



DISCOVER THE WORLD OF

Louvre Hotels
GROUP



With over 45 years of experience, Louvre Hotels Group is a leading hotel owner, operator and franchisor; No. 2 in France and in Europe and No. 2 in India. Today we have more than 1,600 hotels in our portfolio and an ambitious global development strategy.

With the power and support of our shareholder, Jin Jiang International, N°1 in China and N°2 worldwide, we have the same objective: To become the world leader in the hotel industry.

Louvre Hotels Group operates and supports 11 powerful brands all over the world (60 countries), from 1 to 5 stars. Our experts work at the service of hoteliers and their owners by providing an effective, best-in-class central contribution platform:

- Strong distribution
- Customer Care expertise
- Dynamic central sales
- Pricing excellence
- Marketing experience
- Operational excellence

Louvre Hotels Group is dedicated to build the future of Hospitality and provide our owners and guests with innovative solutions, such as the brand new extended-stay Tulip Residences brand, the visionary label “Smart” and the recently launched HoSho hostel brand.

Entrepreneurial spirit and agility are in our DNA and we need to rely on this more than ever to accompany owners during this recovery period and build long term partnerships. Together with my entire team, we strive for excellence in making you a major and sustainable player in the hotel industry.

Pierre-Frédéric Roulot

CEO Louvre Hotels Group

CEO Jin Jiang Europe

FACTS AND FIGURES

Louvre Hotels Group part of Jin Jiang International



3

bookings/second through our CRS

2nd

largest hospitality group in the world

More than **50**

brands

120

countries

Over **10,000**

hotels

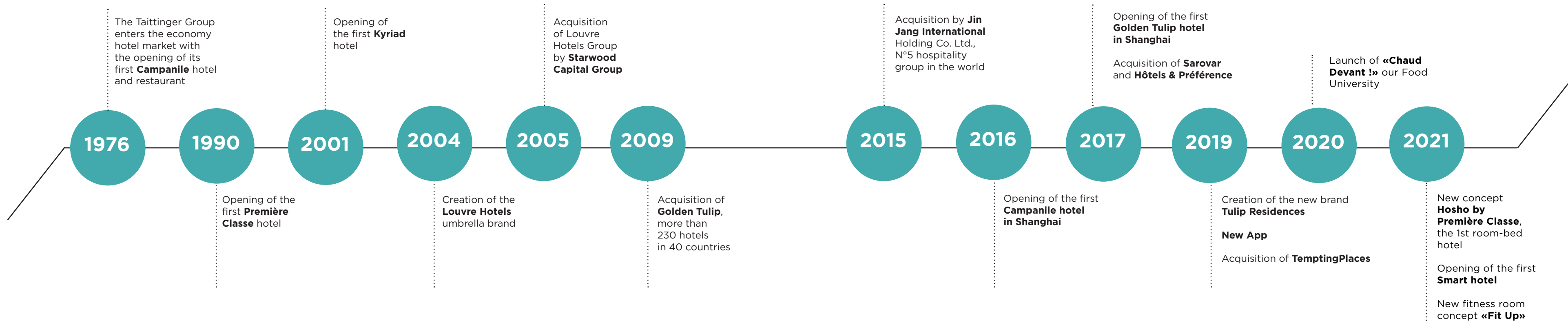
1 million

rooms

130,000,000

active loyalty members

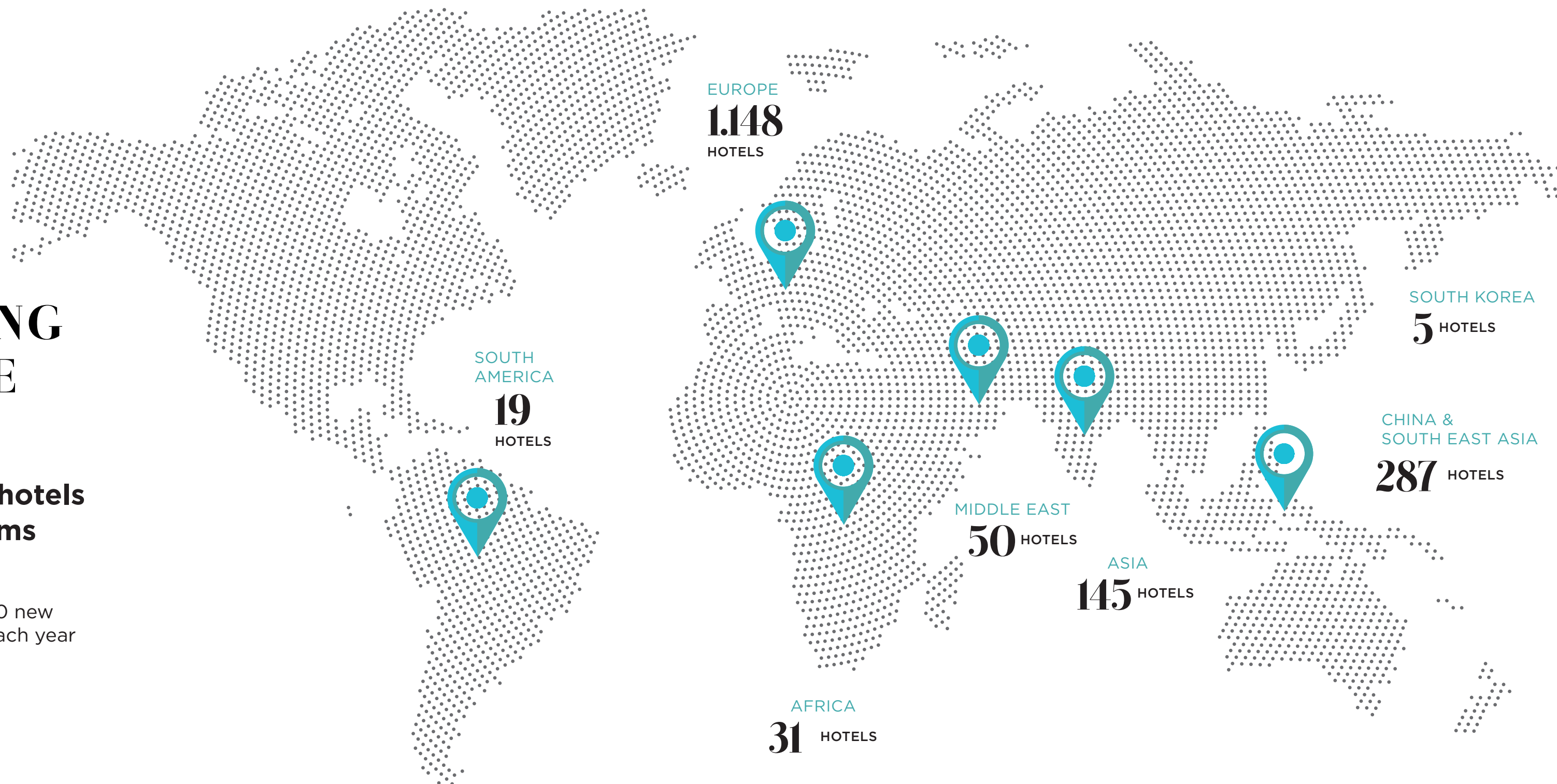
MORE THAN 45 YEARS OF EXPERIENCE IN THE HOSPITALITY INDUSTRY



A GROWING PRESENCE

More than 1,680 hotels
and 146,500 rooms
In 60 countries

On average more than 170 new
hotels join our network each year



2020 & 2021 IN SUMMARY

New fitness room concept “Fit up” with Decathlon and the coaching application Trainme



