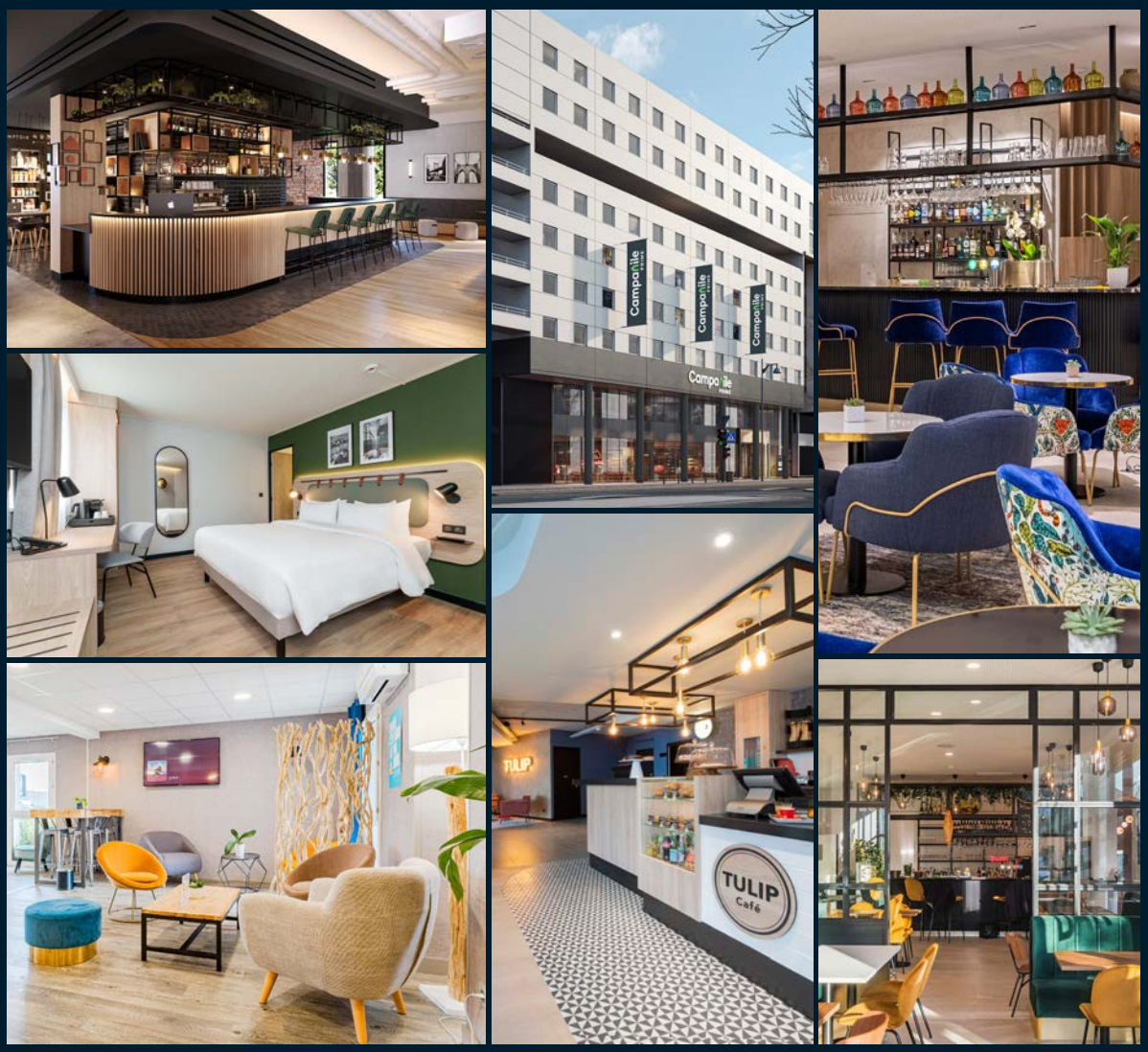
Louvre Hotels
GROUP



Shaping the future of Hospitality

Create memorable moments

PREMIERE CLASSE HOTELS · HOSHO · Kyriad · Campanile · TULIP · SAROVAR HOTELS · GOLDEN TULIP · HÔTELS & PRÉFÉRENCE · TEMPTINGPLACES · TEMPTINGPLACES COLLECTION · ROYAL TULIP

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Louvre Hotels
GROUP

Eduardo BOSCH
Louvre Hotels Group CEO

Provide our owners with innovative solutions to boost their performance

With 50 years of experience, Louvre Hotels Group is a leading hotel operator and franchisor boasting more than 1,750 hotels in 70 countries. It is now the second-largest hotel group in France, Europe and India, with a portfolio of brands ranging from 1 to 5 stars.

With the power and support of our shareholder, Jin Jiang International, the leading hotel group in China and the second largest in the world, we aim to develop hotel brands that rank among the TOP 3 performing ones in the segments and countries where we operate. This is why we have revamped all our concepts giving them a clear and compelling positioning, contemporary and customisable designs and improved standards of comfort to create memorable experiences.

Our experts provide dedicated support to hoteliers and their owners by providing an effective, best-in-class central contribution platform :

- Strong distribution
- Customer care expertise
- Dynamic central sales
- Revenue management expertise
- Marketing
- Operational excellence

At Louvre Hotels Group, our teams work every day to build the future of Hospitality and provide our owners with innovative solutions to boost their performance.

50
years of experience

1,750
hotels

70
countries

2nd
hospitality group in France, Europe and India

Global & growing

01

Ongoing transformation with a clear vision

Louvre Hotels Group is a unique company run by true operators, offering the right ownership and management services for each unique situation.

- New value proposition.
- A complete repositioning plan.
- Highly cost-efficient.
- Productivity drivers.

02

Global portfolio of powerful brands

We have redefined our global portfolio of brands to meet the needs of the changing travel sector.

- Clear brand architecture with powerful brands across all segments, from 1 to 5 stars.
- Brand awareness in France of c.80% in Midscale and Budget segments.
- New tools to implement our brands in a consistent way (Brand Guidelines, Brand Books...).

03

Significant investments in hotel renovation

- More than 80% of our France network to be repositioned until 2028.
- More than €400 million in capital investment in our hotels and brands with average ROCE of 15-20%.

04

Powerful commercial drivers

Our commercial drivers will drive revenue across the system.

- The Club Hotel Services : Leveraging models tailored to our hotel types, to optimize and manage revenue, gain market share and grow profitability.
- A dedicated sales force with proven expertise and strategic partnerships.
- Optimized acquisitions costs and distribution channels.

Golden Tulip Reims (France)

Kyriad Lyon Ouest Techlid - Limonest (France)

05

Delivering operational efficiency

We aim to deliver the best results to your hotels by increasing productivity in all our properties.

- Structured operating system & organizational model.
- Significant investments in information technology and support systems.
- Ongoing training through our company university, « U », and its customized training course offerings.

06

Pragmatic and approachable

Our solutions for owners are unique and customized to fit your needs.

- Personalized approach.
- Bespoke solutions
- Exceptional “glocal” support team.

07

Technical excellence

We support you from design to delivery to ensure the technical success of your hotel project.

- Selection of a project management team and definition of the program, with a detailed budget estimate and an optimized timeline.
- Analysis of technical documents and assistance with the submission of permits.
- Precise implementation of the design and management of furniture orders.

08

Sustainable solutions

From construction and renovation to daily operations, we help our partners run resilient hotels and reduce their environmental impact.

- Reduction in energy and water consumption, as well as waste.
- Adoption of more sustainable practices.
- Sourcing of eco-friendly solutions.
- Implementation of Sustainable Development Standards or CSR labels.

Our brands portfolio

Louvre Hotels Group offers a full range of hotels, with brands spanning from 1 to 5 stars. Strong concepts and proven profitability that deliver the promise consistently to both consumers and owners.

A platform of renowned brands in France and internationally, providing:

- Greater flexibility.
- Cost optimization.
- Improved conversion, thus unlocking new growth opportunities.

