A vibrant collection of hotels with a bold spirit that challenges and inspires

Some people can do innovative things. Some people are innovators. Inside our community, we share a common spirit. A spirit of constant innovation. The House of Originals has historic hotels, iconic even - but that is not what makes them one of us. They recognize their heritage alone is not enough. True originals don’t question once, they always question. We are this bold spirit. A community that challenges, learns and inspires. Not following fashions, but leading fashions. From nightlife, to design, culinary and mixology. For every hotel with this undying spirit and promise of originality.

Community • Unpretentious luxury
Culinary and mixology experience • Individuality
The House of Originals

Collections - Luxury International 5 Stars

Network

4 HOTELS & 733 ROOMS

Pipeline

5 HOTELS & 861 ROOMS

Top 3 unique selling propositions

INDIVIDUALITY MEETS COMMUNITY
A vibrant collection of hotels with a bold spirit that inspires – each property is unique, with deep roots within the city that it resides in. They do not follow trends. They are original in all that they do. The properties in The House of Originals are not buying into a corporation but instead a community - a network. A group that learn from each other. That inspire each other.

+ UNPRETENTIOUS LUXURY
A sense of luxury that never takes itself too seriously. No need to conform to the norms of the hospitality industry.

+ 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

Personality
Inside our community, we share a spirit of constant innovation. True originals don’t question once, they always question. We are this bold spirit. There is creativity in more than our physical buildings, it is in our conversation, in the music we play and in the experience we offer.

Outgoing
We lead our guests and make them feel comfortable, we are proactive in how we serve and make the atmosphere. You should feel glamorous when interacting with us.

Architecture
We have historic hotels, hotels with great history that are icons in their city but we recognise that is not enough. We strive to be leading where contemporary culture is going.

Unique Art & Design
We believe that it’s easier to innovate as a group – we want to explore new avenues, new opportunities and push boundaries. We do this to an unprecedented extent, through like-minded partners, we inspire each other and push each other to do more. Oversized chess pieces, lip chairs, oversized vases and more.

The Best Lounge Atmosphere
Our hotels are still world-class during the day, but they are unsurpassable in the evening when our true personality shines.

Upcoming openings

Paris, France, 56 rooms (2020)
Detroit, U.S.A., 100 rooms, 70 units (2020)
Dubai, U.A.E., 162 rooms (2020)
Doha, Qatar, 225 rooms (2020)
Downtown LA, U.S.A., 170 rooms (2023)

Development

New Built & Conversion

<table>
<thead>
<tr>
<th>PRIME LOCATIONS</th>
<th>SECONDARY LOCATIONS</th>
<th>AIRPORTS SUBURBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPITALS, KEY CITIES &amp; RESORT DESTINATIONS</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>MAJOR DOMESTIC DESTINATIONS</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>OTHER CITIES &amp; ATTRACTIVE TOURISTIC DESTINATIONS</td>
<td></td>
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Programming

<table>
<thead>
<tr>
<th>ROOMS</th>
<th>URBAN</th>
<th>RESORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of rooms</td>
<td>100-150</td>
<td>100-150</td>
</tr>
<tr>
<td>Room average size (sqm)</td>
<td>28-36</td>
<td>30-40 + balcony</td>
</tr>
<tr>
<td>Total Gross Floor Area (sqm)</td>
<td>65-100</td>
<td>72-110</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 (2)
Pool (3)
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 10-15%
(2) Based on market demand

Customer profile

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>30%</th>
<th>70%</th>
<th>LEISURE</th>
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</thead>
<tbody>
<tr>
<td>DOMESTIC</td>
<td>35%</td>
<td>65%</td>
<td>INTERNATIONAL</td>
</tr>
</tbody>
</table>

Flagships to visit

<table>
<thead>
<tr>
<th>10 KARAKOY, ISTANBUL</th>
<th>SANDERSON</th>
<th>SHORE CLUB</th>
<th>ST MARTINS LANE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TURKEY</td>
<td>U.K.</td>
<td>U.S.A.</td>
<td>U.K.</td>
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All figures as of end June 2020