Why invest in greet
Accor global development Brochure – Q1 2022
greet passion — how we bring the brand to life

we give a second lease of life to places, objects and people

This is our way to express and bring to life our commitment to circular hospitality within our hotels.
01. Reduce
reduce incoming resources

Examples:
- A welcome drink made of unsold "ugly fruits".
- Shop second-hand, unsold or recycled products as gifts and souvenirs.

02. Reuse
reuse existing resources

Examples:
- Second-hand or upcycled objects & furniture.
- Shared library with second-hand books and games.

03. Recycle
recycle outgoing resources

Examples:
- Collect & recycle all waste.
- Organize in-hotel animations aimed at giving a second lease of life to objects (repair workshops, yard sale...).
LEAD THE FUTURE OF HOSPITALITY WITH A UNIQUE ECO-FRIENDLY APPROACH

• **Unique today**
  Do-good-feel good approach: 1st of its kind in hospitality

• **Leader tomorrow**
  Early advantage to own major growing trend

• **Off-the-shelf sustainability**
  Helping partners stay ahead of environmental regulations and expectations
EASY CONVERSION

• **Flexibility built into brand**
  Adaptable standards

• **Tailored to independent hotels**
  Standards designed to suit independent hotel conversion whilst adding value

• **Sustainability designed for feasibility**
  Energy standards and waste practices designed to be economical & easy to implement
PROFITABLE BUSINESS MODEL

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• **Budget footprint**
  23m² / key (TGFA)

• **Eco-solutions optimise investment & running costs**
  • Upcycled furniture
  • Energy efficiency
  • Low waste

• **Revenue opportunities**
  15% F&B revenue
greet competes with Première Classe, B&B and other economy hotel chains, as well as budget indépendants and Airbnb.

Compared to competition, greet is the affordable hotel chain you care to choose and want to be part of: comfort-friendly, eco-friendly, people-friendly.
AMBITION

300

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hotels in 10 years in Europe

34 hotels OPEN AND IN THE PIPELINE
• 10 hotels OPENED
• 24 hotels IN THE PIPELINE

> 60 hotels UNDER ACTIVE NEGOTIATION
greet Marseille aéroport, France (47 rooms), 2020
greet Lyon Confluence, France (79 rooms), 2020
LATEST OPENINGS

greet Paris Nord, France (203 rooms), June 2021
greet Rennes Pacé, France (73 rooms), July 2021
LATEST OPENINGS

greet Darmstadt, Germany (197 rooms), August 2021
greet Boulogne-Billancourt, France (47 rooms), October 2021
greet Berlin Alexander Platz, Germany (61 rooms), Feb. 2022
greet Brussels, Belgium (80 rooms), Sept. 2022
greet Vienna, Austria (98 rooms) 2023
**DESIGN PHILOSOPHY**

**An eco-design approach**
It means designing responsibly, with consideration for the entire life cycle of the product:

**The use of repurposed & second-hand objects**
They are essential brand markers giving each hotel its own specific identity, whether they have been restored, or repurposed.
Brand passion for second lease of life is leveraged in hotel through:

**greet times**

in-hotel animations
(e.g: bicycle repair cafe, thrift shop, make compost with food waste...)

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**SAVE THE DATE**

**greet Day coming up**

**June 5th 2022**

All greet hotels coordinate and organize greet times on the same day to share our passion with guests & local communities.
LA COMMUNAUTÉ

GUEST JOURNEY & BRAND MARKERS

**Arrival & Departure**
- External signage
- Internal signage
- Mobile welcome
- Wonky drink
- Dress code
- Fast Check-out upcycled box

**Social Hub**
- Second hand furniture (at least 3)
- One multifunctional social hub
- greet brand wall
- Shared library
- greet boutique
- greet times
- greet expression wall

**Exterior spaces (optional)**
- Garden
- Veggie patch
- Terrace

**Guest rooms**
- Second-hand furniture (at least 3)
- greet bedding solution
- Branded amenities
- Family rooms 4/6pax

**F&B**
- Breakfast buffet
- Bar with snacking
- Restaurant
- Upcycled communal table

**Meeting rooms (optional)**
- Second hand furniture
- Upcycled Meeting Box
- Upcycled meeting table
- Upcycling workshop

*MANDATORY*
SOCIAL HUB

A one-space multifunctional social hub where people can meet, drink, play, shop or work, in a decor made of second-hand furniture (at least 3 items)
OUR STAFF

What does it mean to be a greet Heartist®?

