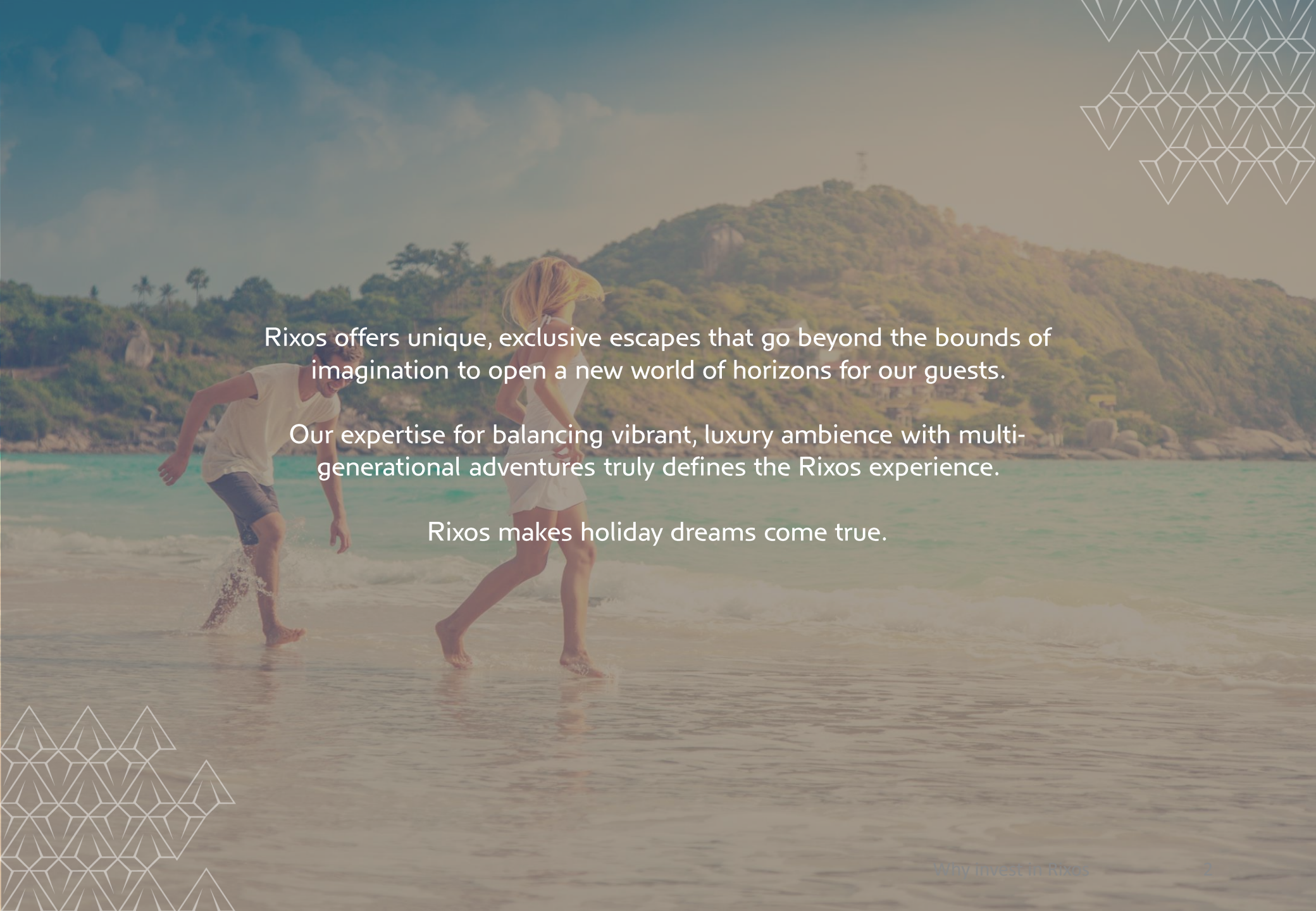
RIXOS
HOTELS

WHY INVEST IN RIXOS

ACCOR GLOBAL DEVELOPMENT
FEBRUARY 2019



Rixos offers unique, exclusive escapes that go beyond the bounds of imagination to open a new world of horizons for our guests.

Our expertise for balancing vibrant, luxury ambience with multi-generational adventures truly defines the Rixos experience.

Rixos makes holiday dreams come true.

RIXOS HISTORY

I established Rixos Hotels in 2000 in Antalya, the capital of Turkey's tourism industry. The concept of "All Inclusive - All Exclusive" was developed at Rixos Hotels and represents our commitment to reinventing the all-inclusive concept for the luxury market.

Today, our culture is firmly grounded in our people and our approach to customer excellence. Our employees are proud members of a big family who are passionately welcoming a million guests a year.

Since our inception, we have taken great pride in our relationships with our business partners, developers and tour operators, as we seek to create new destinations for our guests.