Campanile PRIME - Porte d'Italie (France)

BUDGET

The essential for a good stay
- Good price, always
- Good sleep, truly
- Smooth experience

BUDGET

My bed in town
- Great deal
- Comfy & safe
- Easy-going

MIDSCALE

Always good, always unique
- Uniqueness
- Comfort
- Discovery

MIDSCALE

Enjoy the moment !
- Cozy
- Convivial
- Sustainable

MIDSCALE

Living with style
- Comfort with style
- Chill Dutch
- Work & pleasure

MIDSCALE / UPSCALE

Superior hospitality
- Smart service
- Warm hospitality
- Refreshing stay

UPSCALE

Unconventional premium
- Unique places
- Cool Dutch
- Work & pleasure

UPPER UPSCALE

Making memories
- Chic & authentic
- Business and leisure properties
- High-end service

UPPER UPSCALE

Every destination. A unique story
- Intimate haven
- Prime destination
- Exclusive experience

UPPER UPSCALE

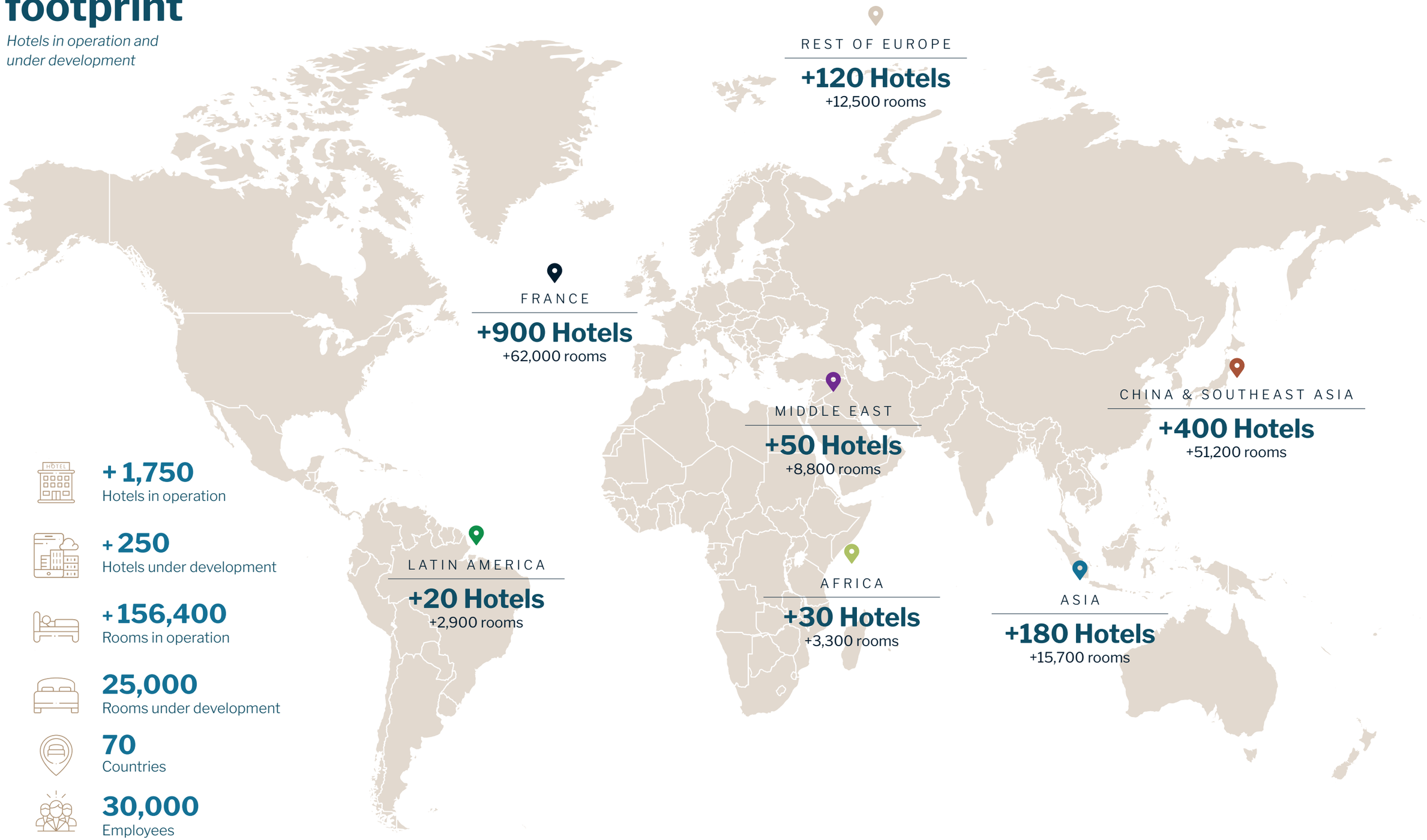
Boost your French lifestyle
- Glamorous
- Bold
- French touch

UPPER UPSCALE

Unconventional luxury
- Exceptional places
- Sophisticated Dutch
- Work & pleasure

Global footprint

Hotels in operation and under development



+ 1,750
Hotels in operation

+ 250
Hotels under development

+ 156,400
Rooms in operation

25,000
Rooms under development

70
Countries

30,000
Employees

Source : January 2026

Our network in France

A strong network of franchisees

300
investor partners

75%
franchised and managed hotels

+900
hotels in France

+200 **hotels**

3 **hotels** (1)

1 **hotel**

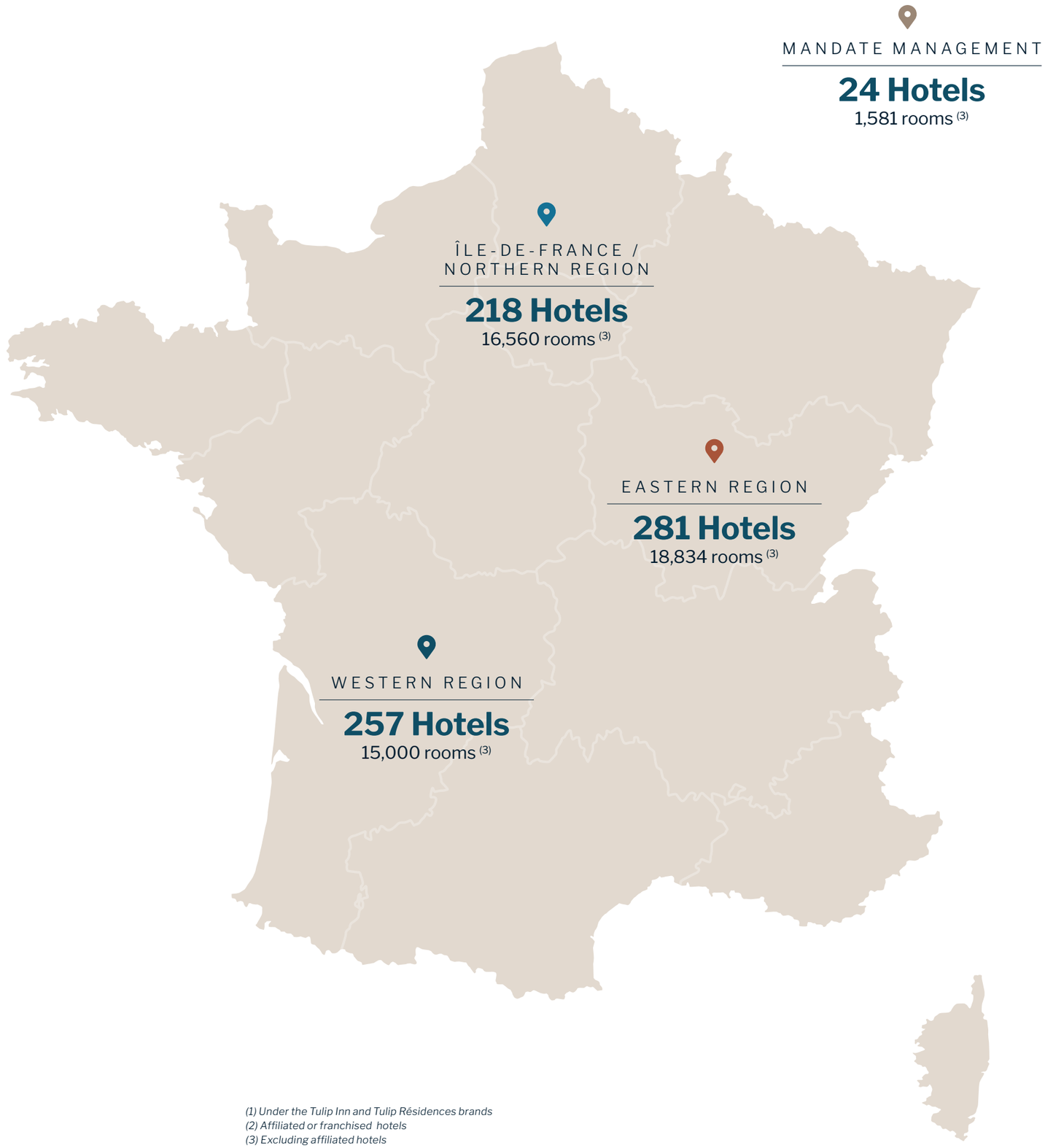
+20 **hotels**

+250 **hotels**

+260 **hotels**

OTHER BRANDS

+160 **hotels** (2)



(1) Under the Tulip Inn and Tulip Résidences brands
(2) Affiliated or franchised hotels
(3) Excluding affiliated hotels

Louvre Hotels Group, a member of Jin Jiang's galaxy

Since 2015, Louvre Hotels Group has been part of Jin Jiang International, the world's second-largest hotel group by number of rooms.* This marks a key milestone in our development strategy, with a renewed business model that will continue to drive our growth momentum.

