Why invest in Ibis Styles

Accor Global Development Brochure
Q1 2022
Open to Creativity

Hello to those who give curiosity a taste.
Those who prefer open spaces and a world embraced,
Those who are never hostile… to style.
Hello to the makers, the thinkers, hello to the dreamers.
Hello to the beauty hunters who see
the wonder of design as one of a kind
And always keep an open mind.

TRENDY  PLAYFUL  SURPRISED  JOYFUL
BRAND USPs

THE NEW STAR OF THE IBIS FAMILY

- ibis family powerful footprint of more than 2,500 hotels globally
- Almost 600 ibis Styles hotels in 10 years and still high speed development
- Strong ibis brand awareness plus ibis Styles higher perceived brand premium
CREATIVE BY DESIGN

- Each hotel has a playful & premium design inspired by a unique theme that is story told across the hotel
- 600 hotels = 600 themes
- 71% of customers think the brand is creative
MAGIC FLEXIBILITY

• Market driven space programming (room size, no mandatory restaurant nor bar…)

• Soft standards backed up by ibis family reliable concepts & processes

• Perfect brand for existing hotels conversion
COMPETITION MATRIX

Design & trendiness credentials

Uniqueness

+++
A GLOBAL FOOTPRINT OF NEAR 760 HOTELS OPEN AND IN THE PIPELINE

1% network + pipeline
North, Central America & Caribbean
2 219 1 96

26% network + pipeline
Southern Europe
266 19,955 35 2,971

11% network + pipeline
South America
47 6,287 20 2,849

24% network + pipeline
Northern Europe
135 14,642 47 6,631

19% network + pipeline
South East Asia
50 10,351 24 5,880

11% network + pipeline
Greater China
61 6,825 23 2,528

7% network + pipeline
India, Middle East & Africa
14 2,658 11 1,827

3% network + pipeline
Pacific
19 2,211 2 629

All figures as of end December 2021
Breakdown network + pipeline by region is calculated by number of rooms
FLAGSHIPS

IBIS STYLES PARIS GENNEVILLIERS, FRANCE
THEME: GENERATIONS
85 ROOMS
IBIS STYLES MADRID CITY LAS VENTAS, SPAIN
THEME: COMICS/ BD
96 ROOMS

Ibis Styles Why Invest – Network & Pipeline
LATEST OPENINGS

IBIS STYLES LONDON SEVEN KINGS, UK
THEME: BOTANICAL GARDENS
92 ROOMS
OPENED IN JULY 2021
LATEST OPENINGS

IBIS STYLES ISTANBUL MERTER, TURKEY
THEME: FASHION
211 ROOMS
OPENED IN MAY 2021
UPCOMING OPENINGS

IBIS STYLES DUBAI DEIRA WATERFRONT, UAE
THEME: THEME: URBAN MOVEMENT, FEATURING LINEARITY,
GEOMETRIC AND GRAPHIC DESIGNS
143 ROOMS
OPENING IN MARCH 2022
UPCOMING OPENINGS

IBIS STYLES XIAN XIAOZhai, CHINA
99 ROOMS
OPENING IN APRIL 2022
UPCOMING OPENINGS

IBIS STYLES BANGKOK SILOM, THAILAND
THEME: THAI FOLKLORE
264 ROOMS
OPENING IN JUNE 2022
UPCOMING OPENINGS

IBIS STYLES ROMA AURELIA, ITALY
THEME: FROM SUNSET TO SUNRISE
230 ROOMS
OPENING IN 2022
UPCOMING OPENINGS

IBIS STYLES MACEIO, BRAZIL
THEME: CORDEL LITERATURE
198 ROOMS
OPENING IN FEBRUARY 2023
ENCOURAGE OUR COMMUNITY TO TWIST DAILY OBJECTS IN A CONTEST SPONSORED BY DESIGN CELEB JAIME HAYON.

