

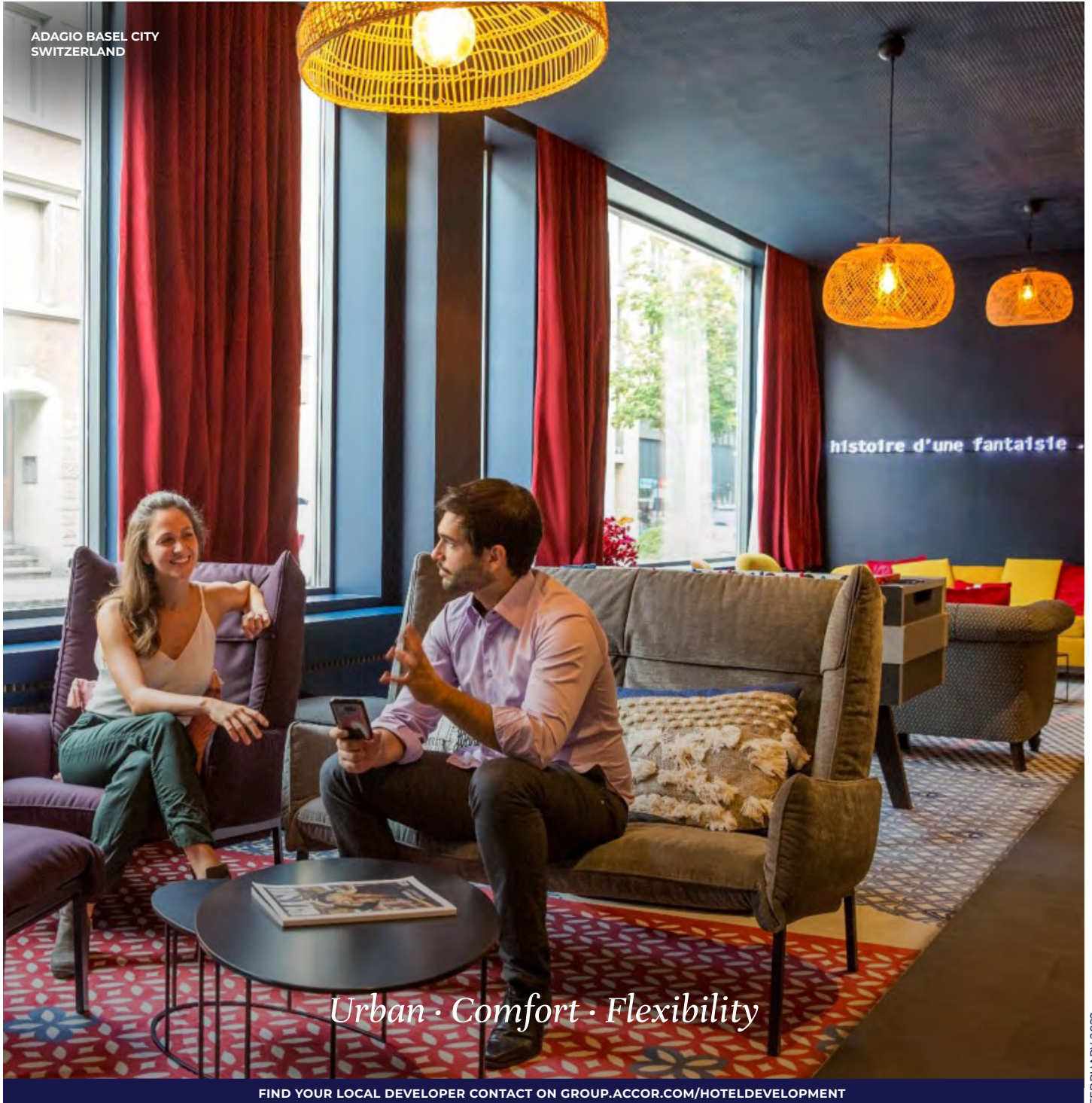


## The services of hotels, the freedom of apartment

How do you stay away from home and enjoy real at-home comfort while discovering a new city?

Adagio Aparthotels offer functional apartments with the advantage of dedicated hotel services and natural hospitality. Located in the heart of cities, over 100 addresses in the world, the brand has three product ranges: Adagio, Adagio access and Adagio premium.

