WELCOME!

For millennials ..
And millennial-minded

A new COOL approach of hospitality,
OPEN to the city

Where locals & travelers BLEND
and ENJOY social experiences
THE OPEN HOUSE CONCEPT

Bridging the gap between hostels and hotels
HOTEL PROGRAM

- Buildings between 3,000 sqm to 5,000 sqm

30% Private rooms
   2 beds

40% 4-bed dormitories

30% 6-bed+ dormitories

BAR / RESTAURANT / EVENTS
At the heart of the hotel. A friendly and genuine atmosphere gathering all guests.

Casual & relaxed
MEETING ROOMS

Extra services (vending machines, lockers to rent, shopping wall ...)
A creative area to hang out & snack

Unexpected
OUTDOOR SPACES

HAPPY HOUSE
THE ROOMS

SMALL DORMS
4 to 6 beds / 16 to 23 m²

LARGE DORMS
8 to 10 beds / 34 to 40 m²

CABINS
4 to 6 m² per bed

PRIVATE ROOMS / OOO
2 pax | 12m²
REDEFINING HOSTELS

The fun of a hostel 
+ the comfort of a hotel

Urban art design 
+ exciting F&B options 
+ insider local crowd 
bring the street atmosphere into the hotel

Great value for money 
to sleep and eat 
without compromising quality.
LOCALLY INSPIRED

LOCAL CROWD

Local street F&B concepts / comfort food (affordable, generous & healthy ... or not!)

Exciting line up and events (entertainment & activities all day / night long)

We connect with the local vibe.
A PROFITABLE BUSINESS MODEL

An exciting player in the lifestyle economy segment offering:

- Optimized number of beds per sq meter
- Extensive accommodation options for individuals, groups, leisure, business.
- Incremental revenue (Food, Beverage and Events attracting the local crowd)
HOW WE COMPARE

LIFESTYLE
ASPIRATIONAL

Selina

LOW COST

MIDSCALE

FUNCTIONAL

HANSBRINKER

PLUS
PLUSHOSTEL.COM

a&o
acampion.com

CLINK

ST CHRISTOPHER’S INNS

GENERATOR

DISTRIBUTION
LOYALTY

POSINGING
USP’S

BRAND MARKERS

NETWORK & PIPELINE

HOTEL DEVELOPMENT
DESIGN & TECHNICAL SERVICES

COMMUNICATION
JO&JOE are places where people connect.

We work with local and international graffiti street artists, working closely with our designers to make each location unique.

Offering a vibrant vision to personalize each location.
LOCAL PARTNERSHIPS
Building relationships with the various communities to promote local life and sustainable habits (farmers market, beach clean up etc.) and engage our guests with meaningful experiences.

ECO FRIENDLY
The brand is committed to lead environmental initiatives, sustainable practices.
F&B
EXTRA REVENUE

30% to 60% of total revenue

Strong ability to attract locals
OUR TEAM = YOUR FRIENDS

Eclectic personalities, experiences and talent are the heart and soul of JO&JOE.

They create fun memories and unexpected bonds with guests, shaping a unique DNA for each destination.

Positive, no fuss, good vibes only.
3 OPEN HOSTELS
776 BEDS BY JUNE 2021
9 UPCOMING HOSTELS
8 COUNTRIES
We’re coming!

- Hossegor 2017
- Paris Gentilly 2019
- Paris Nation 2021
- Rio de Janeiro 2021
- Vienna 2021
- Medellin 2022
- Moscow 2022
- Rome 2022
- Liverpool 2022
- London 2023
- Medellin 2022
- Vienna 2021
- Moscow 2022
- Rome 2022
- Liverpool 2022
- London 2023
JO&JOE

HOSSEGOR

(FRANCE)

128 BEDS
JO&JOE
PARIS GENTILLY (FRANCE)
485 BEDS
JO&JOE
PARIS NATION
(FRANCE)
162 BEDS
LATEST OPENING

JO&JOE

VIENNA

(AUSTRIA)

345 BEDS
JO&JOE
RIO DE JANEIRO
(BRAZIL)

335 BEDS

OPENING 2021
JO&JOE
MEDELLIN
(COLOMBIA)

198 units
JO&JOE

ROME (ITALY)

218 Units
## Our Destination Criteria

### AAA Ultra City Center Location, Historic Conversion
- 300 to 600 beds
- 9-10 sqm/bed

### Food & Beverage
- High volume Bar in indoor & outdoor premises
- Snacking area for guests

### Meetings & Others
- Flexible space

### Table: PRIME Locations vs. Secondary Locations vs. Airports Suburbs

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<tr>
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<th>Prime Locations</th>
<th>Secondary Locations</th>
<th>Airports Suburbs</th>
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<td><strong>International Capitals</strong></td>
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<td><strong>Key Cities &amp; Resorts</strong></td>
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A balanced communication based on two pillars: Influence & community.
AWARDS

MIPIM AWARD
BEST HOTEL & TOURISM RESORT
FOR JO&JOE GENTILLY

LE GRAND PRIX STRATÉGIES DU DESIGN

LE GRAND PRIX STRATÉGIE DU DIGITAL

FIRST PRICE AT PRIX COMMUNICATION & ENTREPRISE UJJEF

& 6+ WW / EUROPEAN PRIZES
SHAPED FOR OUR SPECIFIC HOSTEL TARGET

PMS & TOOLS

CLASSIC OTAs for hotel business
- Booking.com
- agoda
- Expedia

CLASSIC TRADE SHOWS
- IJMEX
- FITUR

CLASSIC TRADE ASSOCIATIONS
- GBT
- ETOA

CLASSIC TOUR OPERATORS
- TUI
- Kuoni
- Contiki
- EF

ALTERNATIVE for HOSTELS
- Dorms.com
- HostelWorld
- Airbnb

- SW
- STAY WYSE Amsterdam
- SYTA ANNUAL CONFERENCE
- ISIC EVENT THESSALONIKI 2019

- WYSE TRAVEL CONFEDERATION
- NAFSA
SPLIT OF HOTEL REVENUES PER DISTRIBUTION CHANNELS

OVERALL STRONG DIRECT CHANNEL
20% WEB DIRECT SALES

* SPLIT BASED ON JO&JOE PARIS GENTILLY IN 2019
NEW BOOKING ENGINE & APP

1 MULTIBRAND PORTAL
ALL.ACCOR.COM

- 300M Website + App visits
- 2,200 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

1 LIFESTYLE COMPANION APP
ACCOR ALL

- > 50% Mobile and App visits
- 1 Download every minute
- > 4.3/5 app ratings
  iOS: 4.5/5 & Android: 4.3/5

18 BRAND.COM WEBSITES

- plugged to ALL.ACCOR.COM
NEW LOYALTY PROGRAM

THE ONLY LIFESTYLE 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

THE FAST GROWING LOYALTY PROGRAM

- 68M Loyalty members worldwide
- 37% Loyalty contribution rate in RN
- ▪ x 3,8 Members stay twice more than non-members

THE MOST GLOBAL LOYALTY PROGRAM

- 228M Loyalty members worldwide
- 37% Loyalty contribution rate in RN
- ▪ x 3,8 Members stay twice more than non-members

- South America 8%
- Asia - Pacific 32%
- North & Central America, Caribbean 11%
- Middle-East & Africa 5%
- Southern Europe 22%
- Northern Europe 22%
SEE YOU SOON!