

Why invest in Mövenpick

Accor Global Development

February 2019



we make

moments

Mövenpick is in the moments business. We know small gestures can make all the difference. So we do ordinary things in an extraordinary way – a philosophy that has defined our brand success from the start.

INTUITIVE

GENUINE

HUMAN

WARM

Mövenpick. Top 3 USPs

BRAND MOMENTUM

- Worldwide footprint with > 80 hotels and > 40 in the pipeline
- Brand awareness #1 in the Middle East & in Africa, strong presence in Europe
- Swiss reliability & effectiveness
- Quality of service and international standards



70 YEARS OF F&B EXCELLENCE

- Premium quality retail food products: ice cream, chocolate, coffee & wine...
- Innovative & award winning F&B concepts: the Lobby Lounge concept with Coffee & Wine bar and food product retail, the restaurant market styled concept, worldwide signature dishes...



BRAND MOMENTUM

- Worldwide footprint with > 80 hotels and > 40 in the pipeline
- Brand awareness #1 in the Middle East & in Africa, strong presence in Europe
- Swiss reliability & effectiveness
- Quality of service and international standards

Mövenpick. Network & Pipeline

88 hotels, **21,605** rooms in **25** countries in network

52 hotels, **13,579** rooms in **22** countries in pipeline

NETWORK VS PIPELINE
21,605 rooms 13,579 rooms



Geographical split



EUROPE

18 hotels
4,174 rooms

Pipeline 717+ rooms



Mövenpick Hotel Hamburg
Germany



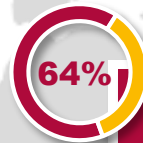
ASIA PACIFIC

16 hotels
3,551 rooms

Pipeline 5,272+ rooms



Mövenpick Hotel Sukhumvit 15 Bangkok
Thailand



AFRICA MIDDLE EAST

54 hotels
13,880 rooms

Pipeline 7,590+ rooms



Mövenpick Hotel Mansour Eddahbi Marrakech
Morocco

Operating mode

83% Management Contracts

17% Lease

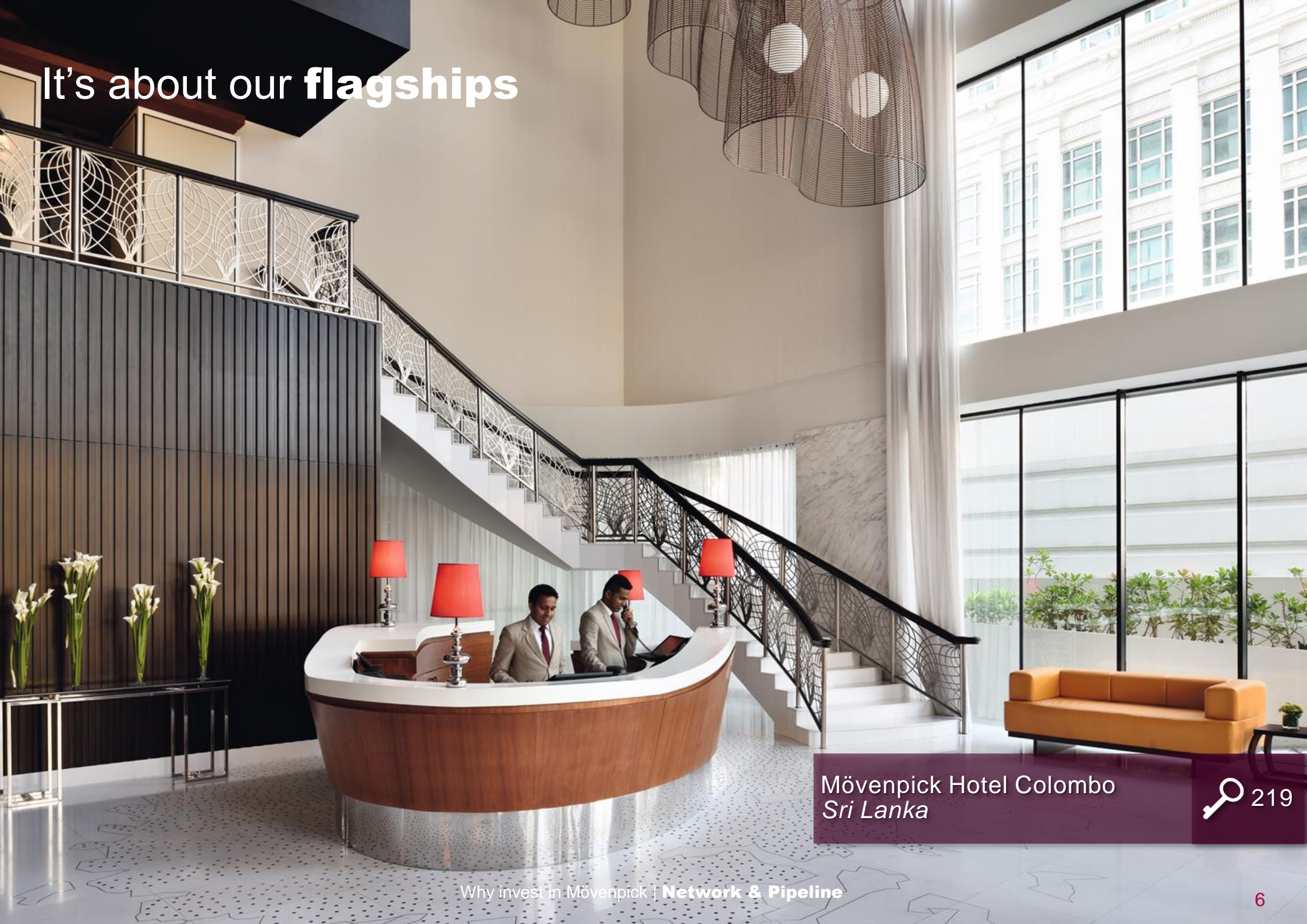
Figures by end of December 2018

It's about our **flagships**

Mövenpick Hotel Amsterdam City Centre
Netherlands

408

It's about our **flagships**



Mövenpick Hotel Colombo
Sri Lanka

219

It's about our **flagships**

Mövenpick Mansour Eddahbi Marrakech
Morocco

503

It's about our **flagships**



Mövenpick Resort & Spa Jimbaran Bali
Indonesia

🔑 297

Why invest in Mövenpick | **Network & Pipeline**

It's about our **flagships**



Mövenpick Hotel Amsterdam City Centre
Netherlands



It's about our **latest openings**



Mövenpick. Key upcoming openings

EUROPE

Mövenpick Hotel Stuttgart Messe & Congress, Germany – **262 rooms**
Mövenpick Hotel The Hague, Netherlands – **72 rooms**
Mövenpick Hotel Basel, Switzerland – **264 rooms**

