONIC ELEMENTS: OVERSIZED ELEMENTS

*Our design is always surprising.*

Mondrian properties around the world feature signature design elements that represent the locale and the mindset of the designer.



## ICONIC ELEMENTS: THE STAIRCASE

*From the mind of Marcel Wanders.*

Each Mondrian that has been designed by Marcel Wanders features the iconic staircase – from South Beach to Doha – it is always a focal point of the hotel from a design perspective.





# CIEL SPA

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





# MONDRIAN RESTAURANT BRANDS

**Cleo**  
MEDITERRÁNEO

*fi'lia*

**KATSUYA**

  
**UMAMI BURGER**

Hudson Tavern  
●●●●●

  
**Leynla**

**Diez  
SEIS**  
by sbe



# MONDRIAN NIGHTLIFE BRANDS

## NIGHTLIFE & DAY CLUBS

HYDE

BLACK  
ORCHID

BOND

R I S E

S  
SKYBAR

privilege

## MIXOLOGY & LOUNGES

DANDELYAN  
MODERN BOTANY

  
DOHENY  
ROOM

RUMPUS  
ROOM

# MONDRIAN BRAND BOOK



Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. At Mondrian, anything you want is yours... and we do it with an international level of service, everywhere.

MONDRIAN BRAND BOOK 2018

**SAM NAZARIAN**  
FOUNDER & CEO, SBE

With an uncompromising entrepreneurial instinct and personal style, Sam Nazarian and CEO Sam Nazarian has been a transformative force in revolutionizing contemporary hospitality. He has contributed to defining the future of global lifestyle hospitality, launching award-winning hotels, residences, restaurants and nightclubs. They represent some of the most sought after lifestyle brands including: SLS Hotels and Residences, The Parkroyal, Katana, The Ritz-Carlton, The Ritz-Carlton and Hyde Lounge, Hotels & Residences, to mention a few.

**VISIONARIES**

**Our stage is the world. Our time is now.**

**CORE VALUES**

**Cultural Connoisseur**  
Mondrian is at the cultural center of a city. It recognizes the culture of a place and expands what that culture can be.

**Design Innovator**  
Mondrian always has the best design. It looks to the future rather than following a trend. The design is powerful because it is rooted in a story.

**International**  
Mondrian spans the globe and welcomes the world and its influences through its doors.

**Plug & Play**  
Mondrian is always ready to play. It is set up for the guest's enjoyment whatever that might be. All they need to do is plug into the Mondrian mindset.

**Freedom is the only style.**

**PHILIPPE STARCK**  
MONDRIAN LA & MONDRIAN PARK AVENUE

Philippe Starck brought his inimitable style to Mondrian LA and developed the vision for Mondrian Park Avenue. He is famous for work from airport terminals to mega-yachts and electric cars. His creative eye permeates out of the everyday and into a world of whimsical beauty. Starck has won several design accolades for the work on nightclub venues in Monaco, Paris and Dubai as well as former French president François Mitterrand's private residence at the Evian Palace. Starck strives to create a finer world through love, poetry and humor.

**GUEST EXPERIENCE**

Looking for a hotel  
Finds a new world

Looking for a place to stay  
Finds a personal space

Looking for a business trip  
Finds excitement

Looking for somewhere to eat  
Finds exclusive restaurants

Looking for a bar  
Finds the world's best cocktails

Looking for a new city  
Finds a new culture

The Mondrian guest:  
Travels the world and loves the cities  
Enjoys a drink but only the best crafted cocktails  
Wears good style and dresses to show it off  
Parties when it's time for fun but takes pride in the quality of their work  
Understands the luxury of good service at the right time in the right space

**Good design should improve things.**

**TOM DIXON**  
MONDRIAN LONDON

Tom Dixon rose to prominence in the mid-1990s as "the talented untrained designer with a line in welded metal furniture". By the late 1990s he was working for the Italian furniture giant Cappellini, for whom he designed the iconic "50" stool. In the 1990s, Dixon won a household name in the design field. In 2005, Tom's work was formally awarded CBE by Her Majesty the Queen in Barb.

**An honest lie is better than a boring truth.**

**MARCEL WANDERS**  
MONDRIAN SOUTH BEACH & MONDRIAN OMA

Marcel Wanders is a leading product and interior design studio based in Amsterdam, with over 1500+ iconic product and interior design experiences all around the globe for private clients and premium brands. Marcel has made it his mission to create an environment of love, life with passion and make our most exciting dreams come true. In this universe, the culture of indulgence is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment.

**MISSION**



# MONDRIAN PRESS & ACCOLADES

## MONDRIAN LA

Mondrian is the most happening place in LA.

