WHY INVEST IN RIXOS

ACCOR GLOBAL DEVELOPMENT PITCH

Q1 2022
Rixos offers unique, exclusive escapes that go beyond the bounds of imagination to open a new world of horizons for our guests.

Our expertise for balancing vibrant, luxury ambience with multi-generational adventures truly defines the Rixos experience.

Rixos makes holiday dreams come true.

INCLUSIVE DESTINATIONS

RESORTS • ENTERTAINMENT • GOURMET • FAMILY FUN
ALL INCLUSIVE, ALL EXCLUSIVE

All inclusive package with room, restaurants, bars, land and water activities, beach clubs, sports, kids club, wellness, entertainment...

Unique Luxury resorts positioning with highly qualitative offerings

Turkish Hospitality driven
Large sized resorts from 300 to 750 keys & huge range of offerings (restaurants & bars, activities & pools, kids club...)

Resorts experts: spa expertise, resort programming, design & construction

Mostly important: World-class entertainers
Luxury/premium positioning plus all inclusive formula drive the highest level of pricing in the resorts industry.

Strong momentum in leisure/resorts distribution where revenue is secured months in advance, plus Accor digital distribution expertise leverages additional revenue from high contributing individuals.

Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees.
A GLOBAL FOOTPRINT OF 36 HOTELS OPEN AND IN THE PIPELINE

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

All figures as of end December 2021
Club Privé by Rixos offers a brand-new approach to luxury holidays: privacy and exclusivity with access to all services and experiences of the all-inclusive resort.

Luxurious villas, gourmet restaurants, breathtaking shows, private beaches and exclusive services combined in a world where refined luxury meets the beauty of nature, and all guests’ desires are fulfilled.

❖ Club Privé by Rixos Belek (Turkey)
❖ Club Privé by Rixos Göcek (Turkey)

Network Rixos City Hotels
❖ Pera Istanbul (Turkey)
❖ President Astana (Kazakhstan)
❖ Almaty (Kazakhstan)
❖ Khadisha Shymkent (Kazakhstan)

Network Rixos Resorts – 27 Hotels & 9, 680 Rooms

Beach
Resorts where the beach and the seaside inspire breathtaking experiences
❖ Rixos Premium Belek (Turkey)
❖ Rixos Premium Tekirova (Turkey)
❖ Rixos Premium Bodrum (Turkey)
❖ Rixos Premium Göcek (Turkey)
❖ Rixos Sungate (Turkey)
❖ Rixos Beldibi (Turkey)
❖ Rixos Bab al Bahr (UAE)
❖ Rixos Sharm el Sheikh (Egypt)
❖ Rixos Premium Seagate (Egypt)
❖ Rixos Alamein (Egypt)
❖ Rixos Premium Saadiyat Island (UAE)

Urban
Resorts where the beauty of the sea blends with the excitement of the city
❖ Rixos Premium Libertas Dubrovnik (Croatia)
❖ Rixos The Palm Dubai (UAE)
❖ Rixos Premium Dubai (U-AE)
❖ Rixos Downtown Antalya (Turkey)

Nature
Resorts immersed in energizing and breathtaking natural settings
❖ Rixos Krasnaya Polyana Sochi (Russia)
❖ Rixos Flüela Davos (Switzerland)
❖ Rixos Borovoe (Kazakhstan)
Rixos Premium Belek
TURKEY
739 ROOMS
Rixos Premium Tekirova
TURKEY
770 ROOMS
Rixos Premium Göcek
TURKEY
213 ROOMS
Rixos Libertas Dubrovnik

CROATIA
254 ROOMS
Rixos Premium Dubai JBR
UNITED ARAB EMIRATES
443 ROOMS
Rixos Premium Saadiyat Island Abu Dhabi
UNITED ARAB EMIRATES
366 ROOMS
Rixos Water World Aktau

Kazakhstan
New Opening
500 Keys
Rixos Golden Horn Istanbul

Turkey
Opening 2022
720 Keys
Rixos Jewel of the Creek Dubai

UAE
Opening 2022
437 Keys

UPCOMING OPENINGS

POSITIONING
USP'S
PIPELINE
BRAND MARKERS
COMMUNICATION
PERFORMANCE
HOTEL DEVELOPMENT
DESIGN & TECHNICAL SERVICES
Rixos Nah Trang Vietnam