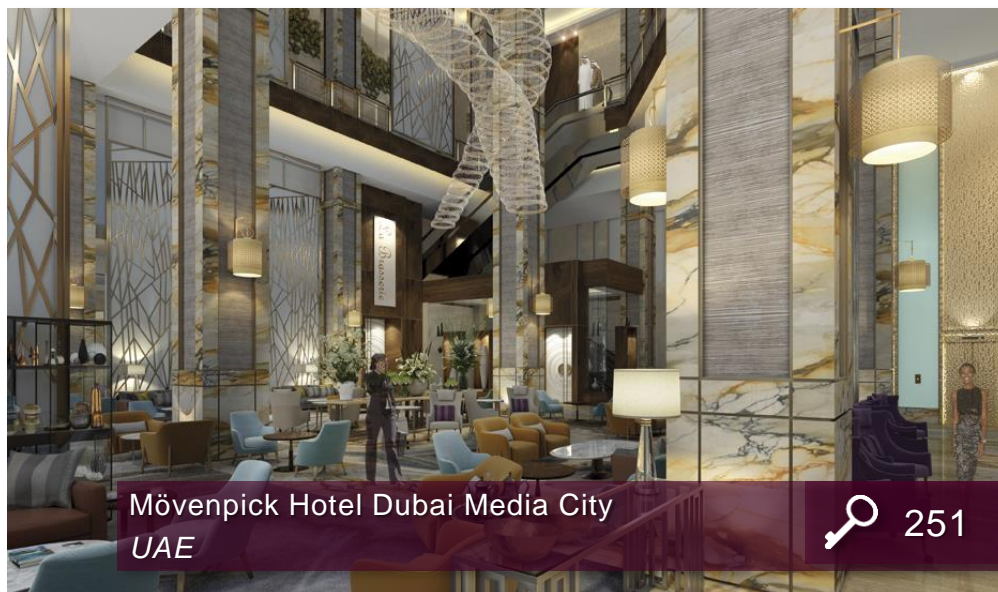
AFRICA MIDDLE EAST

Mövenpick Hotel Abidjan, Ivory Coast – **160 rooms**
Mövenpick Hotel & Residences North Coast, Egypt – **300 rooms**
Mövenpick Resort El Ein Bay, Egypt – **214 rooms**
Mövenpick Hotel Addis Ababa, Ethiopia – **252 rooms**
Mövenpick Hotel Sfax, Tunisia – **89 rooms**
Mövenpick Hotel Basra, Iraq – **152 rooms**
Mövenpick Hotel & Apartments Al Azaiba Muscat, Iraq – **324 rooms**
Mövenpick Hotel Muscat Airport, Iraq – **370 rooms**
Mövenpick Resort Bausher, Iraq – **253 rooms**
Mövenpick Hotel & Apartments Al Tahlia Jeddah, Saudi Arabia – **164 rooms**
Mövenpick Hotel Financial District Riyadh, Saudi Arabia – **353 rooms**
Mövenpick Residences Al Khobar, Saudi Arabia – **270 rooms**
Mövenpick Hotel Apartments Downtown Dubai, UAE – **246 rooms**
Mövenpick Hotel Dubai Media City, UAE – **251 rooms**

ASIA PACIFIC

Mövenpick Hotel Khulna, Bangladesh – **238 rooms**
Mövenpick Hotel Sylhet, Bangladesh – **210 rooms**
Mövenpick Hotel Kota Bharu, Malaysia – **452 rooms**
Mövenpick Resort & Spa Chendering, Malaysia – **250 rooms**
Mövenpick Hotel & Apartments Lahore, Pakistan – **310 rooms**
Mövenpick Hotel Centaurus Islamabad, Pakistan – **361 rooms**
Mövenpick Hotel & Residences Quezon City, Philippines – **600 rooms**
Mövenpick Resort Khao Yain Thailand – **111 rooms**
Mövenpick Hotel Ho Chi Minh City, Vietnam – **815 rooms**
Mövenpick Hotel Quang Binh, Vietnam – **219 rooms**
Mövenpick Resort & Spa Quy Nhon, Vietnam – **232 rooms**
Mövenpick Resort Cam Ranh, Vietnam – **473 rooms**
Mövenpick Resort Lang Co, Vietnam – **148 rooms**
Mövenpick Resort Phu Quoc, Vietnam – **658 rooms**

It's about our **upcoming openings**



It's about our **Mövenpick** products

We want to **incorporate Mövenpick products into everything we do**, as it is a key link back to our 7 decade heritage. This new improved signature will now include the Mövenpick coffee & wine lounge, a vehicle for selling these products but also to showcase them in a creative way.

