



SLS

HOTEL & RESIDENCES

WHY INVEST IN SLS

ACCOR GLOBAL DEVELOPMENT

Q1 2021

MISSION STATEMENT

A global tribe of individuals, partners and progressives, devoted to creating extraordinary experiences for our community throughout our proprietary brands—**we are *sbe*.**

Visionaries at the forefront of hospitality, cuisine, design, residences and entertainment, our lifestyle moments are forged with highly-curated and passionate service. We are committed to **authenticity, sophistication, mastery and innovation.**

Our stage is the world. Our time is now.



We are **THE** leading
Global Hospitality Company
That Offers a Complete
Full Circle Lifestyle Experience

FULL CIRCLE LIFESTYLE EXPERIENCE

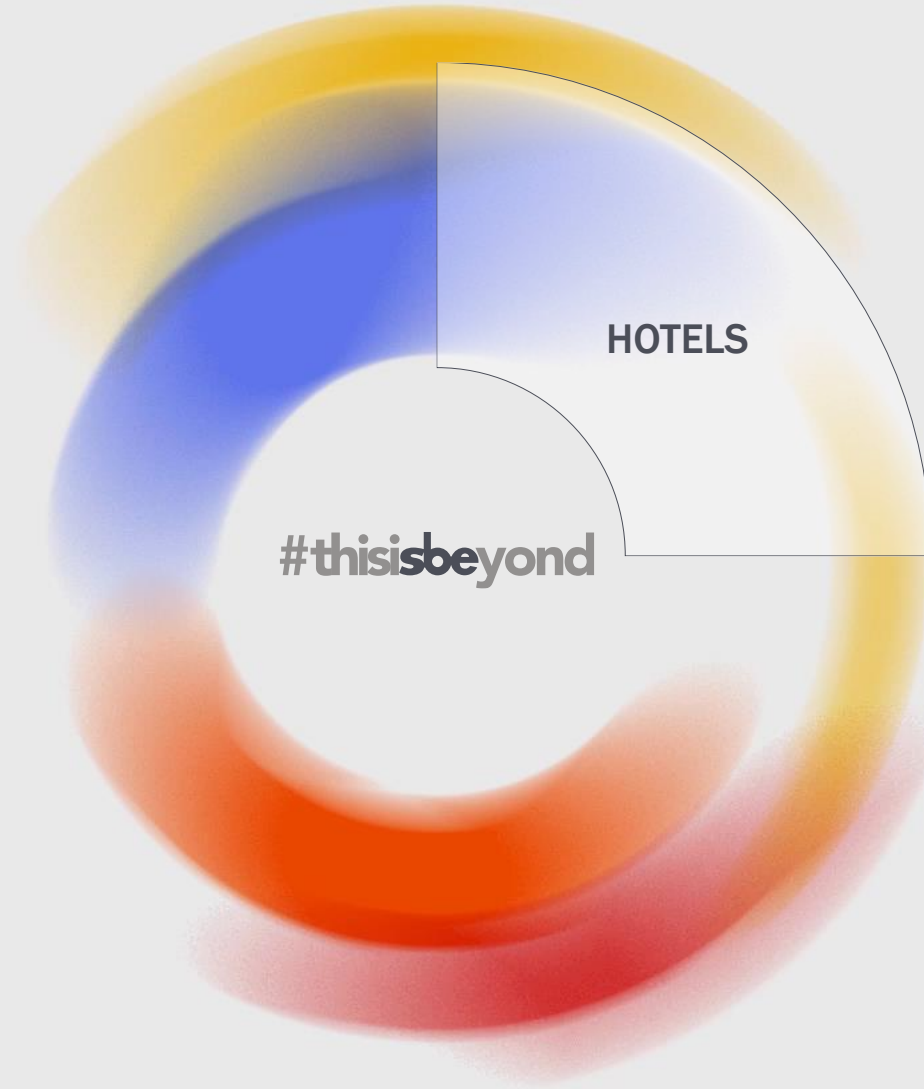
GLOBAL

SLS

DELANO

MONDRIAN

HYDE



THE HOUSE OF ORIGINALS

SANDERSON

SHORE CLUB

ST MARTINS LANE

10 KARAKÖY



TEMPLE
DETROIT

HUDSON

The Redbury ^{sbc}

FULL CIRCLE LIFESTYLE EXPERIENCE

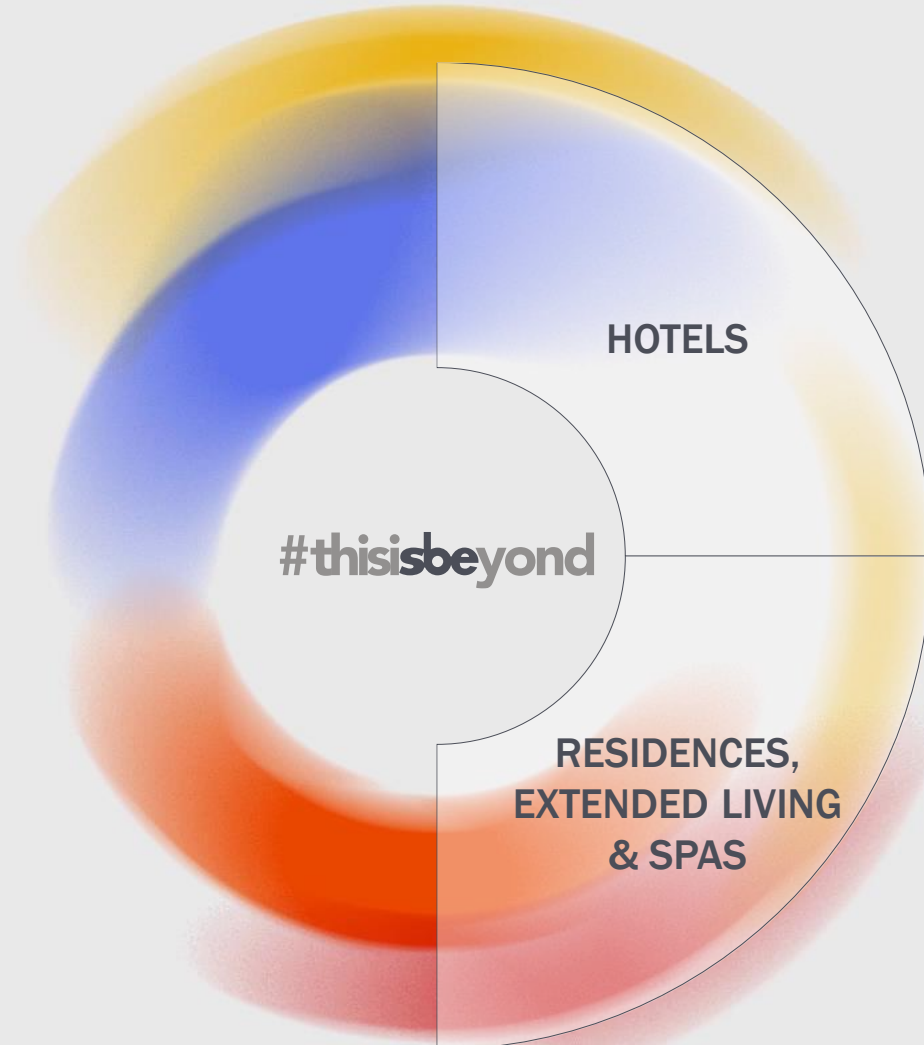
RESIDENCES

SLS

DELANO

MONDRIAN

HYDE



EXTENDED LIVING

MONDRIAN

HYDE

SPA

CIEL SPA

FULL CIRCLE LIFESTYLE EXPERIENCE

GLOBAL BRANDS

THE BAZAAR

BOTTEGA
