



Feel the pulse

A vivid cocktail of sophistication and style.
An audacious burst of local energy that is both
luxurious and playful.
An edge that sets the experience apart.
Fashionable and social, it's about being the place
to be and be seen, connecting the like-minded.

sofitel.com



Playful · Audacious · Rebellious · Energized

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

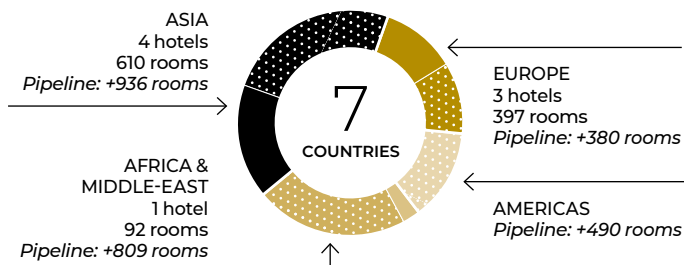
RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITELE LEGEND \ FAIRMONT \ SLS \ SO \ SOFITELE \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGallery \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

Network

8 HOTELS & 1,099 ROOMS

Pipeline

13 HOTELS & 2,615 ROOMS



NUMBER OF HOTELS AND ROOMS PER REGION
■ NETWORK + ■ PIPELINE

Development

New Built & Conversion

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

Upcoming properties

Dubai, United Arab Emirates, 188 rooms (2021)
Koh Samui, Thailand, 83 rooms (2021)
Kuala Lumpur, Malaysia, 213 rooms (2022)
Jakarta Mega Kunningan, Indonesia, 212 rooms (2021)
Havana, Cuba, 250 rooms (2019)

Top 3 unique selling propositions

THE RISING PLAYFUL LUXURY

Both luxurious & playful
best of both worlds in a surprising way
Avant-garde in design, sophisticated in feel
Local energy & vibrancy
"The place to be & be seen"
Booming portfolio with 20 hotels by 2023
triple-digit growth

X THE ONLY FASHION-LED HOTEL BRAND

Distinct fashion signature from a renowned designer for each address
High impact fashion items on guest perception
Positive impact on employee engagement

= THE ATTRACTIVE BUSINESS MODEL

Optimized hotel investment value
High perceived value for guests
High average room rate and brand premium
High PR value
Highly attractive for locals driving additional F&B revenue & bottom line

Key programs

Fashion. SO/ is an artistic vision brought to life by a celebrated name from the ever vibrant and expressive world of fashion. From internationally renowned names like Christian Lacroix (SO/ Bangkok) to Kenzo Takada (SO/ Mauritius) to Karl Lagerfeld (SO/ Singapore), each hotel is a fashion statement in its own rights; from unique hotel emblem to signature fashion collection (uniforms) to iconic art or decorative piece designed by the appointed Fashion Designer.

Playful Entertainment. SO/ is where locals and travellers meet in like-mindedness to experience the energy of 'the place', to be energized and entertained. At SO/, guests are thrilled with fashionable and social luxury experiences that capture the vivacity and vibe of the locale - the trendiest of local scene.

Avant-garde design. Every SO/ address is an avant-garde and masterpiece, embellished with vivid design elements, textures, colors and influences of the destination, giving each hotel a one-of-a-kind personality and style.

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	● 200-250	● 100-200
— Room average size ⁽¹⁾ (sqm)	● 40 and +	● 45 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 90-110	● 100-120
FOOD & BEVERAGE	1 Breakfast Restaurant (Colour Oven) 1 Destination Restaurant (Society) 1 Hi-SO Signature Rooftop Bar Beach Club for resort	
WELL BEING	SoSpa SoFit Swimming pool	
MEETINGS, EVENTS & OTHERS	Social Meetings & Events Ballroom ⁽²⁾ Business Centre available	Mixto Lobby Lounge Club Signature Kids Club ⁽²⁾

Customer profile

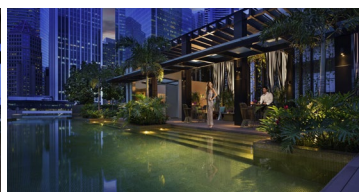
BUSINESS	23%	77%	LEISURE
DOMESTIC	23%	77%	INTERNATIONAL

Flagships to visit

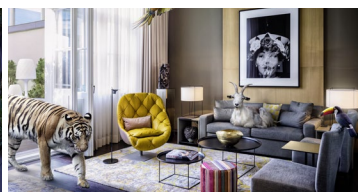
BANGKOK
THAILAND



SINGAPORE
SINGAPORE



BERLIN DAS STUE
GERMANY



HUA HIN
THAILAND