Mövenpick
chocolate

Mövenpick
jams and
yoghurts

Mövenpick
coffee

Mövenpick
ice cream

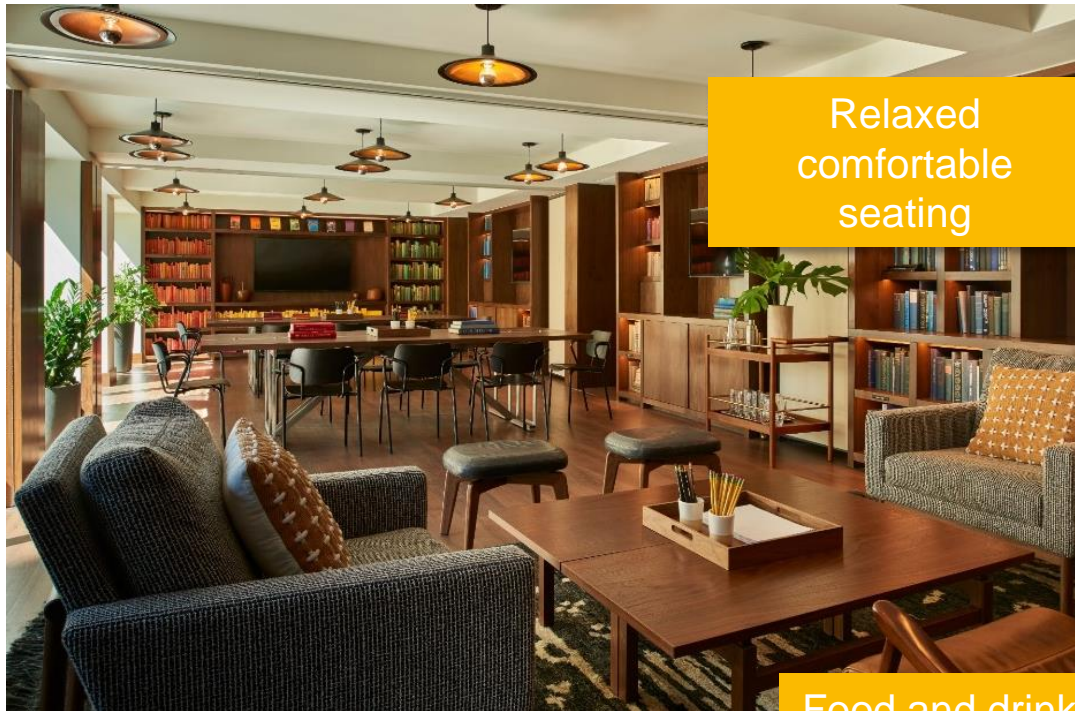


Mövenpick wine



Coffee & wine
lounge

It's about **Lobby lounge concept**



Relaxed
comfortable
seating

Food and drink
offering and
design



Wi-Fi everywhere,
social media
display



Wi-Fi Everywhere not only means free wireless high-speed internet in all our hotels worldwide but also **seamless connectivity throughout the hotel building**, its surroundings (pool areas, terraces) and even in our hotel limousines and shuttle buses.

A moment for guests to connect with their loved ones.



Easy access
charging points



The living wall/
green globe

It's about our **Mövenpick Signature Dishes**


MÖVENPICK
HOTELS & RESORTS

SIGNATURE
DISHES

Steak tartare

Beef tartare has always been one of Mövenpick's greatest culinary highlights and has become a true classic not only in Switzerland.

movenpick.com



MÖVENPICK
HOTELS & RESORTS

SIGNATURE
DISHES

Riz Casimir

Curry and tropical fruits suggest an exotic origin, but in fact we invented it! Riz Casimir is served at our restaurants since 1952!

movenpick.com



MÖVENPICK
HOTELS & RESORTS

SIGNATURE
DISHES

Zürich-style veal

A true classic made of veal, cream and mushrooms, served with traditional Rösti and to be savoured in our restaurants all over the globe.

movenpick.com



MÖVENPICK
HOTELS & RESORTS

SIGNATURE
DISHES

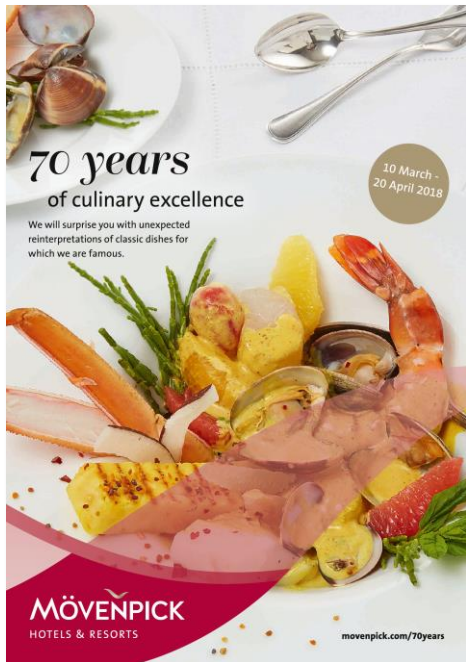
Carrot Cake

We present the classic Swiss "Rüebli Chueche" with a traditional but gluten free recipe, revamped as lorem ipsum diabet sic

movenpick.com



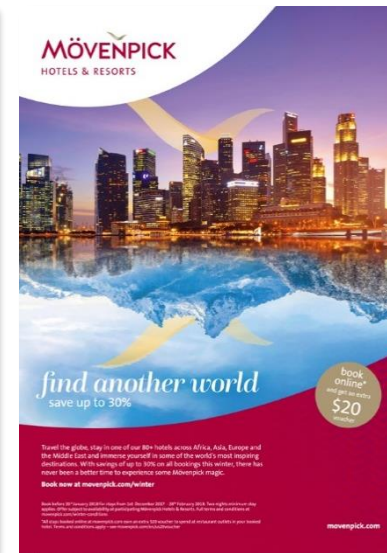
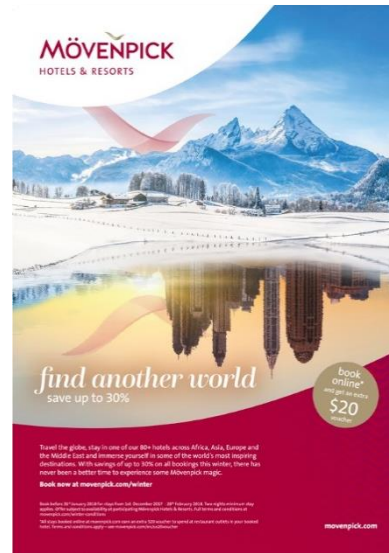
It's about our **brand & tactical marketing**



