Why Invest in Movenpick
Accor Global Development Brochure
Q1 2022
We believe true hospitality is about turning small gestures into heartwarming moments. We enable our guests to savour the flavour of life, balancing small indulgences with what's good for them – and good for the world.

intuitive   genuine   human   warm
BRAND MOMENTUM

Global footprint of 110 hotels and a pipeline of more than 50

60%+ brand awareness in the Middle East, strong presence in Europe and Africa plus rapid growth in Asia

Genuine, human and warm service philosophy and responsible attitude to sustainability
70 YEARS OF CULINARY EXCELLENCE

Premium quality Mövenpick retail food products: ice cream, chocolate, coffee and wine.

Innovative food and drink concepts: the my Mövenpick marketplace lobby concept which presents food product retail, spaces to enable food & drink theatre, and dynamic ambience from day to night will enhance our culinary programming, placing food & drink on centre stage.
FLEXIBILITY

Flexible space & brand programming and great for conversion of existing buildings/hotels

Resorts and residential opportunities

A 5 star hotel at a 4 star cost and price
A GLOBAL FOOTPRINT OF NEAR 170 HOTELS OPEN AND IN THE PIPELINE

- **North, Central America & Caribbean**: 1%
  - Network + Pipeline: 20 hotels, 3,365 rooms

- **Northen Europe**: 20%
  - Network + Pipeline: 20 hotels, 4,312 rooms

- **Southern Europe**: 1%
  - Network + Pipeline: 56 hotels, 12,406 rooms

- **South East Asia**: 17%
  - Network + Pipeline: 18 hotels, 4,466 rooms

- **India, Middle East, Africa & Turkey**: 60%
  - Network + Pipeline: 70 hotels, 16,489 rooms

- **Greater China**: 1%
  - Network + Pipeline: 7 hotels, 293 rooms

- **South America**: 1%
  - Network + Pipeline: 2 hotels, 303 rooms

- **Pacific**: 1%
  - Network + Pipeline: 2 hotels, 96 rooms

All figures as of end December 2021

Breakdown network + pipeline by region is calculated by number of rooms.
POSITIONING

USP'S

NETWORK

BRAND MARKERS

COMMUNICATION

PERFORMANCE

HOTEL DEVELOPMENT

DESIGN & TECHNICAL SERVICES

Mövenpick Mansour Eddahbi Marrakech

Morocco
<table>
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<tr>
<th>POSITIONING</th>
<th>USP'S</th>
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<tr>
<td>Mövenpick Resort Kuredhivaru Maldives</td>
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- Mövenpick Resort Kuredhivaru Maldives
Mövenpick Resort & Spa Dead Sea
Jordan
LATEST OPENINGS

Mövenpick Living Istanbul
Turkey
LATEST OPENINGS

Mövenpick Hotel Basel
Switzerland

264
LATEST OPENINGS

Mövenpick Hotel Melbourne on Spencer
Australia
UPCOMING OPENINGS

Mövenpick Hotel Jumeirah Village Triangle
Dubai, UAE
Mövenpick Wroclaw
Poland

POSITIONING
USP'S
PIPELINE
BRAND MARKERS
COMMUNICATION
PERFORMANCE
HOTEL DEVELOPMENT
DESIGN & TECHNICAL SERVICES

UPCOMING OPENINGS
FOOD & DRINK
Food & drink has been at the heart of the Mövenpick brand for more than 70 years
We feature a rich and inventive culinary offering, treating guests with whatever they are in the mood for, balancing both healthy and indulgent options

HEARTFELT SERVICE
Mövenpick hospitality is about turning small gestures into heartwarming moments – doing ordinary things in an extraordinary way
We place a strong emphasis on service, anticipating guests’ needs and creating special moments for each and everyone

MINDFUL SUSTAINABILITY
From the start, Mövenpick has embraced an eco-friendly mindset and today sustainability remains a key component of the brand
We take a holistic approach to sustainability that benefits all, mindful of people and the environment
Inspired by Swiss town squares, Mövenpick Market transforms the lobby into the main hub of the hotel, with modern, inviting spaces offering distinctive food and drink experiences.

This comfortable lobby living room concept connects with the needs of today’s travellers and showcases our coffee & wine lounge, plus chocolate and ice cream retail.

The experience evolves throughout the day and takes on different guises, but uses the same spaces in a flexible way.
Mövenpick is all about those small indulgences that make like wonderful. That’s why Mövenpick has its very own Swiss gourmet products, some of which date back more than 50 years.

Loved by consumers around the world, these premium products are a mandatory part of the Mövenpick guest experience and are available in all our hotels.
Moments in the cloud is the Mövenpick signature fragrance, combining warming amber and citrus notes with a cocooning scent of white musk. It is used in the public spaces of all our hotels.

