Why Invest in Mama Shelter Pitch
Prepared with love

ACCOR GLOBAL DEVELOPMENT BROCHURE
OCTOBER 2021
Mama Says Hello!

Mama is more than a hotel, more than a restaurant or a bar. It’s a living place, a place to meet, eat, drink, sing and dream. Mama offers an experience.

The success of Mama is the fruit of the labor of a tribe of founder, and of the men and women who joined us since the first opening in 2008.

Mama transforms buildings into magical places that fit the expectations of today’s urban business and leisure travelers.

Mama offers one of the best ROI in the industry by transforming each sqm from the ground floor to the gardens into a profit center.

Mama Loves You
Jérémie, Benjamin and Serge Trigano
A small innovative company backed by one of the world’s biggest hotel operator...
THE MOST F&B LED HOTEL BRAND

SQM OF WIDE RANGE OF F&B OUTLETS WITH LIVE MUSIC EVERY WEEK END

HOME MADE GENEROUS AND DELICIOUS FOOD

UP TO 1500 COVERS PER HOTEL, F&B REPRESENTS 56% OF TOTAL REVENUE (IN 2019)
THE FIRST DESIGN DRIVEN HOTEL BRAND

DESIGNER SIGNATURE & INNOVATIVE FEATURES

SCALABLE MODEL" FLEXIBILITY WITHIN A FRAME

INTERNAL DESIGN STUDIO DRIVES TIME & COST EFFICIENCY ND BRAND CONSISTENCY
BRAND AND F&B OFFER ATTRACTIVENESS!
VOLUME & REVENUE

AFFORDABLE PRICE
(ROOM AND F&B)

HIGH ROOM RATE/SQM & EBITDA/ROOM
LOCATED IN CITY CENTERS IN MAJOR CITIES, BUSINESS DISTRICTS AND TOURISTIC DESTINATIONS...

The group of hotels encompasses 1,672 rooms, twelve restaurants and bars, 6 rooftops, 3 co-working and over 1,100 employees, with hotel venues in Paris East (170 keys), Marseille (125 keys), Lyon (156 keys), Bordeaux (97 keys), Los Angeles (70 keys), Rio de Janeiro (55 keys), Belgrade (125 keys), Prague (238 keys), Toulouse (120 keys), London (194 keys), Lille (112 keys), Paris West (207 keys), Luxembourg (145 keys) and Roma (217 keys).
170 ROOMS
RESTAURANT/BAR
ROOFTOP
MEETING ROOMS
FLAGSHIPS: MAMA LOS ANGELES

70 ROOMS
RESTAURANT/BAR
ROOFTOP
FLAGSHIPS: MAMA RIO DE JANEIRO

POSITIONING
USP'S
NETWORK
BRAND MARKERS
COMMUNICATION
DISTRIBUTION

55 ROOMS
RESTAURANT/BAR
MEETING ROOMS
FLAGSHIPS: MAMA BELGRADE
FLAGSHIPS: MAMA PRAGUE

238 ROOMS
RESTAURANT/BAR
MEETING ROOMS
BEER GARDEN
CINÉMA/GAME ROOM

POSITIONING  USP’S  NETWORK  BRAND MARKERS  COMMUNICATION  DISTRIBUTION

MAMA LOVES
PRAGUE
194 ROOMS
RESTAURANT/BAR
MEETING ROOMS
GREEN HOUSE
KARAOKE

POSITIONING
USP’S
NETWORK
BRAND MARKERS
COMMUNICATION
DISTRIBUTION

FLAGSHIPS: MAMA LONDON
LATEST OPENINGS: MAMA LUXEMBOURG

145 ROOMS
RESTAURANT/BAR
MAMA WORKS
PIZZERIA
ROOFTOP
CINÉMAMA
BOULANGERIE
LATEST OPENINGS: MAMA PARIS WEST

207 ROOMS
RESTAURANT/BAR
MEETING ROOMS
PIZZERIA
ROOFTOP
TERRACE
LATEST OPENINGS: MAMA ROMA

217 ROOMS
RESTAURANT/BAR
ROOFTOP
POOL, STEAM ROOM, SAUNA
WINTER GARDEN
SUMMER GARDEN
PIZZERIA
MAMA SHELTER BAHRAIN
160 rooms, rooftop with a swimming pool

MAMA SHELTER DUBAI
197 rooms

MAMA SHELTER LISBON
130 rooms

MAMA SHELTER PARIS LA DÉFENSE
211 rooms
AMAZING STAFF

Our biggest intangible asset is the niceness of our teams. They are our heart and soul...

At Mama Shelter, guests are hosted and taken care of by our attentive staff who are here to provide a true human experience. Our human and accessible management combined with continuous training and internal promotion have created a unique Mama Spirit among our teams!

Beyond the exceptional design, a generous menu and great entertainment, the real success of Mama is thanks to its staff. They bring soul to the premises. They are attentive and they go above and beyond by trying to anticipate guests’ needs. They have big hearts and are charming.

Our teams are not afraid to express their individuality and love for art, culture, music and life. As a part of the Mama family, they bring all that they are to their role at Mama and give our guests a customized experience beyond the hospitality norm.
A beautiful, simple and functional design...

Mama Shelter finally offers travelers a beautiful, authentic and lively place to stay at affordable prices in major cities.