Mr. Fettah Tamince

ALL INCLUSIVE, ALL EXCLUSIVE

- All inclusive package with room, restaurants, bars, land and water activities, beach clubs, sports, kids club, wellness, entertainment…
- Unique Luxury/Premium resorts positioning with highly qualitative offerings
- Unique Turkish Hospitality driven

X

RESORTS EXPERTS

- Large sized resorts from 300 to 750 keys
- Wide range of offerings (many restaurants & bars, activities & pools, kids club…)
- Spa expertise (many treatment rooms…)
- Resorts programming, design & construction experts
- Mostly important: professional entertainers

=

BUSINESS MODEL PROFITABILITY

- Luxury/premium positioning plus all inclusive formula drive the highest level of pricing in the resorts industry
- Strong momentum in leisure/resorts distribution where revenue is secured months in advance
- Accor digital distribution expertise leverages additional revenue from high contributing individuals
- Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees

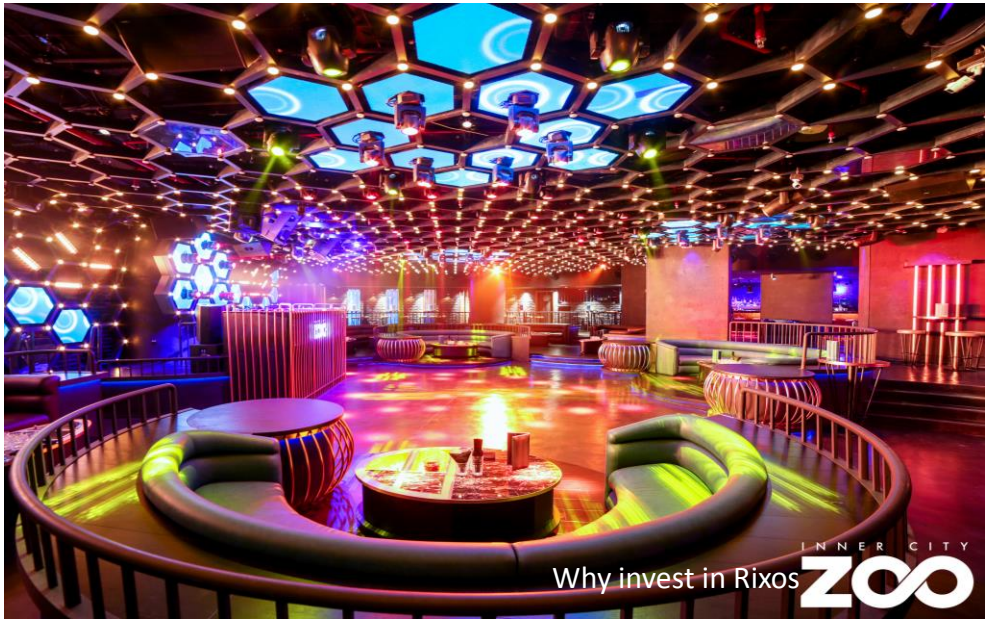
PROFESSIONAL ENTERTAINMENT

LIVELY CULTURAL FESTIVE

Spectacular shows and breath-taking performances by professional artists and experts mean our breath-taking entertainment is the focal attraction in our properties.

Our programme of entertainment sees more than 800 events, shows and concerts held each year.

Over 1,600 events every year



TURKISH HOSPITALITY

THE RIXOS TURKISH FLAIR

Deeply rooted in our approach to hospitality are our Turkish origins and traditions.

Turkish accents infuse the guest experience from the authentic Hammam at the heart of each Rixos spa to our renowned restaurants proffering delectable feasts of International, Turkish and local tastes & aromas.

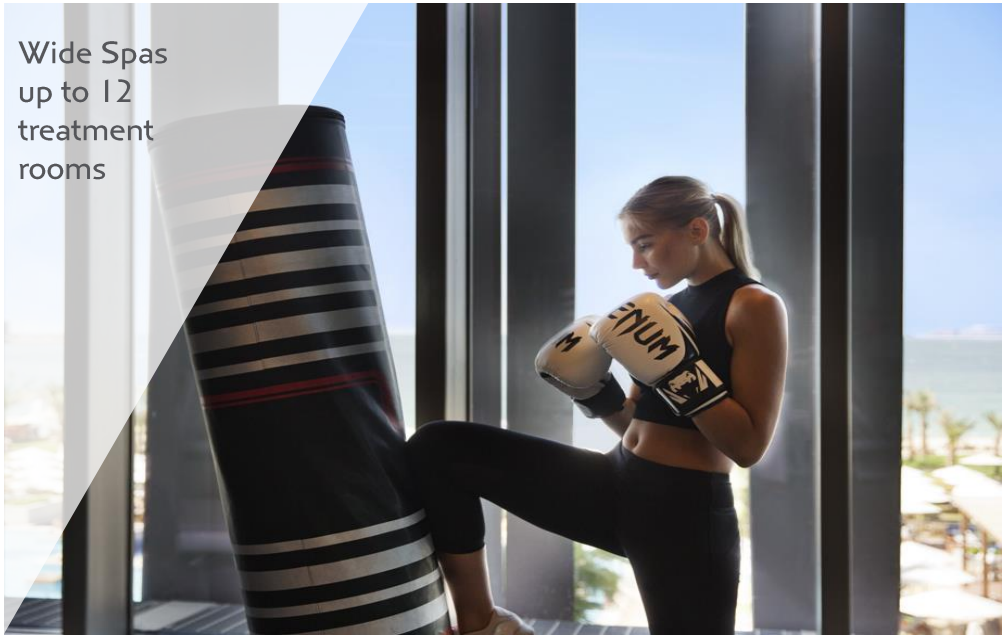
BESPOKE WELLBEING

RITUALS
RENEW
REVITALISE

Wellbeing is a way of life expressed throughout the Rixos experience. From our guest rooms & indulgent spa rituals, to improving fitness through our infinite sports programmes.