[adagio-city.com](http://adagio-city.com)



FEBRUARY 2022

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS  
ONFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÖTEL \ ANGSANA \ MÖVENPICK  
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS  
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELFI  
ENNISMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS  
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

## Global footprint of 151 aparthotels OPEN + PIPELINE

NETWORK → 122 APARTHOTELS 13,795 APARTMENTS    PIPELINE → 29 APARTHOTELS 5,186 APARTMENTS

| 13 COUNTRIES                | APARTHOTELS NETWORK | APARTMENTS NETWORK + PIPELINE |              |
|-----------------------------|---------------------|-------------------------------|--------------|
| South America               | 5                   | 6%                            | 541          |
| Northern Europe             | 25                  | 26%                           | 2,972 +3,344 |
| Southern Europe             | 83                  | 51%                           | 8,850 +341   |
| India, Middle East & Africa | 9                   | 17%                           | 1,432 +1,501 |

## Development

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

### NEW BUILT PREFERRED & CONVERSION

## Latest & upcoming openings

Dubai The Palm, U.A.E. - 163 apartments (Premium, May 2021)  
Doha C-Ring Road, Qatar - 153 apartments (Oct. 2021)  
Sochi Dagaumis, Russia - 458 apartments (May 2022)  
Glasgow Custom House, U.K. - 162 apartments (May 2022)  
Hamburg Muehlendamm, Germany - 148 apartments (May 2022)  
Abidjan Marcory, Ivory Coast - 110 apartments (Aug. 2022)

## Top 3 unique selling propositions

### N°1 EXTENDED STAY BRAND IN EUROPE

Global network of 122 aparthotels and +13,500 apartments.

Growing demand from guests for flexible & autonomous product, meeting business and leisure travellers' expectations.

Still strong potential in Europe for this product.

### X HIGH PROFITABLE BUSINESS MODEL

Longer average length of stay which maximizes occupancy in low demand periods and optimizes average room rates.

Reduced operational costs with less cleaning fees.

High profitability with GOP > 60%.

### = INTELLIGENT INVESTMENT

Reduced construction costs with limited back of house spaces and public areas.

Only brand on heavy asset model with 20-25 years leases.

Extended stay model is the least volatile in case of economic downturns.

Easy conversion model to residential (limited risk).

## Key programs

### Product

Modular functionality of apartments: they are equipped with modular furniture to create a larger living area while offering superior comfort.

### Adagio's long-stay expertise

Revenue management and a pricing offer specific to short, medium and long stays to optimise aparthotel performance.

### New common areas concept

New common areas offering new functionality to create a warmly welcoming, convivial atmosphere that encourages interaction between customers and staff.

### New generation of apartments

A subtle mix of elegant, grand design and industrial codes with a decorative touch that ties in with the local area.

A redesigned open-plan kitchen that creates an even more convivial space.

## Programming

| ROOMS                           | URBAN  |
|---------------------------------|--|
| — Average number of rooms       | 80-200   |
| — Room average size* (sqm)      | 25-35  |
| — Total Gross Floor Area* (sqm) | 44   |
| FOOD & BEVERAGE                 | Breakfast room<br>No restaurant<br>but vending machine     |
| WELL-BEING                      | Fitness center (25 sqm min.)<br>No swimming pool<br>No spa |
| MEETINGS, EVENTS & OTHERS       | Web or City corner   |

\* For Midscale AAA Ultra City Center, Historic Conversion, the room size and areas can go down by 15-20%.

## Customer profile

|          |     |     |               |
|----------|-----|-----|---------------|
| BUSINESS | 60% | 40% | LEISURE       |
| DOMESTIC | 53% | 47% | INTERNATIONAL |

## Operating mode

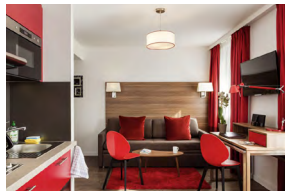
|         |                  |                   |
|---------|------------------|-------------------|
| NETWORK | 14%<br>FRANCHISE | 86%<br>MANAGEMENT |
|---------|------------------|-------------------|

## Top 5 flagships to visit

PARIS BERCY VILLAGE  
FRANCE



PARIS COURBEVOIE  
FRANCE



KÖLN CITY  
GERMANY



EDINBURGH ROYAL MILE  
U.K.



LIVERPOOL CITY CENTRE  
U.K.