New brand
Tulip Residences



New design of the Campanile
bedroom

2020 & 2021 IN SUMMARY

New concept **Hosho by Première Classe**,
the 1st room-bed hotel

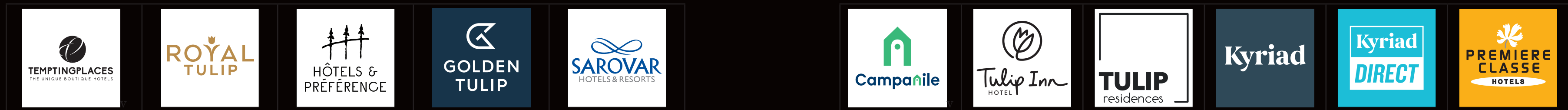


Launch of «**Chaud
Devant !**» our Food
University, in Paris
Rungis, the world's
largest food market



Opening of the first **Smart Hotel**

OUR BRANDS



UPSCALE

MIDSCALE

BUDGET



A COLLECTION OF EXCEPTIONAL UPPER UPSCALE HOTELS

**Where inspiring stays rooted in the
extraordinary.**

The Royal Tulip hotel experience gives you the chance to enjoy exceptional properties in extraordinary locations. With top quality credentials, they provide elegant and luxurious facilities, highly personalised services, ultra-modern amenities and a deluxe level of comfort.

Rare. Faultless. Discerning. Nothing about a Royal Tulip hotel is average or run-of-the-mill. Each one is a gateway into a new world of discovery and personal enrichment where every contact is a chance to create a truly unforgettable memory.





HOTELS

22

TARGET LOCATION

Extraordinary locations
in city center or business districts



FACILITIES

- Wellness and Fitness
- Meeting rooms
- Co-working space



BRAND POSITIONING

With a new take on premium hospitality, we believe guests should be able to enjoy the enchanting setting of a 5-star hotel and still truly be themselves.

Inspired by the Royal part of our name, we developed a larger-than-life experience that allows you to embrace your inner extravagance.

To free yourself from constraints, our service is invisible when needed and visible when it truly matters.
So that, even after just a few days at Royal Tulip, you will feel excited for what comes next.

MARKET POSITIONING

Upper upscale





PLAYTIME. ANYTIME.

PREMIUM, PLAYFUL, LOCAL

Hotels with a playful outlook on life work and travel, enriched by the local culture

Golden Tulip gives today's travellers a unique experience through an uninhibited approach on business travel.

Inspired by the spontaneous and open attitude of our Dutch culture, every day we reinvent hospitality Premium codes with a creative playful and sylish spirit.

At Golden Tulip, there is always something special, even surprising for our guests to live and share with friends or between hotel guests, staff members, and passing guests.

A philosophy perfectly summarized in two words: PLAYTIME. ANYTIME.



Paris
Charles de Gaulle Airport
France



HOTELS

160

TARGET LOCATION

Business and transport hubs

City Centers

Leisure destinations

MARKET POSITIONING

Upscale

OWNER VALUE PROPOSITION

- The concept offers flexibility to be adaptable to the local culture, with the backbone of international hospitality standards. (hard guest markers, attractive F&B concepts, flexible design direction inspired by local culture while offering ready-to-use qualitative Dutch-style design models.)
- The concept is cost-efficient (much more affordable than the big players) and can be easily adaptable to the local needs.
- The brand was founded in the 1960's and experienced a constant development and expanded across the globe.



Paris
Charles de Gaulle Airport - France



Bordeaux - France



Warsaw - Poland

Golden Tulip / 25



Lyon - France



ROOM SPECIFICATIONS

4* international standards

Number: more than 100

Minimum size: 24 m²

FACILITIES

- Wellness and Fitness
- Meeting rooms
- Co-working space



EXPERIENCE MARKERS

- Tandems
- Body Care Bar
- Food truck
- Impactful local game
- Bubble soap

COMMON SPACE EXPERIENCE

Vibrant lobby: Multi functional open space

3 restaurant concepts:

- a relaxed coffee lounge
- an affordable gastronomic restaurant
- a contemporary brasserie

Bar at the core of the experience



Hotels for people. Moments for sharing.

THE HOME OF GOOD MOMENTS

Midscale+ hotels where guests can live and share convivial moments

More than a hotel, Campanile provides warm and animated living spaces, where guests feel at home and where conviviality reigns throughout their stay.

