Brand Immersion Pitch
Brand Story

A place that must be experienced to be believed. Where classic themes are remixed, where the ultra modern is always timeless, where the predictability of luxury is completely upended. More than a hotel and residence; SLS is a cocoon of delights created to pamper and inspire.

Welcome to The Impossible.
Mission

To create & curate a wunderkammer* of varied & extraordinary moments that truly resonate with guests & define luxury hospitality in the 21st century.

* Wunderkammer: German, 1500s expression meaning “Wonder room”. SLS is the home of an extraordinary experience, with a playful ambiance.

Culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences. With leading developers, architects, designers & chefs, we’re anticipating, innovating and shaping the future of luxury lifestyle living.
SLS HOTEL AND RESIDENCES

Established

2008

Values

Unparalleled Excellence
Limitless Ambition
Inspirational Design
Social & Welcoming
Enchantment & Wonder

Design Style

Classics Revisited

Signatures

Lush Arrival
Always Surprising
The Legacy pool
Secret Little Surprises
Cabinet of Curiosities

Strapline

Luxury Remixed

Mission

Our raison d’etre is to indulge, delight & entertain the discerning pleasure seekers of the 21st century.

Comp Set

Edition

Additional Straplines

A Cocoon of Delights
Classic Grandeur, Reimagined
Playful Delights on Every Turn
Sophistication with a Twist

Design Principles

Whimsical / Contemporary / Glamorous / Crisp
Seductive / Sophisticated / Romantic / Playful

BRAND OVERVIEW
Entrance

Many of our SLS properties welcome guests in true Hollywood style, with an iconic red carpet leading the way from the valet to the entrance of the hotel.

Duck

Many of our SLS properties are home to a giant metallic duck. The vision of Philippe Starck was to bring the playful spirit to life poolside at SLS with this iconic figure.

Elevators

Many of our SLS properties are home to a giant metallic duck. The vision of Philippe Starck was to bring the playful spirit to life poolside at SLS with this iconic figure.

Mirrors

The use of polished mirrors create an ambiance that’s playfully mischievous, wittily surprising and just a little sexy.
Local Landscape
While each SLS guestroom is distinctly recognizable, each property offers unique details that reflect the location of the property.

Cabinet of Curiosities
The SLS wardrobe is filled with intrigue and designed for discovery – filled with curated items for absolute comfort and coziness.

Secret Little Surprises
The guestroom is laced with a Secret Little Surprise which sparks curiosity.

Unexpected Artistic Delights
SLS is a cocoon of delights and curated art is imperative to our story. Elegant styling is used to achieve a spirit that’s entirely unexpected.
DESIGN COLLABORATORS

AVENUE ID
ASHLEY MANHAN & ANDREA DEROUSA

HGX DESIGN
HAL GOLDSMITH

ANDA ANDREI
DESIGN
ANDA ANDREI

STARCK
PHILIPPE STARCK

TONYCHI STUDIO
TONY CHI

MARTIN
BRUDNIZKI
Look & Feel
PUBLIC SPACES

A strong day-to-night transformation is key to the SLS ambience and atmosphere.
Look & Feel

PUBLIC SPACES

A strong day-to-night transformation is key to the SLS ambience and atmosphere
Look & Feel

FOOD & BEVERAGE

A strong day-to-night transformation is key to the SLS ambience and atmosphere.
While each SLS guestroom is distinctly recognizable, each property offers unique details that reflect the location of the property.
Collateral & Merchandise

Everything you need, nothing you don’t.
Collateral & Merchandise

Everything you need, nothing you don’t.
PROPERTY PROGRAMMING

Hotels
SLS

Residences
SLS

Spa
CIEL SPA

Restaurants
Carna
Cleo
Fia
Katsuya

Nightlife & Day Clubs
Hyde
Bond
Altitude

Mixology & Lounges
S
Rise

*OR an Ennismore Restaurant & Bar concept appropriate to market
## Development Brand Criteria

### URBAN

<table>
<thead>
<tr>
<th>Recommended Number of Rooms</th>
<th>Europe</th>
<th>Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 and + keys</td>
<td>150–250 keys</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Room Average Size</th>
<th>Europe</th>
<th>Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>32-35 m²</td>
<td>37-40 m²</td>
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</table>

<table>
<thead>
<tr>
<th>TGFA / Room</th>
<th>Europe</th>
<th>Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>60–70 m²</td>
<td>70–80 m²</td>
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</tbody>
</table>

### RESORT

<table>
<thead>
<tr>
<th>Recommended Number of Rooms</th>
<th>Europe</th>
<th>Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 and + keys</td>
<td>150–250 keys</td>
<td></td>
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<table>
<thead>
<tr>
<th>Room Average Size</th>
<th>Europe</th>
<th>Worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-45 m² + balcony</td>
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</table>

<table>
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<tr>
<th>TGFA / Room</th>
<th>Europe</th>
<th>Worldwide</th>
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<tbody>
<tr>
<td>70–90 m²</td>
<td>80–110 m²</td>
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</table>

