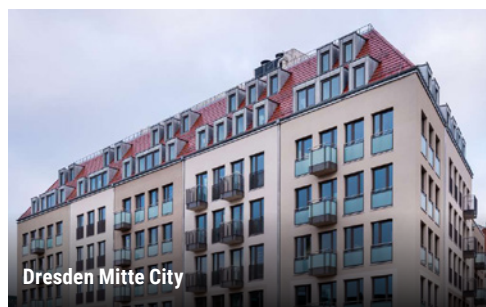
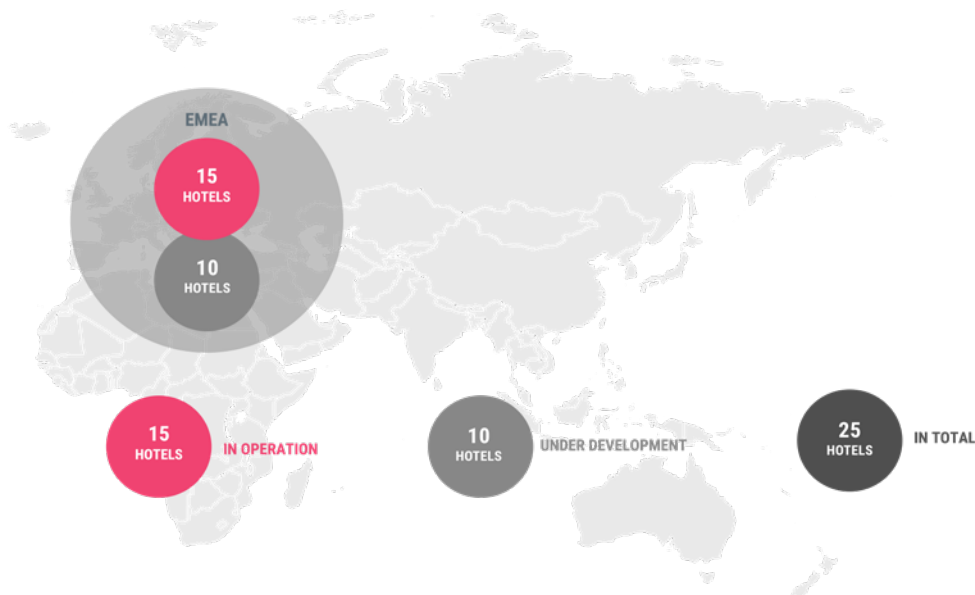


A lifestyle midscale experience with a unique and eclectic personality, at the investment cost of an economy hotel.

A compelling design proposition, efficient to build and conversion friendly, with high GOP margins (+50%) and a lean operating model.



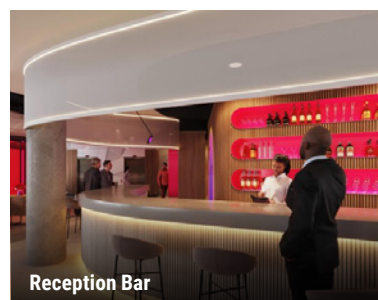
PORTFOLIO



ADDING VALUE

With the backing of a dynamic, global hotel group, we add value to your investment by putting teams of experienced experts at your fingertips. From in-house architects and surveyors to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel and its ongoing operational success:

- Project definition & space planning
- Revenue maximization based on best-in-class revenue management tools
- State of the art IT infrastructure
- Award winning safety & security and responsible business programs
- Global procurement platform
- Pre & post opening support
- Owner privileges



BRAND HIGHLIGHTS

VIBRANT, SMART, GENUINE.

Prize by Radisson delivers a lifestyle midscale experience at the cost of an economy hotel.

A hotel brand with a unique spirit that is felt throughout, from small colorful touches to the smart design and personal interactions with each member of the team. Prize by Radisson eclectic character combines comfortable accommodation in an informal setting and service culture.

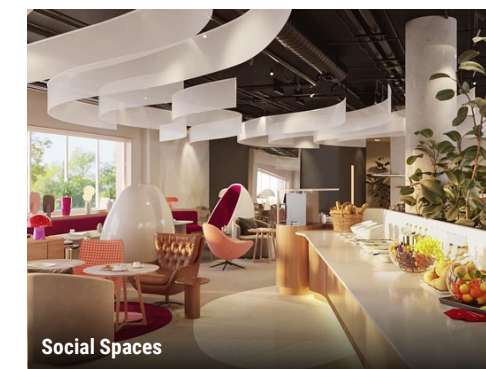
With a genuine desire to put people first, all essentials are covered so that guests can experience true convenience and focus on enjoying the city.