More than
12,300 hotels

More than
1,200,000 rooms

150,000,000
Members of the Jin Jiang Club loyalty program, gaining access to global opportunities in the Chinese market

2nd
Largest hotel group in the world

1st
International hotel operator in Eastern Europe and India

1st
Largest pipeline of upscale hotels in Africa

*In operation and under development by the end of 2025

Campanile Yunnan Kunming Wuhua Gaoxin District (China)

Present in
over 120 countries
worldwide

2nd
Hotel group operating in France, Europe, Morocco, and Scandinavia

Our brands

The essential for a good stay

The brand that has been reinventing low-cost for over 30 years.

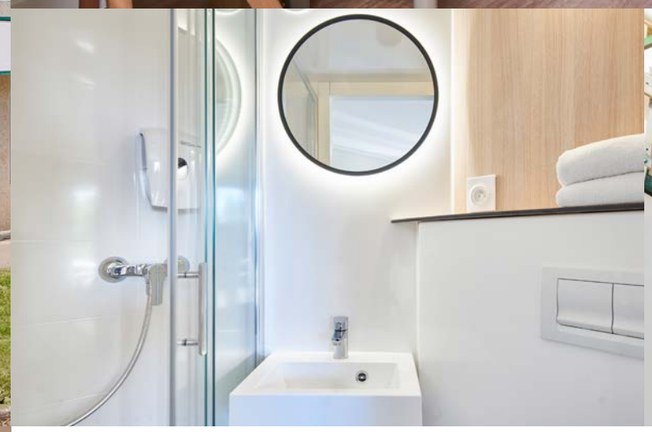
Première Classe targets customers looking for an enjoyable yet affordable stay. The hotels offer top-quality bedding and private bathrooms, with on-site options and services to ensure a 24/7 seamless experience.

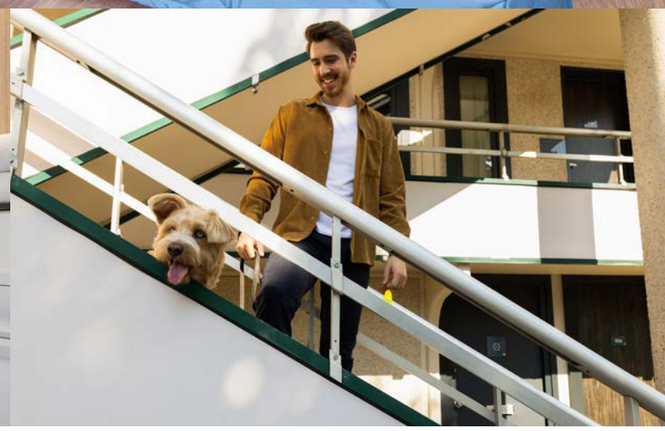
+215 HOTELS
+15,760 ROOMS

In operation
in January 2026.

Première Classe - Freyming-Merlebach (France)

Première Classe - Freyming-Merlebach (France)





Première Classe Annecy Sud - Cran Gevrier (France)

OWNER VALUE PROPOSITION

Budget hotels with superior bedding and en-suite bathrooms. Optional extras and services available on-site to ensure a straightforward, frictionless experience, 24/7.

NUMBER OF ROOMS

Around 75 rooms.

POSITIONING

Budget.

LOCATION

Close to transport hubs, primarily located in the suburban areas of metropolitan regions.

DESIGN

Welcoming and multipurpose areas as well as practical and comfortable rooms.

ROOM SIZE

11 m^2.

Our brands

HOSHO

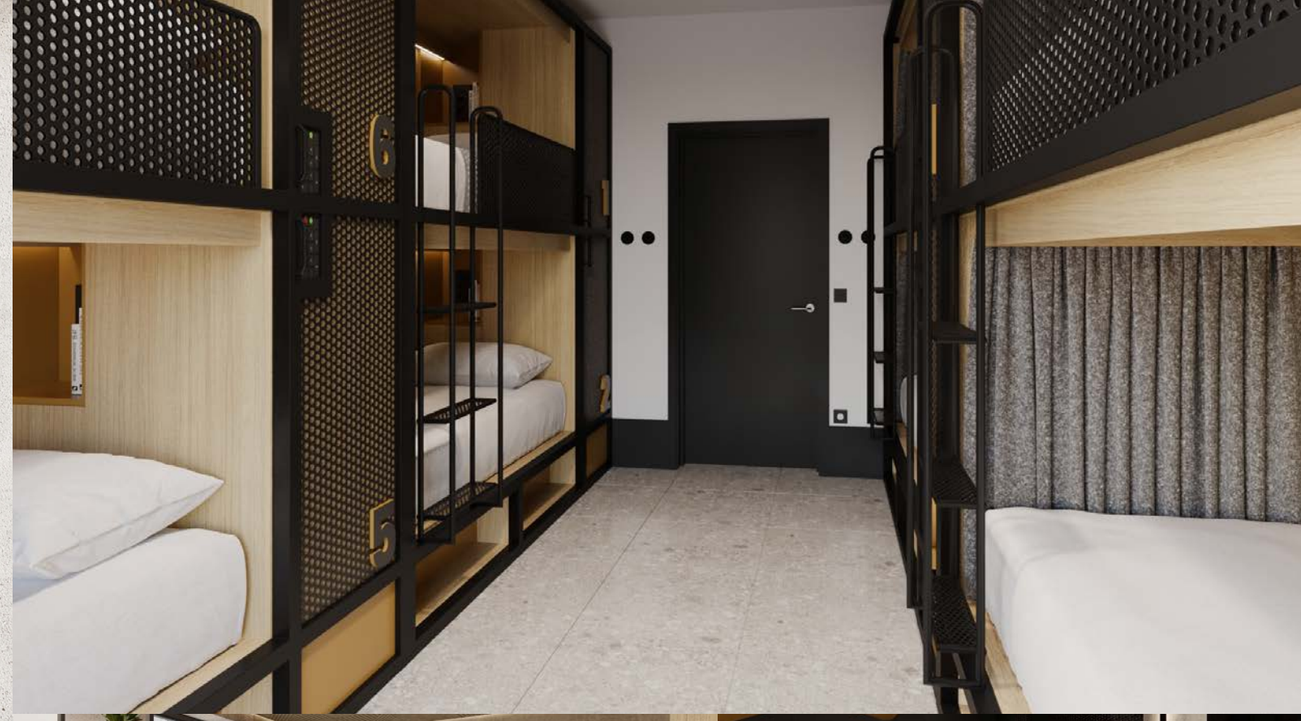
My bed in town

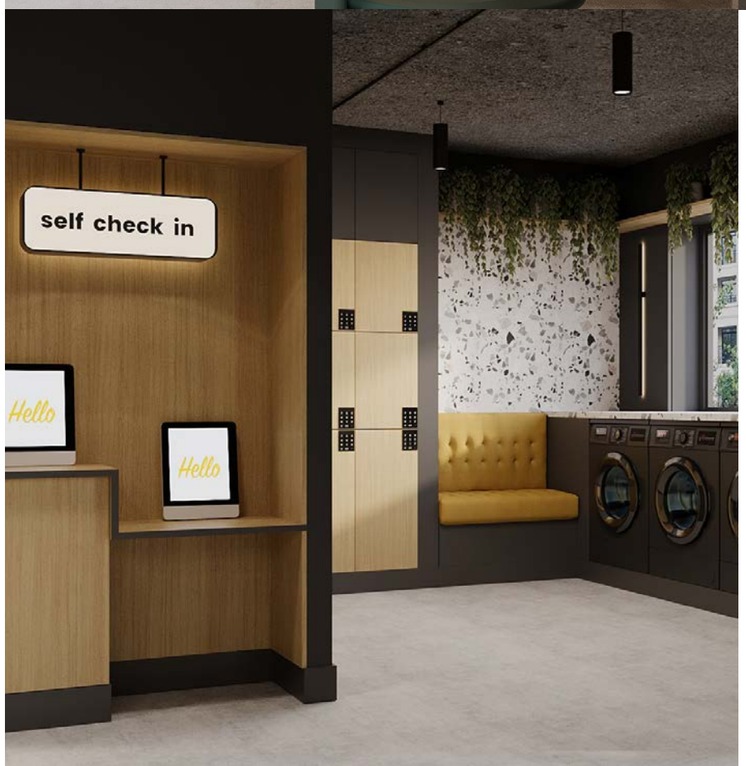
More than a hotel, more than a hostel, a new generation of urban hospitality.

