HYDE Brand Story

A decade ago, HYDE Lounge was perhaps the hottest ticket on the planet. No matter which side of the velvet rope patrons (or aspiring patrons) were on, everyone could agree that something very special was happening - and they wanted to be a part of it.

With HYDE Hotels, a cult brand is opening its doors and inviting its followers to enjoy a new kind of hospitality. It is a broad invitation, speaking not only to those who visited the club in reality but also those who heard of it, read about it, and dreamed of it.

As HYDE translates the magic of its brand into a global hotel concept, it will offer a similar discovery and build a community of those in-the-know. There is an opportunity here to change the game, yet again, with a powerful new vision for HYDE Hotels, Resorts & Residences.
WHAT PROPELLED HYDE LOUNGE TO THIS UNIQUE PLACE IN THE CULTURE? WHAT IS THE MAGIC OF HYDE?

Hyde Lounge may have seemed exclusive, but to its regulars, it was a warm and welcoming haven—a hub for like-minded people, and a home away from home. It was a place of nightlife adventure.
Brand Overview

This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and adventure of connection.

HYDE is a balance of an unexpected home away from home playful boldness and the comfortable aesthetic.

Motto
A Heady House of Seduction & Comfort

Mission
This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and adventure of connection.

Core Values
Community
Homey
Local

Design Style
HYDE is a balance of an unexpected home away from home playful boldness and the comfortable aesthetic.

Signatures
The HYDE Host
Eclectic Living Room
Endless Sofa
Garden of Eden
Hyde Away

Mission
This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and adventure of connection.

Straplines
‘A Tribe called HYDE’
‘Anything can Happen’
‘Welcome Home’
‘In The Know’

Design Principles
Unexpected & Layered
Bold with Attitude
Seductive & Artful

Comp. Set
ACE
THE STANDARD TRIBUTE
JOIE DE VIVRE
CANOPY
VOCO / INDIGO

Established
2005
Hyde has seven brand truths. These truths not only describe Hyde Lounge; they are the enduring principles that define the Hyde brand.

They will inform every touchpoint of the guest experience at Hyde Hotels, from F&B to cultural programming, in-room amenities to interior design, and beyond.

The faithful realization of these truths will ensure that Hyde Hotels leverages the tremendous equity of its name—and it will allow it to capture the magic that made Hyde Lounge so iconic.

7 Brand Truths
An Eclectic Living Room

Inspired by the good natured, wholesome hospitality of the 1950s and '60s, the café is infused with a retro touch. A light color palette and curved corners enhance a casual atmosphere, providing a counterbalance to the intimate and moody lobby.
Through strategic collaborations and unassuming service concepts, every touchpoint of the Hyde Hotel experience offers an opportunity to delight and inspire guests in a way that only Hyde can.

Also, in keeping with Hyde’s innovative and far-reaching success with vertical integration, these amenities would all be available for purchase, offering guests the opportunity to bring their favorite elements of the Hyde experience home with them.
Through strategic collaborations and unassuming service concepts, every touchpoint of the Hyde Hotel experience offers an opportunity to delight and inspire guests in a way that only Hyde can.

Also, in keeping with Hyde’s innovative and far-reaching success with vertical integration, these amenities would all be available for purchase, offering guests the opportunity to bring their favorite elements of the Hyde experience home with them.
HYDE Design Story

Exuding a subtle sense of mystery and seduction, balanced with nostalgic glamour and a clean, modern sensibility - HYDE is a balance of playful boldness and the comfortable aesthetic of a home away from home.

A Heady House of Seduction & Comfort
DESIGN PHILOSOPHY
‘A Heady House of Seduction & Comfort.’

DESIGN PRINCIPLES
UNEXPECTED  LAYERED  ATTITUDE  ARTFUL  SEDUCTIVE  BOLD

DESIGN SIGNATURES
The HYDE

Look & Feel
A strong day-to-night transformation is key to the HYDE ambience and atmosphere

Warm timbers, vintage leathers, eclectic styling & comfy furniture, create a homey, comfortable HYDE aesthetic
DESIGN COLLABORATORS

DESIGN AGENCY
TRISTAN PLESSIS
SUNDUKOYV SISTERS
AOMA ESTUDIO
ROCKWELL GROUP
Everything You Need
Nothing You Don’t
PROGRAMMING

With our diverse portfolio of Hotels, Residences, Restaurants, and Nightlife, we will work with you to maximize the potential of your development. And we will oversee every facet of the operation to ensure a return on investment that continues to grow throughout our partnership.