LATEST OPENINGS & SIGNINGS

BONN, BERLIN, VIENNA, DRESDEN, MUNICH, DUBLIN, BERLIN, GLASGOW, BERGEN AND MORE TO COME!

COMPARABLE BRANDS

MOTEL ONE / HOLIDAY INN / EXPRESS / PREMIER INN / IBIS STYLES / MOXY



BRAND MATRIX

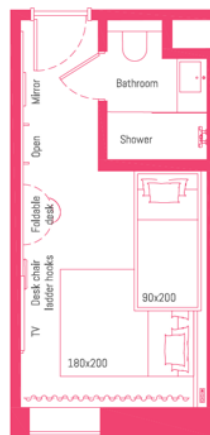
| | |
|--|--|
| Number of keys | 150-300 |
| Guest Experience Positioning | Midscale Lifestyle |
| Investment Profile | Economy Segment |
| Location | City center (urban and vibrant) locations or close to other demand generators |
| Product | Conversions/ Urban/ Suburban / Airport |
| Gross Internal Area Per Key | 28.1 sqm |
| Cost Per Key | EUR 79.3K (development) |
| FF&E Cost Per Key (incl. IT/ kitchen) | EUR 8.9K |
| OS&E Cost Per Key | EUR 1.4K |
| Business Model | Franchised, Managed, Leased |
| Clean Conversion approach and strategy | Soft Renovation: 6.9-8.5K per room Medium Renovation: 11.2-12.7K per room Full Renovation: 20.2-24.5K per room (always including IT & OSE) |

ROOM LAYOUT

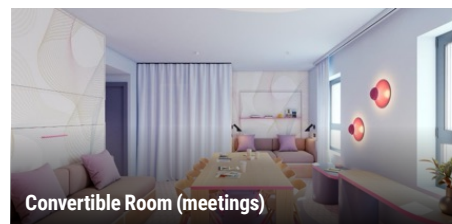
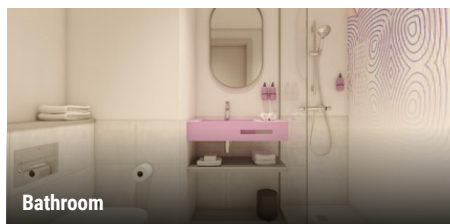
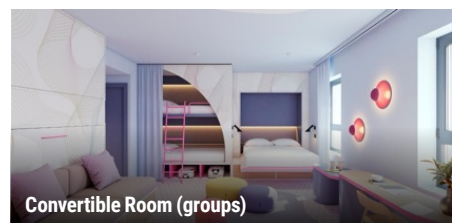
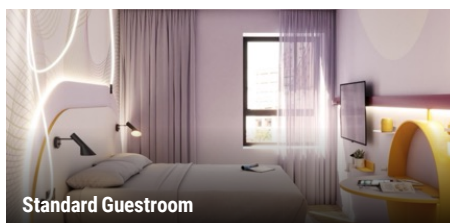
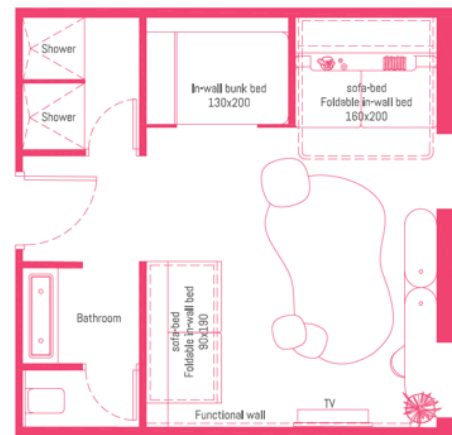
STANDARD / 16SQM



TRIPLE / 16SQM



GROUP ROOM / 32SQM



DESIGN & SPACE PLANNING

Prize by Radisson design has a neutral and appealing interior, to eat, work and stay.

The unique Prize by Radisson DNA can be easily brought in through pops of color and lighting features.

Our public areas are flexible and dynamic. They combine multiple types of seating and auxiliary furniture to enhance the domestic look & feel and encourage socializing.

We want our guests to feel warm and cozy, so our design encourages the use of rugs, leathers and fabrics with added plants and funky decorations.

CONTACT DETAILS

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 B-1130 Brussels
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emeadevelopment@radissonhotels.com

www.radissonhotels.com/development