**TRAVEL+**  
**LEISURE**

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The Hotel Rooftop:  
Expensive Drinks, Priceless Views

The 189-rooms Mondrian Park Avenue, at 30th Street and Par Avenue South, occupies what was once a 15-story office building, to which five stories have been added. The hotel's former rooftop is now a lounge called Fifteen Stories, with a 3,000-square-foot space enclosed by a glass structure and a 2,000-square-foot wraparound terrace overlooking both Park Avenue and 30th Street.

**The New York Times**

## MONDRIAN DOHA

Mondrian Doha debuts with the most decadent bridal suite in the world.

**Forbes**

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The best of British  
(with color, quirk, and whimsy).  
Hot List 2015 – Design Stars

Condé Nast  
**Traveler**

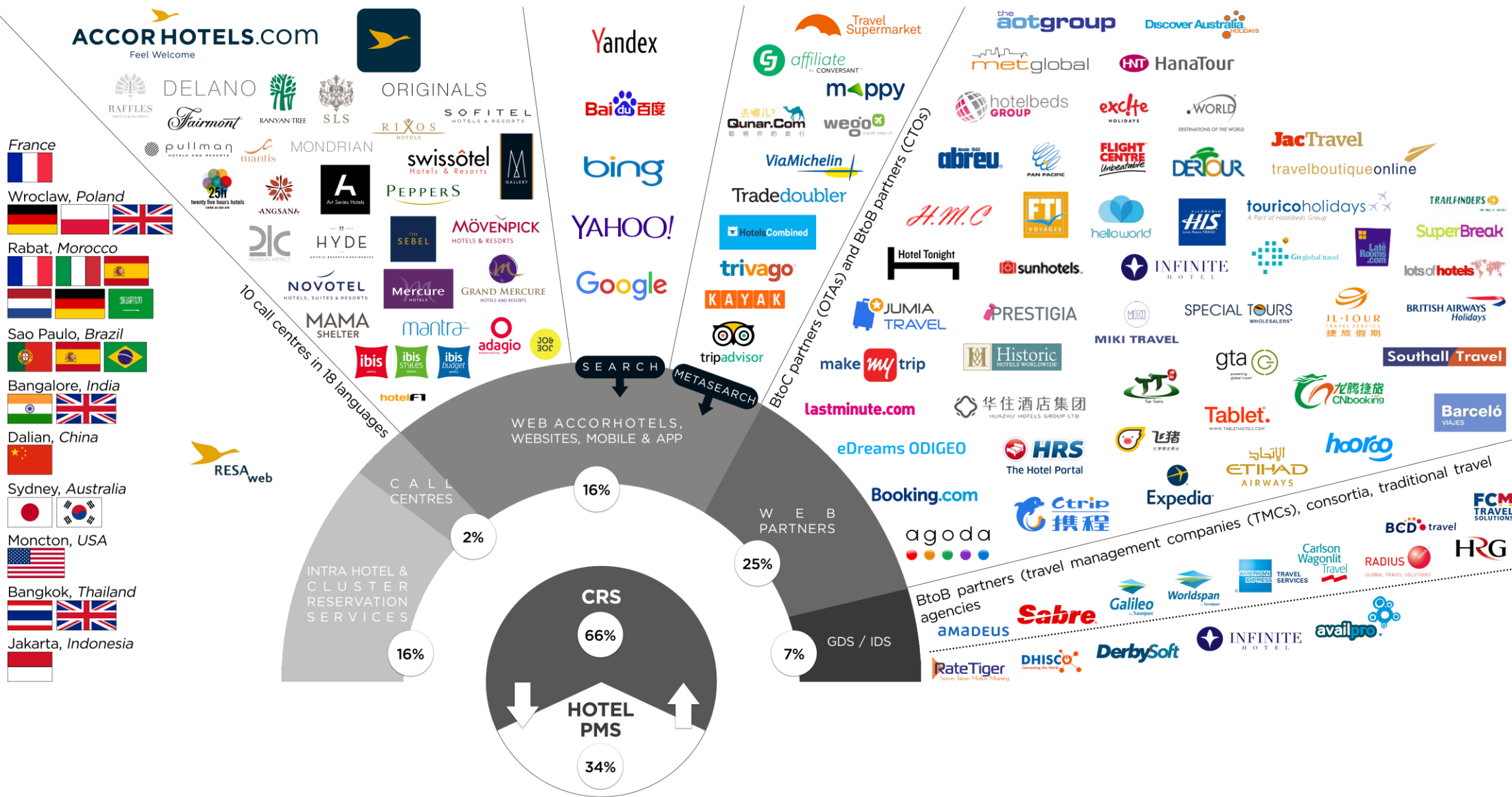
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The fanciful, exuberantly patterned confection overlooking Biscayne Bay, is the bairnchild of Marcel Wanders, the 45-year-old Dutch designer.