Through its new “experience hotel” concept, Campanile makes every occasion a chance to create good moments. Upon arrival, the convivial atmosphere makes itself felt thanks to the enthusiasm of the teams, the open, warm, multifunctional spaces, the simply good food and the numerous events organised all year round.

Whether you’re a client or a neighbour, there’s always a reason to share some good moments at Campanile!



Paris Suresnes - France



HOTELS

401

TARGET LOCATION

City centers
Business and transport hubs

MARKET POSITIONING

Midscale+

OWNER VALUE PROPOSITION

- Hard concept brand, meaning a strong identity through a sharp design (choice among 3 different designs, solid operational standards, distinctive experience promoting French convivial lifestyle)
- Extra F&B revenue, thanks to its positioning putting focus on sharing good moments in common spaces, for travelers and neighbors.
- Strong international development



Paris Suresnes - France



Birmingham - UK



Futuroscope
Amusement Park, Poitiers - France



EXPERIENCE MARKERS

- Convivial and enthusiastic staff
- Welcoming, open and multi-fonctional common spaces
- Generous and quality F&B to share
- A touch of nature

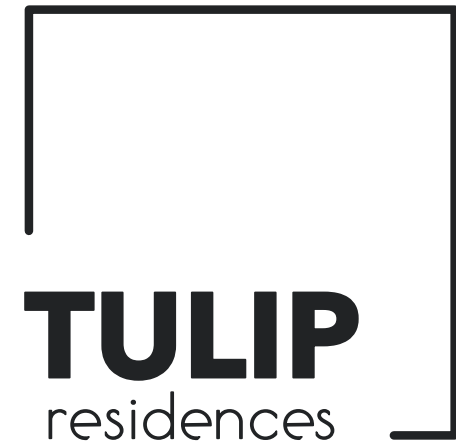
FACILITIES

- Co-Working space
- Open Bar lounge with Iconic bar
- Restaurant
- Meeting rooms



ROOM SPECIFICATIONS

Number: 80 to 120 rooms
 Minimum size: 19 m²
 New building: ≥22m²



A NEW CONCEPT OF A CONVIVIAL AND ORIGINAL PLACE TO LIVE

A living and relaxation space created by designers. A beautiful, modern and warm urban refuge where you can meet, work and relax.

New urban experience

By offering hybrid properties with a diversified range of services, we deliver a new social experience focused on more services.

Our ambition,

to put forward a new concept meeting the requirements of today's travellers





RESIDENCES

2

TARGET LOCATION

City centre, airport, congress centre, TGV station

MARKET POSITIONING

Midscale / Upscale

COMMON SPACE EXPERIENCE

Tulip Café, a cosy and warm place. It concentrates all the services that make clients welcome, continuously serving drinks and snacks, combined with a small shop selling regional and essential products.





EXPERIENCE MARKERS

- Modern lounge and restaurant
- Buffet breakfasts
- Sunday brunch
- Bar with a selection of wines and Champagnes
- Original cocktails
- Shop for regional and essential products

FACILITIES

- Wellness and Fitness
- Meeting rooms
- Co-working space

ROOM SPECIFICATIONS

Number: 70 to 140

Minimum size:

- Studio 22 m²
- Studio delux 26 m²
- Apartments 35 m²

Kyriad

SPARK THE JOY OF TRAVELING

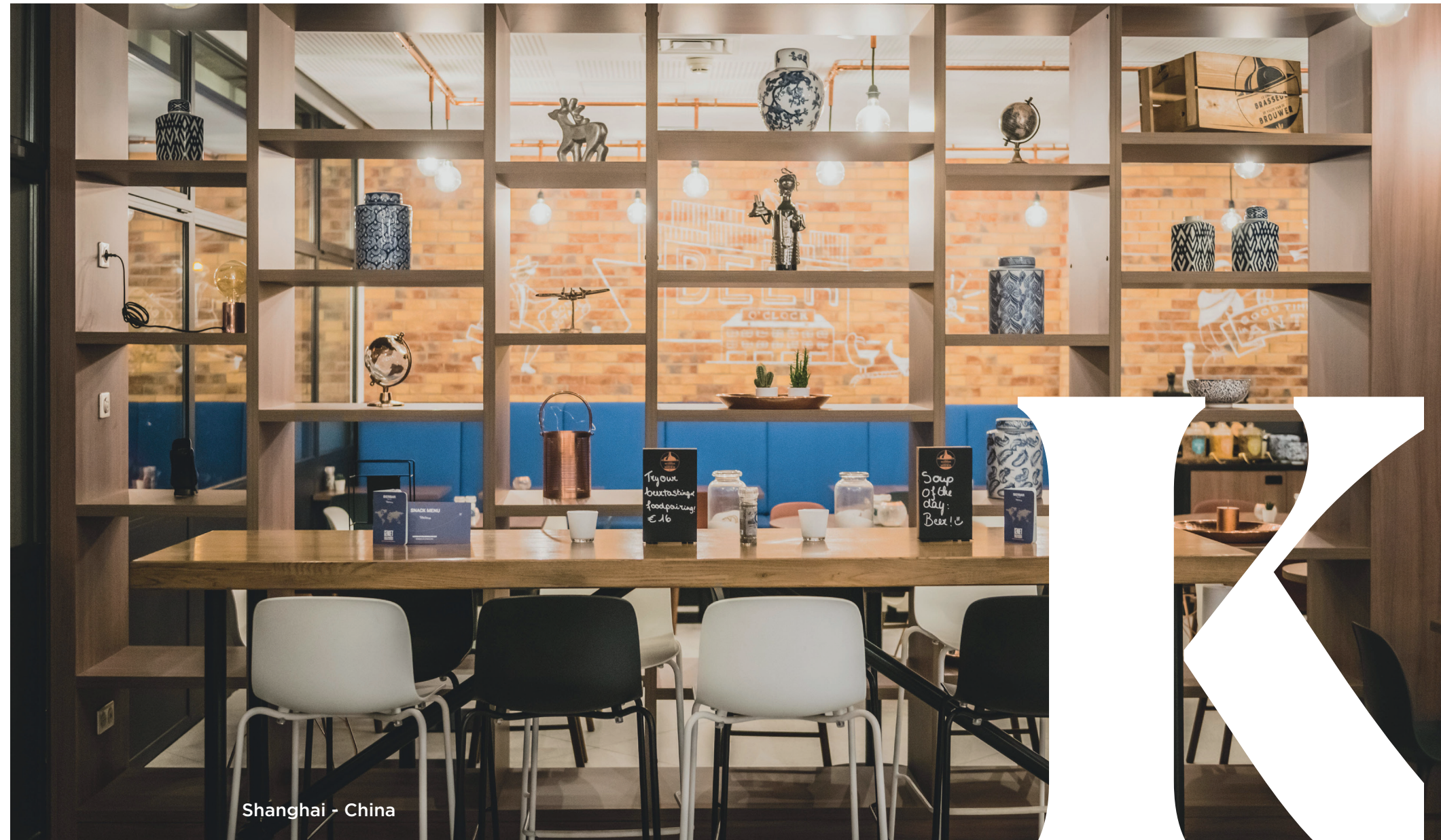
THE PLEASURE OF TRAVELING

A midscale hotel that surprises its guests with delightful travel experiences

Thanks to all our special travel-themed attentions, the diverse designs of our hotels, and the warm welcome of our hoteliers, guests are sure to live a relaxing and inspiring stay.

Kyriad provides everything you need to experience the perfect journey. Guests can relax in comfortable rooms, where they can sleep soundly thanks to our Memory Foam pillows. To start the day on a good note, guests can enjoy a full breakfast buffet or taste our delicious Frozen Yogurt with exotic toppings.

In the evening, they can get inspiration for their next journey at our travel library, discover new tastes and flavours at our International beer bar, or dine in a restaurant offering local specialities.





Shanghai - China



K

HOTELS

390

TARGET LOCATION

- City centers
- Business and transport hubs

MARKET POSITIONING

Midscale

OWNER VALUE PROPOSITION

- From French roots to superfast international development, especially in China
- A flexible concept easy to convert for an existing hotel.
 - A fully-packaged offer (services, markers, design if needed).
 - Solid operational standards.
 - Strong awareness.



