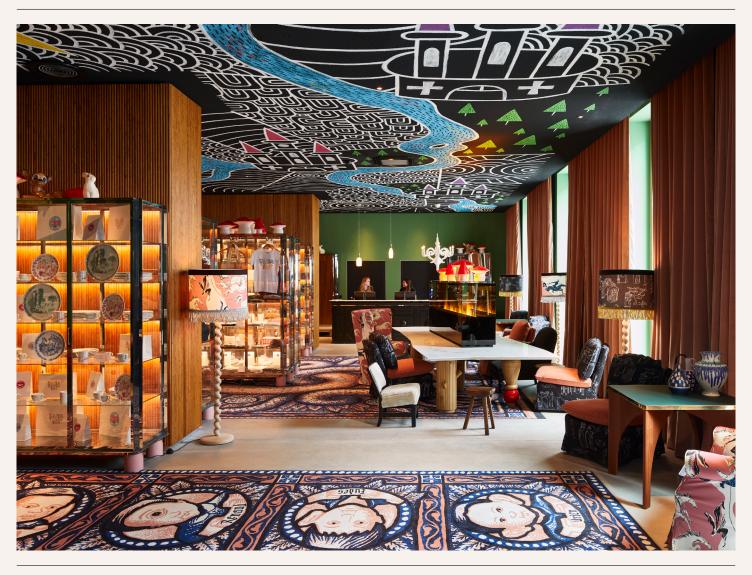


Mama loves you

Sassy & Flamboyant



BRAND PILLARS

Family gathering

Social celebration

Rebel heart HOTELS

Pipeline Open

OPEN KEYS

7498

CURRENT REGIONS

EUROPE AMERICAS LONDON

EXISTING DEVELOPMENT



Conversions



DIRECT BOOKINGS

71%

REVENUE FROM F&B

+56%

EBITDA PER ROOM

€21,000

LEISURE / BUSINESS TRAVELLERS

50%/50%

100

Minimum Guest Rooms

4,000sqm

Minimum Building Size

40-45

TGFA per key

750sam

Minimum Front of House

MUST-HAVES

Bar

Restaurant

Stage for DJs or Live Music Rooftop or Terrace

Arcade Game Spaces

NICE-TO-HAVES

Karaoke Rooms

Movie Theatres

Workshops and Co-working Spaces **Parking**

2022-2023 OPENINGS

Dubai / Bucharest / Rennes / Dijon / Sao Paolo

FLAGSHIPS