Hosho caters to a new generation of ‘urban explorers’ with a mix of shared and private dorms as well as double rooms.

1 HOTEL

In operation
in January 2026.





OWNER VALUE PROPOSITION

More than just a hotel or hostel, Hosho is a hybrid concept blending the spirit of a youth hostel with the affordability of a budget hotel within a peaceful, comfortable, and secure setting. Targeting young travelers and travel tribes, the sleeping options can be private or shared.

NUMBER OF ROOMS

Room mix of 90% beds and 10% private rooms, totaling around 270 beds.

POSITIONING

Budget.

LOCATION

Close to transport hubs.

DESIGN

Serene and inviting spaces to unwind and create memorable group experiences or connect with fellow travelers.

ROOM SIZE

> 8m^2.

Our brands

Always good, always unique

The fastest-growing midscale brand in terms of brand awareness.

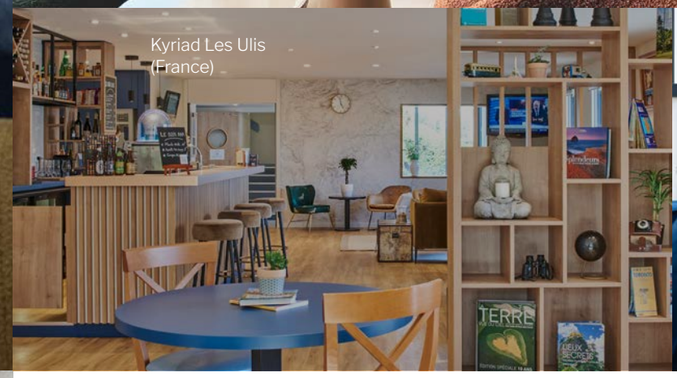
Kyriad focuses on making discovery a central part of the guest experience. Each hotel is unique, reflecting the personality of the hotelier while offering a perfect blend of comfort, accessibility, and local charm.

+580 HOTELS
50,800 ROOMS

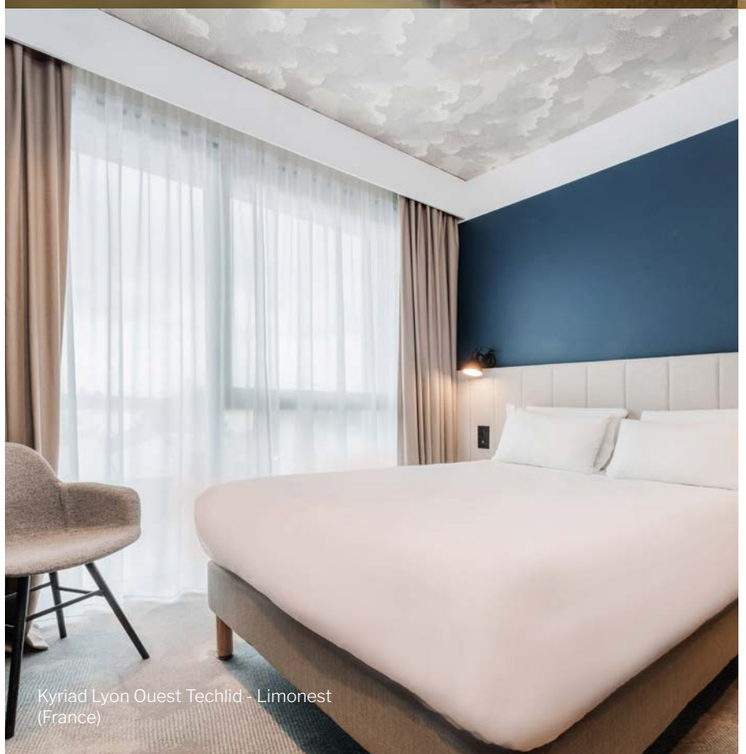
In operation
in January 2026.

Kyriad Tours Sud - Ballan Miré
(France)

Kyriad Limoges - Ester
(France)



Kyriad Les Ulis
(France)



Kyriad Lyon Ouest Techlid - Limonest
(France)

OWNER VALUE PROPOSITION

Soft brand concept, flexible and easy to implement, with strong and unique brand markers and solid operational standards that guarantee a qualitative and memorable experience for business and leisure travelers.

NUMBER OF ROOMS

70 to 100 rooms.

POSITIONING

Midscale.

LOCATION

Urban areas, transport hubs, and second-tier cities.

DESIGN

Each hotel stands apart with its character and design, creating an atmosphere that reflects the local essence.

ROOM SIZE

Around 18 m^2.

As a conversion brand, Kyriad offers a smooth rebranding process.

Our Kyriad labels

+100

Hotels in France
within the next 5 years

Kyriad Eco is the agile and economical conversion label of the Kyriad family. As Kyriad's playful little sister, it proudly embraces simplicity with a touch of lightness.

OWNER VALUE PROPOSITION

A low initial investment : low brand implementation costs, thanks to a light and agile marketing approach.

NUMBER OF ROOMS

40 to 80 rooms.

POSITIONING

Budget.

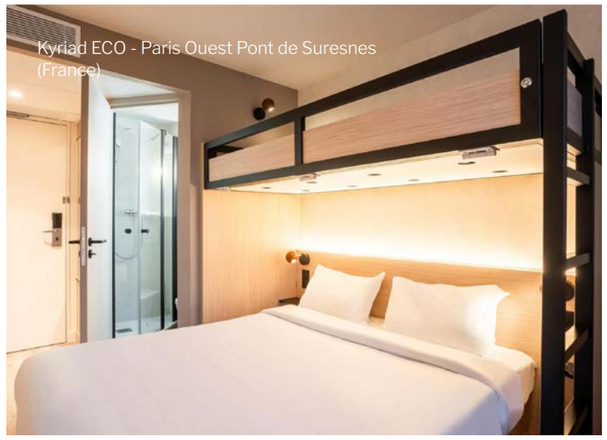
LOCATION

Peripheral and urban areas, commercial zones, and transport hubs.

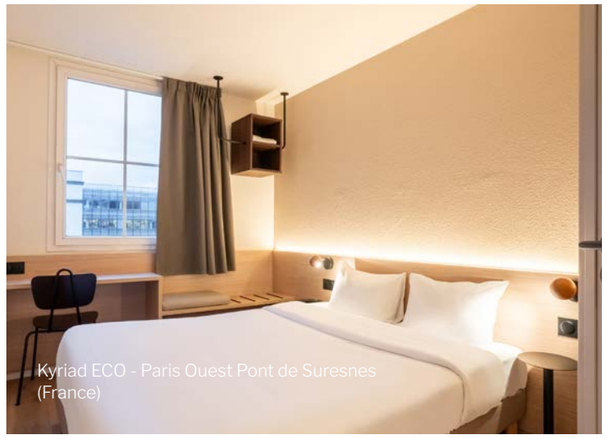
DESIGN

A non-standardized design : an inspiration décor book is available, but the hotel remains free to make its own design choices.

Kyriad ECO - Roissy CDG - Paris Nord 2



Kyriad ECO - Paris Ouest Pont de Suresnes (France)



Kyriad ECO - Paris Ouest Pont de Suresnes (France)

Our Kyriad labels

12

Hotels in France

Kyriad Prestige is the premium brand of the Kyriad family. It promotes the spirit of discovery enhanced by superior comfort standards.

OWNER VALUE PROPOSITION

The perfect balance between premium comfort and local charm.

NUMBER OF ROOMS

70 to 100 rooms.

POSITIONING

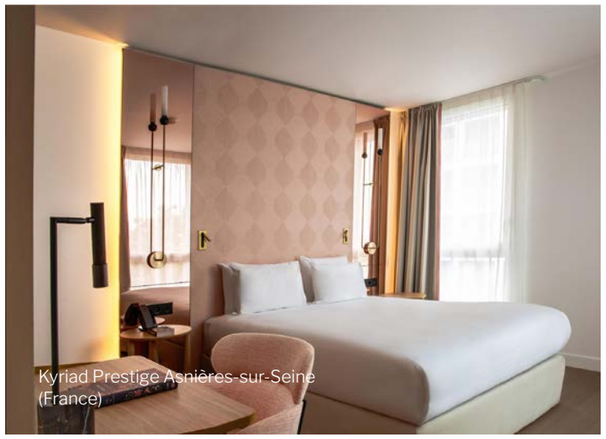
Upscale.

