



HYDE

WHY INVEST IN HYDE

ACCOR GLOBAL DEV

Q1 2021

MISSION STATEMENT

A global tribe of individuals, partners and progressives, devoted to creating extraordinary experiences for our community throughout our proprietary brands—**we are sbe.**

Visionaries at the forefront of hospitality, cuisine, design, residences and entertainment, our lifestyle moments are forged with highly-curated and passionate service. We are committed to **authenticity, sophistication, mastery and innovation.**

Our stage is the world. Our time is now.



We are **THE** leading
Global Hospitality Company
That Offers a Complete
Full Circle Lifestyle Experience

FULL CIRCLE LIFESTYLE EXPERIENCE

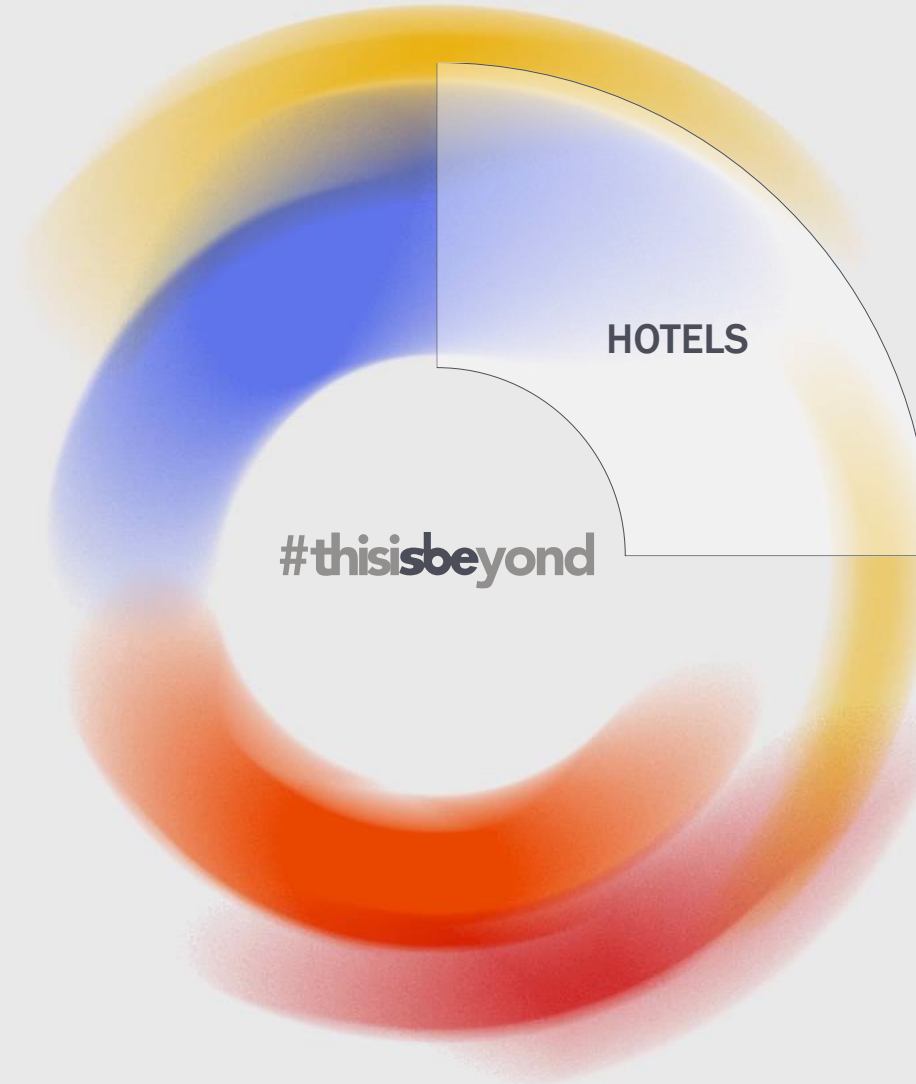
GLOBAL

SLS

DELANO

MONDRIAN

HYDE



THE HOUSE OF
ORIGINALS

SANDERSON

SHORE CLUB

ST MARTINS LANE

10 KARAKÖY



TEMPLE
DETROIT

HUDSON

The Redbury ^{sbc}

FULL CIRCLE LIFESTYLE EXPERIENCE

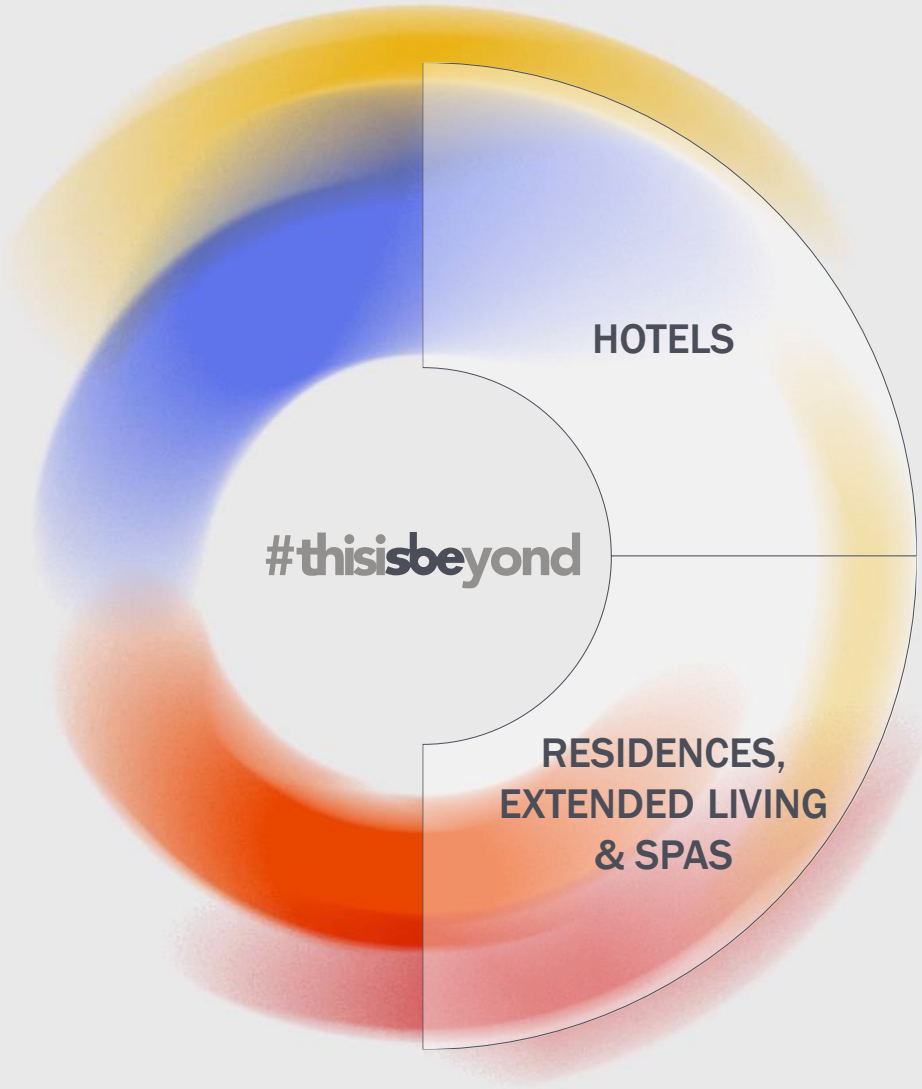
RESIDENCES

SLS

DELANO

MONDRIAN

HYDE



EXTENDED LIVING

MONDRIAN

HYDE

SPA

CIEL SPA

FULL CIRCLE LIFESTYLE EXPERIENCE

GLOBAL BRANDS

THE BAZAAR

BOTTEGA

DI

carna

carna **Cleo**
MEDITERRÁNEO

ELLAMIA

fi'lia

KATSUYA

Leynla

THE ORIGINALS by **sbe**