DI
carna

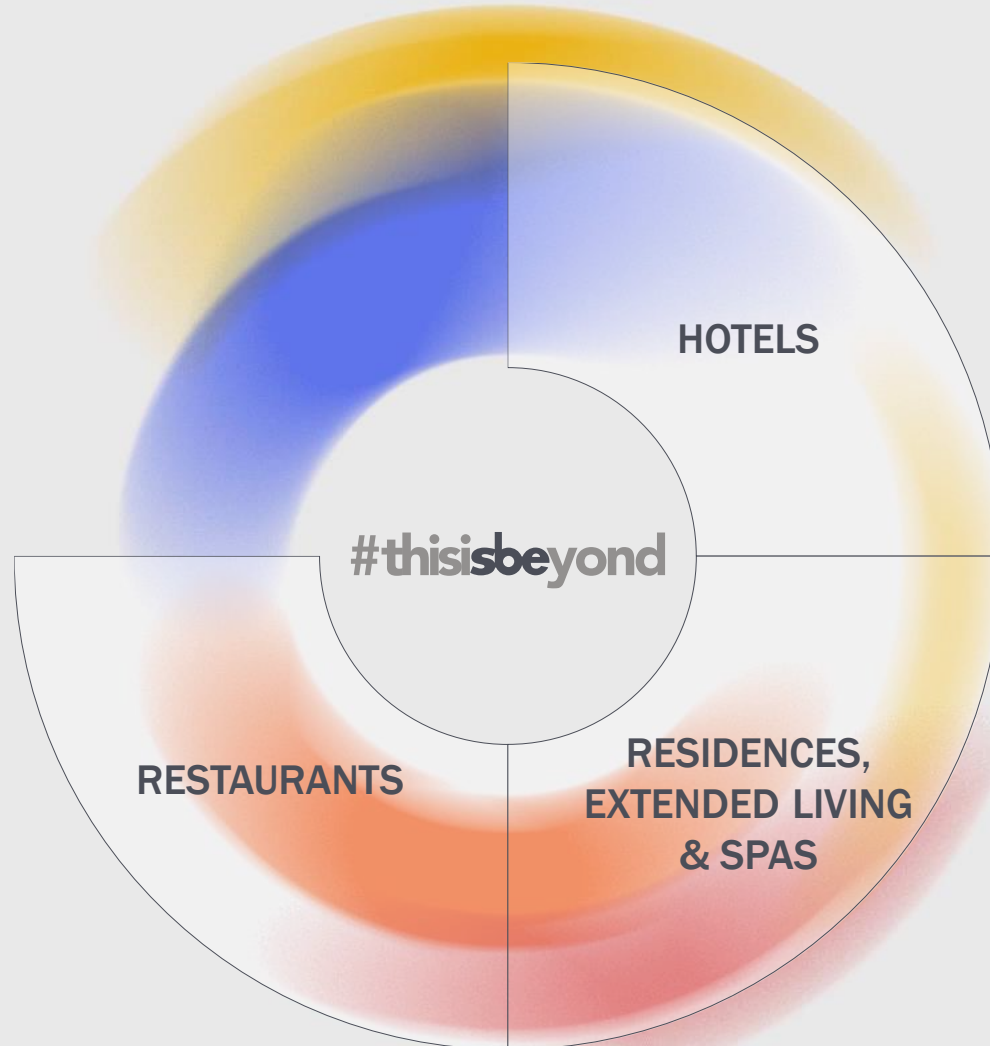
carna **Cleo**
MEDITERRÁNEO

ELLAMIA

Silia

KATSUYA

Leynla



THE ORIGINALS by **sbe**

ALTITUDE
POOL & LOUNGE

DiEZ
SEIS
by sbe

Hudson Tavern
●●●●●

TRES

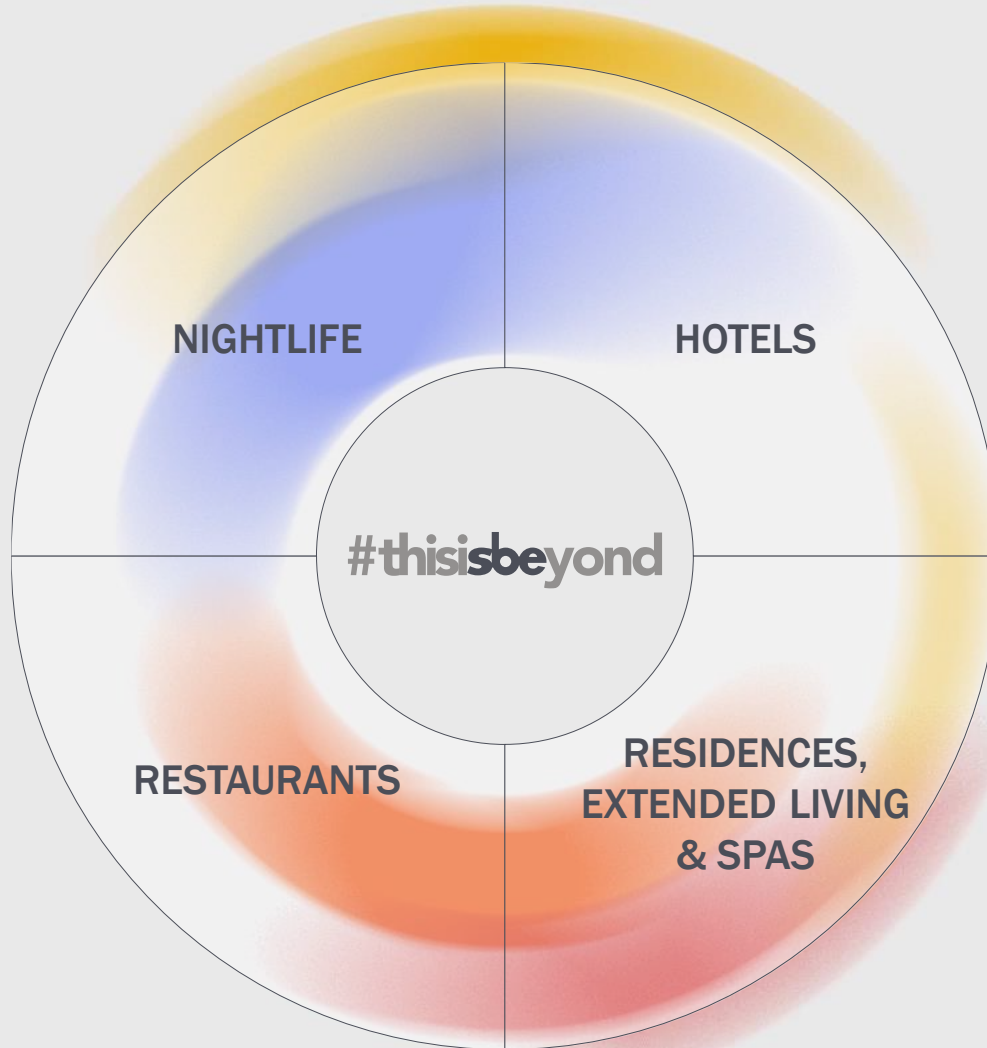
WALIMA

FULL CIRCLE LIFESTYLE EXPERIENCE

MIXOLOGY & LOUNGES

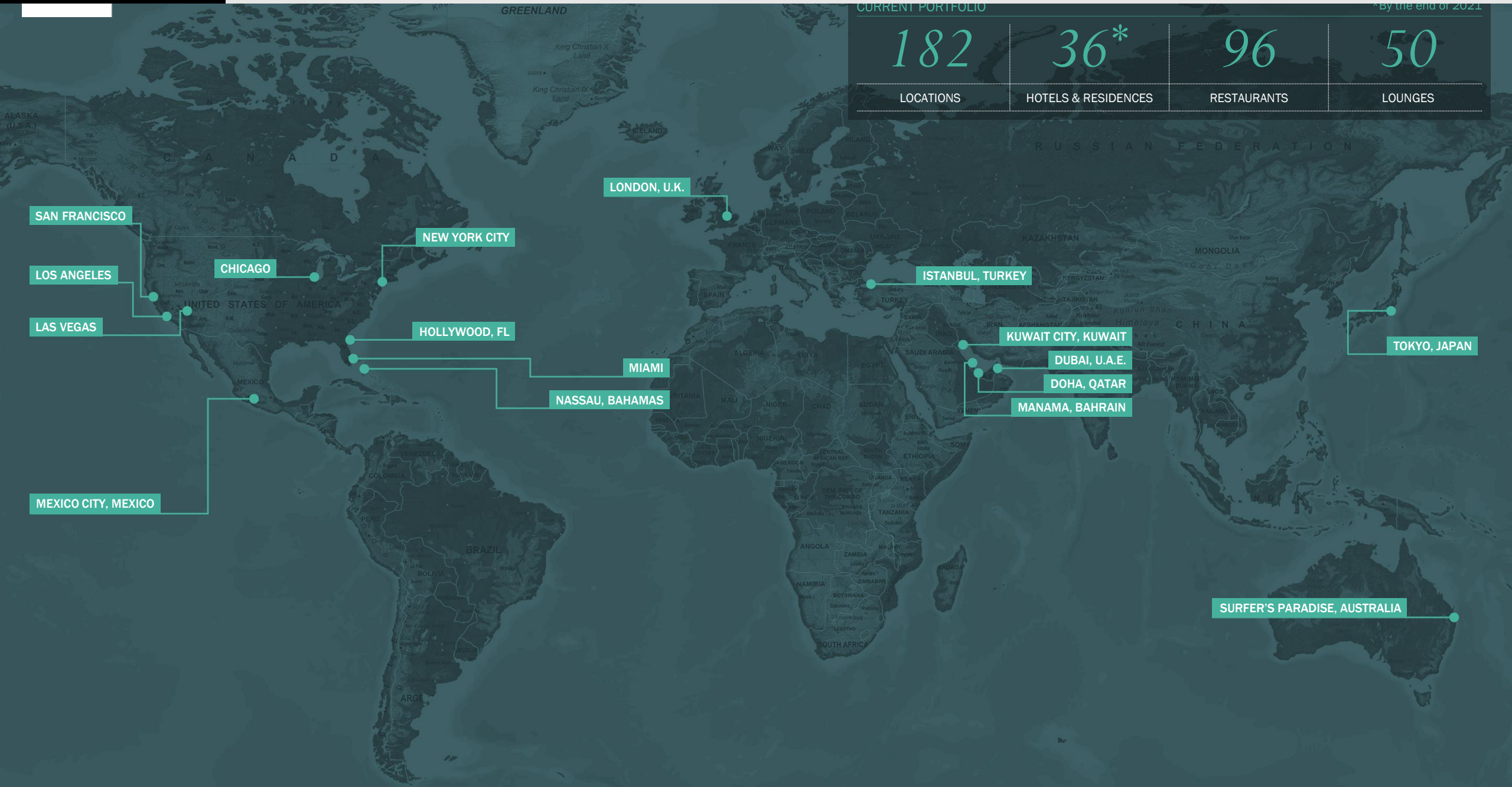


NIGHTLIFE & DAY CLUBS



CURRENT PORTFOLIO			
182	36*	96	50
LOCATIONS	HOTELS & RESIDENCES	RESTAURANTS	LOUNGES

*By the end of 2021



SAN FRANCISCO

LOS ANGELES

LAS VEGAS

CHICAGO

NEW YORK CITY

HOLLYWOOD, FL

LONDON, U.K.

MIAMI

NASSAU, BAHAMAS

MEXICO CITY, MEXICO

ISTANBUL, TURKEY

KUWAIT CITY, KUWAIT

DUBAI, U.A.E.

DOHA, QATAR

MANAMA, BAHRAIN

TOKYO, JAPAN

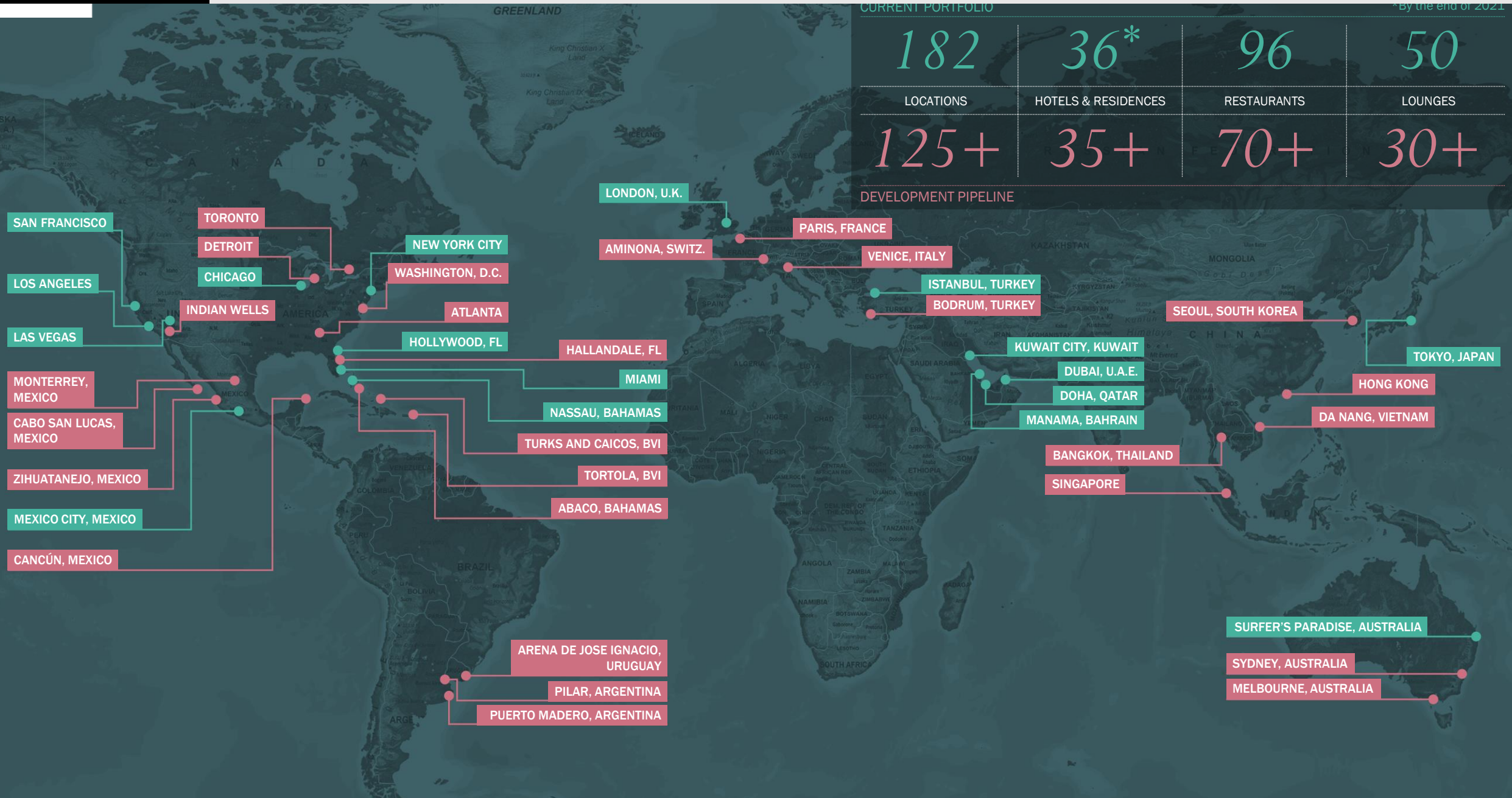
SURFER'S PARADISE, AUSTRALIA

CURRENT PORTFOLIO

182	36*	96	50
LOCATIONS	HOTELS & RESIDENCES	RESTAURANTS	LOUNGES
125+	35+	70+	30+

DEVELOPMENT PIPELINE

*By the end of 2021



- SAN FRANCISCO
- LOS ANGELES
- LAS VEGAS
- MONTERREY, MEXICO
- CABO SAN LUCAS, MEXICO
- ZIHUATANEJO, MEXICO
- MEXICO CITY, MEXICO
- CANCÚN, MEXICO
- TORONTO
- DETROIT
- CHICAGO
- INDIAN WELLS
- WASHINGTON, D.C.