K

EXPERIENCE MARKERS

- Memory foam pillow
- Frozen yogurt with toppings from all over the world
- Travel design markers in the lobby
- Courtesy tray with local surprise
- International beer bar

FACILITIES

- Breakfast area (can also be used as restaurant)
- optional:
- Restaurant
 - International beer bar
 - Lounge
 - Meeting rooms

K

ROOM SPECIFICATIONS

Number: 70 to 100 rooms

Minimum size: new construction: $\geq 18\text{m}^2$ (room + bathroom)





THE ASSURANCE OF COMFORT AT AN AFFORDABLE PRICE

Local hotels with international quality standards, always at affordable prices

Kyriad Direct is dedicated to people who want to spend a comfortable stay with excellent hospitality basics (a good night sleep, cleanliness & good wifi) without breaking the bank, those who want to control their budget and avoid unpleasant surprises.

Kyriad Direct offers international quality standards, the guarantee of comfort and the best value for money.





K

HOTELS

70

TARGET LOCATION

Urban and peri-urban areas
Business district
Transport hub

OWNER VALUE PROPOSITION

- A flexible brand, for quick conversion in a resilient local 2 stars market.
- Easy to plug full-fledged concept.
- The best choice on the 2 stars segment.
- Limited investment required to join the network, reduced franchisor fees.
- Powerful distribution thanks to Louvre Hotels Group.

MARKET POSITIONING

Budget



EXPERIENCE MARKERS

- A selection of essential products at reception
- An easy breakfast to go comprised of a hot drink, a fruit juice and a French pastry.
- The «house commitment» as a decorative panel in the lobby

FACILITIES

- Private bathroom
- Comfortable bedding
- WiFi
- Flat screen TV
- Storage space
- Vending machines
- Breakfast to sit in or to go



ROOM SPECIFICATIONS

Number: 25 to 60 rooms
Minimum size: 11m² (room + bathroom)

K



THE ESSENTIAL FOR A GOOD STAY

**The guarantee of a good night's sleep
at the lowest price on the market**

Première Classe is for people who do not want to choose between an affordable price and a comfortable night.

The brand promises the essentials but meets the expectations and satisfaction of its customers. It is the choice of the wise consumer, the clever customer looking for the good deal but who does not compromise on the essentials.





HOTELS

250

TARGET LOCATION

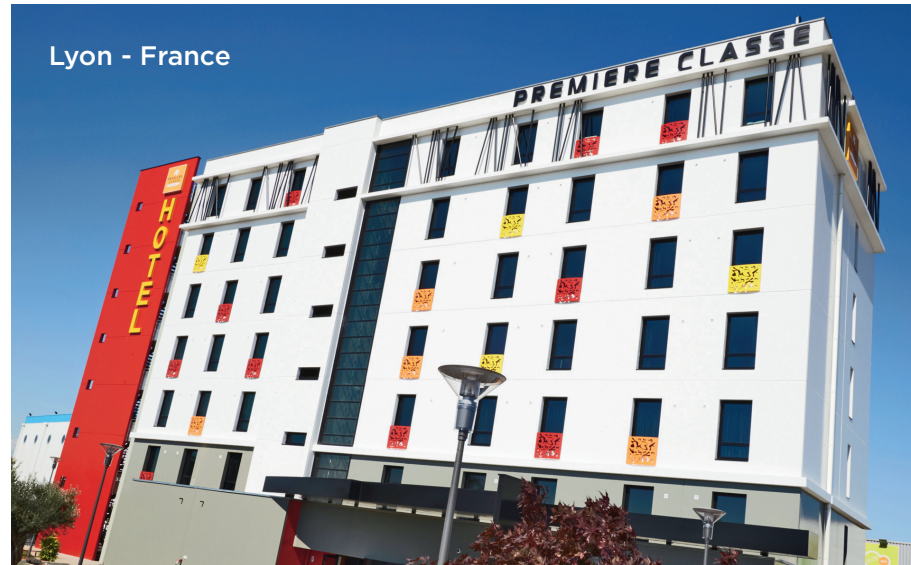
Urban and peri-urban areas
Business districts
Transport hubs