Each touchpoint makes certain our guests depart reconnected and rejuvenated.

Wide Spas
up to 12
treatment
rooms



GUSTATORY
PLENTIFUL
DELECTABLE

Turkish, local and international cuisine, served in an epicurean ambience to indulge our guests. A wide variety of concepts is on offer from high-end buffets to exquisite a-la-carte restaurants.

Bountiful buffet tables, unrivalled variety and exceptional quality are hallmarks of our passion for food.

Experience different food every day

RIXOS BRAND PROGRAMMES

The essentials

Through our professionally run brand programmes we embrace our vibrant atmosphere and offer our guests the very best in entertainment, artistic, edutainment, gastronomic, wellbeing and sporting activities.

CONCERTS & SHOWS

Live the experience
Live the Rixos Festivals

Concerts and shows are the most emblematic expression of the Professional Entertainment passion.

Renowned musicians, international DJ's, dancers, stage designers, sound and lighting experts come together to realise the most breath-taking performances.

RIXOS FESTIVALS

Live the experience
Live the Rixos Festivals

Deeply passionate about entertaining our guests, Rixos Festivals are organised to fit the many different tastes of our many different guests. A best practise in the Antalya region is May Fest: an extraordinary party week that is organised every year.

The festivities are spread over multiple locations at our hotels in the region, accessible to both hotel guests and (local) visitors. International artists perform the most incredible shows you have ever seen in a resort.

RIXY CLUB

Guaranteed fun for the little ones

Rixy club offers a privileged all-round experience for children, from 6 months to 17 years old. Making them feel special at every moment of their stay. Education meets entertainment so children can enjoy both meaningful and fun activities.

Enormous waterparks and playgrounds, cosy multimedia rooms, cinemas & special entertainment stages ensure kids' enjoyment, always under careful supervision of experts.

INFINITY BUFFET

Cornerstone of the Rixos F&B experience

In an elegant setting, guests can find a great variety of Turkish, local and international food of the highest quality.

The opening hours are flexible to accommodate the rhythm of each guest. Open kitchens offer live-cooking sessions, blending F&B with entertainment.

To enhance the experience, a health chef and a baby chef await to take care of all needs.

TURKISH BATH

Traditional Hammam

Rixos offers the best Turkish bath rituals.

Guests are cared for in a traditional decor with beautiful mosaics, where expert hands introduce them to a foam treatment and coarse peeling.

RIXOS BRAND PROGRAMMING BY EXPERIENCE

RIXOS RESORTS
ALL INCLUSIVE ▪ ALL EXCLUSIVE

BEACH, NATURE and URBAN Resorts.

CLUB PRIVÉ by RIXOS
Club Privé by Rixos offers a brand-new approach to luxury holidays: privacy and exclusivity with access to all services and experiences of the all-inclusive resort.

COMMON DNA
- Luxury resorts where holiday dreams come true
- Unrivalled choice of activities & state of the art facilities
- Cultural, artistic and educational experiences
- Exceptional quality and variety of dining options
- Rixy Kids Clubs for toddler to tweens

RIXOS RESORTS	RIXOS WORLD
Beach-front Location	Hotel and Theme/Aqua Park
Average hotel size: 434 keys	Average hotel size: 401 keys
Recommended room count: 300 – 750 keys	Recommended room count: 400 – 600 keys
Average room size: 40sqm +	Average room size: 40sqm +
TGFA/room: 150sqm +	TGFA/room: 100sqm +
Land required 6+ hectares	Land required 20+ hectares
F&B: All Inclusive only • 1 All Day Dining Restaurant • 3 – 7 restaurants a la carte (at least 1 Turkish & 1 local cuisine) • 3 or more bars • Lounge, disco and show stage	F&B: All Inclusive, B&B or HB • 1 All Day Dining restaurant • 3 – 5 restaurant partnerships • 1 or more bar
• Spa, Turkish Bath and Treatment Rooms • 2 or more swimming pools • Fitness Centre	• Spa, Turkish Bath and Treatment Rooms • 1 or more swimming pool • Large aqua park or theme park
Large Rixy Kids Club	Large Rixy Kids Club
Meeting spaces and ballroom	Retail

RIXOS WORLD
NATURAL ENTERTAINERS

Global entertainment expertise.