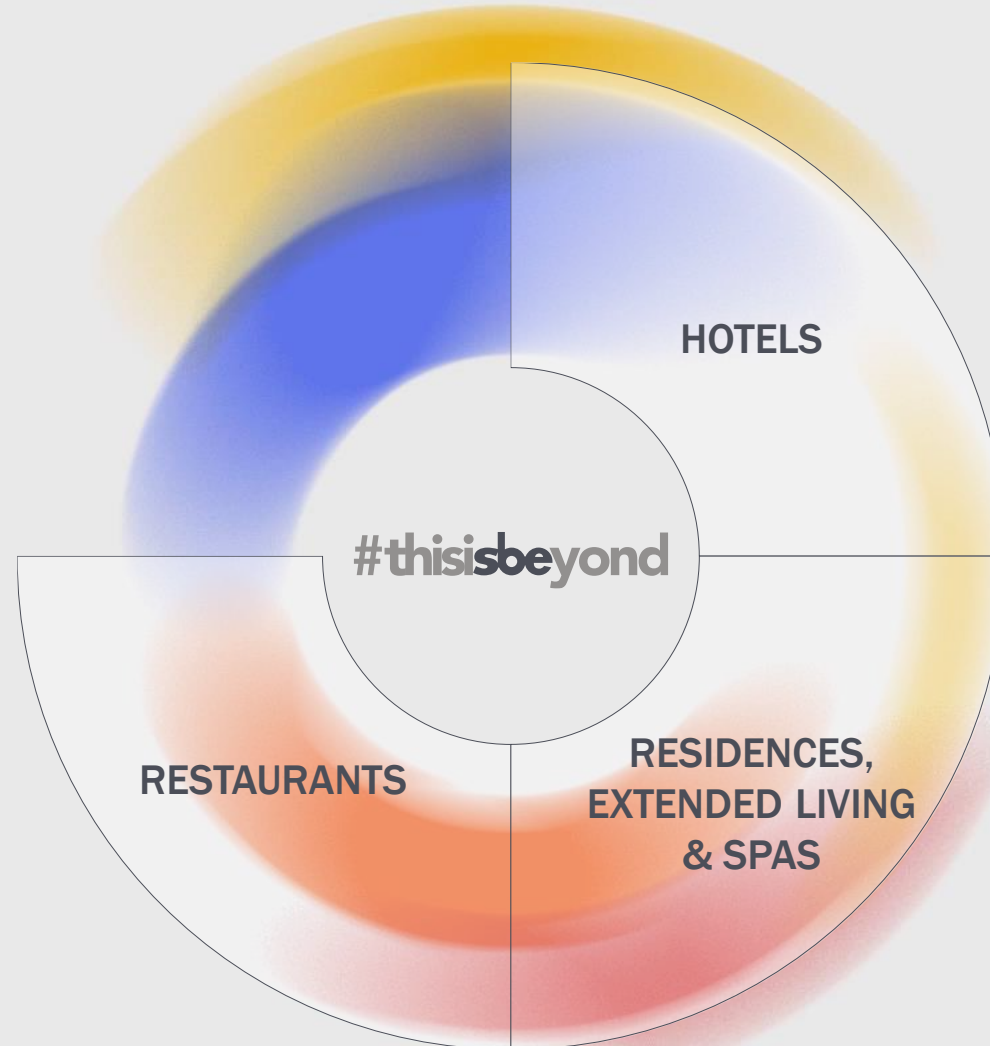
ALTITUDE
POOL & LOUNGE

DiEZ
SEIS
by sbe

Hudson Tavern
●●●●●

TRES

WALIMA

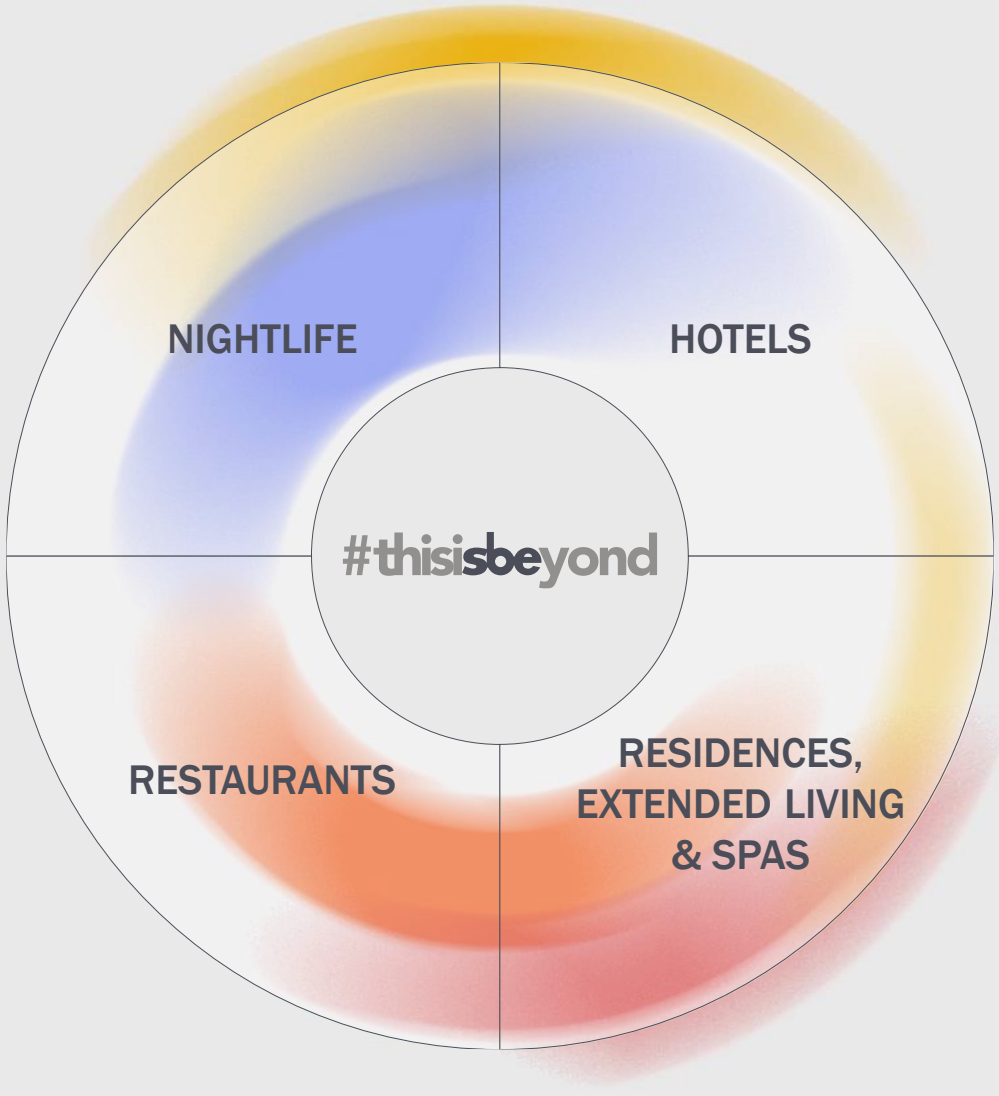


FULL CIRCLE LIFESTYLE EXPERIENCE

MIXOLOGY & LOUNGES



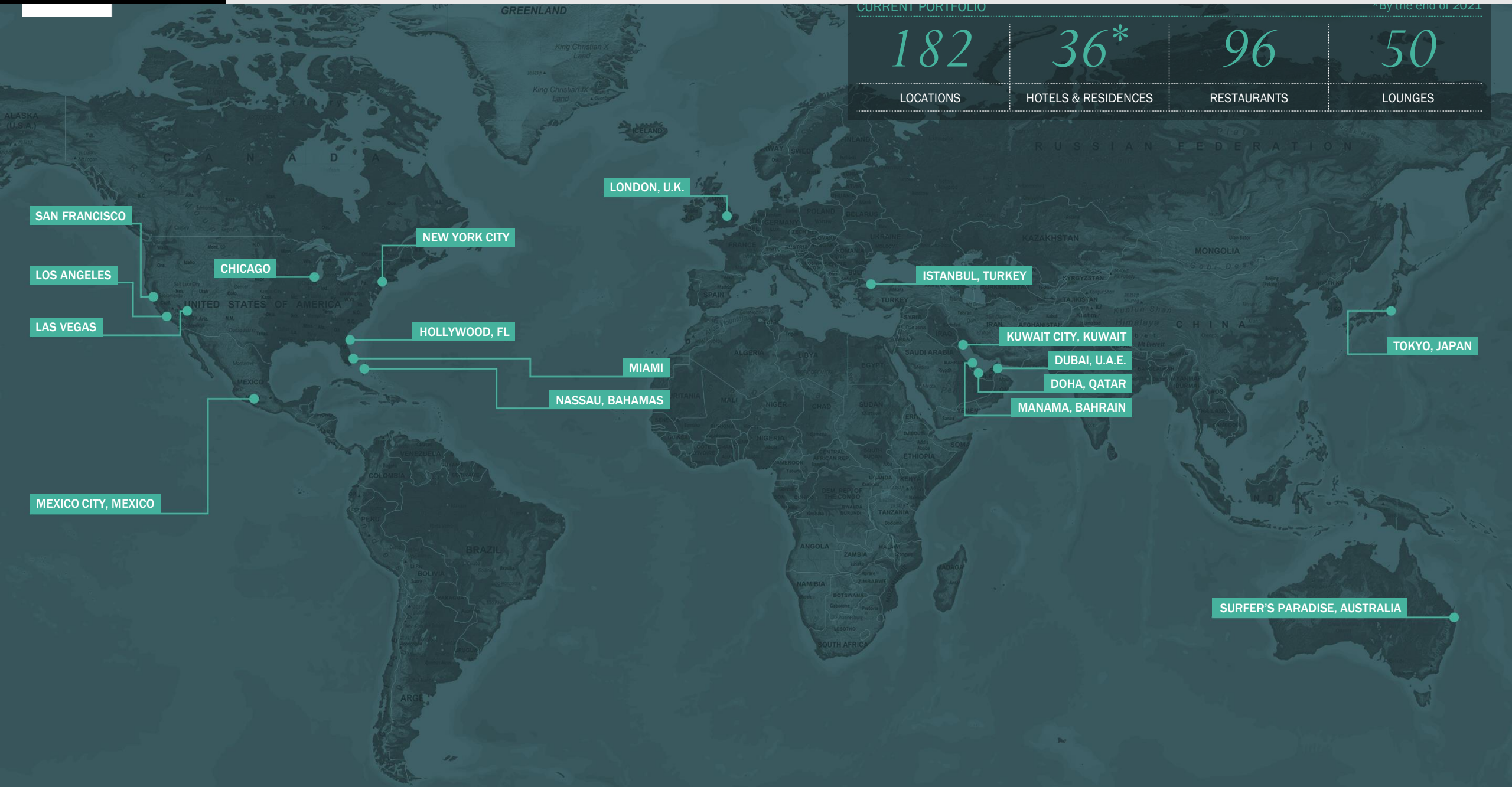
NIGHTLIFE & DAY CLUBS



CURRENT PORTFOLIO

182	36*	96	50
LOCATIONS	HOTELS & RESIDENCES	RESTAURANTS	LOUNGES

*By the end of 2021



SAN FRANCISCO

LOS ANGELES

LAS VEGAS

CHICAGO

NEW YORK CITY

HOLLYWOOD, FL

MIAMI

NASSAU, BAHAMAS

MEXICO CITY, MEXICO

LONDON, U.K.

ISTANBUL, TURKEY

KUWAIT CITY, KUWAIT

DUBAI, U.A.E.

DOHA, QATAR