- ATLANTA
- HOLLYWOOD, FL
- HALLANDALE, FL
- MIAMI
- NASSAU, BAHAMAS
- TURKS AND CAICOS, BVI
- TORTOLA, BVI
- ABACO, BAHAMAS

- LONDON, U.K.
- AMINONA, SWITZ.
- PARIS, FRANCE
- VENICE, ITALY
- ISTANBUL, TURKEY
- BODRUM, TURKEY
- KUWAIT CITY, KUWAIT
- DUBAI, U.A.E.
- DOHA, QATAR
- MANAMA, BAHRAIN
- BANGKOK, THAILAND
- SINGAPORE
- SEOUL, SOUTH KOREA
- HONG KONG
- DA NANG, VIETNAM
- TOKYO, JAPAN
- ARENA DE JOSE IGNACIO, URUGUAY
- PILAR, ARGENTINA
- PUERTO MADERO, ARGENTINA
- SURFER'S PARADISE, AUSTRALIA
- SYDNEY, AUSTRALIA
- MELBOURNE, AUSTRALIA


[Play Brand Video](#)
[View Brand Book](#)

SLS

THE 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".
An encyclopedic collection of objects whose categorical boundaries are yet to be defined.*

SLS is the home of the extraordinary experience. Culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences. From giant metallic ducks to an in-room bar for 'sinners', no other luxury hotel can boast such a diversity, such richness, such play. With leading developers, architects, designers & chefs, we're anticipating, innovating and shaping the future of luxury lifestyle living.