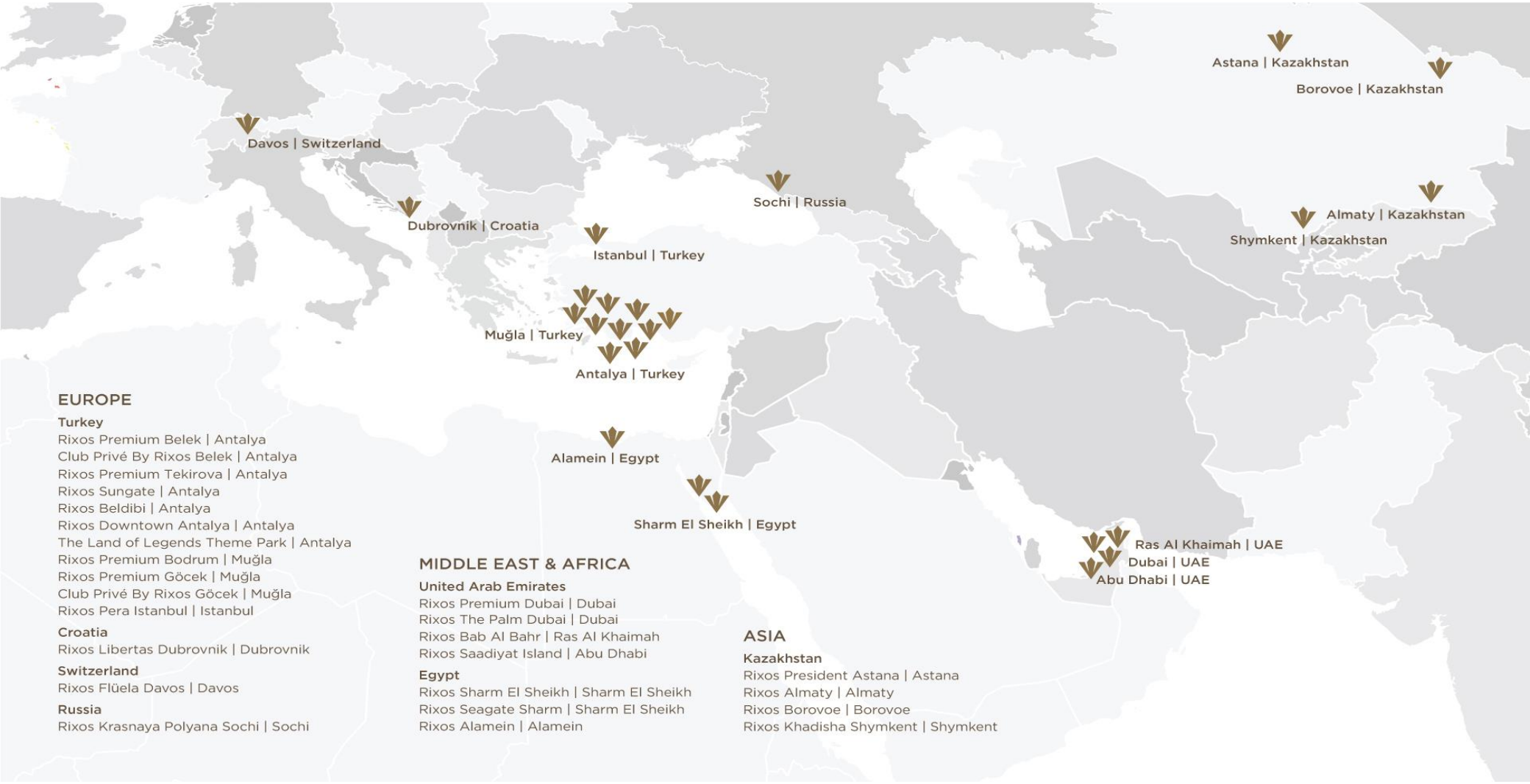
Rixos World is a unique world of entertainment where attractions, shopping and hospitality meet to offer exceptional dream experiences for the entire family.

- Rixos Hotel with signature Rixos offerings for families & friends
- World class entertainment with creative partnerships such as Franco Dragone
- Out of this world aqua park with water coaster, slides and rides
- Premier dining venues including global partnerships
- Shopping mall and retail

RIXOS NETWORK & PIPELINE

Rixos Resorts: 19 hotels with 7,935 rooms in network
& 1hotel with 104 rooms in pipeline

Rixos World: 1 hotel with 401 rooms in network



EUROPE

Turkey
Rixos Premium Belek | Antalya
Club Privé By Rixos Belek | Antalya
Rixos Premium Tekirova | Antalya
Rixos Sungate | Antalya
Rixos Beldibi | Antalya
Rixos Downtown Antalya | Antalya
The Land of Legends Theme Park | Antalya
Rixos Premium Bodrum | Muğla
Rixos Premium Göcek | Muğla
Club Privé By Rixos Göcek | Muğla
Rixos Pera Istanbul | Istanbul

Croatia
Rixos Libertas Dubrovnik | Dubrovnik

Switzerland
Rixos Flüela Davos | Davos

Russia
Rixos Krasnaya Polyana Sochi | Sochi

MIDDLE EAST & AFRICA

United Arab Emirates
Rixos Premium Dubai | Dubai
Rixos The Palm Dubai | Dubai
Rixos Bab Al Bahr | Ras Al Khaimah
Rixos Saadiyat Island | Abu Dhabi