MANAMA, BAHRAIN

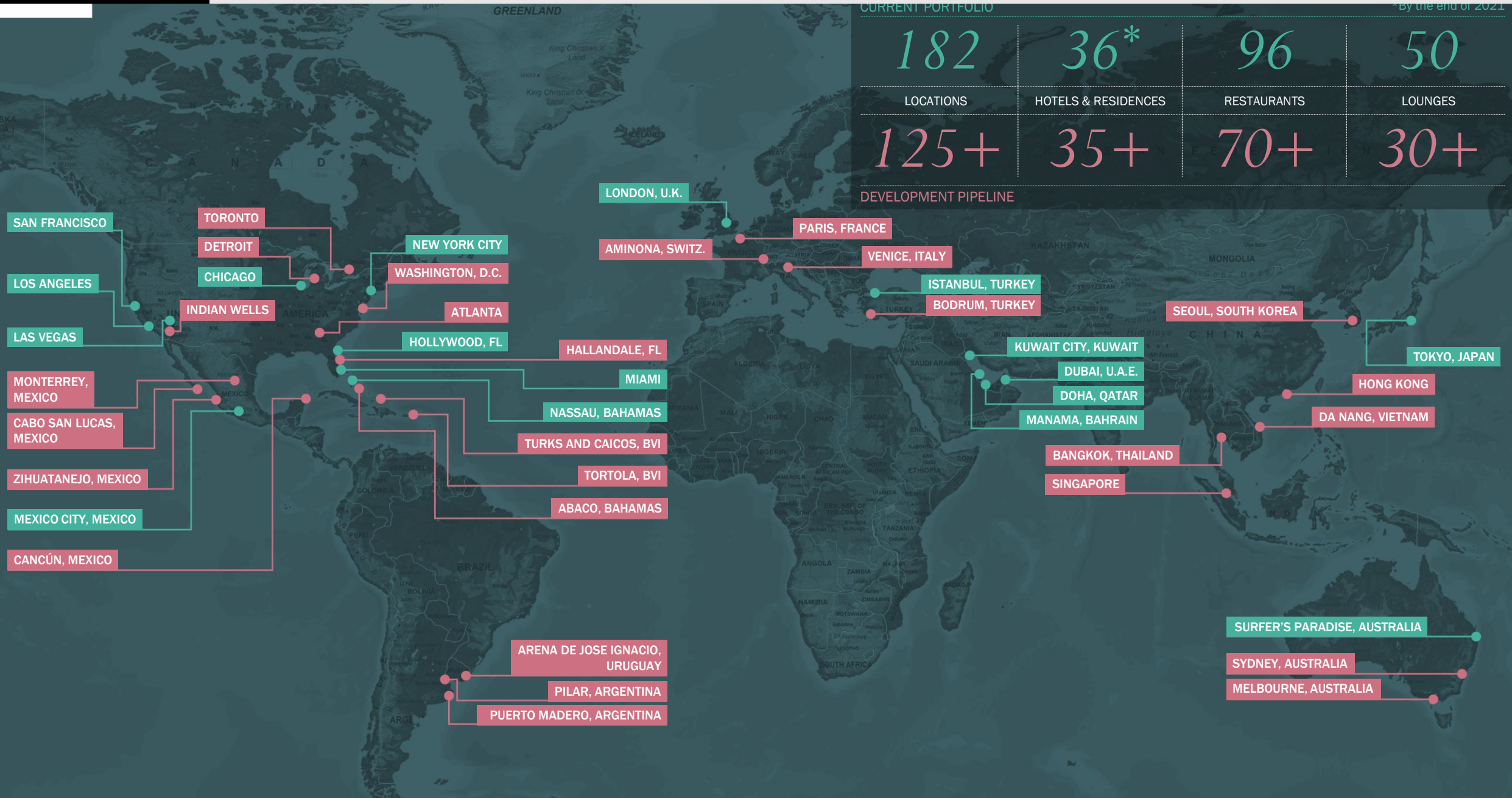
TOKYO, JAPAN

SURFER'S PARADISE, AUSTRALIA

CURRENT PORTFOLIO

182	36*	96	50
LOCATIONS	HOTELS & RESIDENCES	RESTAURANTS	LOUNGES
125+	35+	70+	30+

DEVELOPMENT PIPELINE



EST.  2005

HYDE

[Play Brand Video](#)[View Brand Book](#)

HOTELS, RESORTS & RESIDENCES

THE MISSION

Hyde Hotels, Resorts & Residences are intuitively dialed into the desires of the in-the-know; their interests, aspirations and tastes. This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and the adventure of connection. Hyde is more than a brand, it's a state of mind.