**FAST COMPANY**

ACCORHOTELS DISTRIBUTION SOLUTION

>110 Global Distribution Partnership at Best Market Conditions





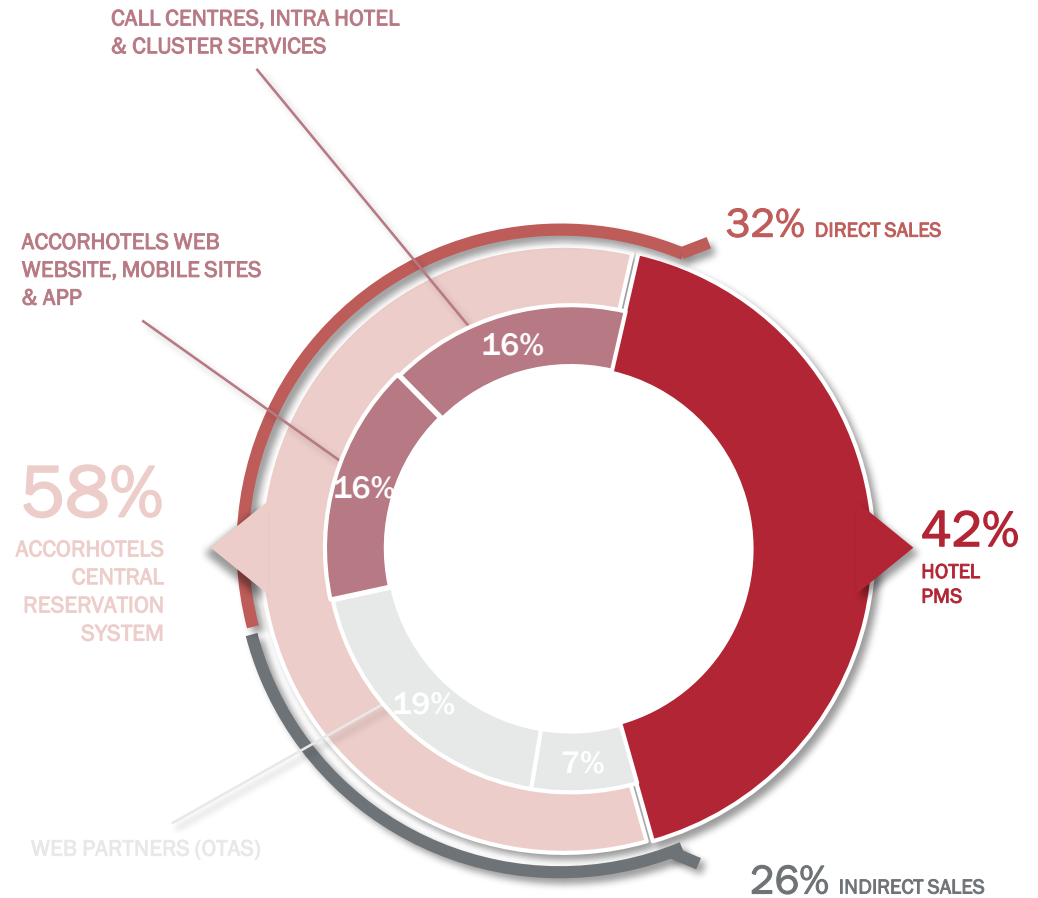
## ACCORHOTELS LUXE DISTRIBUTION PERFORMANCE