ALWAYS SURPRISING

CELEBRATED CUISINE

PLAYFUL WIT

TRANSCENDENTAL DESIGN

ELEGANT SOPHISTICATION

UBER SERVICE



ICONIC DESIGN DESTINATION

*Theatrical interiors, more than simply
aesthetics, elegance and beauty:*

The SLS Elevator

The SLS entrance

The SLS duck

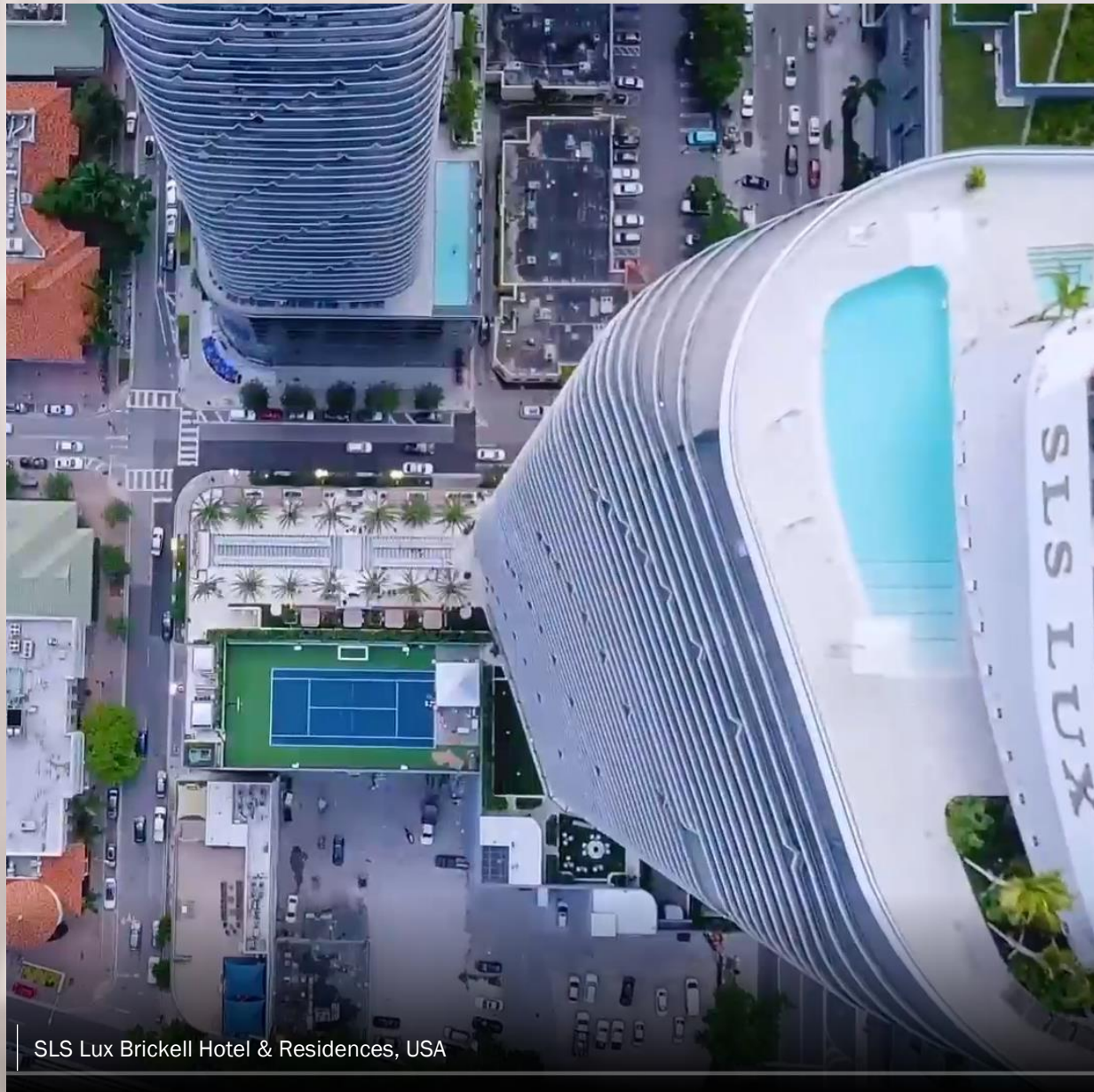
The SLS desk

SLS HOTEL PLUS BRANDED RESIDENCES FOR SALE LEVERAGES THE BRAND BUSINESS MODEL PROFITABILITY

Unique value proposition driving additional
revenue & fees and brand premium

Residential owners using hotel's paying services

Ability to charge 20% premium because of
delivering on the full circle experience - including
sbe branded restaurants, nightlife, spa...



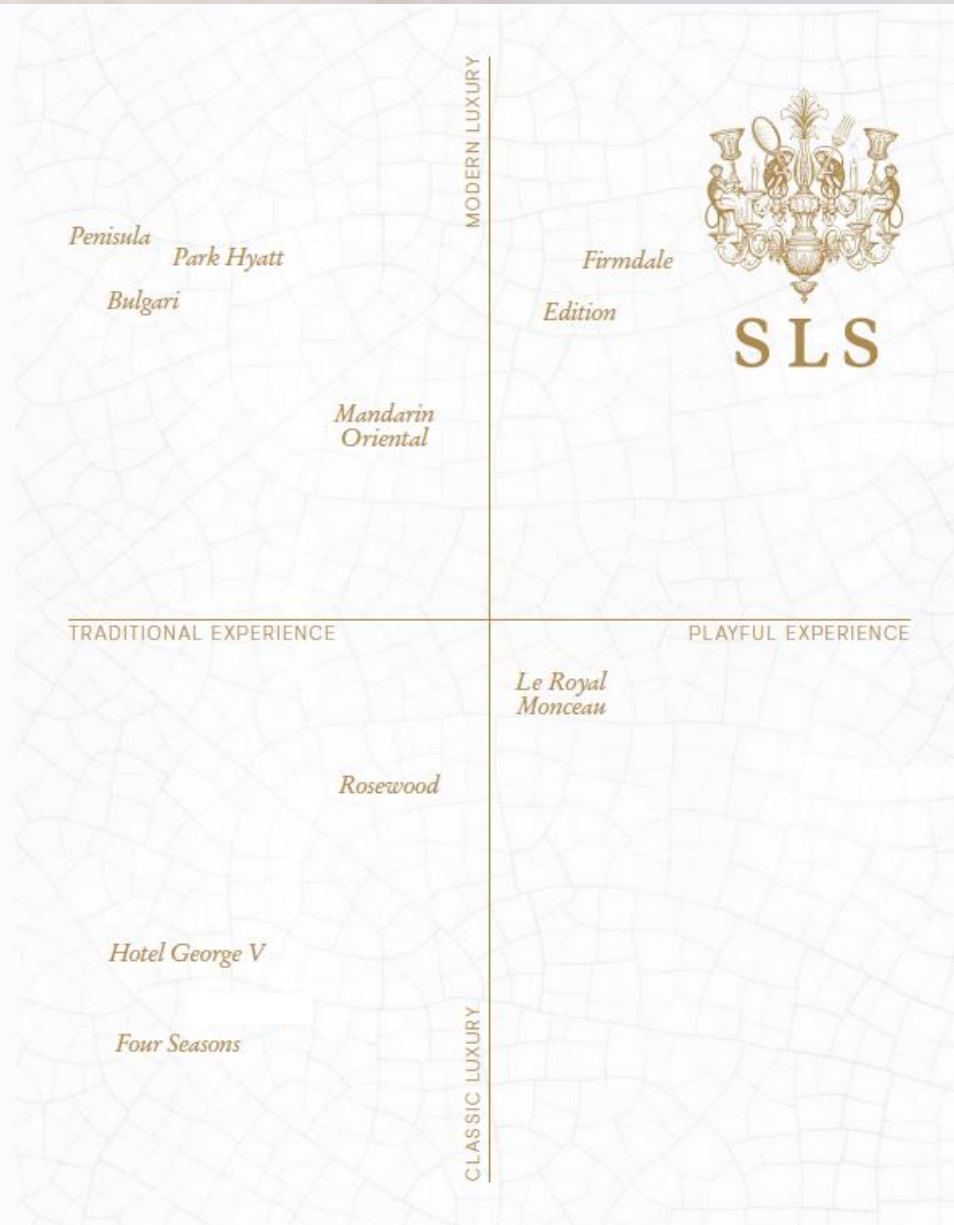
SLS Lux Brickell Hotel & Residences, USA

BRAND POSITION

A special place that's all our own.