*OR an Ennismore Restaurant & Bar concept appropriate to market

**

Hotels
HYDE

Residences
HYDE LIVING

Spa
CIEL

Restaurants
Cleo
Fi’lia
Leynia
Diez y Seis
Bottega di Carna

Nightlife & Day Clubs
HYDE BEACH
Privilege

Mixology & Lounges
Hudson Tavern
Perq Café
18 Hours
## DEVELOPMENT BRAND CRITERIA

### URBAN

<table>
<thead>
<tr>
<th></th>
<th>EUROPE</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>150 and + keys</td>
<td>150 - 300 keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>20 - 28 m²</td>
<td>24 - 32 m²</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>50 - 60m²</td>
<td>60 - 70 m²</td>
</tr>
</tbody>
</table>

### RESORT

<table>
<thead>
<tr>
<th></th>
<th>EUROPÉ</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>120 and + keys</td>
<td>100 – 300 keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>28 – 40 m² + balcony</td>
<td></td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>60 - 80m²</td>
<td>80 – 110 m²</td>
</tr>
</tbody>
</table>

### FOOD & BEVERAGE
- 1 Ennismore Lifestyle F&B outlet
- 1 Bar / Lounge
- 1 Destination 3 meal restaurant

### WELLBEING
- Ciel Spa (on market demand)
- HYDE Pool (highly preferable)
- *Resort to have 2 pools, (1x Family 1x HYDE Beach Club)*
- Fitness Center (on market demand)

### MEETINGS
- Meeting rooms (on market demand)
- Ballroom (on market demand)

### PRIME LOCATIONS
- CAPITALS
  - KEY CITIES & RESORT DESTINATIONS
  - MAJOR DOMESTIC DESTINATIONS
- OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS

### SECONDARY LOCATIONS

### AIRPORTS SUBURBS

### URBAN LOCATIONS
- PRIME
- SECONDARY
- AIRPORTS

### RESORT LOCATIONS
- PRIME
- SECONDARY
- AIRPORTS
## THE HYDE FOOTPRINT & PIPELINE

<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>460 keys</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 hotels</td>
</tr>
<tr>
<td>OPERATING NETWORK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>460 keys</td>
<td>2 hotels</td>
<td></td>
<td></td>
<td>460 keys</td>
</tr>
<tr>
<td>2 hotels</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMITTED PIPELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>276 keys</td>
</tr>
<tr>
<td>1 hotel</td>
</tr>
<tr>
<td>150 keys</td>
</tr>
<tr>
<td>1 hotel</td>
</tr>
<tr>
<td>277 keys</td>
</tr>
<tr>
<td>1 hotel</td>
</tr>
<tr>
<td>230 keys</td>
</tr>
<tr>
<td>1 hotel</td>
</tr>
<tr>
<td>933 keys</td>
</tr>
<tr>
<td>4 hotels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOI PIPELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 keys</td>
</tr>
<tr>
<td>1 hotel</td>
</tr>
<tr>
<td>1,052 keys</td>
</tr>
<tr>
<td>3 hotels</td>
</tr>
<tr>
<td>520 keys</td>
</tr>
<tr>
<td>2 hotel</td>
</tr>
<tr>
<td>1,662 keys</td>
</tr>
<tr>
<td>6 hotels</td>
</tr>
</tbody>
</table>
HYDE DUBAI, BUSINESS BAY, UAE

F+B Outlets: (5) Cleo, Perq Café, Katsuya, Hudson Tavern, HYDE Pool Bar
Amenities: Ballroom, Meeting Rooms, Spa
ID Designer: CQS (Milan), Tristan Du Plessis (South Africa)

Keys: 267
Room size: 36m²

Opening Q4 2021
HYDE MAZATLAN, MEXICO

F&B Outlets: (4) All Day Dining, Lobby Bar / Lounge, Pool Bar & Grill, Spec Bar
Amenities: Event Space, Spa w/ 6 treatment rooms, Fitness, Kid’s Club
ID Designer: AoMA Estudio

Keys: 150 & 50 BR
Room size: 29 – 31 m²

Opening Q4 2023
HYDE LIVING LACAMPUS MUNICH AIRPORT, GERMANY

F+B Outlets: (4) All Day Dining, Bar, Hyde Away, Lobby Lounge + Breakfast offer
Amenities: Fitness Center
ID Designer: JOY Design

Keys: 230
Room size: 21.5 - 33 m²
Opening: Q4 2024
HYDE HOI AN, VIETNAM

F+B Outlets: (4) Hyde Beach Club, Perq Café, Hyde Kitchen & Cocktails, Hyde Lounge
Amenities: 2 meeting rooms, Function Space
ID Designer: Elenberg Fraser

Keys: 277 + 247 BR
Apartment size: 115 m² + 27m² terrace

Opening Q4 2024