MARKET POSITIONING

Low-cost

OWNER VALUE PROPOSITION

- An historic brand with a good awareness (62% in mature market)
- Turnkey solution as everything is standardized (SOP, design guidelines)
- Moderate investment
- Low operating costs
- High GOP
- High central contribution from LHG





ROOM SPECIFICATIONS

Number: more than 60 rooms

Minimum size: 14 m²

Private bathroom in the room

Room up to 3 persons



FACILITIES

- Breakfast buffet
- Free wifi
- Vending machines



MY BED IN TOWN

For ultra-urban localizations, HOSHO by Première Classe is a room-bed hotel, an innovative concept that revolutionizes the notion of a hotel room

«Bedroom» means a room, the bed being only one element present in the room. By reversing these two words, the bed becomes the bedroom, a space, a place of life. The room-bed hotel is therefore our new revolutionary accommodation category made up of room-beds.

To offer our guests an even lower price, they can now book just a bed, our unique «dream station», instead of a room.





HOTELS

1

TARGET LOCATION

Cities / Urban centers
>400 000 inhabitants
immediate proximity of subway/airport

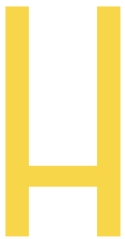
MARKET POSITIONING

Super-budget: 20 €/night

OWNER VALUE PROPOSITION

- A disruptive concept
- A young budget brand in adequation with guests' new expectations
- Low construction and operational costs
- Low-cost segment is ultra-resilient





ROOM SPECIFICATIONS

Up to 8 «dream station» beds in the room
 Number: minimum 35 rooms, 230 beds
 Minimum size for 6 beds: 28 m² including bathroom
 (minimum height: 2,40m; bed size: 2,45m length)
 Air-conditionning
 No TV

FACILITIES

- Min 100m²
- Reception 24 hours a day
- Air-conditionning
- Vending machines zone & breakfast area
- Laundry bar
- Secured lockers
- Coworking area
- Free wifi
- Hosho standardized design

SMART INSIDE,
A LABEL TO
BRING THE BEST
OF INNOVATION
TO OUR HOTELS



ENHANCED EXPERIENCE THANKS TO TECHNOLOGIES

The best of today innovation for tomorrow hotel industry

In collaboration with Jin Jiang's Global Innovation Center and a network of international tech partners, this label includes a serie of:

- High-end technologies to enrich the customer's experience
- Efficient services to optimize the daily operation of the staff
- Green actions to contribute to the sustainable development





OWNER VALUE PROPOSITION

- **Acquisition:** Attract new customers and differentiate from competitors
- **Satisfaction:** Enhance the customer experience to increase customer satisfaction
- **Loyalty:** Encourage guests to return to the certified SMART INSIDE label

HOTELS

2 in Shanghai
1 in Europe (Lyon, France)

EXPERIENCE MARKERS

Customers

Smart car recharge

Smart Info

Smart Check in/out

Smart Lift

Smart Drinks

Smart Press

Smart Restaurant

Smart TV

Smart Room control

Smart Concierge

Smart Room service

Smart Phone recharge

Smart Run

Smart Inside Web App

Staff

Staff Centralized control of energy consumption (BMS/GRMS)