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 similarly magical experience, grounded in the spirit of discovery and building 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.

A TRIBE CALLED HYDE / WELCOME HOME / ANYTHING CAN HAPPEN
IN THE KNOW / PLAYGROUND / HYDE AWAY / AUTHENTICALLY PERSONAL



Hyde Hollywood Florida, USA

A HYDEAWAY FOR THE IN-THE-KNOW

Every guest at Hyde Hotels is treated like a Hyde Lounge regular, inviting them into a cultural hub environment that is personal...

... soulful

... comfortable



Hyde Hollywood Florida, USA

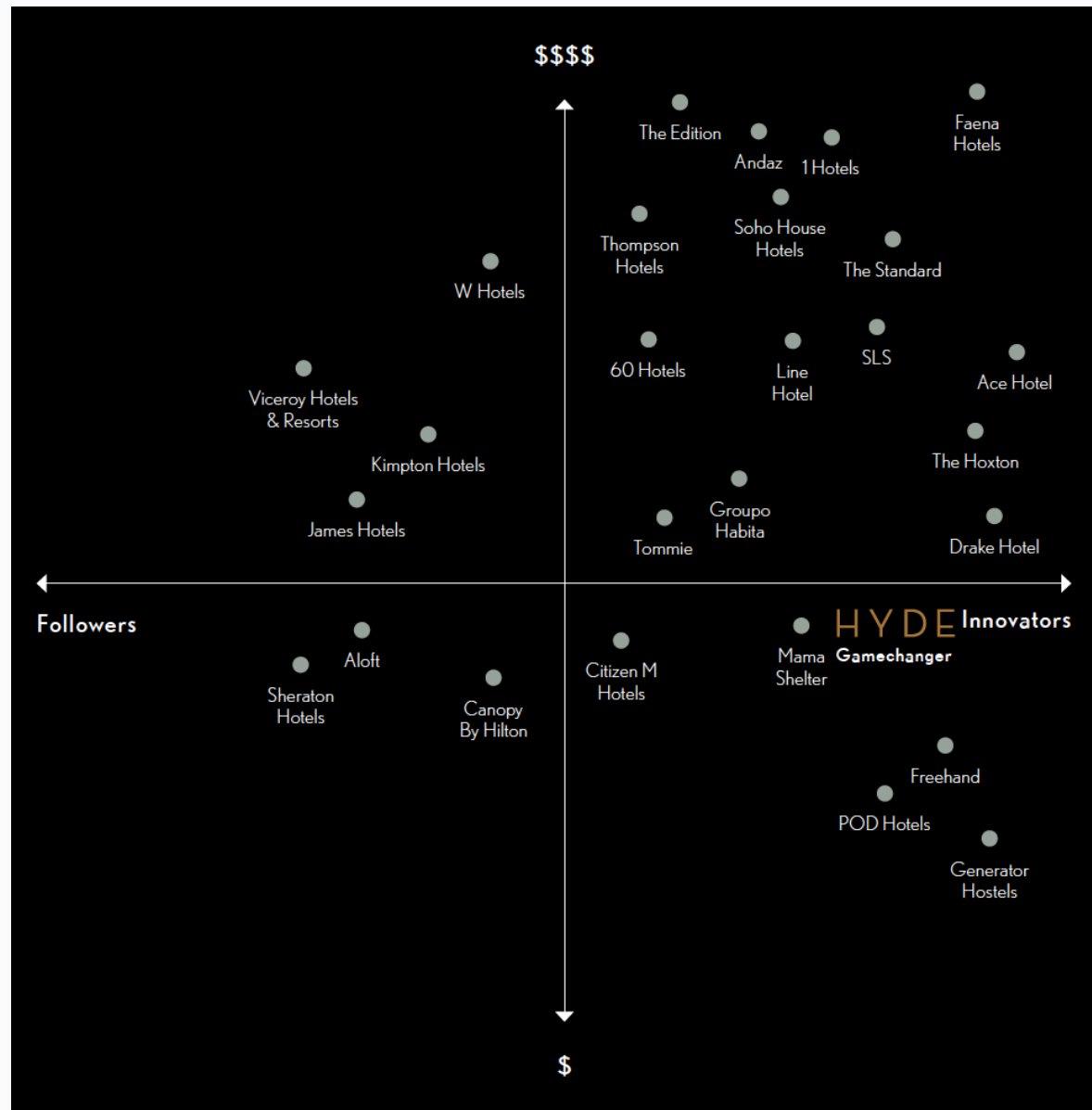
NIGHTLIFE ROOTED BRAND

Keeping the pulse and creating shareable moments:
guests expect
and yearn for in a hotel experience

Guests want to share these unique experiences
with their network, capturing iconic & photogenic
moments wherever they are

BRAND POSITION

Follower to Innovator



THE HYDE FOOTPRINT

HYDE MIDTOWN, MIAMI
HYDE HOLLYWOOD, FL (RESIDENCES)
HYDE BEACH HOUSE (RESIDENCES)

CURRENT PORTFOLIO			*By the end of 2019
	460 rooms 2 hotel		460 rooms 2 hotel
MIDDLE EAST & AFRICA	AMERICAS	EUROPE	TOTAL
402 rooms 2 hotel	150 rooms 1 hotel	230 rooms 1 hotel	782 rooms 4 hotel

DEVELOPMENT PIPELINE

HYDE LIVING MUNICH AIRPORT



HYDE

HOTEL & RESIDENCES MIDTOWN MIAMI

— Square Feet

60 Key Count

All

Suites

David Rockwell

Designer

Arquitectonica

Architect

The Related Group
Dezer Development

Developer

Amenities

Hyde Music Lounge & Piano Bar / 7th Floor Pool Terrace / Heated Lap Pool / Spa
Fitness Center / Private Screening Theater / Tennis Court / Bocce Court

Property News & Headlines:

...



