



# SLS

## *Sophistication with a playful wit*

SLS is the home of an extraordinary experience. Culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences. From giant metallic ducks to a curated in-room bar for "saints" and "sinners", no other luxury hotel can boast such a diversity, such richness, such a playful ambiance.

**slishotels.com**

SLS SOUTH BEACH MIAMI  
UNITED STATES OF AMERICA



*Always surprising · Playful wit · Elegant sophistication*

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FEBRUARY 2019

# SLS

LIFESTYLE - LUXURY  
INTERNATIONAL 5 STARS

# 82%

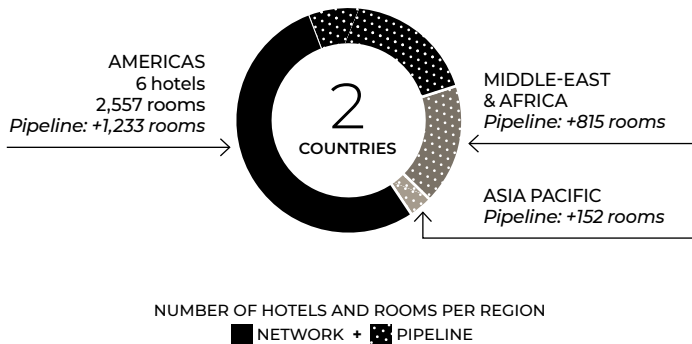
OF GUESTS CHARACTERISED THEIR STAY AT SLS AS "MEMORABLE"

## Network

6 HOTELS & 2,557 ROOMS

## Pipeline

11 HOTELS & 2,048 ROOMS



## Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

## Top 4 upcoming openings

SLS Cancun, Mexico (2019 - 65 keys)  
SLS Dubai, United Arab Emirates (2020 - 254 keys)  
SLS Washington D.C., United States of America (2021 - 175 keys)  
SLS Puerto Madero, Argentina (2019 - 58 keys)

## Top 3 unique selling propositions

### ICONIC DESIGN DESTINATION

Theatrical interiors, more than simply aesthetics, elegance and beauty  
Working in harmony with seamless operations  
Captivating guests' imagination



### SLS HOTEL PLUS BRANDED RESIDENCES FOR SALE LEVERAGES THE BRAND BUSINESS MODEL PROFITABILITY

Unique value proposition driving additional revenue & fees and brand premium  
Residential owners using hotel's paying services  
Ability to charge 20% premium because of delivering on the full circle experience - including sbe branded restaurants, nightlife, spa...



### THE sbe PLATFORM

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

## Key programs

**The SLS Elevator.** Every SLS hotel features a very iconic elevator design - walls are wrapped with iconic imagery of our friends and family, waiting in the elevator alongside you, to ensure you never feel alone while staying at SLS.

**The SLS entrance.** A red carpet arrival. Many of our SLS properties welcome guests in true Hollywood style, with an iconic red carpet leading the way from the valet to the entrance of the hotel.

**The SLS duck.** Many of our SLS properties are home to a giant metallic duck. The vision of Philippe Starck was to bring the playful spirit to life poolside at SLS with this iconic figure.

**The SLS desk\*\*\*.** At SLS, the rooms are designed with an unerring eye for luxury, but also with a particular objective in mind - to leave your work behind you when you get into bed at night. Desks at SLS are always situated behind the headboard to ensure a restful sleep and waking up with a clear mind.

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

## Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%  
(2) Based on market demand

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150-300	● 200-300
— Room average size <sup>(1)</sup> (sqm)	● 40-45	● 40-50+ balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 100-120	● 120-150
FOOD & BEVERAGE	1 3-meal restaurant 1 Signature restaurant 1 Signature bar 1 lounge <sup>(2)</sup>	
WELL BEING	Ciel Spa <sup>(2)</sup> Altitude Pool Fitness center	
MEETINGS, EVENTS & OTHERS	Meeting rooms <sup>(2)</sup> Ballroom <sup>(2)</sup>	

## Customer profile

BUSINESS	68%	32%	LEISURE
DOMESTIC	86%	14%	INTERNATIONAL

## Top 5 flagships to visit

BEVERLY HILLS  
UNITED STATES



SOUTH BEACH  
UNITED STATES



LAS VEGAS  
UNITED STATES



BRICKELL DOWNTOWN MIAMI  
UNITED STATES



BAHA MAR  
THE BAHAMAS



All figures as of end 2018