Food & beverage brand campaign 70 Years of Culinary Excellence

Launched **Spring 2018** in all Mövenpick hotels
Building on **70 years of food and drink heritage**
PR, social and digital activity

Print



Tactical print & digital advertising

Revenue & return in 2017:

CHF **27M**
ROI **23:1**



Digital



It's about **earned media**

Social media family campaign



Mövenpick Hotels & Resorts ✓
14. Mai 2017 · 🌐

+++ Take the last chance to #win! +++

👉 Help us find a last name for the bird family. Leave a comment with your name suggestion here until May 17th. ➡

Take part for a chance to win a fantastic family package.

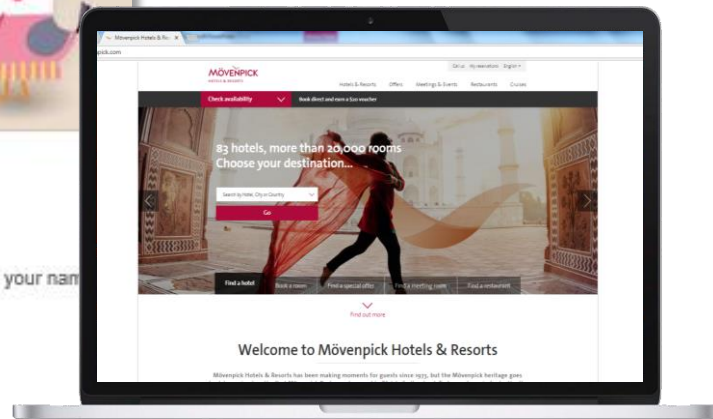
Starting on Friday, we will announce the winners of the competition. View our Terms & Conditions: <http://bit.ly/2mpiVMT>

Good luck! 🐦 🌿

#MövenpickFamily

Global distribution of **press release on 23 April 2017 generated over 100 printed articles**

Social Media Campaign:
finding a name for the bird family members
→ over 800 people participated