HYDE

RESORT & RESIDENCES HOLLYWOOD, FLORIDA

39,000 Square Feet

363 Key Count

All

Suites

Food & Beverage

Terrazas

Etaru

Designer

Deborah Aguiar

Architect

Amenities

Eména Spa / The Atlantic Boardroom / Caribbean Room

Property News & Headlines:

The Telegraph

Expert Rating: 8/10, "stylish, all-suite accommodations inside a modern oceanfront resort"

Miami.com

"a curious mashup of trendy, family-friendly, all-suite luxury with an eerily familiar hit of Miami style and energy"

LIFESTYLE PLATFORM

USPS's

NETWORK

BRAND MARKERS

COMMUNICATION

PERFORMANCE



HYDE

BEACH HOUSE
HOLLYWOOD, FLORIDA

Amenities

Oceanfront Beach Club / Pool Deck / Semi-private cabanas / Spa / owners-only private rooftop lounge / private outdoor movie theater / Sports Club with indoor multi-use court for basketball, volleyball, and racquetball

Property News & Headlines:

THE REAL DEAL

The 41-story building is designed by Cohen, Freedman, Encinosa & Assoc. Architects, with interiors by Brazilian designer Debora Aguilar.



EST. 🏆 2005

HYDE

LIVING
LABCAMPUS MUNICH AIRPORT

Retail Shop

Curated kiosk in lobby, featuring accessibly chic personal grooming essentials, plus snacks, magazines, and more.



Library

A curated selection of architecture, fashion, and design coffee table books for browsing, as well as an extensive selection of literary works featuring American classics, easy travel reading, and contemporary superstars. Books taken can be returned to any Hyde hotel.



Secret Bar

For Hyde Hotel guests only, featuring exclusive cocktails and ongoing secret concerts/DJ sets.



Food Truck Meet-Ups

At properties that can accommodate it, bring in a handful of local food trucks on a Saturday night, creating buzz and feeding hungry revelers.



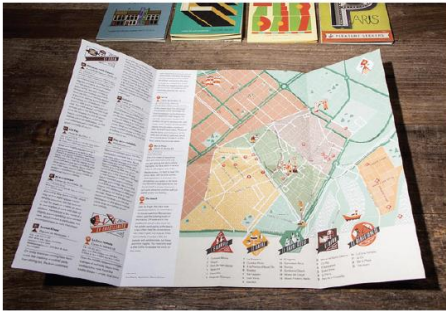
ICONIC ELEMENTS: EXPERIENCE & AMENITIES

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 Hood Maps

Original, collectible maps of the neighborhood surrounding the property, including highlights of great restaurants, bars, café, shops, etc.



Outdoor Activities

A selection of classic outdoor games will heighten the feeling of the hotel's outdoor spaces as a friend's spacious backyard.



The Mini-Bar

An Instagram-worthy tray setup with two custom Hyde cocktail recipes, custom-patterned stemware, mini martini shakers.



Bike Program

Free bicycles, available to guests, will enhance the connection of the hotel to the surrounding neighborhood.



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HYDE RESTAURANT BRANDS

Cleo
MEDITERRÁNEO

fi'lia


UMAMI BURGER

**Diez
y Seis**
by sbe

HYDE NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE *privilege*

MIXOLOGY & LOUNGES





CIEL SPA

To pamper your every need and
create an exceptional and
soothing relaxation experience
that exceeds your expectations

Designed with an unerring eye for luxury, comfort and state-of-the-art technology; Ciel Spa is a place of escape where recharging the inner spirit and enhancing physical well-being come from true and spirited innovation. All SLS guestrooms feature Ciel Reserve bath amenities.

REFINED RELAXATION

A PLACE TO REVITALIZE

CELESTIAL ESCAPE



MEETINGS & EVENTS

Hyde sets the stage for many occasions.

CORPORATE EVENTS:

Award Dinners, Board Meetings & Seminars, Conventions,
Client Luncheons, Holiday Parties, Incentive Programs,
Networking Events, Product Launches, Press Junkets,
Trade Shows, Screenings

SOCIAL EVENTS:

Bar/Bat Mitzvahs, Birthdays, Fundraisers, Graduations,
Anniversaries, Vow Renewals, Bachelor(ette) Parties,
Bridal + Baby Showers, Engagement + Rehearsal Dinners,
Wedding Ceremonies + Receptions