Our existing hotels were designed in collaboration with Philippe Starck, Thierry Gaugain or Jalil Amor. Mama now has its own design studio led by Benjamin El Doghaili. They have all made sure our guests feel comfortable staying in a sensual refuge with an urban twist. It is not only a place to sleep, it is a place where locals and foreigners come together.

Mama’s design aims to offer a lifestyle experience that embodies both local culture and Mama’s signature touch.
"Mama’s cuisine resembles us: it is both proud of its origins and open to the world"

Mama reaches out to her neighborhood as well as to the foreigners so everyone can meet around the delicious homemade dishes elaborated with love by our chefs.

One can find typical dishes from local gastronomy as we think local when we create our menus. This said, to ensure consistency for all of our Mama’s guests, we also include a couple of signature Mama dishes which you can find at any Mama Shelter.

Sharing and conviviality remain the beating heart of this urban refuge.
LIVE ENTERTAINMENT

A place to work, meet, brainstorm, show... and most of all sing and play!

All Mama Shelter properties have a music stage equipped with the best DJ and live music equipment.

Mama always has a music set programmed on Thursdays, Fridays and Saturdays! She also hosts events for major holiday eves! Mama likes to throw a big Halloween party, host a Sunday bingo, have a movie screening or broadcast a live event.

Mama also provides a giant table soccer, karaoke rooms (London), a CineMama (Toulouse) and fun games all around the hotel for guests to play with family, friends or co-workers.
DIGITAL STRATEGY AS AN ENABLER TO DELIVER THE BEST EXPERIENCE THROUGHOUT THE CUSTOMER’S ONLINE JOURNEY

**ACQUISITION**
Attract qualified online traffic
- PAID SEARCH
- METASEARCH
- DISPBRANDINGLAY
- RETARGETING SEO

400K
SESSIONS PER MONTH
MAMASHELTER.COM
(AVERAGE YTD 2019)

**SOCIAL**
Increase social exposure
- SOCIAL CAMPAIGNS
- ENGAGEMENT
- WORD TO MOUTH
- ONLINE PR
- INFLUENCERS

419K
FOLLOWERS
ALL CHANNELS
(LAST UPDATE END OF OCT)

**PLATFORMS**
Drive direct business
- WEBSITE
- ONLINE BE
- USER EXPERIENCE
- PERSONALISATION
- CONVERSION

6,4%
CONVERSION RATE
MAMASHELTER.COM
(AVERAGE YTD 2019)

**DATA & CRM**
Leverage on DATA to maximise CRM
- SINGLE USER VIEW
- SEGMENTATION
- CRM CYCLES BUSINESS INTELLIGENCE
- NEWSLETTERS

650K
NUMBER OF PEOPLE IN DATABASE ALL MAMA
(LAST UPDATE END OF OCT)

**SHARE OF REVENUE PER CHANNEL**
YTD 2019 (JAN-OCT)
- INDIRECT
- DIRECT

47%
36%
ONLINE

22%
14%
SOCIAL MEDIA

KEY FIGURES

COMMUNITY

419K
FOLLOWERS
ALL MAMA
ALL CHANNELS
+0,7% vs. previous month
+17,3% vs. 2019

189K
FOLLOWERS
+0,12% vs. m-1
+9,8% vs. 2019

168K
FOLLOWERS
+1,0% vs. m-1
+20,1% vs. 2019

61K
FOLLOWERS
+1,1% vs. m-1
+21,9% vs. 2019

COMMUNITY PER MAMA

- Brand
  - France: 64%
  - Los Angeles: 8%
  - Rio: 4%
  - Prague: 3%
  - London: 2%
  - Belgrade: 9%

POSITIONING

USP’S

NETWORK & PIPELINE

BRAND MARKERS

COMMUNICATION

DISTRIBUTION

June 2021
« Mama Shelter : le soleil se lève à l’ouest » - ParisMatch
« Du soleil et des combats » - Challenge
« How to bring the hotel experience home » - The Independant
« The best karaoke room in London » - Culture Trip
« London’s best restaurant merchandise » - Evening Standard
« Un ciné au Mama Shelter de Toulouse » - Easy Voyage

56
Average articles
Per month
vs. 129 same period 2019

676
Clipping
In 2020
vs. 1548 same period 2019
CENTRAL BRAND DELIVERY
POWERED BY ACCOR

Based on Midscale segment room nights

- ALL.ACCOR.COM, BRANDS.COM, VOICE: 16%
- LOYALTY DIRECT HOTEL: 7%
- B2B GLOBAL SALES (incl. GDS): 28%
- OTA: 22%

72,5%

18M ROOM NIGHTS
€2 044M ROOM REVENUE

FOCUS WEB
(ACCOR WEB + WEB PARTNER)

Figures as of YTD DECEMBER 2019 - DATA FROM Upe
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

- **MAMSHELTER.COM** plugged to ALL.ACCOR.COM

Official figures as of end 2019
NEW LOYALTY PROGRAMME

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

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

THE MOST GLOBAL LOYALTY PROGRAM

- **228M** Loyalty members worldwide

- **South America** 8%
- **Asia - Pacific** 32%
- **Middle East & Africa** 5%
- **Southern Europe** 22%
- **North & Central America, Caribbean** 11%

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

**Official figures as of end 2019**