Mövenpick. **Our accolades**



World's **most Green Globe certified** sustainable hotel brand

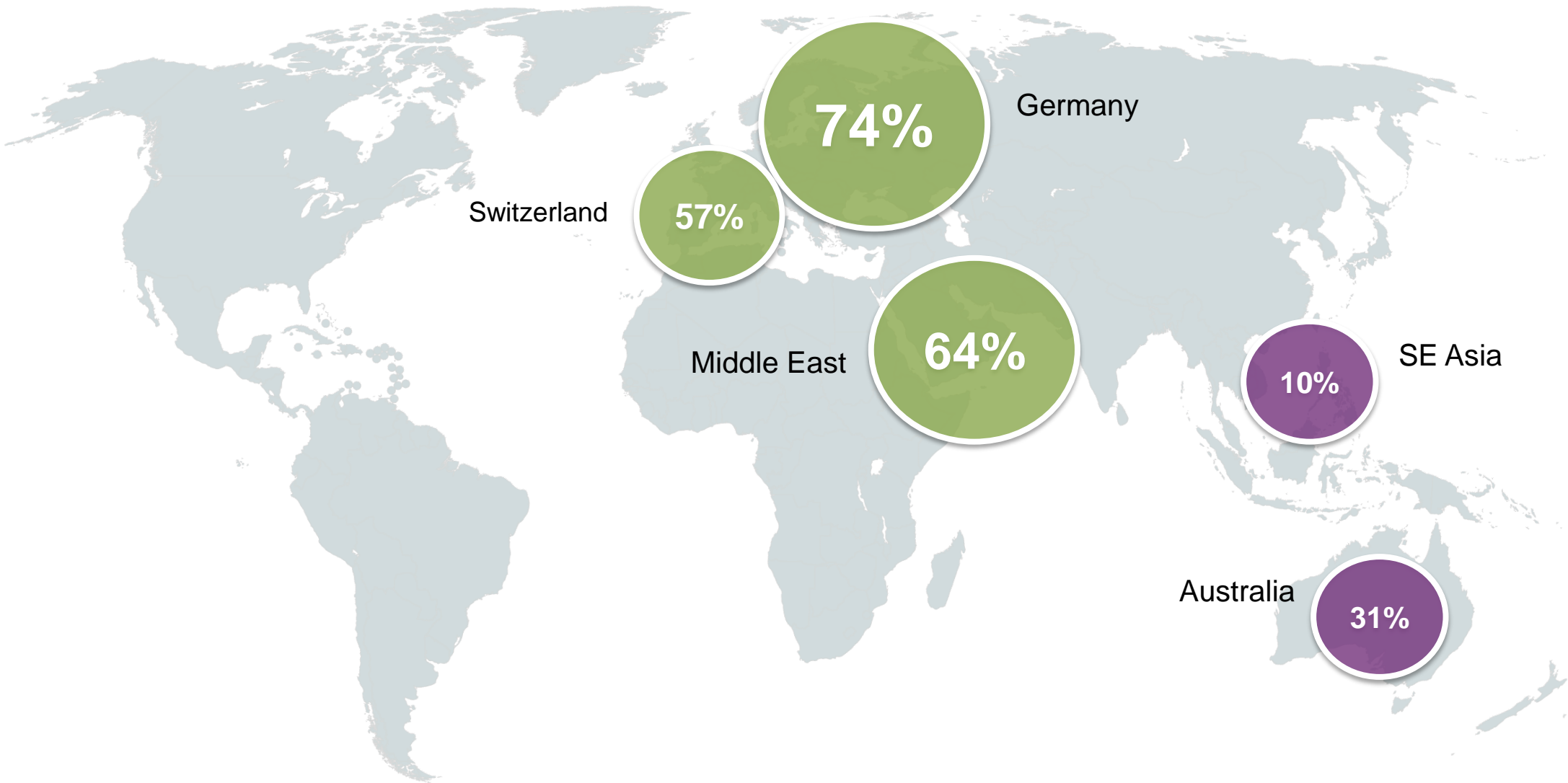


Named the **Arab world's top hotel brand** 2017 by Forbes Middle East

88%

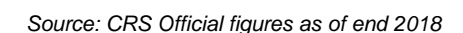
of travellers **endorse our we make moments philosophy**

Mövenpick. It's about **awareness**



Source: BDRC Hotel Guest Surveys 2018. Awareness = Total Awareness/Business Travellers