CURATE BOLD CREATORS EMBODYING DIVERSITY OF STYLES AND SHOWCASE THEM ON OUR INSTAGRAM ACCOUNT.
THE DESIGN THEME

TO EXPRESS THE BRAND PASSION FOR CREATIVE DESIGN, EACH IBIS STYLES HAS A UNIQUE, BOLD AND SURPRISING DESIGN THEME.
SOCIAL HUBS
UNIQUE THEMED DESIGN
SURPRISING AND INSTAGRAMABLE
ibis Styles London Southwark, United Kingdom

ibis Styles Paris Buttes Chaumont, France

ibis Styles Warsaw City, Poland

GUESTS ROOMS
UNIQUE THEMED DESIGN
COMFORTABLE AND CREATIVE
CREATIVE F&B

An F&B offer that triggers creativity thanks to trendy DIY elements

Mandatory buffet breakfast
Optional bar, snacking and restaurant
HEARTIST® is a motivating and engaging program that aims to unlock the creativity and initiative in all our employees. It stems from a very concrete drive to transform the company.

WHAT DOES IT MEAN TO BE AN IBIS STYLES HEARTIST®?

• Be an expert of my brand
• Make our guest feel surprised and joyful
• Share the brand passion for creative design
• Bring the theme of the hotel to life
## Social Media Amplification

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Accounts/Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>17K</td>
<td>1 Global, 5 Country incl. +70 geolocalised</td>
</tr>
<tr>
<td>Facebook</td>
<td>2M</td>
<td>1 Global page, 1 Country account Hotel</td>
</tr>
<tr>
<td>YouTube</td>
<td>40K</td>
<td>1 World-class YT channel</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>44K</td>
<td>1 Global page</td>
</tr>
</tbody>
</table>

### 2021:

Celebrate **Creativity** by showcasing bold and creators with a strong Instagram presence and community.

Once a month, we will select a creator influencer and publish its portrait together with its creative work.

- Reach 37M in 13 countries
- View rate 24%
- +30% Followers betw June & Dec 2021
IBIS.COM

14 000 000 users
78 000 000 page views
in 13 languages

4% conversion rate

2019 figures
ibis Styles has a growing brand awareness in most of its markets in line with network development.

Our objective by 2024 is to increase brand awareness levels by 3 pts.

Source BEAM 2019

Of people claim they “strongly” love ibis Styles. ibis Styles is highly rated as modern, design and trendy and better room comfort than competitors.

Our objective by 2024 is to increase brand love index by 1 pt.

Source BEAM 2019

Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative.

Our objective is to maintain this price premium.

Source BEAM 2019

The RPS measures the overall hotel online reputation based on several sources: Guest Satisfaction Survey (GSS & Net Promoter Score), Trip Advisor, Booking, Ctrip etc…

Our objective in 2022 is to increase RPS by 0.4 pts.

Source TrustYou 2021
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

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

Official figures as of end 2019
# DEVELOPMENT CRITERIA - PROGRAMMING

Figures as of end 2019

<table>
<thead>
<tr>
<th>AAA ULTRA CITY CENTER LOCATION, HISTORIC CONVERSION</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>&gt;80 keys (Franchise)</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>13 - 24 sqm</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>-15%/-20% of worldwide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRIME LOCATIONS</th>
<th>SECONDARY LOCATIONS</th>
<th>AIRPORTS SUBURBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERNATIONAL CAPITALS KEY CITIES &amp; RESORTS</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>
<td>●</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>FOOD &amp; BEVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Restaurant*, shared with breakfast room</td>
</tr>
<tr>
<td>1 Bar*</td>
</tr>
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<table>
<thead>
<tr>
<th>WELL-BEING</th>
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</thead>
<tbody>
<tr>
<td>Fitness center*</td>
</tr>
<tr>
<td>Swimming pool (nice to have)</td>
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<table>
<thead>
<tr>
<th>MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting rooms*</td>
</tr>
<tr>
<td>Web Corner</td>
</tr>
<tr>
<td>Kids Area</td>
</tr>
</tbody>
</table>

* On Market Demand
THANK YOU