EST.  2005

HYDE

HOTELS, RESORTS & RESIDENCES

Main Logo

EST.  2005
HYDE
HOTELS

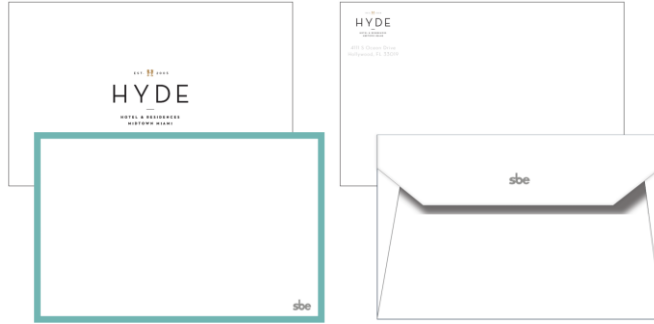
EST.  2005
HYDE
RESORTS

EST.  2005
HYDE
RESIDENCES

Secondary Logos

VISUAL IDENTITY: LOGO

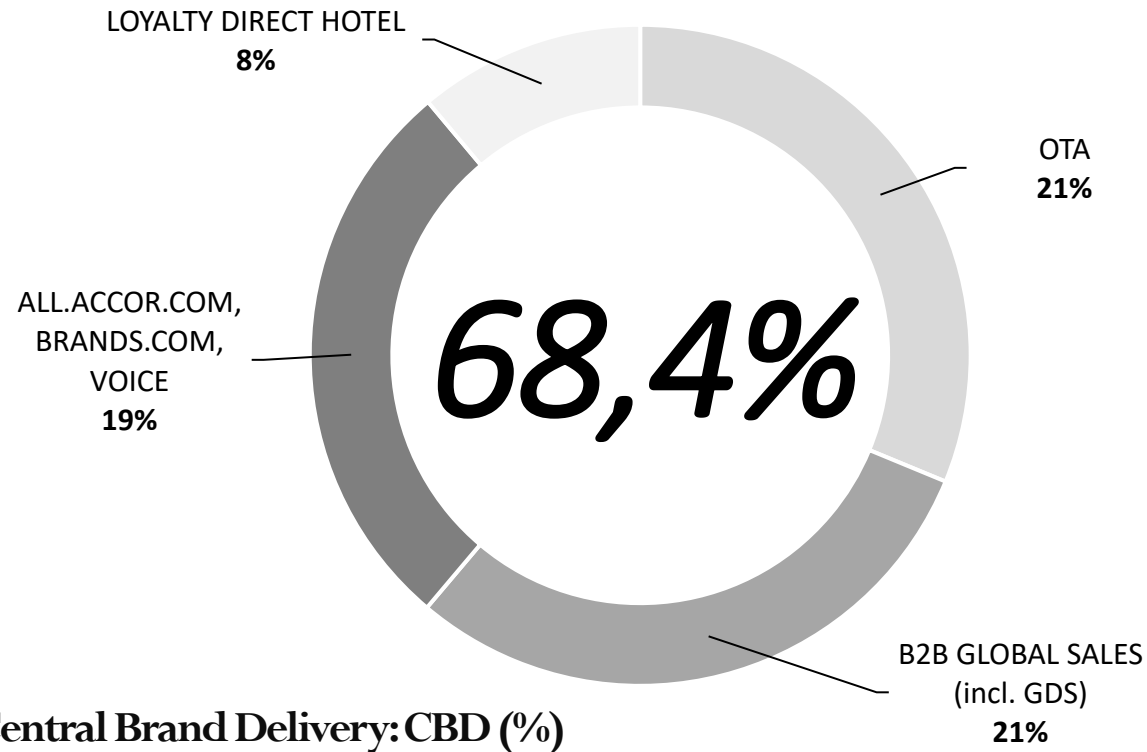
The Hyde Logo pays homage to the brand's roots in nightlife with the inclusion of the original "H" icon and the "EST. 2005" identifier that denotes the day the first time Hyde Lounge opened its doors in Hollywood.



VISUAL IDENTITY COLLATERAL & MERCHANDISE

CENTRAL BRAND DELIVERY POWERED BY ACCOR

Based on Premium Segment Room Nights



Central Brand Delivery: CBD (%)

CBD (Central Brand Delivery) measures the business in room nights brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System - CRS), Loyalty & Sales. A 70% CBD means that 70% of the room nights of a hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

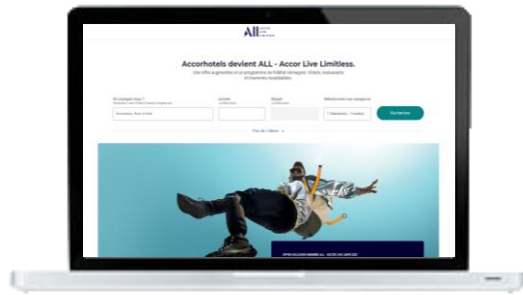


NEW BOOKING ENGINE & APP

Figures as of end 2019



1 MULTIBRAND PORTAL + **1 LIFESTYLE COMPANION APP** + **18 BRAND.COM WEBSITES**
ALL.ACCOR.COM

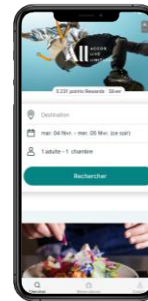


- **300M** Website + App visits
- **2200** Destinations
- **18** Languages

NEW in 2020:

All Safe label visibility on digital experience to rest-assure guests during the pandemic

Launch of Apartment & Villas website dedicated to Branded Residences and Extended Stay hotels



- **50%** Mobile and App visits*
- **1** Download every minute
- **> 4,3/5** app ratings
- iOS: 4,5/5 & Android: 4,3/5