Egypt
Rixos Sharm El Sheikh | Sharm El Sheikh
Rixos Seagate Sharm | Sharm El Sheikh
Rixos Alamein | Alamein

ASIA

Kazakhstan
Rixos President Astana | Astana
Rixos Almaty | Almaty
Rixos Borovoe | Borovoe
Rixos Khadisha Shymkent | Shymkent

Rixos Premium Belek

TURKEY
739 ROOMS

Rixos Premium Tekirova

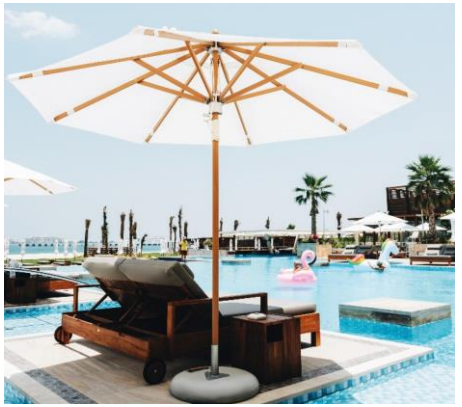
TURKEY
770 ROOMS

Rixos The Palm Dubai

UNITED ARAB EMIRATES
230 ROOMS

Rixos Premium Dubai JBR

UNITED ARAB EMIRATES
443 ROOMS



Rixos Libertas Dubrovnik

CROATIA
254 ROOMS

Rixos World

TURKEY
401 ROOMS

What Is Real Luxury?

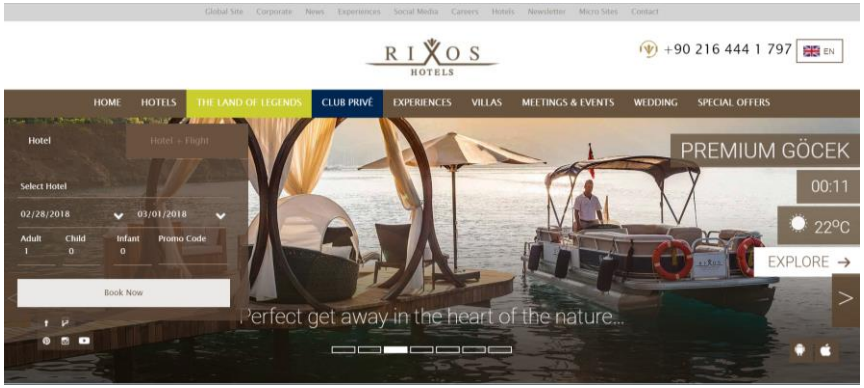
Rixos Hotels Redefines The Concept Of Luxury

By changing the concept of real luxury and giving new meaning to the holiday concept, Rixos Hotels provides a unique experience for its guests. Rixos Hotels, making every guest feel special with its attention to detail, offering an experiential holiday opportunity, Real Luxury.

The Luxury of Time. The Luxury of Family. The Luxury of Simple Pleasures. The Luxury of Time Together. The Luxury of the Outdoors. Real Luxury. Rixos Luxury.