Digitalization of room control & maintenance tasks
Predictive maintenance

Digitalization of the concierge service

Remote control of the external price display

CSR

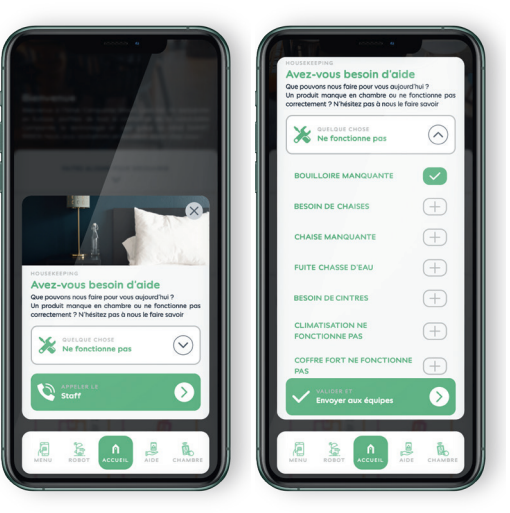
Car recharge

Energy Sobriety

Guests and staff awareness

Local products

Paperless



A POWERFUL SERVICES PLATFORM TO BOOST YOUR PERFORMANCE

TOP LINE BOOSTER

DISTRIBUTION

- **E-distribution:** Connecting your hotel to the most powerful global and regional partners
- **Central reservation office** : Turning calls into reservations
- **Distribution Set-up:** Enhance your hotel's visibility in new and performing channels



E-COMMERCE

- 4 brands websites and 1 app
- **Boost revenue** through “owned” channels to minimize distribution costs
 - **Improve the content** and highlight the brand prior to the stay
 - **Communicate** through the app
 - Use data to gain a better understanding of the guest and provide **tailored services**

SALES

An important sales platform for

- Business and corporate travelers: A team of experts to include hotels in the major corporations' travel programs
- Leisure travelers: negotiation with worldwide tourism professionals Meeting & Events: to ensure to find the most appropriate destination

ProAccess, an innovative Website for digital leisure group bookings



REVENUE MANAGEMENT

An expert team (Revenue Management, Business Analytics, Strategic Pricing) dedicated to the **topline performance's optimization**

CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE

Manage the relation programs to ensure customers loyalty through

- Intensive **CRM activation and loyalty program**
- Management of a **80 M customers database**



CUSTOMER SERVICE

- A **mystery guest program** to help the hotels ensure the brands standards are fully respected
- Provide **standards procedures** to help hotels dealing with guest complaints
- Define **Customer Service standards** and policy for brands
- Coordinate guidelines, tools and dashboards to boost **On-line customer reviews** Management
- Manage customer complaints and requests



OPERATIONAL EXCELLENCE



GLOBAL STANDARDS & OPERATIONS

A unique platform to facilitate the roll out of operational standards within the network

- Standard Operating Procedures
- A solid program of operating procedures (related to the customer experience)
- Production of all **training material**
- **Food safety & environment:** Guidelines to ensure hygiene and safety

STAFF TRAINING

Our business University « U » helps talents grow with a catalog of tailors made training programs

PURCHASING

A global international purchasing platform to simplify hotel purchases and help you **minimize the costs**

DESIGN & ARCHITECTURE

A TEAM OF INTERNATIONAL DESIGNERS AND ENGINEERS

To help you achieving your projects

- Define and develop new concepts
- Create design books for concepts roll-out
- Provide assistance for renovation projects
- Construction, equipment and planning project management assistance
- Project management supervision
- Risk management and legal compliance

To provide you with the latest standards to reduce your environmental footprint

- Energy and maintenance performance
- New construction technologies,
- Technical prescriber with purchases



DEVELOPMENT



“Louvre Hotels Group’s modern innovative brands, bespoke partnership structures and operational excellence are the perfect blend to make, your hotel, a successful hotel.”

Louvre Hotels Group brands benefit from a strong legacy and outstanding track record in distributing and operating hotels throughout Asia, Europe, Middle East and Latin America.

As one of the largest hotel real estate owner in Europe, we can’t help but to think like you, i.e. as an owner/investor, but at heart we are a hospitality player that is truly motivated by guest happiness.

Our new ambitious global development strategy will bring our brands, our owners and our guests on board into a thrilling journey. Louvre Hotels Group has a very exciting time ahead!

Jin Jiang International’s commitment to support our brand’s global expansion plan is second to none and this positions us at the forefront to capitalise on new opportunities.

We are a partner for the long-term and we look forward to building a bespoke relationship with you.

Max Cergneux

Chief Development Officer

Louvre Hotels Group

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