- Plugged to **ALL.ACCOR.COM**

NEW LOYALTY PROGRAM

Figures as of end 2019

THE ONLY LIFETIME LOYALTY PROGRAM



THE FAST GROWING LOYALTY PROGRAM



THE MOST GLOBAL LOYALTY PROGRAM



NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK

OFFERING EXTENDED OPPORTUNITIES
TO EARN & REDEEM POINTS

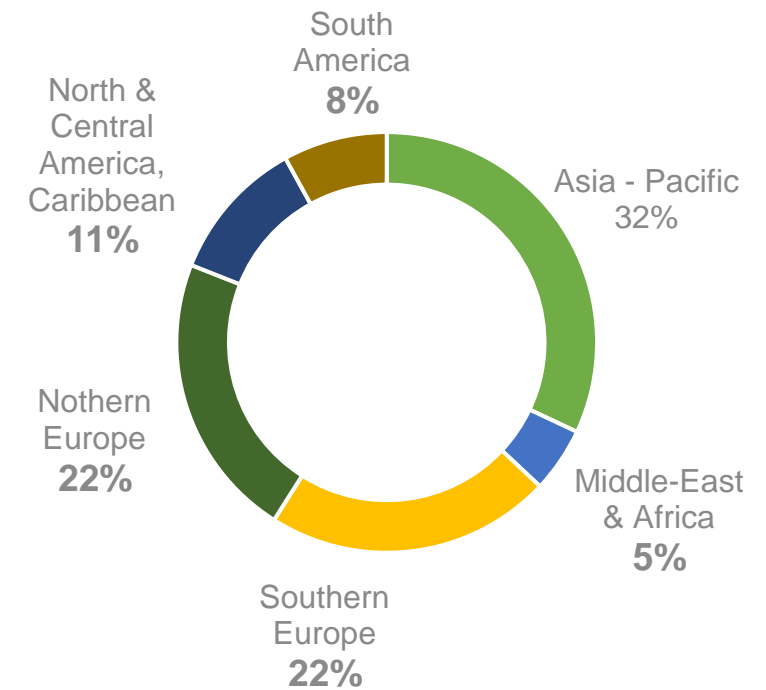
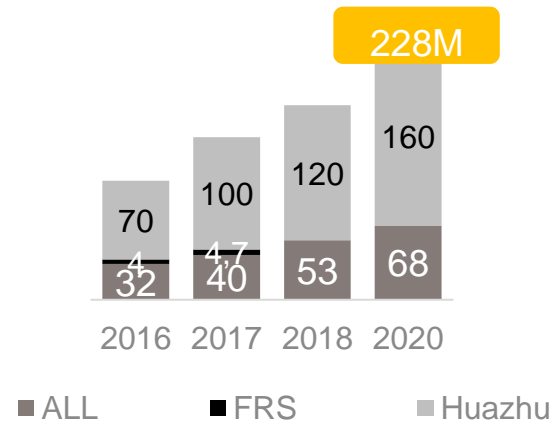
NEW BENEFITS

- 38 Brands and +
- Suite Night Upgrade
- F&B outside a stay

NEW PARTNERSHIPS

- PSG – Games / Net media value +€200m to ALL
- AEG – Worldwide arenas & festivals
- IMG – Taste festivals

- **68M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



ACCOR DISTRIBUTION SOLUTIONS*

ACCOR offers >110 global distribution partnerships at best market conditions

125+ PARTNERS*

*included

search/metasearch/OTA/GDS/IDS

all.accor.com multi-brand portal

18 BRAND WEBSITES

1 MOBIL APP

35 point of sales
animated
by countries

900 SALES AGENTS
operate in

9 CALL CENTERS
in 20 languages

1,470 HOTELS
use Cluster facilities

1,500+ HOTELS
use TARS for their own bookings



Yandex

Baidu 百度

bing

YAHOO!

Google

SEARCH

WEB ACCOR,
WEBSITES, MOBILE

17%

3%

CRS

69%

HOTEL
PMS

31%

METASEARCH

CALL CENTRES

INFLUENCED
HOTEL DIRECT*

*HOTEL & CLUSTER
RESERVATION SERVICES

16%

W E B
PARTNERS

26%

GDS / IDS

7%

BtoB partners (OTAs) and BtoB partners (CTOs)

Travel Supermarket

affiliate

CONVERSANT

mappy

Wego

Gunar.Com

去哪儿? 去哪儿网

ViaMichelin

Tradedoubler

HotelsCombined

trivago

KAYAK

tripadvisor

Hotel Tonight

JUMIA TRAVEL

make my trip

lastminute.com

eDreams ODIGEO

Booking.com

agoda

HRS

The Hotel Portal

Ctrip 携程

Expedia

Tablet

ETIHAD AIRWAYS

hooqo

Southall Travel

Barceló VIAJES

FCM TRAVEL SOLUTIONS

HRG

BCD travel

RADIUS

GLOBAL TRAVEL SOLUTIONS

Carlson Wagonlit Travel

TRAVEL SERVICES

Worldspan

Galileo

amadeus

Sabre

RateTiger

DHISCO

DerbySoft

INFINITE HOTEL

availpro

helloworld

FTI VOYAGES

sunhotels

PRESTIGIA

Historic HOTELS WORLDWIDE

MIKI TRAVEL

SPECIAL TOURS

WHOLESALE

IL TOUR

BRITISH AIRWAYS Holidays

lots of hotels

SuperBreak

TRAILFINDERS

travelboutiqueonline

JacTravel

the aotgroup

Discover Australia

excite

HOLIDAYS

WORLD

DESTINATIONS OF THE WORLD

HanaTour

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TRAVEL SERVICES

DEVELOPMENT CRITERIA

HOTEL	AAA ULTRA CITY CENTER LOCATION, HISTORIC CONVERSION			WORLDWIDE			
	RECOMMENDED NUMBER OF ROOMS	150 and + keys	150 – 300 keys				
RESORT	ROOM AVERAGE SIZE	24 – 32 sqm	28 – 35 sqm				
	TGFA / ROOM	60 – 70 sqm	90 – 100 sqm				
	RECOMMENDED NUMBER OF ROOMS	120 and + keys	100 – 300 keys	CAPITALS KEY CITIES & RESORT DESTINATIONS			
	ROOM AVERAGE SIZE	28 – 40 sqm + balcony	30 – 36 sqm indoor + balcony	MAJOR DOMESTIC DESTINATIONS			
	TGFA / ROOM	70 – 90 sqm	80 – 110 sqm	OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			
	FOOD & BEVERAGE	1 sbe lifestyle touch F&B outlet at least 1+ bar/lounge 1+ destination 3 meal restaurant					
	WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center (on market demand)					
	MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)					

DESIGN & TECHNICAL SERVICES GUIDELINES



HYDE BRAND BOOK
Can be used before HCSA is signed



HYDE DESIGN HANDBOOK
Can be used before HCSA is signed



HYDE LIVING DESIGN HANDBOOK
Can be used after HCSA is signed



SBE ARCHITECTURAL DESIGN GUIDELINES
Can be used after HCSA is signed



SBE ENGINEERING DESIGN GUIDELINES
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THANK YOU