LOCATION

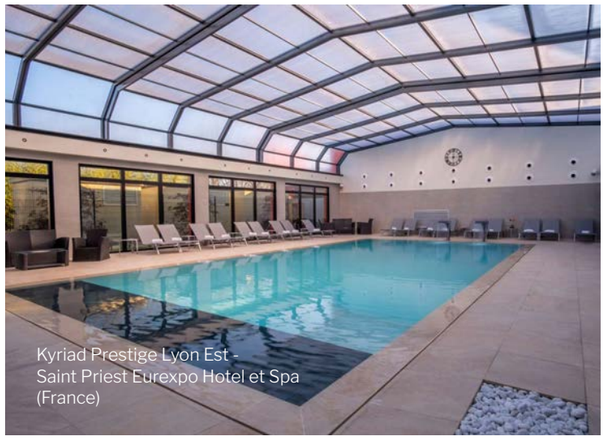
Urban and suburban areas, transportation hubs.

DESIGN

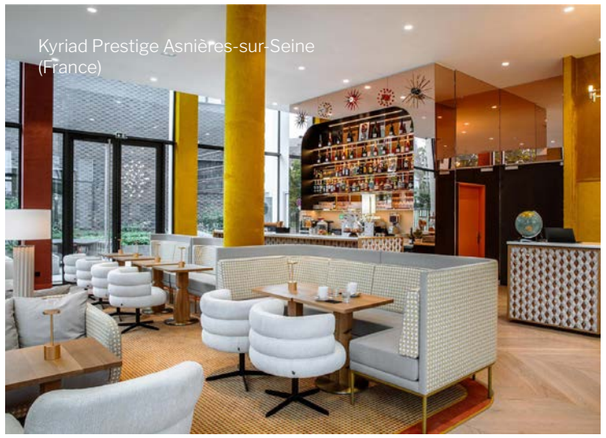
A design inspired by the Kyriad décor notebook with a high-end twist.



Kyriad Prestige Asnières-sur-Seine (France)



Kyriad Prestige Lyon Est - Saint Priest Eurexpo Hotel et Spa (France)



Kyriad Prestige Asnières-sur-Seine (France)

Our brands

Enjoy
the moment !

2nd midscale brand in France

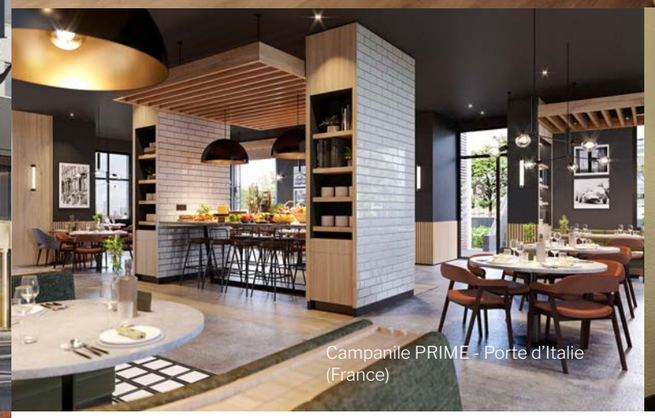
Staying at Campanile means feeling simply good, just like being at home. Campanile's comfort and service make it the place to share good times.

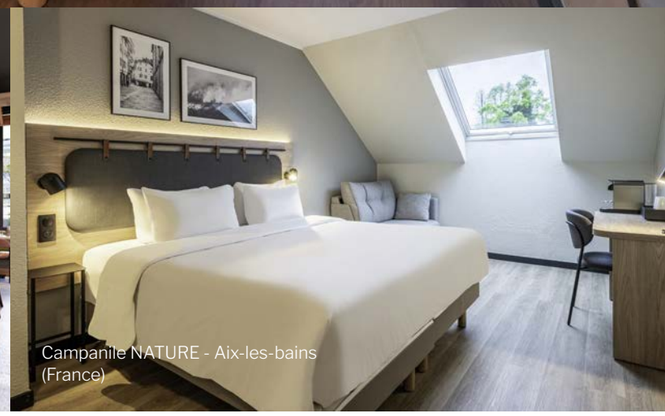
+400 HOTELS
+32,000 ROOMS

In operation
in January 2026.

Campanile PRIME - Paris La Villette
(France)

Campanile PRIME Paris Ouest - Pont De Suresnes
(France)


Campanile PRIME - Porte d'Italie
(France)


Campanile NATURE - Aix-les-bains
(France)

Campanile PRIME - Porte d'Italie
(France)

OWNER VALUE PROPOSITION

A conversion brand with additional F&B revenue, thanks to a positioning that emphasizes celebrating good times together.

NUMBER OF ROOMS

Around 100 rooms.

POSITIONING

Midscale.

LOCATION

City centers or close to commercial, tourism or transport hubs.

DESIGN

Exteriors that exude warmth and hospitality, vibrant and multifunctional common areas, and stylish yet comfortable rooms.

ROOM SIZE

18 m^2.

Our brands

TULIP
HOTELS & RESIDENCES

Living with style

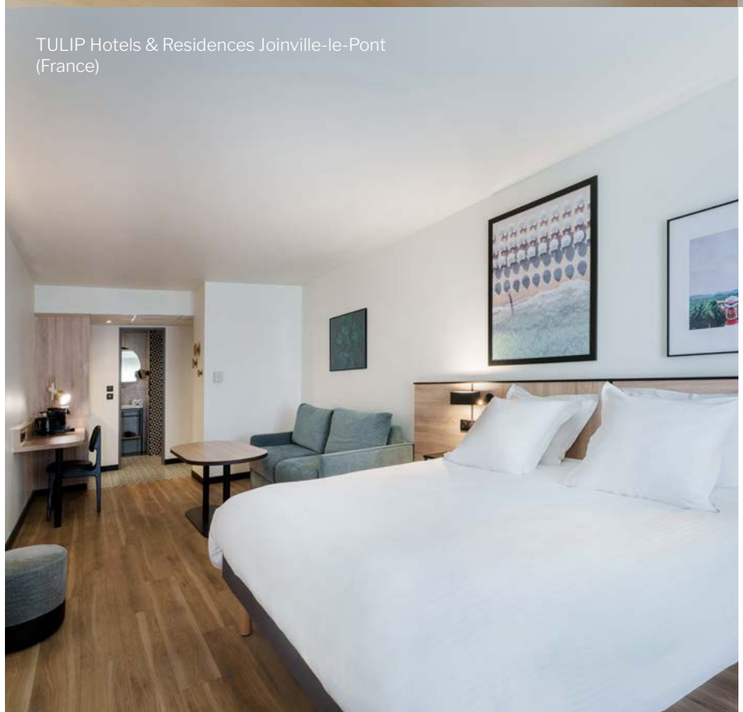
For a night or for a month, stylish comfort for business and pleasure.

Imagine a space that blends the best of a hotel, a home, and an office – the perfect setting for our increasingly nomadic lifestyles.
A casual style and functional design combined with a special focus on comfort to create spaces where every guest feels at home.

5 HOTELS
+ 340 ROOMS

In operation
in January 2026.

TULIP Hotels & Residences Joinville-le-Pont
(France)



TULIP Hotels & Residences Joinville-le-Pont
(France)

OWNER VALUE PROPOSITION

Hybrid concept that works for standard or long-term stays and combines high-quality service and rapid return on investment.

NUMBER OF ROOMS

Around 100 rooms.

POSITIONING

Midscale.

LOCATION

First- and second-tier cities, close to business districts and transportation hubs.

DESIGN

Modern, lifestyle, functional, and stylish. Comfort and style are two of the most important factors.

ROOM SIZE

Standard : > 16 m^2.
Studio : 23-27 m^2.
Apartment : 45 m^2.

Our brands

SAROVAR HOTELS

Superior hospitality

Where comfort meets signature hospitality.