>110 Global Distribution Channels at **Best Market Conditions**



Distribution performance

Powered by Accor for Luxury & Premium Brands



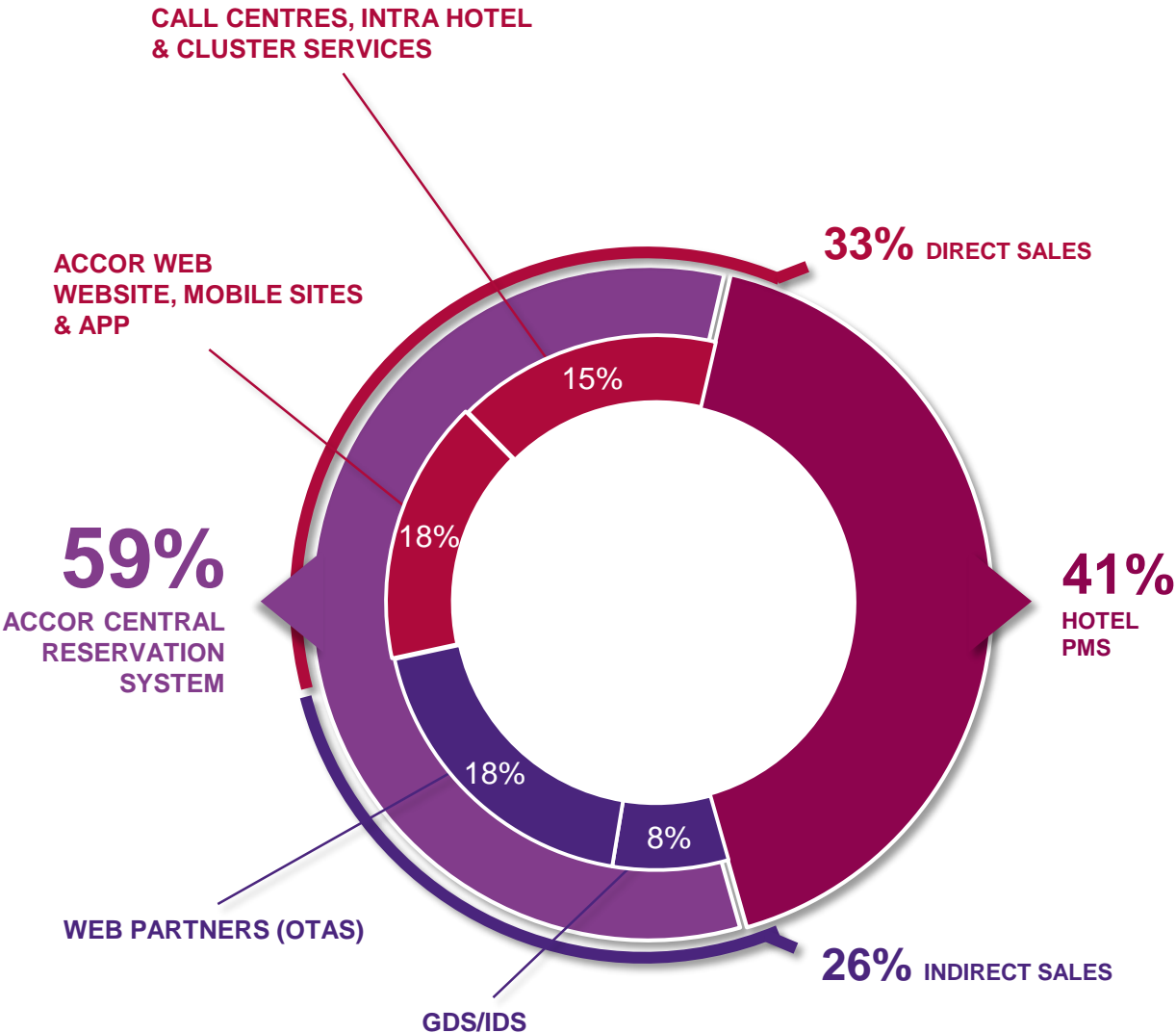
FOCUS ON WEB
BRAND.COM
+ ACCORHOTELS.COM
+ MOBILE WEBSITES
+ PARTNER WEBISTES

36%

WEB ACCOR & PARTNERS
ONLINE SALES FOR LUXURY & PREMIUM BRANDS

€1.786 MILLION

ONLINE ROOM REVENUE
LUXURY & PREMIUM BRANDS

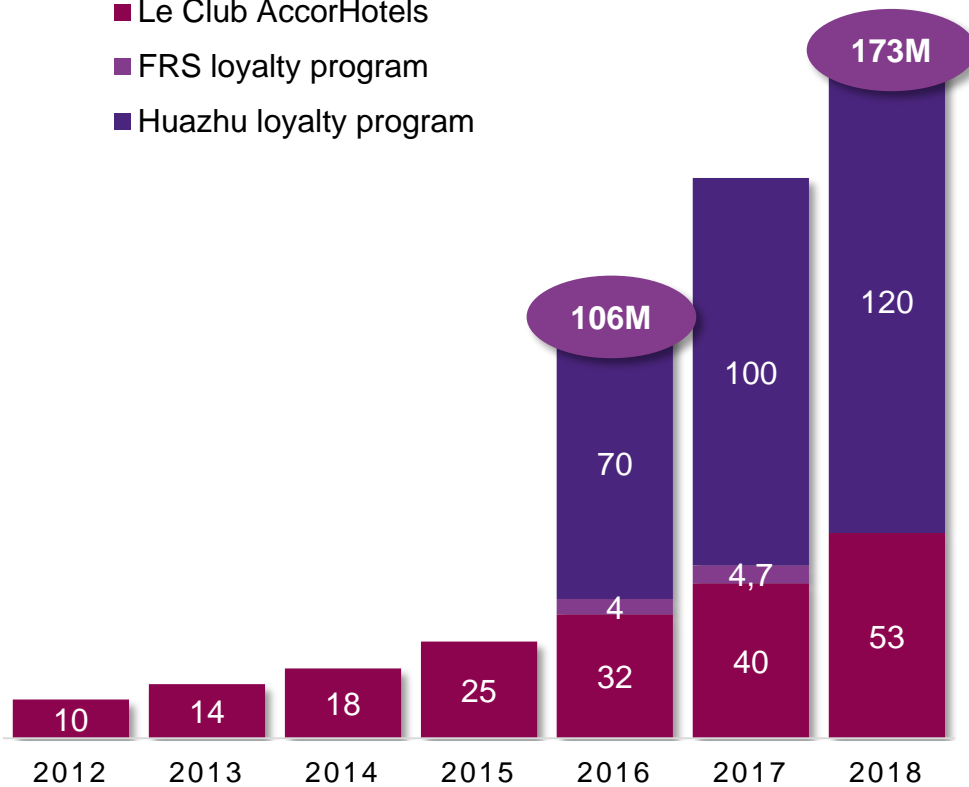


Official figures as of end 2018

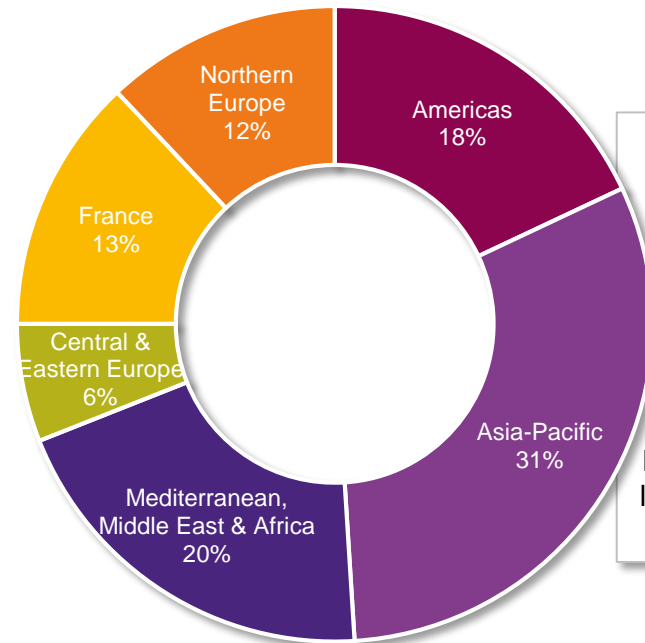
Accor **Loyalty Program**

Loyalty members worldwide

- Le Club AccorHotels
- FRS loyalty program
- Huazhu loyalty program



Guest origin



A worldwide program

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty programmes: Skyteam, One World, Star Alliance...

>53 MILLION
MEMBERS
WORLDWIDE

+27,700
MEMBERS EVERY DAY

LE CLUB
ACCORHOTELS
REPRESENTS

34.6%
OF ALL
ROOMNIGHTS

Source: LCAH Official figures as of end 2018

Mövenpick Development Criteria

Programming and development recommendation