An accompanying music playlist has been developed, with tracks that inspire to convey positivity, refresh to help relaxation during the day, and evoke a playful and dynamic mood during the evening.
Green Globe Sustainability

Mövenpick takes a uniquely holistic sustainability approach

Mövenpick was named the world's most sustainable hotel group by Green Globe in 2017. All Mövenpick hotels must be Green Globe certified – this is in addition to Accor Planet 21 compliance

Sustainability principles must be integral to the hotel design, showcasing the brand's commitment to the environment, people and local communities
Mövenpick communications platform

FOOD & DRINK BRAND CAMPAIGNS

These ensure Mövenpick is recognised by guests as the place to savour life. Imaginative new dishes based on Mövenpick products or Swiss ingredients are featured in our hotels during the campaigns.

GLOBAL TACTICAL CAMPAIGNS

Designed to drive revenue to Mövenpick hotels at key need periods, these campaigns target potential guests according to their behaviour online, ensuring a high level of conversion. In 2019 they produced €20 million+ revenue globally with a return of more than 15:1.

MÖVENPICK WEBSITE

movenpick.com is a true shop window for Mövenpick hotels, with inspiring content to attract potential guests and the latest search techniques to guide customers to its pages.

SOCIAL MEDIA & PUBLIC RELATIONS

Mövenpick promotional strategy focuses on earned media, driving down costs and maximising returns. Our 2020 #pickreal social media campaign features real, unstaged user generated content to reflect the genuine nature of the brand.
Mövenpick awards 2021

114 Awards across 77 Hotels in 2021

Highlights

- Haute Grandeur Global Awards: 18 AWARDS
- World Luxury Hotel Awards: 3 AWARDS
- Travel and Hospitality Awards: 4 AWARDS
- World Travel Awards 2021: 2 AWARDS

USP’S: Green Globe 34 Gold & 6 Platinum

PIPELINE: Trip Advisor

BRAND MARKERS: 40 AWARDS

COMMUNICATION: 29 AWARDS

POSITIONING: Haute Grandeur Global Awards

PIPELINE: World Luxury Hotel Awards

USP’S: Travel and Hospitality Awards

PIPELINE: World Travel Awards 2021

DESIGN & TECHNICAL SERVICES: BRAND MARKERS

USP’S: COMMUNICATION

PIPELINE: PERFORMANCE

USP’S: HOTEL DEVELOPMENT
Central Brand Delivery powered by Accor
For Premium Brands (Room night based)

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 an hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.
Direct Booking: Accor Digital Platform

1. MULTIBRAND PORTAL
   ALL.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

2. 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

3. 18 BRAND.COM WEBSITES

   - MOVENPICK.COM plugged to ALL.COM

Official figures as of end 2019
Direct Booking: Accor 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**

- **73M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members

**THE MOST GLOBAL LOYALTY PROGRAM**

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Official figures as of end 2019
## Movenpick Development Criteria - Programming

### Hotel

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<thead>
<tr>
<th>AAA ultra city center location, historic conversion</th>
<th>WORLDWIDE</th>
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<tbody>
<tr>
<td><strong>Recommended Number of Rooms</strong></td>
<td>150 keys and +</td>
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<tr>
<td><strong>Room Average Size</strong></td>
<td>24 – 32 sqm</td>
</tr>
<tr>
<td><strong>TGFA / Room</strong></td>
<td>70 – 80 sqm</td>
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### Resort

| **Recommended Number of Rooms**                    | 120 keys and more | 150 keys and more |
| **Room Average Size**                               | 28 – 40 sqm      | 40 sqm            |
| + balcony                                           | + balcony        |                   |
| **TGFA / Room**                                     | 80 – 90 sqm      | 80 – 110 sqm      |

### Food & Beverage

- 1 all-day dining including Gourmet Coffee
- 1 specialty restaurant on market demand
- Lobby living room / lounge concept including:
  - 1 Mövenpick Coffee & Wine food bar
  - + a 1 Mövenpick product retail shop

### Well-Being

- Spa market driven
- Fitness Centre
- Swimming pool

### Meetings

- Key meeting rooms
- Ballroom on market demand
- Business centre available
- Little Birds Kids Club (As part of family product)

### Prime Locations

- International Capitals
- Key Cities & Resorts Dest.

### Secondary Locations

- Major Domestic Destinations

### Airports

- Other Cities & Attractive Touristic Destinations

### Locations

- PRIME LOCATIONS
- SECONDARY LOCATIONS
- AIRPORTS SUBURBS

### Key Locations

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