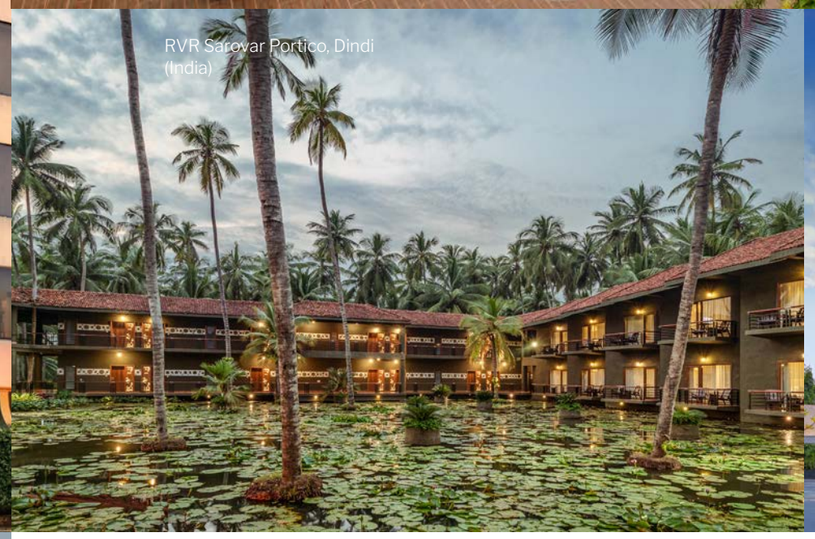
Each Sarovar hotel is designed to meet the needs of today's travelers.
With modern spaces inspired by elegant design, from essentials to refined comforts, Sarovar promises the perfect setting for a pleasant and memorable stay.

+140 HOTELS
+ 10,870 ROOMS

In operation
in January 2026.

Hotel Marine Plaza, Mumbai
(India)

Sobit Sarovar Portico, Goa
(India)


RVR Sarovar Portico, Dindi
(India)

Royal Sarovar Portico, Agra
(India)

Marasa Sarovar Premiere, Tirupati
(India)

OWNER VALUE PROPOSITION

A portfolio of services that reflect superior standards in accommodation, food & beverage, and infrastructure in the Indian market.

POSITIONING

Midscale/upscale.

DESIGN

Spaces with a contemporary and sophisticated design.

Our brands

GOLDEN TULIP

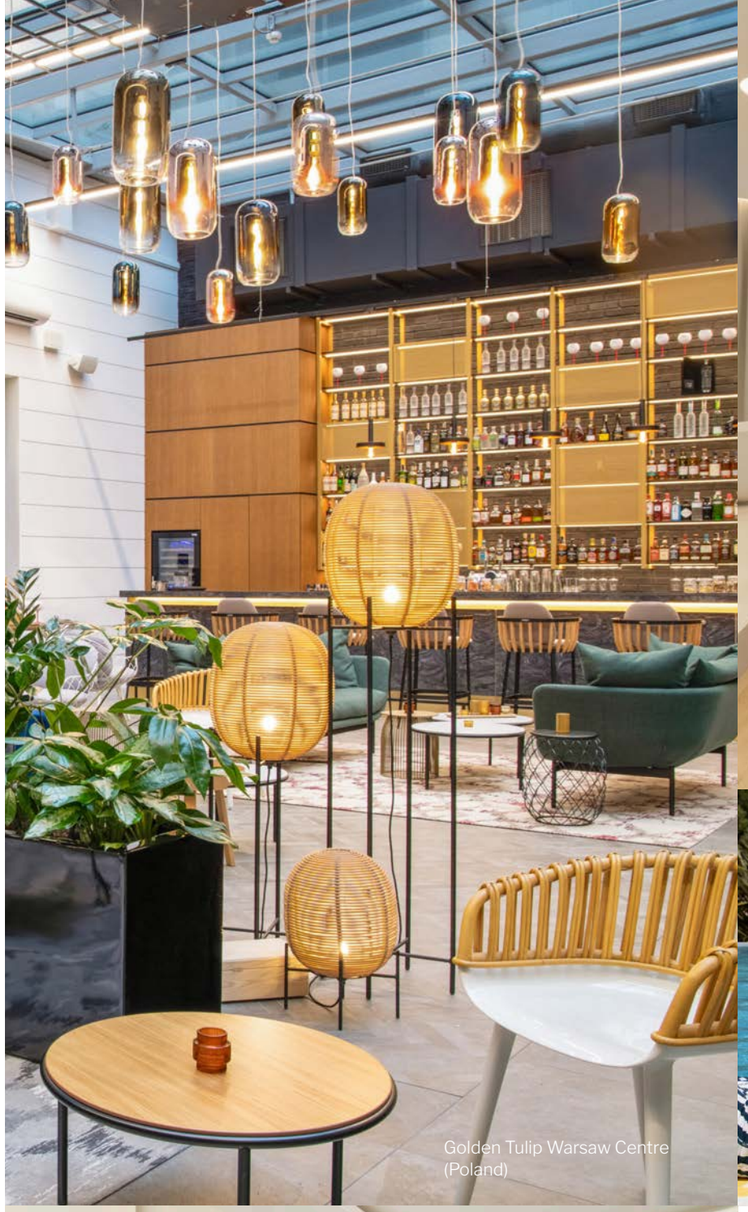
Unconventional premium

Premium comforts with a spirited twist.

With 160 hotels across 30 countries, Golden Tulip is an upscale four-star brand.
Each unique, the brand's hotels feature a discreet and elegant style.
They offer stays that combine relaxation, uncompromising service, and refined cuisine for all travelers, whether they are there for business or leisure.

+155 HOTELS
+22,200 ROOMS

In operation
in January 2026.


Golden Tulip Warsaw Centre
(Poland)

Golden Tulip Lyon Ouest – Hotel & Spa
(France)

Golden Tulip Avignon Le Paradou
(France)

Golden Tulip Jalandhar
(India)

OWNER VALUE PROPOSITION

A premium concept with a unique and unconventional design, profitable, and easily adaptable to local needs.

NUMBER OF ROOMS

100 rooms or more.

POSITIONING

Upscale.

LOCATION

First- and second-tier cities, around business districts and transportation networks.

DESIGN

Ultra-design rooms, hybrid spaces with unique design touches.

ROOM SIZE

21-27 m^2.

Our brands

HÔTELS & PRÉFÉRENCE

Making memories

Dream beyond.

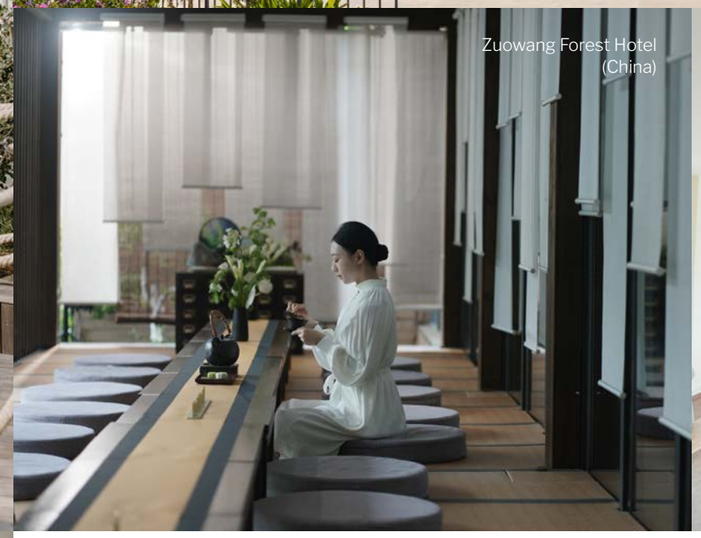
Demeure, Business, Resort, Boutique, Luxury, and Palace are the six categories of the Group, catering to a clientele that values both luxurious hotels and cozy venues with an intimate, welcoming atmosphere. The diversity of the hotels, each with its unique character, prime location, and high-quality service, is a treasured asset that the chain carefully preserves.

150 HOTELS
10,500 ROOMS

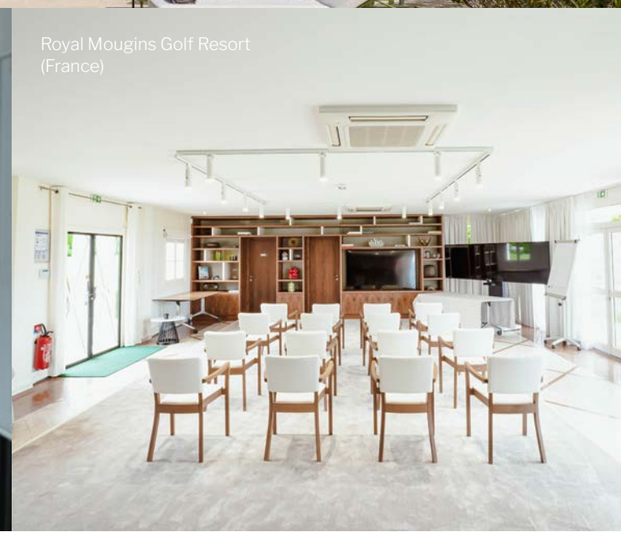
In operation
in January 2026.