We occupy a special position within the crowded luxury hotel market; unparalleled service within elegant surroundings reminiscent of a grand classic, yet reimagined with playful wit, unexpected delight and a modern edge.

It's a unique combination of operations, aesthetics and personality that means we exist in a space beyond the realms of the classics and boutiques.



THE SLS FOOTPRINT



SLS BEVERLY HILLS

SLS CANCUN

SLS SOUTH BEACH
SLS BRICKELL
SLS LUX BRICKELL

SLS BAHAMAR

SLS HALLANDALE BEACH

SLS PUERTO MADERO

SLS DUBAI

CURRENT PORTFOLIO

By the end of 2019

1,842 rooms
7 hotels

1,842 rooms
7 hotels

AMERICAS

AFRICA-MIDDLE EAST

TOTAL

344 rooms
3 hotels

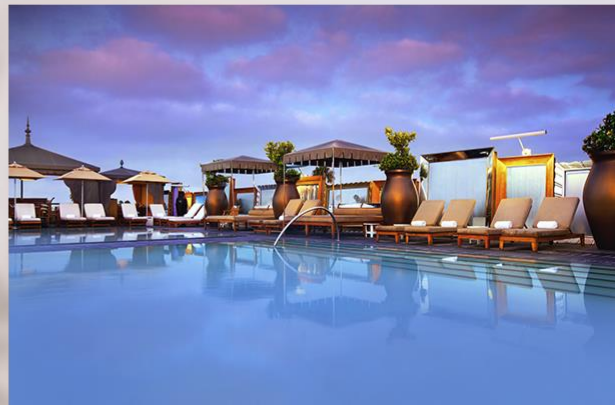
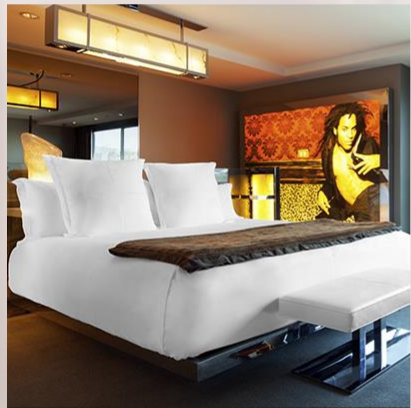
825 rooms
2 hotel

1,169 rooms
5 hotels

DEVELOPMENT PIPELINE

CURRENT

PIPELINE



SLS

BEVERLY HILLS
HOTEL

Philippe Starck

Designer

Dakota Development

Developer

2,800 Square Meters

297 Key Count

61

Suites

Food & Beverage

The Bazaar

Tres

Somni

Amenities

Altitude Pool / Ciel Spa / Fitness Center

Awards

2019 #1 Hotel in the World, Conde Nast Traveler 2019 Readers' Choice Awards

2011 José Andrés wins James Beard: Best Achievement Award

2009 Virtuoso Best of the Best Award

Property News & Headlines:

TRAVEL+
LEISURE

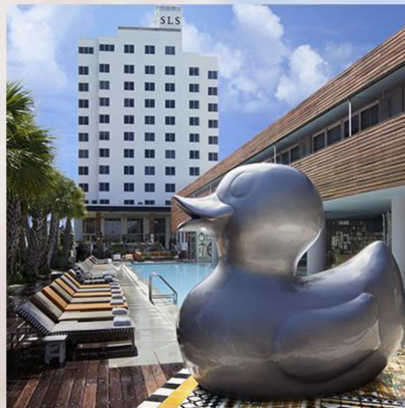
Altitude at SLS Beverly Hills Named Best Rooftop Pool in LA 2015

USNews

SLS Beverly Hills Named One Of Top Hotels

CONDÉ NAST
Traveler

#1 Hotel in the World



SLS

SOUTH BEACH
HOTEL

2,300 Square Meters

140 Key Count

13

Suites

Philippe Starck
Kravitz Design
Arquitectonica

Designer

Dakota Development

Developer

Amenities

Pool / IGK Salon / SLS Fitness Center

Awards

2018 Tablet Hotel Awards; Best Nightlife, North America

Food & Beverage

The Bazaar

Katsuya

SAAM

Bar Centro

Hyde Beach

Property News & Headlines:



SLS South Beach "Miami's Top 10 Hip Hotels"



"The 10 Best Party Hotels in the US"



SLS

BRICKELL
HOTEL & RESIDENCES

Philippe Starck

Designer

Arquitectonica

Architect

5,500 Square Meters

124 Key Count

12

Suites

Food & Beverage

Fi'lia

SAAM

Amenities

Altitude Pool / Ciel Spa & Fitness Center / Screening Room / The Party Room George Ballroom

Awards

2018 About.com (TripSavvy) "Best Miami Hotels of 2018"; #1 Best Overall

Property News & Headlines:

Miami Herald "SLS Brickell Celebrates Virtual Sellout"

CONDE NAST Traveler "Inside Miami's SLS Brickell - This Isn't Your Typical Boutique Hotel"

IHUFFPOST "Give Me Shelter...With Style!"



SLS

BAHA MAR HOTEL

Avenue Interior Design in Collaboration with BNO

Designer

Dakota Development

Developer

Amenities

18-Hole, 72-par Jack Nicklaus Golf Course at Baha Mar
Casino & Sports Book / ESPA Spa

Awards

2018 BRIDES Magazine Honeymoon Award

- Square Meters

107

Suites

299

Key Count

Food & Beverage

Cleo

Katsuya

Monkey Bar

Bungalow Pool

Skybar

Bond

Privilege Pool

Fi'lia

Carna

Umami Burger

Property News & Headlines:

Traveler 2018 "Best New Hotels in the World"

TRAVEL+LEISURE 2018 IT LIST: Editor's pick, "Best New Hotels in the World"

CNN travel 2018 "The 14 Best New Caribbean Hotels and Resorts"

The Telegraph SLS Baha Mar Rating: 8/10



SLS

LUX BRICKELL
HOTEL & RESIDENCES

— Square Meters

450 Key Count

84

Suites

Yabu Pushelberg Arquitectonica

Designer

Food & Beverage

Katsuya

S Bar

The Related Group

Developer

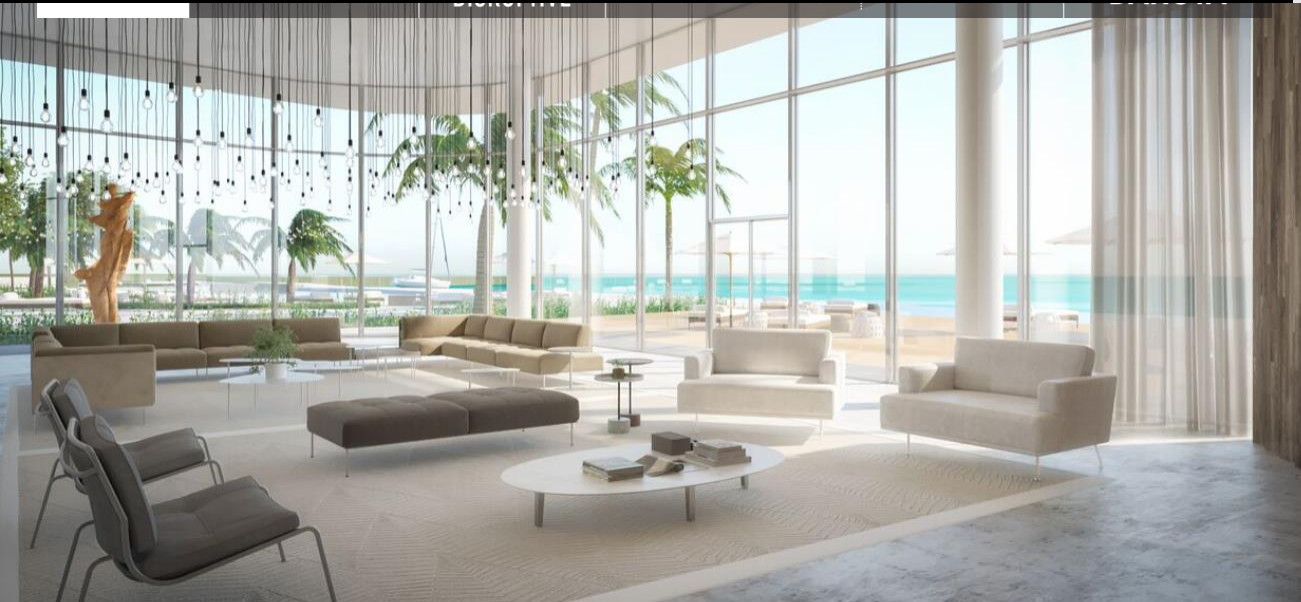
Amenities

Full-Size Tennis Court / Fitness Center / Spa / Turkish Hamam / Party Room
44th-Floor Library Lounge / 112-ft-long Beach-Entry Pool / Rooftop Star Pool LUX

