A “must” cultural destination

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travellers. 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.

mondrianhotels.com
Top 3 unique selling propositions

**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. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone.

**A “MUST DESTINATION” FOR LOCALS AND INTERNATIONAL TRAVELERS**
Each property’s design elements are rooted directly in the city in which it resides – featuring local artists, designers and chefs. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits.

**THE sbe PLATFORM**
Unique lifestyle living expertise to program a one of a kind destination experience. Unique expertise in design, restaurant & nightlife concepts with renowned interior designers & chefs. Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property.

Key programs

**The Staircase.**
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.

**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.

**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.

**Ciel Spa.**
To pamper your every need and create an exceptional and soothing relaxation experience that exceeds your expectations.

Programming

<table>
<thead>
<tr>
<th>ROOMS</th>
<th>URBAN</th>
<th>RESORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of rooms</td>
<td>150-300</td>
<td>150-300</td>
</tr>
<tr>
<td>Room average size (sqm)</td>
<td>35-40</td>
<td>40-50</td>
</tr>
<tr>
<td>Total Gross Floor Area (sqm)</td>
<td>100</td>
<td>100-150</td>
</tr>
</tbody>
</table>

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

**WELL-BEING**
Ciel Spa (1)
Pool (1)
Fitness center (2)

**MEETINGS, EVENTS & OTHERS**
Meeting rooms (2)
Ballroom (2)

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand

Customer profile

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>70%</th>
<th>30%</th>
<th>LEISURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOMESTIC</td>
<td>81%</td>
<td>19%</td>
<td>INTERNATIONAL</td>
</tr>
</tbody>
</table>

Upcoming openings

Bordeaux, France, 111 rooms (2022)
Cannes, France, 76 rooms (2022)
Dubai, U.A.E., 150 rooms (2023)
Hoi An, Vietnam, 300 rooms (2022)
Gold Coast, Australia, 212 rooms (2023)

Flagships to visit

**LOS ANGELES**
U.S.A.

**SOUTH BEACH**
U.S.A.

**DOHA**
Qatar

**PARK AVENUE**
U.S.A.