Mas de la Fouque
(France)

Château Les Oliviers de Salettes
(France)



Zuowang Forest Hotel
(China)



Royal Mougins Golf Resort
(France)

Le Grand Pavillon Chantilly
(France)

OWNER VALUE PROPOSITION

A prestigious network of 4 and 5-star properties, offering visibility, marketing expertise, and efficient distribution, backed by the commercial strength of its spaces dedicated to corporate seminars.

POSITIONING

Upper upscale.

DESIGN

Chic & authentic.

Our brands

UNIQUE
BOUTIQUE HOTELS
TEMPTINGPLACES

Every destination
A unique story

The first hotel brand exclusively dedicated to exceptional boutique hotels worldwide.

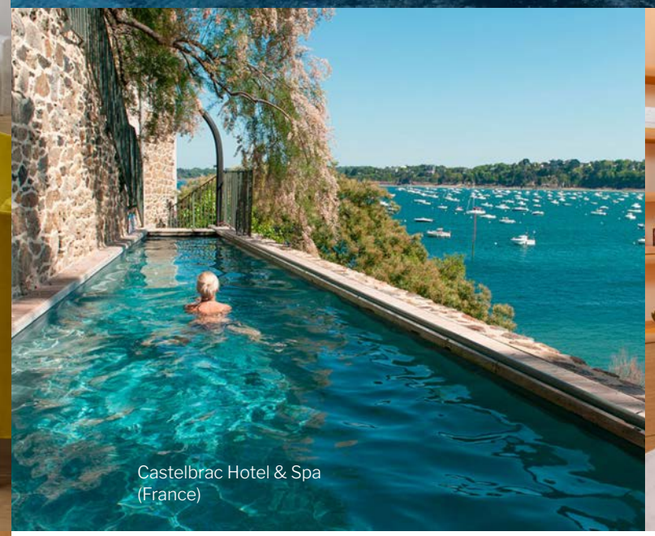
Today, Unique Boutique Hotels continues to captivate hedonistic travelers by unveiling unique destinations and offering them an unforgettable travel experience.

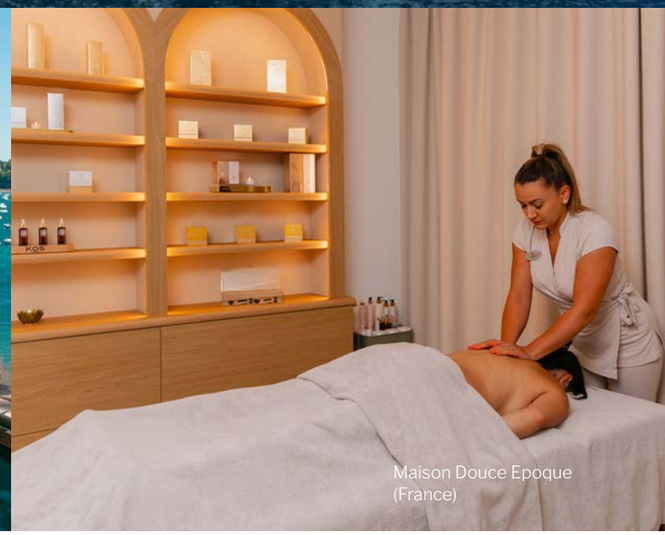
+35 HOTELS
+2,900 ROOMS

In operation
in January 2026.

Hotel de Pourtalès
(France)

Palau Sunrise Landison Retreat
(Palau)


Castelbrac Hotel & Spa
(France)


Maison Douce Epoque
(France)

Château de Noirieux
(France)

OWNER VALUE PROPOSITION

A hotel label designed to rethink hotels at the heart of the guest experience and drive qualified sales.

POSITIONING

Luxury.

DESIGN

Elegant, authentic, inspiring.

Our brands

TEMPTINGPLACES
COLLECTION

Boost your French lifestyle

French touch signature.

At TemptingPlaces Collection, the essence of the French touch is an indelible signature in every franchised 5-star hotel. French excellence comes together to celebrate refined gastronomy, elegant design, the warmth of French hospitality, and the delicacy of the wellness experience. With TemptingPlaces Collection, every stay is an invitation to immerse yourself in the charm and authenticity of French culture.
Here, all good things come with a sequel!

2 HOTELS
130 ROOMS

In operation
in January 2026.

Dent Blanche Resort - TemptingPlaces Collection
(Switzerland)

Château d'Augerville - TemptingPlaces Collection
(France)

Dent Blanche Resort - TemptingPlaces Collection
(Switzerland)

Château d'Augerville - TemptingPlaces Collection
(France)

OWNER VALUE PROPOSITION

A network of 5-star franchised hotels offering all the charm and excellence of the French touch.

NUMBER OF ROOMS

Between 35 and 200 rooms & suites.

POSITIONING

Luxury.

DESIGN

Unique emotional design.

ROOM SIZE

From 28 to 300 m².

Our brands

ROYAL TULIP

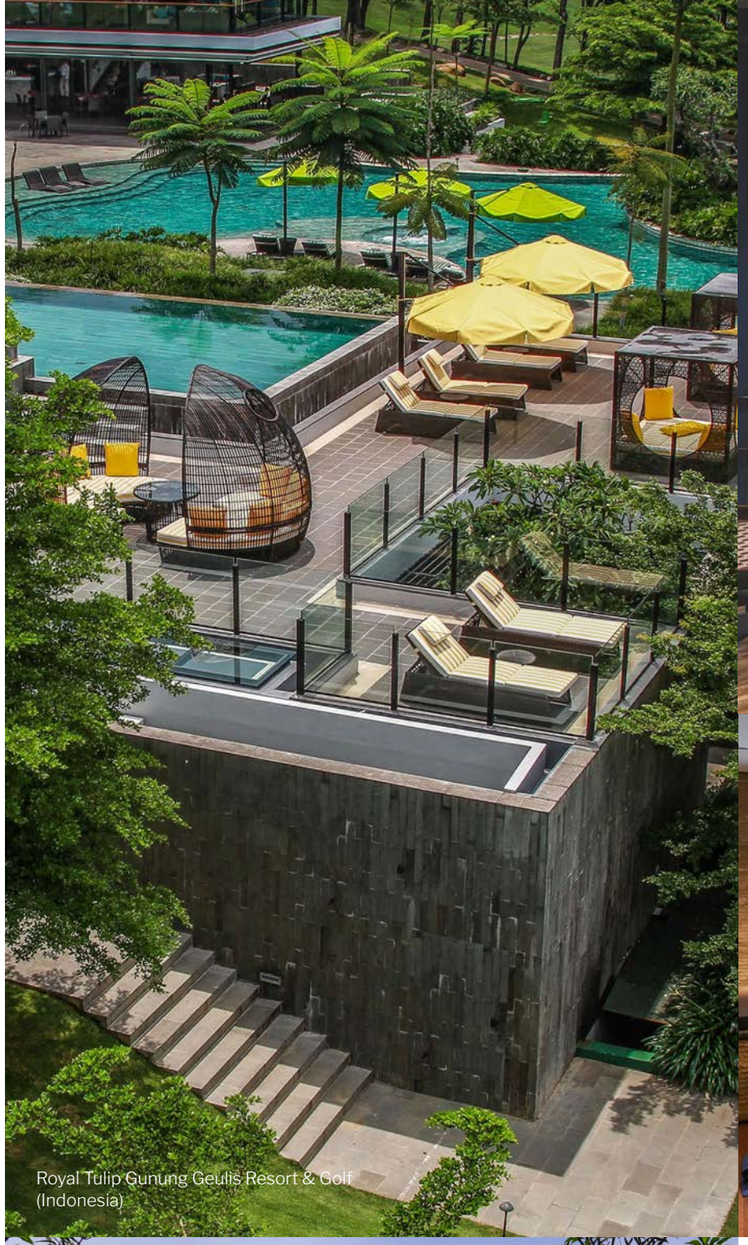
Unconventional luxury

A collection of exceptional high-end hotels.

Royal Tulip hotels offer inspiring and outstanding stays that include refined amenities, bespoke services, and luxurious comfort.
Unique. Flawless. Remarkable. Staying at a Royal Tulip hotel is never ordinary; every moment is an opportunity to craft a treasured memory.

+20 HOTELS
+5,300 ROOMS

In operation
in January 2026.