RIXOS BRAND COMMUNICATIONS

A Powerful Website



More than 14 million visits, 4 languages supported

A Strong Digital Presence On Social Media Platforms

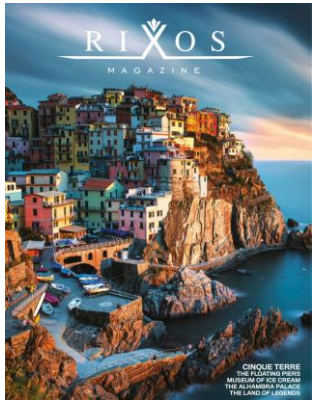
> 250,000 followers

> 25,000 followers

> 138,000 followers

> 1,800 subscribers

Rixos Magazine



4 editions a year, 35,000 printed copies

Award Winning Brand

2018 World Travel Awards

THE RIXOS GUEST ▪ THE LIFE ENJOYERS

8-10 DAYS

AVERAGE LENGTH OF STAY FOR INTERNATIONAL GUESTS

3-4 DAYS

AVERAGE LENGTH OF STAY FOR LOCAL GUESTS

2.1+P

AVERAGE # PERSONS PER ROOM

UP TO

3.3+P

DURING SUMMER

$370

AVERAGE REVENUE PER ROOM NIGHT IN UAE

$250

AVERAGE REVENUE PER ROOM NIGHT IN TURKEY

$375 MM

REVENUE GENERATED FOR FY 2017