Property News & Headlines:



“SLS LUX Brickell is now fully sold-out”



SLS

CANCUN
HOTEL & RESIDENCES

[Watch Video](#)

OPENING

2020

KEYS

45

RESIDENCES

130

PARTNER/DEVELOPER

The Related Group

ARCHITECT/DESIGN

Piero Lissoni

CONTRACT

Licensed

SECURED PIPELINE THROUGH 2023

AS OF END JULY 2020

PIPELINE PROPERTY	KEYS	UNITS	COUNTRY	OPENING
SLS Dubai	254	371	United Arab	2020
SLS Hallandale Beach	250	300	USA	2022
SLS Puerto Madero	58	160	Argentina	2020



SLS

DUBAI
HOTEL & RESIDENCES

OPENING

2020

KEYS

254

PARTNER/DEVELOPER

MNG Development

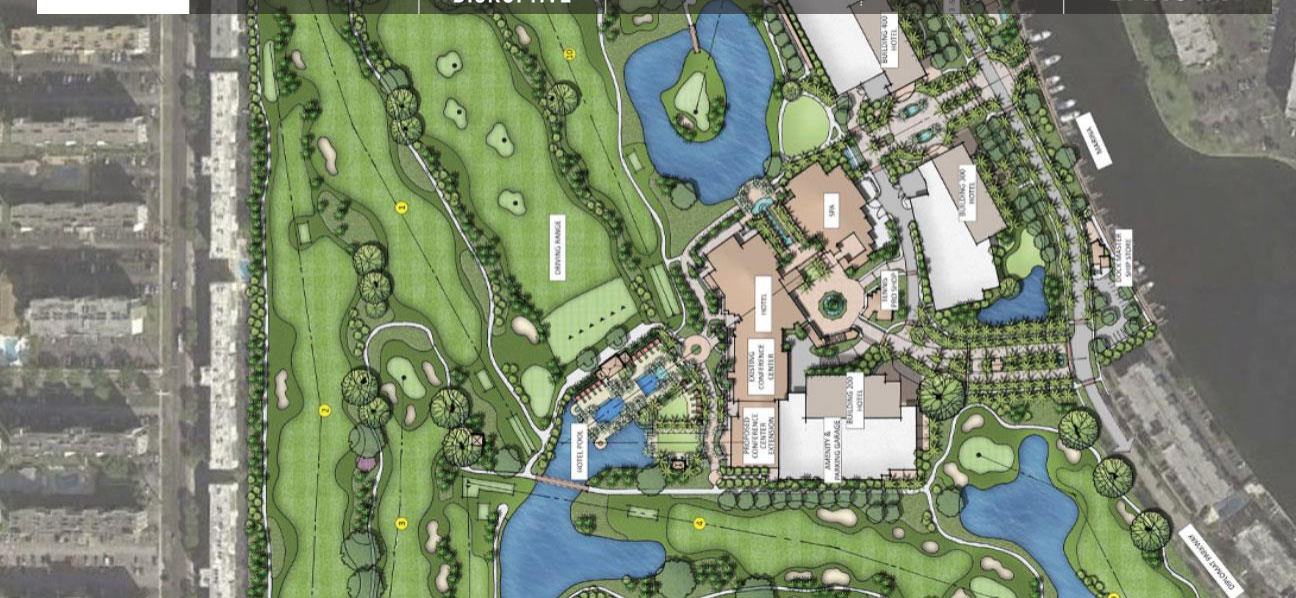
ARCHITECT/DESIGN

Bishop Design

RESIDENCES

371

[Watch Video](#)



SLS

HALLANDALE BEACH
HOTEL, RESIDENCES & MARINA

OPENING

2022

KEYS

250

PARTNER/DEVELOPER

EDSA

ARCHITECT/DESIGN

Kobi Karp

RESIDENCES

300

TRAVEL WEEKLY

“The \$220 million project will be located at the site of the former Diplomat Golf & Tennis Club, which will feature a redesigned golf course by Greg Norman, a 10-court tennis complex and a 48-slip marina.”

“The SLS Hallandale will have outposts of SBE’s Katsuya sushi restaurant and S Bar lounge, among other food and beverage options.”

LIFESTYLE PLATFORM

USPS's

PIPELINE

BRAND MARKERS

COMMUNICATION

PERFORMANCE



SLS

PUERTO MADERO

[Watch Video](#)

PARTNER/DEVELOPER
The Related Group

ARCHITECT/DESIGN
Piero Lissoni

OPENING
2020

KEYS
58

RESIDENCES
160



ICONIC ELEMENTS: THE SLS ENTRANCE

A red carpet arrival.

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.



ICONIC ELEMENTS: THE SLS DUCK

The rubber duck reimaged.

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.



ICONIC ELEMENTS: THE SLS ELEVATOR

You're never alone at SLS.

Every SLS hotel features a very iconic elevator design – walls are wrapped with iconic imagery of our friends and family, waiting in the elevator alongside you, to ensure you never feel alone while staying at SLS.



ICONIC ELEMENTS: THE SLS DESK

Leave your work behind you.

At SLS, the rooms are designed with an unerring eye for luxury, but also with a particular objective in mind – to leave your work behind you when you get into bed at night. Desks at SLS are always situated behind the headboard to ensure a restful sleep and waking up with a clear mind.

SLS RESTAURANT BRANDS

Cleo
MEDITERRÁNEO

KATSUYA

fi'lia

carna

ALTITUDE
POOL & LOUNGE

THE BAZAAR

TRES

CULINARY COLLABORATORS



MARTIN HEIERLING

Chief Culinary
Officer, sbe



JOSÉ ANDRÉS
The Bazaar

Michelin-Starred



KATSUYA UECHI
Katsuya



JOSE ICARDI
Leynia, Diez y Seis



DARIO CECCHINI
Carna
Bottega di Carna

SLS NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE

BOND

ALTITUDE
POOL & LOUNGE

S
SKYBAR

R I S E *privilege*

FOXTAIL

MIXOLOGY & LOUNGES

DOHENY
ROOM

S
BAR

SAAM



CIEL SPA

To pamper your every need and create an exceptional and soothing relaxation experience that exceeds your expectations

Designed with an unerring eye for luxury, comfort and state-of-the-art technology; Ciel Spa is a place of escape where recharging the inner spirit and enhancing physical well-being come from true and spirited innovation. All SLS guestrooms feature Ciel Reserve bath amenities.

REFINED RELAXATION // A PLACE TO REVITALIZE // CELESTIAL ESCAPE

4 LOCATIONS

SLS BEVERLY HILLS, SLS SOUTH BEACH, SLS BRICKELL, SLS LUX BRICKELL



MEETINGS & EVENTS

SLS sets the stage for many occasions.