VIETNAM
Opening 2024
530 Keys
A PASSION FOR LIVE(LY) ENTERTAINMENT

LIVELY
CULTURAL
FESTIVE

Spectacular shows and breath-taking performances by professional artists and experts mean our breathtaking entertainment is the focal attraction in our properties. Mainly held in outdoor entertainment facilities. Our programme of entertainment sees more than 800 events, shows and concerts held each year.
A PASSION FOR TURKISH HOSPITALITY

THE RIXOS TURKISH FLAIR

Rixos celebrates Turkish culture and its fine hospitality with a decidedly contemporary twist. The Rixos welcome is like no other and our Turkish brunch and sublime Hammam are nods to our brand’s rich heritage.

We give adults and children the time of their life. Our hospitality is generous and enchanting and comes from the heart.

Creating an intimate and inviting atmosphere for our guests.

Our dedication to providing authentic services and experiences, and engaging guests of all ages with our cultural charm, makes our guest’s lifelong friends.
A PASSION FOR ACTIVE OUTDOORS

FUN
CHALLENGE
REVITALISE

Being active outdoor is a way of life expressed throughout the Rixos experience. From our outdoor & water sports facilities, to improving fitness through our infinite group sports programmes.

Each touchpoint makes certain our guests depart fit and uplifted.
Rixy club offers a privileged all-round experience for children, from 6 months to 17 years old. Making them feel special at every moment of their stay. Education meets entertainment so children can enjoy both meaningful and fun activities.

Enormous waterparks and playgrounds, cosy multimedia rooms, cinemas & special entertainment stages ensure kids' enjoyment, always under careful supervision of experts.
A PASSION FOR ABUNDANT FLAVOURS

GUSTATORY
PLENTIFUL
DELECTABLE

Turkish, local and international cuisine, served in an epicurean ambience to indulge our guests. A wide variety of concepts is on offer from high-end buffets to exquisite a-la-carte restaurants.

Bountiful buffet tables, unrivalled variety and exceptional quality are hallmarks of our passion for food.
RIXOS BRAND COMMUNICATION

A New Website

Mobile user friendly, simplified booking path,
7 languages supported

A Strong Digital Presence On Social Media Platforms

> 250,000 followers
> > 24,000 followers
> > 3,08K subscribers

Rixos Magazine

4 editions a year, 35,000 printed copies

Award Winning Brand

2020 World Travel Awards
AWARDS

52 LEADING AWARDS ACROSS 19 PROPERTIES
Top Region: Middle East with 32 awards

TripAdvisor
- Rixos Khadisha Shymkent – 2 Awards
- Rixos Almaty – 2 Awards
- Rixos Premium Seagate – 6 Awards
- Rixos President Astana – 2 Awards
- Rixos Sharm El Sheikh – 9 Awards

World Travel Awards
- Rixos Premium Dubai – 1 Award
- Rixos Premium Saadiyat Island – 3 Awards
- The Land of Legends Kingdom – 1 Award
**Rixos Distribution Mix**

- **Tour Operators**: 73%
- **Direct**: 10%
- **OTA**: 8%
- **MICE**: 7%
- **Brand.com**: 2%

**Market Analysis by Room Revenue**

**Yearly Website Statistics**

- **Visits**
  - 2014: 3,381,000
  - 2015: 4,300,000
  - 2016: 4,767,640
  - 2017: 5,721,373
  - 2018: 10,812,430

- **Page Views**
  - 2014: 10,305,000
  - 2015: 12,013,439
  - 2016: 14,213,234
  - 2017: 10,812,430
  - 2018: 33,094,478

**Rixos Brand Distribution**

- **Leisure, direct bookings & Tour Operator**: 0.5%
- **OTA**: 10%
- **Rixos.com**: 1.5%
- **Others**: 3%

*Official figures as of end 2019*
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*All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe
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

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

- RIXOS.COM plugged to ALL.COM

Official figures as of end 2019
DIRECT BOOKINGS: 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

- 73M 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