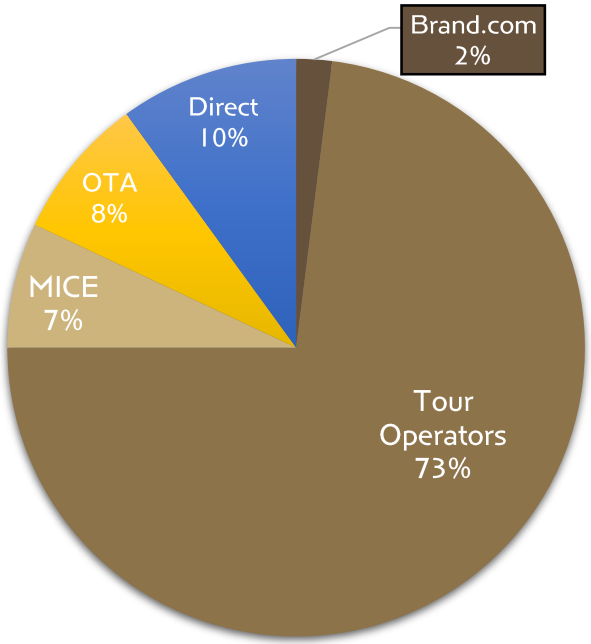
SOURCE MARKETS

RUSSIA & CIS COUNTRIES
WESTERN EUROPE MARKET
GCC COUNTRIES
LOCAL MARKET

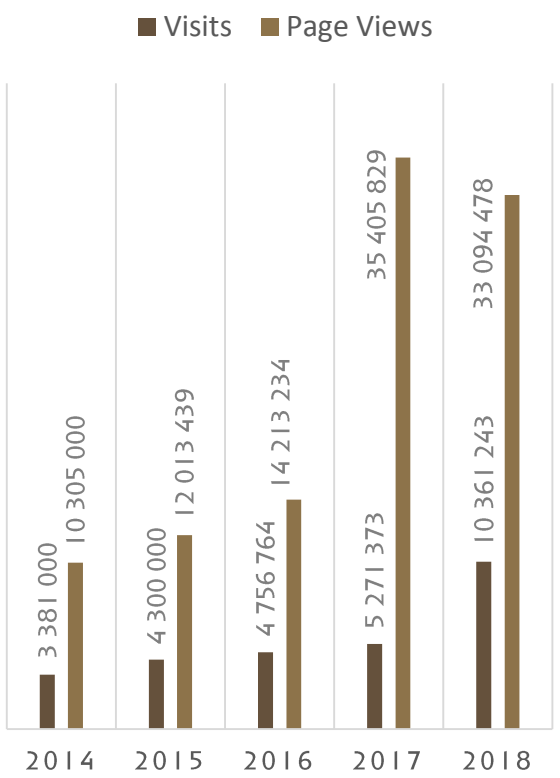
RIXOS DISTRIBUTION

Rixos brand reputation performance score of 89%

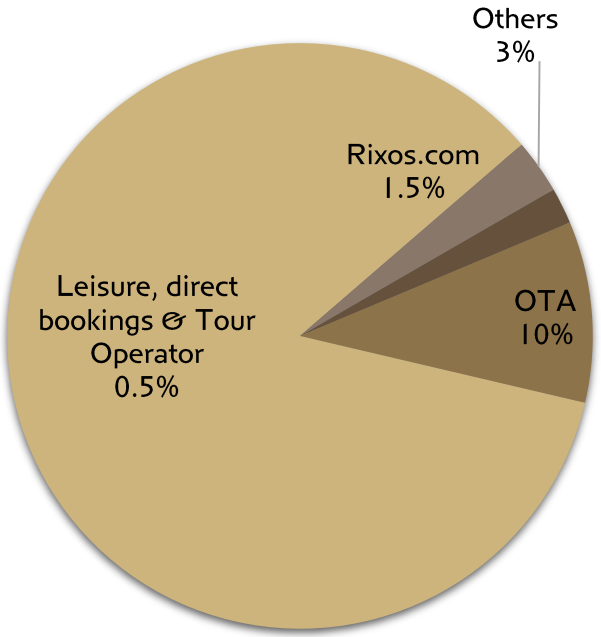
Market Analysis by Room Revenue



Yearly website statistics

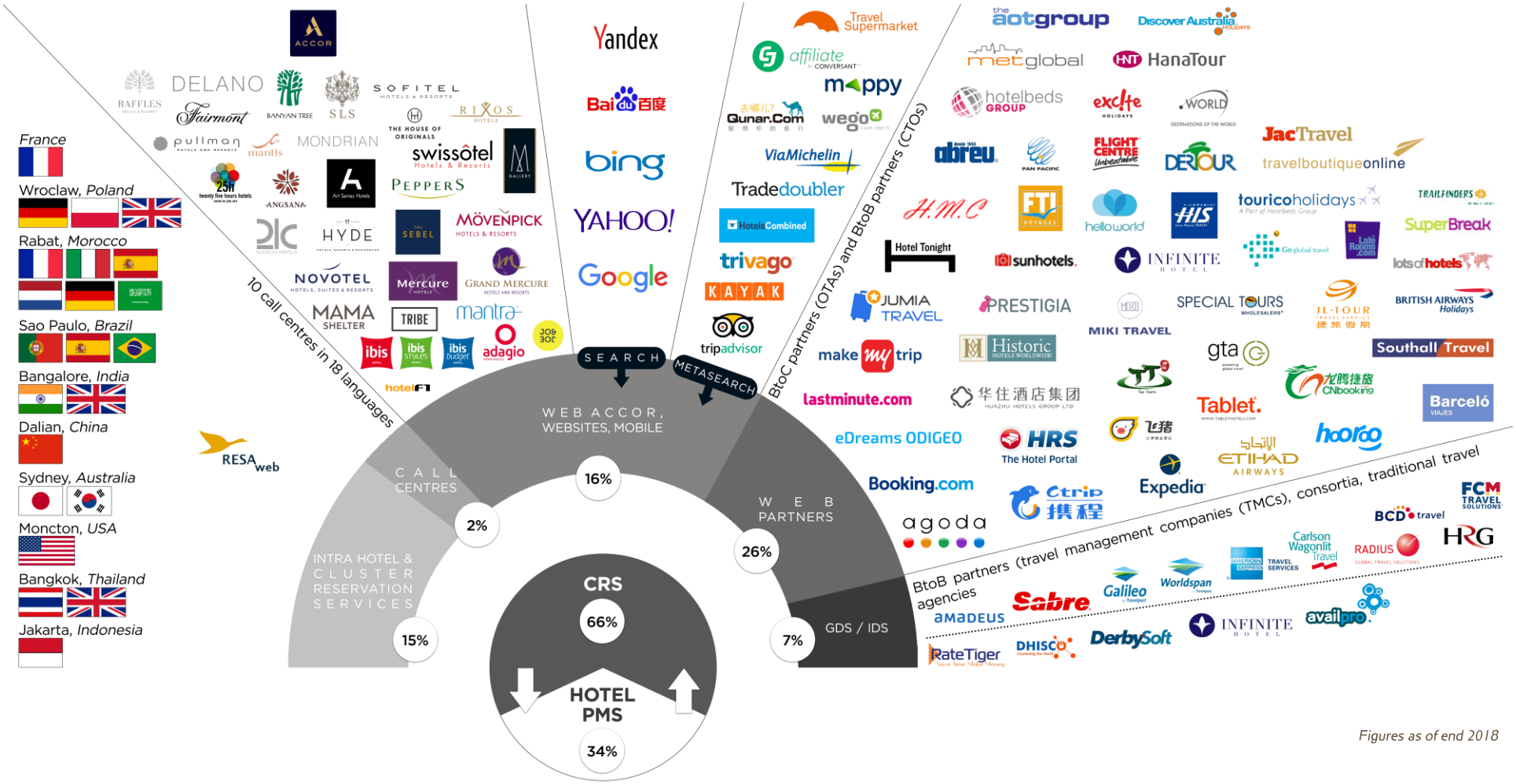


Rixos Brand Distribution



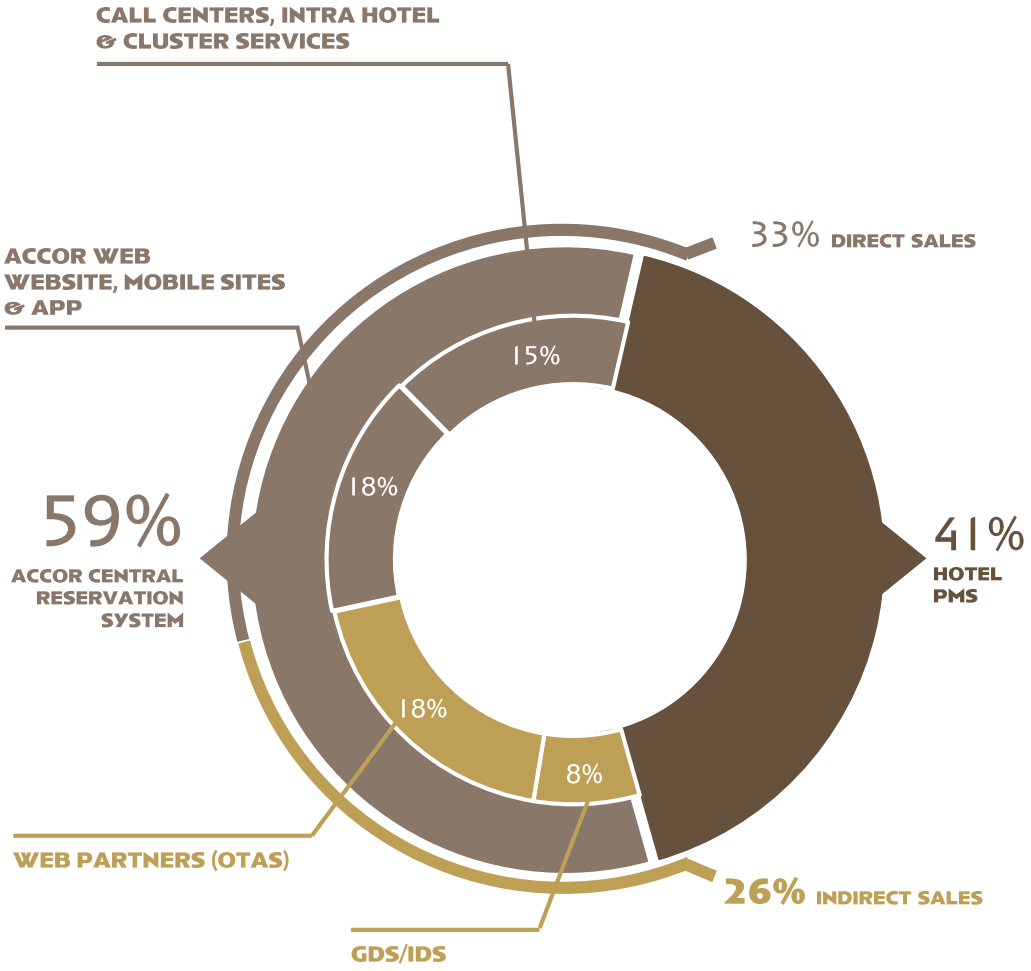
STRATEGIC PARTNERSHP WITH ACCOR

Offers > 110 Global Distribution Channels At Best Market Conditions



STRATEGIC PARTNERSHP WITH ACCOR

Distribution powered by Accor for Luxury & Premium Brands



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

36% WEB ACCOR & PARTNERS