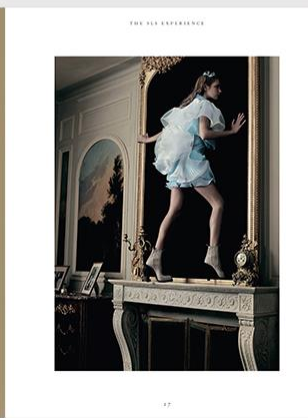
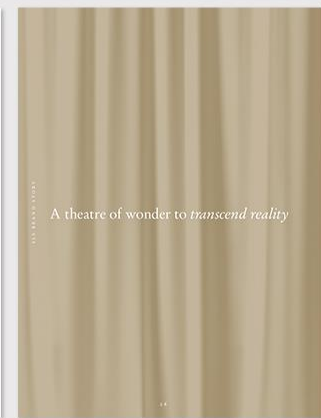
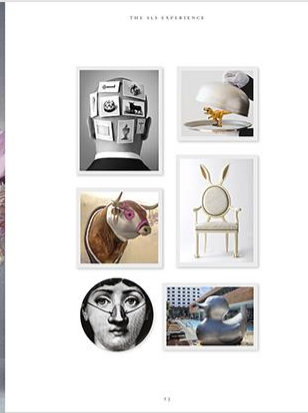
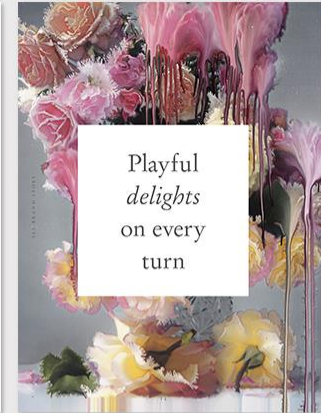
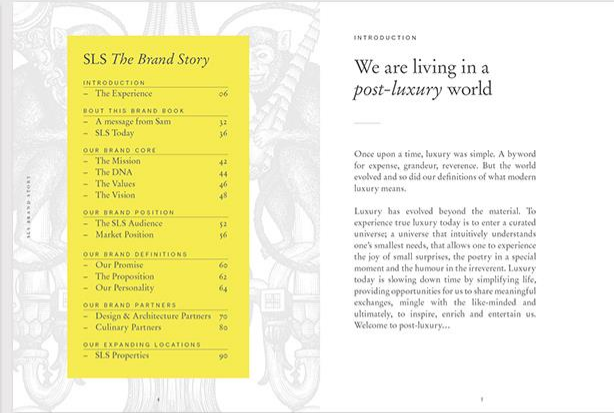
CORPORATE EVENTS:

Award Dinners, Board Meetings & Seminars, Conventions, Client Luncheons, Holiday Parties, Incentive Programs, Networking Events, Product Launches, Press Junkets, Trade Shows

SOCIAL EVENTS:

Bar/Bat Mitzvahs, Birthdays, Fundraisers, Graduations, Anniversaries, Vow Renewals, Bachelor(ette) Parties, Bridal + Baby Showers, Engagement + Rehearsal Dinners, Wedding Ceremonies + Receptions

SLS BRAND BOOK & VISUAL IDENTITY



[Download Full Brand Book](#)



SLS

HOTEL & RESIDENCES

VISUAL IDENTITY: LOGO

The SLS Brand Logo comprises of the SLS Crest, wordmark and descriptor. The SLS Brand Logo for General Use is used on materials communicating from the full brand. The descriptor under the general use logo reads 'Hotel & Residences' showing the full offering available from SLS.

VISUAL IDENTITY ICONOGRAPHY

The SLS uniqueness lies in it's mix of sophistication and a playful spirit.

Our visual language is an opportunity to demonstrate this spirit and we aim to adding an element to surprise and delight in all communications, however small. To ensure precisely the right mix of style and wit, we have created a library of approved 'icons', which are available for use in all our communications. The purpose of these is to add a small element of fizz to a communication piece. They should never be the main event but rather an added charming surprise.