FOCUS ON LUXURY & PREMIUM DIRECT WEB  
*BRAND.COM + ACCORHOTELS.COM + MOBILE WEBSITES & APP*

**€775 MILLION** LUXURY & PREMIUM BRAND REVENUE VIA WEB

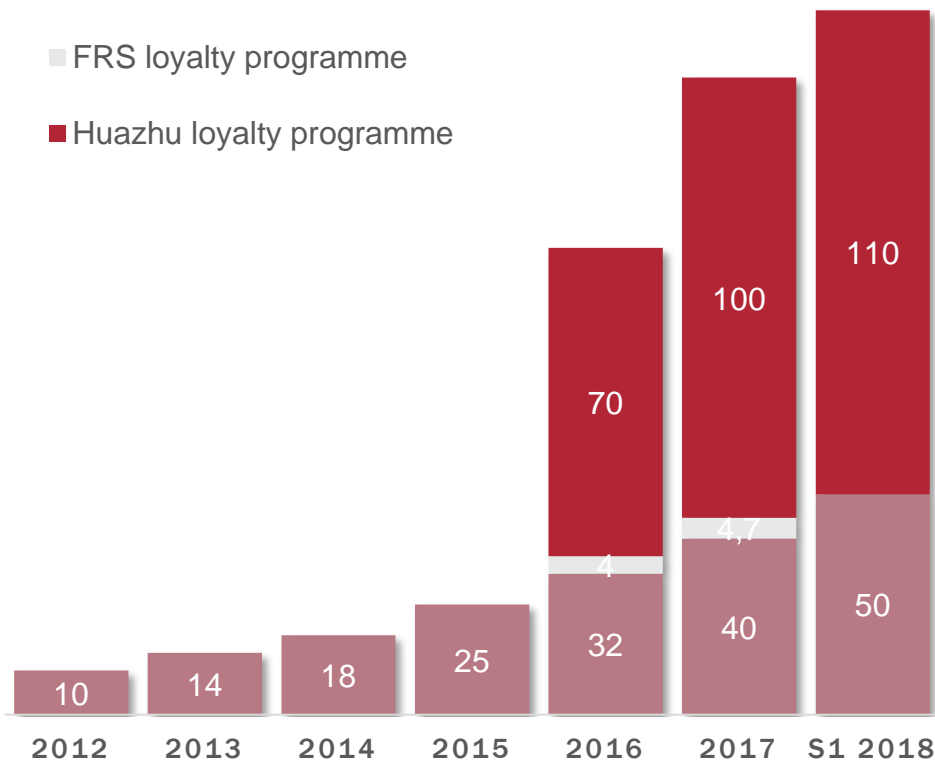
**+60%** LUXURY & PREMIUM MOBILE GROWTH



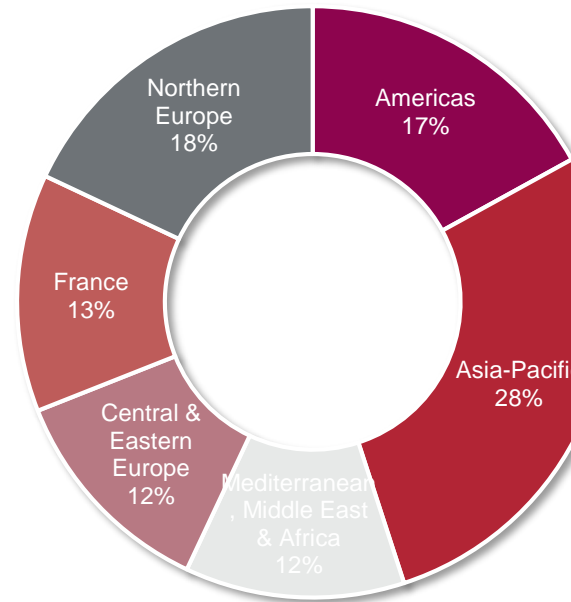
ACCORHOTELS LOYALTY PROGRAMME

LOYALTY MEMBERS  
WORLDWIDE

- Le Club AccorHotels
- FRS loyalty programme
- Huazhu loyalty programme



GUEST ORIGIN



**A WORLDWIDE PROGRAMME**

- 17 brands
- 3,400 hotels in 93 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty programmes: Skyteam, One World, Star Alliance...

**>50 MILLION** MEMBERS  
WORLDWIDE

**+23,000**  
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS REPRESENTS

**30.6%**  
OF HOTEL GLOBAL REVENUE



# DEVELOPMENT CRITERIA

## Development & programming

		AAA ultra city center location, historic conversion	WORLDWIDE			
HOTEL	RECOMMENDED NUMBER OF ROOMS	200 keys and +	150 – 300 keys			
	ROOM AVERAGE SIZE	26 – 32 sqm	35 – 40 sqm			
	TGFA / ROOM	60 – 75 sqm	100 sqm			
RESORT	RECOMMENDED NUMBER OF ROOMS	150 keys and +	150 – 300 keys	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
	ROOM AVERAGE SIZE	32 – 38 sqm + balcony	40 – 50 sqm			
	TGFA / ROOM	75 – 110 sqm	100 – 150 sqm			
FOOD & BEVERAGE	1 3 meal restaurant 1 Signature restaurant 1 Signature Bar 1 Lounge			CAPITALS KEY CITIES & RESORT DESTINATIONS		
WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center			MAJOR DOMESTIC DESTINATIONS		
MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)			OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS		



# MONDRIAN

sbe

A GLOBAL LIFESTYLE HOSPITALITY COMPANY