ONLINE SALES FOR LUXURY & PREMIUM BRANDS

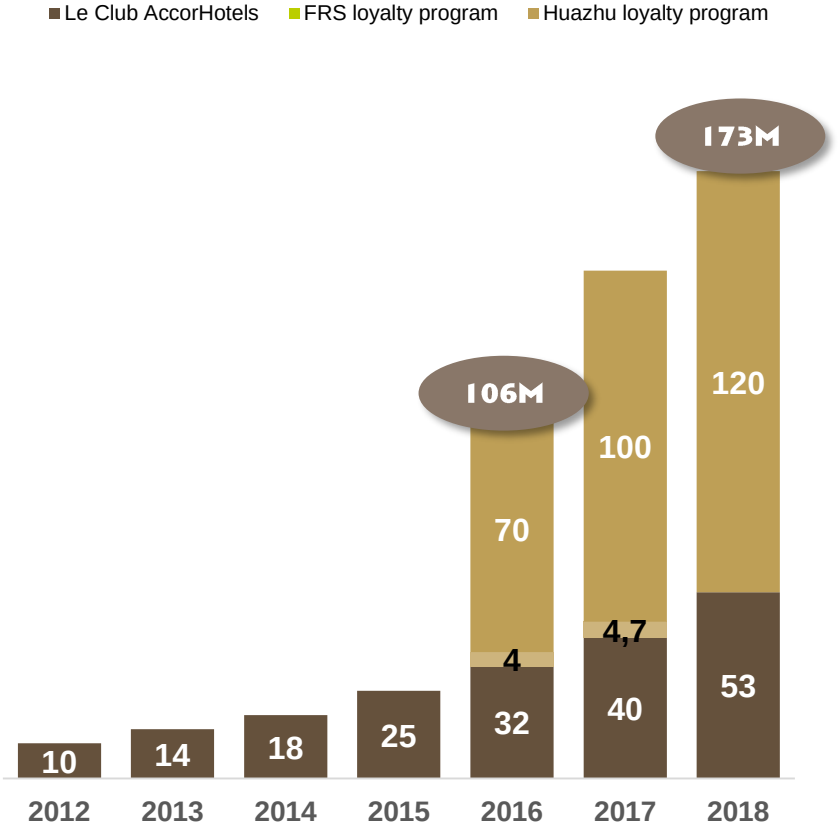
€1.786 MILLION ONLINE ROOM REVENUE
LUXURY & PREMIUM BRANDS

Figures as of end 2018. Distribution for Accor Luxury & Premium brands

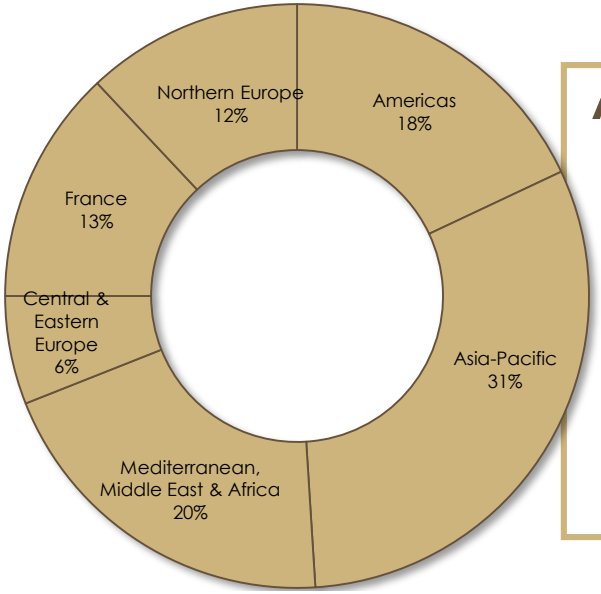
STRATEGIC PARTNERSHP WITH ACCOR

Accor owns the most international and fast growing loyalty program

Loyalty members - Worldwide



Guests' origin



A worldwide program:

20 brands

3,500 hotels in 100 countries

Free enrollment

100% web based program

Partnerships with large Airlines loyalty program: Skyteam, One World, Star Alliance…

>53 MILLION
MEMBERS WORLDWIDE

+27,700
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS REPRESENTS

34.6%

OF ALL ROOMNIGHTS

Figures as of end 2018

RIXOS