• Be an expert of my brand
• Make our guest feel part of a community
• Share the brand passion: second lease of life
SOCIAL MEDIA

The greet movement: we make doing good feel so good it’s contagious

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- 3 platforms
  - Global account to build brand awareness in link with Brand passion
    - Hotel pages
  - Country page to support hotels
    - Hotel pages

- IG global account launched in April 2021
- 6 700 followers
- Co-managed by France and Global
BRAND CORNER ON ALL.COM

Welcome to greet! Hotels locally engaged. refocused on what really matters.

Gather around our shared tables, stay in our family rooms, participate in our activities, because the best moments are those we share, all of our spaces have been designed to live convivial moments.

Enjoy our regional bars, freshly baked bread delivered by the bakery next door and be pleasantly surprised by our vintage mismatched crockery. We want the best for our customers and local communities. That’s why we offer fresh and simple local produce.

Admire our upcycled furniture sourced from five markets, like a mason jar used as a bedside lamp. At Greet, there’s a story behind every object. We give a second chance to everything we find.

Discover a place where everyone can have a second chance, where everything can have new life. Be greet!

Greet Marseille Centre Saint Charles - France

Circular Hospitality:
- Reduce incoming resources
- Reuse existing resources
- Recycle outgoing resources

Design Philosophy:
Second-hand objects give each house its own specific identity, whether they have been restored or repurposed. Each living space has been designed to promote fun, friendliness and positive hospitality. The doctor invited guests to linger, take a five-minute break and connect with others.
We measure success through the evolution of

reputation performance score

82.54 pts in 2021
(+0.72 pts vs 2020)

Source: Trust You 2021
CENTRAL BRAND DELIVERY POWERED BY ACCOR

For Economy Segment Room Nights based

72,4%

FOCUS WEB
(ACCOR WEB + WEB PARTNER)

22 M ROOM NIGHTS
€1809 M ROOM REVENUE

Central Brand Delivery: CBD (%)

CBD 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.
DIRECT BOOKINGS: 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

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
   - 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

Geographical distribution of loyalty members:
- Asia-Pacific 32%
- Middle-East & Africa 5%
- Southern Europe 22%
- North & Central America, Caribbean 11%
- South America 8%

Official figures as of end 2019
## DEVELOPMENT CRITERIA - PROGRAMMING

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Europe</th>
<th>Prime Locations</th>
<th>Secondary Locations</th>
<th>Airports Suburbs</th>
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</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>70 - 200 keys</td>
<td>✔️</td>
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<tr>
<td>ROOM AVERAGE SIZE</td>
<td>From 12 sqm</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>TGFA / ROOM</td>
<td>23 sqm</td>
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<tr>
<td>FOOD &amp; BEVERAGE</td>
<td>1 Breakfast room with large shared table and other tables</td>
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<tr>
<td></td>
<td>1 “Welcome” bar with drinks &amp; snacking</td>
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<tr>
<td></td>
<td>Optional: 1 Restaurant market driven</td>
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<tr>
<td>ACCOMMODATIONS</td>
<td>20% of family / connecting rooms (4 to 6 pax)</td>
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<tr>
<td>OTHERS</td>
<td>1 shared library</td>
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<td></td>
<td>1 Outdoor space (patio or garden or terrace) market driven</td>
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<tr>
<td></td>
<td>1 Small shop market driven</td>
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thank you