HOTEL		AAA ultra city center location, historic conversion	WORLDWIDE
	RECOMMENDED NUMBER OF ROOMS	150 keys and +	150 keys and +
	ROOM AVERAGE SIZE	24 – 32 sqm	28 – 36 sqm
RESORT	TGFA / ROOM	70 – 80 sqm	90 – 100 sqm
	RECOMMENDED NUMBER OF ROOMS	120 keys and more	150 keys and more
	ROOM AVERAGE SIZE	28 – 40 sqm + balcony	40 sqm + balcony
	TGFA / ROOM	80 – 90 sqm	80 – 110 sqm

FOOD & BEVERAGE

1 all-day dining including Gourmet Coffee
 1 specialty restaurant on market demand
 Lobby living room / lounge concept including:
 1 Mövenpick Coffee & Wine food bar
 + a 1 Mövenpick product retail shop

WELL-BEING

Spa market driven
 Fitness Centre
 Swimming pool

MEETINGS

Key meeting rooms
 Ballroom on market demand
 Business centre available
 Little Birds Kids Club (As part of family product)

PRIME
LOCATIONS

SECONDARY
LOCATIONS

AIRPORTS
SUBURBS

INTERNATIONAL
CAPITALS
KEY CITIES &
RESORTS DEST.

MAJOR
DOMESTIC
DESTINATIONS

OTHER CITIES &
ATTRACTIVE
TOURISTIC
DESTINATIONS



Thank You