### Food & Beverage

- 1 Bar / Lounge
- 1 Destination Specialty
- 3 meal restaurant

### Wellbeing

- Ciel Spa (on market demand)
- Resort to have 2 pools, 1x Family 1x Beach Club
- Fitness Center (on market demand)

### Meetings

- Meeting rooms (on market demand)
- Ballroom (on market demand)

### Location Considerations

<table>
<thead>
<tr>
<th>Prime Locations</th>
<th>Secondary Locations</th>
<th>Airports Suburbs</th>
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</thead>
<tbody>
<tr>
<td>Capitals Key Cities &amp; Resort Destinations</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Major Domestic Destinations</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Other Cities &amp; Attractive Touristic Destinations</td>
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<td></td>
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</table>
SLS Footprint and Pipeline

HOTELS & RESIDENCES

<table>
<thead>
<tr>
<th>SLS LUX BRICKELL</th>
<th>SLS BRICKELL</th>
<th>SLS SOUTH BEACH MIAMI</th>
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<tbody>
<tr>
<td>SLS BEVERLY HILLS</td>
<td>SLS BAHAMAR</td>
<td>SLS CANCUN</td>
</tr>
<tr>
<td>SLS HALLANDALE</td>
<td>SLS SCOTTSDALE</td>
<td></td>
</tr>
<tr>
<td>SLS PUERTO MADERO</td>
<td></td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MEA</td>
</tr>
<tr>
<td>575 keys</td>
<td>989 keys</td>
<td></td>
<td>1,564</td>
<td>TOTAL</td>
</tr>
<tr>
<td>1 hotel</td>
<td>6 hotels</td>
<td></td>
<td>7 hotels</td>
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</table>

OPERATING NETWORK

<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>534 keys</td>
<td>3 hotels</td>
<td></td>
<td>534 keys</td>
<td>3 hotels</td>
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</tbody>
</table>

COMMITTED PIPELINE

<table>
<thead>
<tr>
<th>LOI PIPELINE</th>
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</thead>
<tbody>
<tr>
<td>80 keys</td>
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</table>

SLS LUX BRICKELL
SLS BRICKELL
SLS SOUTH BEACH MIAMI
SLS HALLANDALE
SLS SCOTTSDALE
SLS BEVERLY HILLS
SLS BAHAMA MAR
SLS CANCUN
SLS PUERTO MADERO
SLS DUBAI HOTEL & RESIDENCES
SLS SOUTH BEACH MIAMI, UNITED STATES

F&B Outlets: (3) The Bazaar by Jose Andres, Katsuya, Bar Centro

Amenities: 2 meeting rooms, Outdoor Swimming Pool, Beach Access

ID Designer: Philippe Starck

Keys: 140
Room size: 17 – 25 m²

Opened 2012
SLS BAHAMAS, NASSAU, THE BAHAMAS

F&B Outlets: (11) Bungalow Pool Bar & Grill, Carna, Katsuya, Skybar, F’ilia Baha Mar, Cleo, 25 Degrees North, Privilege, Umami Burger, Monkey Bar, Baha Bay Beach Club & 1 Nightlife Bond

Amenities: 7 meeting rooms, Outdoor Pool, ESPA Spa, Beach Access, Fitness Centre, Golf Course & Casino near by, Tennis Court

ID Designer: Avenue Interior Design (LA)

Keys: 299
Room size: 33 m²

Opened
2017
SLS CANCUN, MEXICO

F+B Outlets: (1) Leynia
Amenities: 1 meeting room, Outdoor Swimming Pool
ID Designer: Piero Lissoni

Keys: 45 + 344 BR
Room size: 51 - 64 m²

Opened 2021
SLS DUBAI HOTEL & RESIDENCES, UNITED ARAB EMIRATES

F+B Outlets: (5) Fi’lia, Carna, EllaMia, S Bar, Privilege + opening soon (1) : 12 Chairs

Amenities: Ciel Spa, Function Hall, 5 meeting rooms, rooftop swimming pool

ID Designer: Paul Bishop

Opened 2021

Keys: 254 + 321 SR + 371 BR
Room size: 51 - 64 m²
SLS CANCUN, MEXICO

F+B Outlets: (1) Leynia
Amenities: 1 meeting room, Outdoor Swimming Pool
ID Designer: Piero Lissoni

Keys: 45 + 344 BR
Room size: 51 - 64 m²

Opened 2021
SLS PUERTO MADERO, BUENOS AIRES, ARGENTINA

F+B Outlets: (1) Leynia
Amenities: Ciel Spa, Outdoor Swimming Pool, Gym, Function Room
ID Designer: Piero Lissoni

Keys: 59 + 160 BR
Room size: xxx m²
Opening Q4 2021
SLS SCOTTSDALE, ARIZONA, UNITED STATES

F+B Outlets: (4) Carna, Coffee Shop, Dani Garcia Concept, Rooftop Pool concept
Amenities: Rooftop Pool
ID Designer: xxx

Keys: 240 + 24 BR
Room size: xxx m²

Opening
Q4 2023
SLS HALLANDALE, UNITED STATES

F+B Outlets: (2) Carna, Katsuya
Amenities: Spa, Golf
ID Designer: Jansen Goldstein