Royal Tulip Gunung Geulis Resort & Golf
(Indonesia)

Royal Tulip Warsaw Centre
(Pologne)

Royal Tulip Gunung Geulis Resort & Golf
(Indonesia)

Royal Tulip Visesa Ubud
(Indonesia)

OWNER VALUE PROPOSITION

A refined luxury experience with 5-star properties, ensuring high standards in accommodation, services, and design.

POSITIONING

Luxury.

DESIGN

Refined, sophisticated, contemporary.

Create memorable moments

Golden Tulip Reims (France)

Your investment, our mission: optimizing value creation at every step of your project.

Maximizing the revenue generation

With our expertise and international network, we maximize performance and mitigate risks to ensure the profitability of your investment.

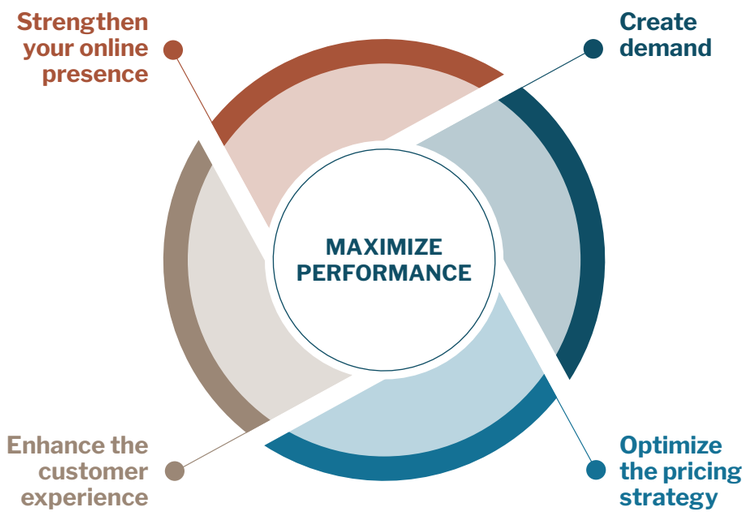
To offer you a cost-effective and tailor-made solution, Louvre Hotels Group provides various contract types, each designed to meet the specific needs of your project with different levels of support :

CLASSIC FRANCHISE AGREEMENT

Standard services and personalized support for each hotel.

MANAGEMENT SUPPORT AGREEMENT

Support from Louvre Hotels Group, complementary services, and operational guidance.



Create demand

Our growth potential is exceptional, driven by our teams of experts and revamped brand designs that significantly enhance customer satisfaction. We offer a fully integrated strategy encompassing revenue management, sales, marketing, public relations, and communications, ensuring message consistency across all media channels.
We maximize hotel revenue by boosting demand through a high-performing branded web platform and strategic collaboration with online travel agencies, global distribution networks, and long-term strategic partnerships with an extensive B2B client ecosystem, all while optimizing distribution costs. Through this 360° strategic approach, we strengthen brand awareness, drive engagement, and increase conversion. Over the past four years, we have implemented a suite of cutting-edge decision-making tools to deepen customer insights and track campaigns, allowing us to anticipate trends and make real-time adjustments to optimize performance and return on investment.

Optimize the pricing strategy

We offer our franchisees a portfolio of strong brands, robust reservation systems, and a comprehensive revenue management system, along with a dedicated Revenue Management Center: The Club of Revenue Management. Industry-leading operational technologies support our hotels in their daily planning and enhance productivity, ensuring that revenue growth translates into profits. Furthermore, the rollout of new technological solutions across our hotels will drive the company's largest transformation to date, delivering new capabilities to our hotels more quickly, cost-effectively, and consistently.

Enhance the customer experience

The brand standards and design of each of our brands have been redefined to make every stay a memorable experience for our guests while ensuring profitability for investors. We closely monitor guest feedback and satisfaction, as well as brand consistency across our hotels, through our enhanced and reimagined quality assurance program. Our digital platforms are continuously improved and enriched to provide a seamless and consistent omnichannel customer experience.

Strengthen your online presence

Increased visibility for your hotel and an enhanced guest experience. Today, from any digital source, we reach our customers by offering them the most relevant deals from our portfolio of hotels. Organic and acquisition campaigns drive traffic to our digital platforms. Once visitors are engaged, we personalize their experience by providing relevant, visual, and immersive content.
These digital strategies have proven to be key factors in turning simple visits into bookings. Our commitment to an ever more personalized and interactive digital experience is constantly evolving.

The best partner during each phase of your investment

As a franchisee at Louvre Hotels Group, you benefit from three dedicated teams by your side, **supporting you every step of the way through the three key phases of your hotel :**

Over 210 international partners already trust us

1

DEVELOPMENT

We have a dedicated team of experts committed to supporting you. Our approach combines innovative solutions to optimize design and construction with efficient methods to manage timelines and costs, all while adhering to the highest standards of sustainability and compliance. Whether for new developments or hotel conversions, our team brings the expertise needed to identify the most effective solutions for your property, enhance development efficiency, and minimize initial investment costs.

2

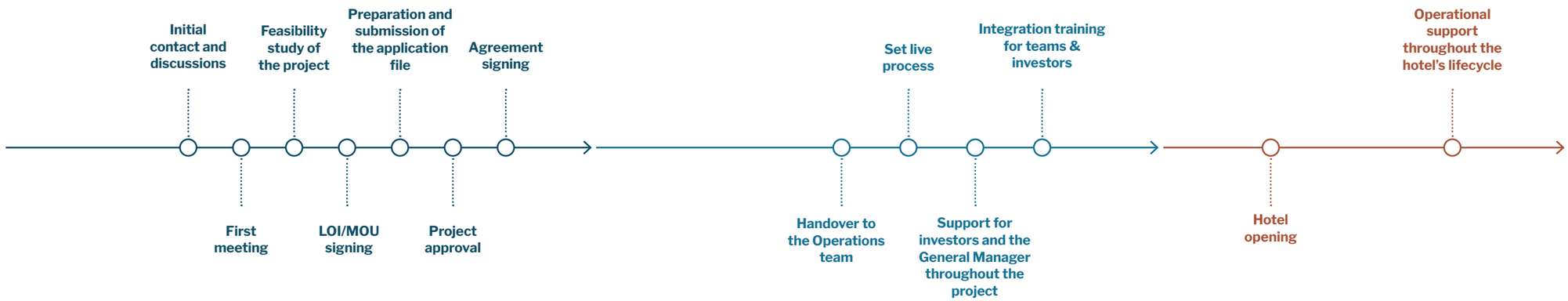
OPENING

Prior to opening, we ensure that all operational procedures are in place by providing team training, implementing systems, and optimizing processes. After the opening, we remain by your side to ensure a seamless transition to operations, making real-time adjustments to drive the long-term success of your establishment.

3

OPERATIONS

We allocate top talent and resources to ensure an efficient management of your hotel. From the very first stages, our sales team works to generate the necessary revenue as quickly as possible. With the daily support of experts in revenue management, online distribution, marketing, and sales, we are committed to delivering optimal performance for your hotel. Additionally, our operational efficiency enables us to reduce costs and improve your bottom line.

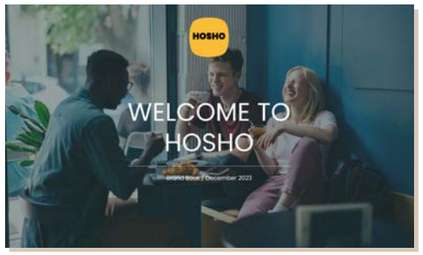


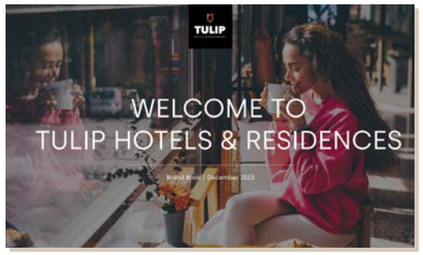
Supports & resources

to enhance your performance, both in terms of concepts and guest experience.

BRAND BOOKS

Selling line, brand pillars and key brand experiences





BRAND GUIDELINES

Brand visual identity, graphic elements, imagery, and tone of voice

BRAND STANDARDS

Products and services available in every hotel for each brand to uphold our quality standards

DESIGN GUIDELINES

Room design, public areas, and associated costs

BRILLIANT BASICS

Standards of comfort to deliver on each brand's promise

SIGNAGE GUIDELINES

Mandatory and optional indoor and outdoor signage elements

A dedicated support team

Whether you are a **hotelier looking for a strong brand** to boost your revenue or an **investor seeking to entrust the management of your property to an expert group** to maximize profitability, our development team is at your disposal to assess your project and support you in its implementation.

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Create
memorable moments

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