SLS_HorseShoe_CMYK.TIFF
SLS_HorseShoe_RGB.PNG



SLS_Horse_CMYK.TIFF
SLS_Horse_RGB.PNG



SLS_Globe_CMYK.TIFF
SLS_Globe_RGB.PNG



SLS_Iron_CMYK.TIFF
SLS_Iron_RGB.PNG



SLS_Beetle_CMYK.TIFF
SLS_Beetle_RGB.PNG



SLS_Zebra_CMYK.TIFF
SLS_Zebra_RGB.PNG



SLS_GoldTooth_CMYK.TIFF
SLS_GoldTooth_RGB.PNG



SLS_Wishbone_CMYK.TIFF
SLS_Wishbone_RGB.PNG



SLS_Heptum_CMYK.TIFF
SLS_Heptum_RGB.PNG



SLS_Match_CMYK.TIFF
SLS_Match_RGB.PNG



SLS_GoldScarab_CMYK.TIFF
SLS_GoldScarab_RGB.PNG



SLS_Hourglass_CMYK.TIFF
SLS_Hourglass_RGB.PNG



SLS_PolarBear_CMYK.TIFF
SLS_PolarBear_RGB.PNG



SLS_Buttons_CMYK.TIFF
SLS_Buttons_RGB.PNG



SLS_MagnifyingGlass_CMYK.TIFF
SLS_MagnifyingGlass_RGB.PNG



SLS_Sheep_CMYK.TIFF
SLS_Sheep_RGB.PNG



SLS_Peg_CMYK.TIFF
SLS_Peg_RGB.PNG



SLS_DollyEgg_CMYK.TIFF
SLS_DollyEgg_RGB.PNG



SLS_PorcelainEggBroken_CMYK.TIFF
SLS_PorcelainEggBroken_RGB.PNG



SLS_ShoeShine_CMYK.TIFF
SLS_ShoeShine_RGB.PNG



SLS_Bottle_CMYK.TIFF
SLS_Bottle_RGB.PNG



SLS_FabergeEgg_CMYK.TIFF
SLS_FabergeEgg_RGB.PNG



SLS_Frog_CMYK.TIFF
SLS_Frog_RGB.PNG

SLS PRESS & ACCOLADES

*"An innovative
concept in hotels"*

TRAVEL+
LEISURE

*"The Bazaar by José Andrés:
#1 Hottest Hotel Restaurant"*

USA TODAY

*"Challenging the traditional
convention of luxury hospitality"*

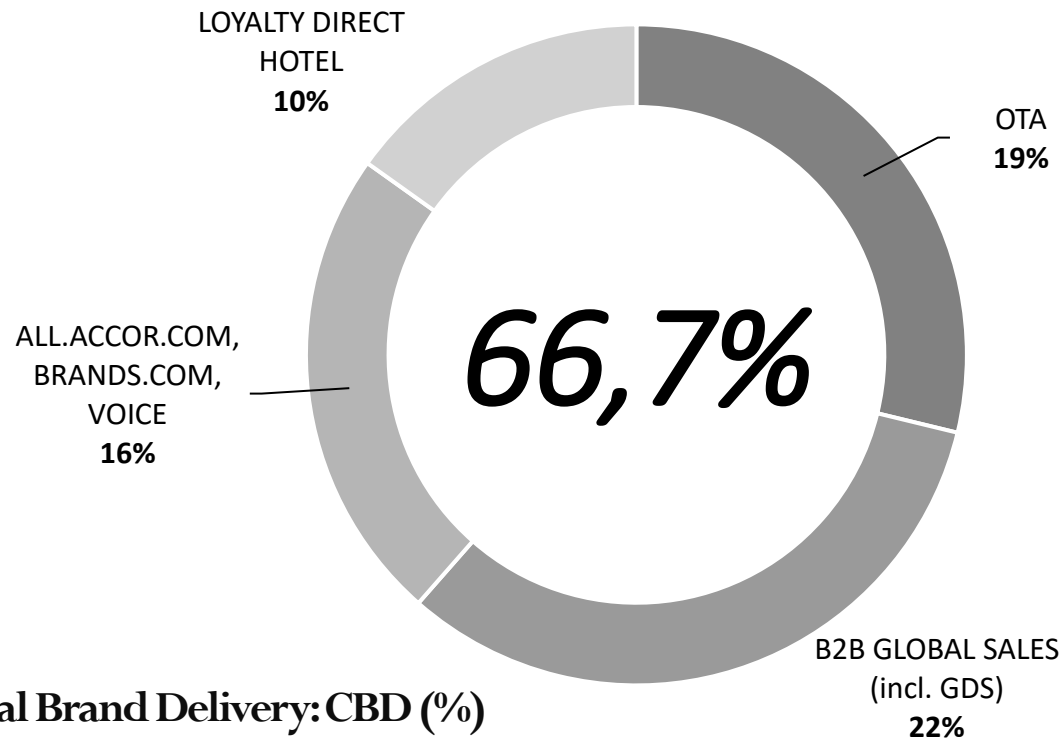
VANITY FAIR

*"Surreal meets
Sophisticated"*

USA TODAY

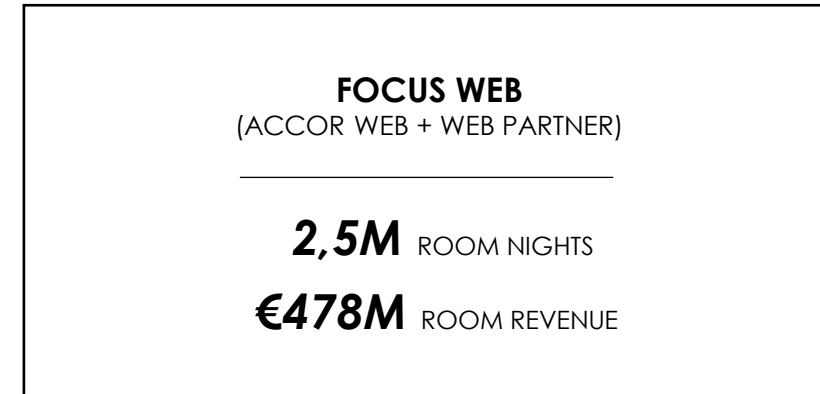
CENTRAL BRAND DELIVERY POWERED BY ACCOR

Based on Luxury Segment Room Nights



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 a hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.



NEW BOOKING ENGINE & APP

Figures as of end 2019



1 MULTIBRAND PORTAL + **1 LIFESTYLE COMPANION APP** + **18 BRAND.COM WEBSITES**
ALL.ACCOR.COM



- **300M** Website + App visits
- **2200** 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



- **50%** Mobile and App visits*
- **1** Download every minute
- **> 4,3/5** app ratings
- iOS: 4,5/5 & Android: 4,3/5

*year 2019 + from dec 2019-to Mid Feb 2020, since launch of ALL



- Plugged to **ALL.ACCOR.COM**

NEW LOYALTY PROGRAM

Figures as of end 2019



THE ONLY LIFETIME LOYALTY PROGRAM



THE FAST GROWING LOYALTY PROGRAM



THE MOST GLOBAL LOYALTY PROGRAM

NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK

OFFERING EXTENDED OPPORTUNITIES TO EARN & REDEEM POINTS

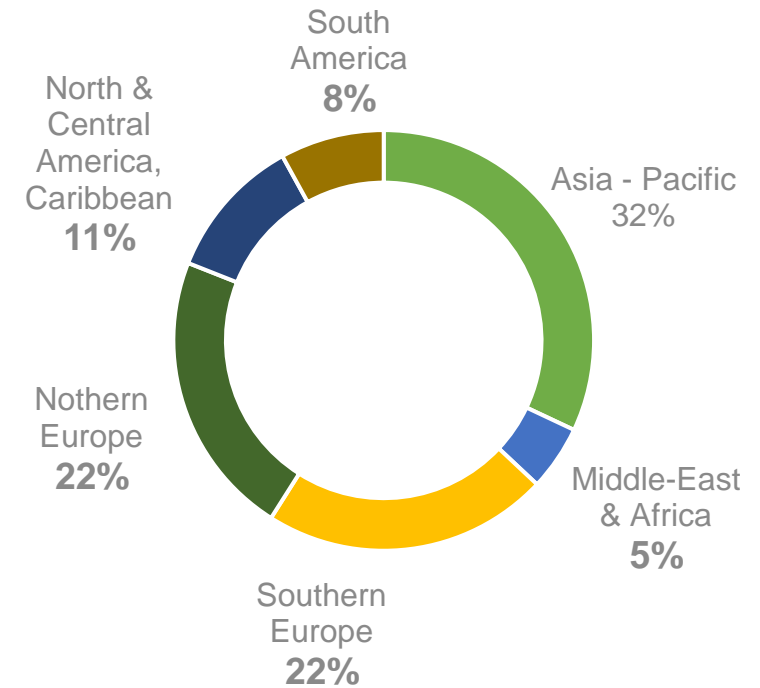
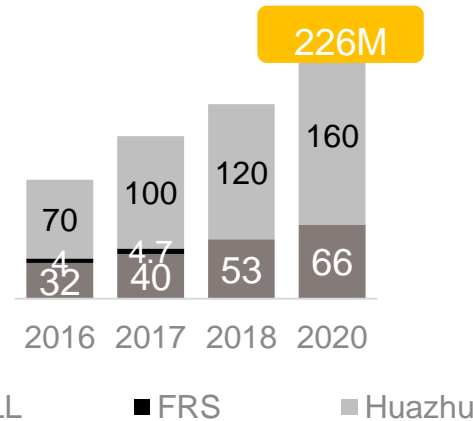
NEW BENEFITS

- 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

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



ACCOR DISTRIBUTION SOLUTIONS*

ACCOR offers >110 global distribution partnerships at best market conditions

all.accor.com multi-brand portal

18 BRAND WEBSITES

1 MOBIL APP

35 point of sales animated by countries

900 SALES AGENTS operate in

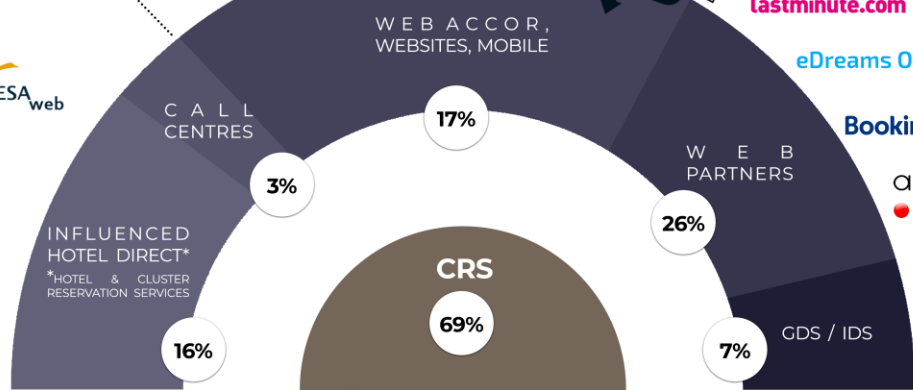
9 CALL CENTERS in 20 languages

1,470 HOTELS use Cluster facilities

1,500+ HOTELS use TARS for their own bookings



SEARCH METASEARCH



125+ PARTNERS*

*included search/metasearch/OTA/GDS/IDS

BtoB partners (OTAs) and BtoB partners (CTOs)

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

DEVELOPMENT CRITERIA

PROGRAMMING & DEVELOPMENT

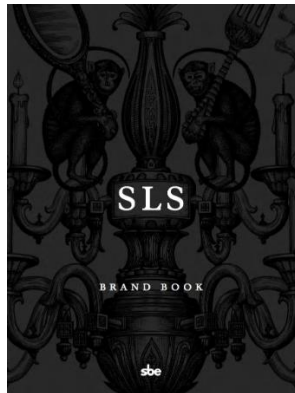
		AAA ultra city center location, historic conversion	WORLDWIDE		PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
HOTEL	RECOMMENDED NUMBER OF ROOMS	100 – 200 keys	150 – 300 keys				
	ROOM AVERAGE SIZE	-10%/-15% of worldwide	40 – 45 sqm				
	TGFA / ROOM	75 – 90 sqm	100 – 120 sqm				
RESORT	RECOMMENDED NUMBER OF ROOMS	90 – 180 keys	200 – 300 keys				
	ROOM AVERAGE SIZE	40 sqm + balcony	45 – 50 sqm indoor + balcony	CAPITALS KEY CITIES & RESORT DESTINATIONS	●	●	
	TGFA / ROOM	90 – 110 sqm	120 – 150 sqm				
	FOOD & BEVERAGE	1 sbe lifestyle touch F&B outlet at least 1+ bar/lounge 1+ destination 3 meal restaurant		MAJOR DOMESTIC DESTINATIONS	●		
	WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center (on market demand)		OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			
	MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)					

DESIGN & TECHNICAL SERVICES



SLS DESIGN HANDBOOK

Can be used before HCSA is signed



SLS BRAND BOOK

Can be used before HCSA is signed



**SBE ARCHITECTURAL
DESIGN GUIDELINES**

Can be used after
HCSA is signed



**SBE ENGINEERING
DESIGN GUIDELINES**

Can be used after HCSA
is signed



THANK YOU