

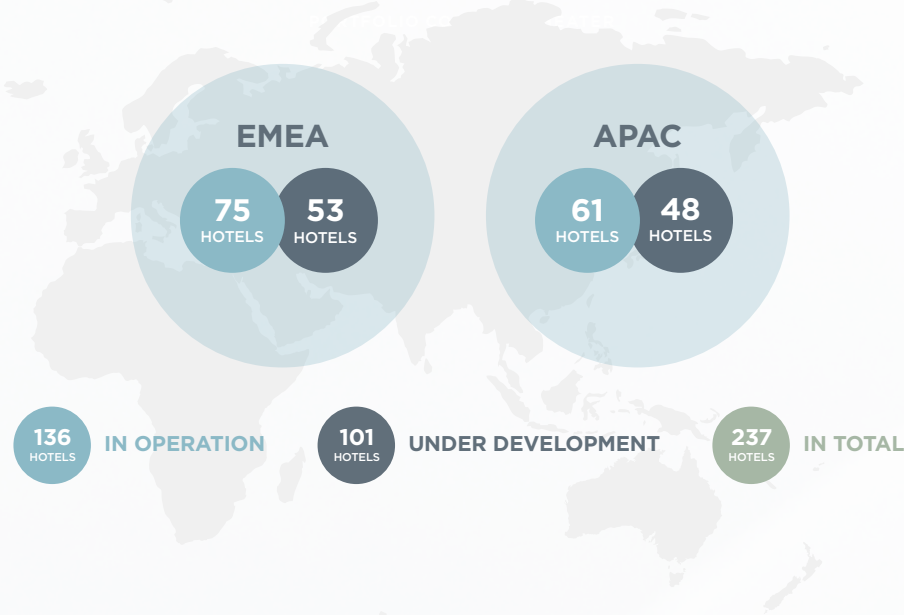


SIMPLY DELIGHTFUL

A core brand with an efficient business model, simple to build and conversion friendly.

GLOBAL BRAND PRESENCE

Radisson has been the fastest-growing upscale brand in signings across EMEA and APAC over the past 4 years.



INTRODUCTION

Leveraging the globally well-known Radisson name, it is our new upscale brand in EMEA for new build and conversion opportunities in city centers around the world.

BRAND HIGHLIGHTS

Balanced. Natural. Delightful.

Our hotels capture the Scandinavian way of life, providing a thoughtfully considered experience. We prefer to keep things simple, favouring neutral colours and natural materials.

OPERATING HOTELS IN EMEA

Dubai, London Heathrow, Zurich Airport, Gdansk, Istanbul, Riga, Johannesburg, Amsterdam, Naples, Muscat, Casablanca, Jeddah, Athens, Saint Denis, Budapest, Reims, Manchester & more.

DESIGN & SPACE PLANNING

Radisson hotels are sympathetically designed to offer a warm and welcoming environment for our guests. Our 'Scandinavian at heart' is reflected in our simple, stripped back yet highly functional design fostering serene and relaxing spaces.

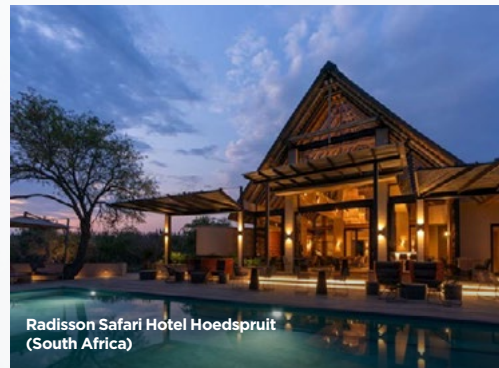
COMPARABLE BRANDS

Holiday Inn - IHG / Courtyard by Marriott / Novotel / NH Hotels / Hilton Garden Inn / Hyatt Place / Four Points by Sheraton.

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 MATRIX

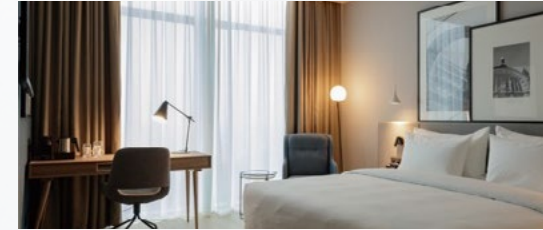
NUMBER OF KEYS	150-250
POSITIONING	Upscale
LOCATION	Locations in primary and secondary cities with a mix of airport, urban and suburban and convention locations.

	STANDARD MODEL	URBAN EUROPEAN
GROSS INTERNAL AREA PER KEY	37 sqm - 45 sqm	31 sqm - 35 sqm
ROOM SIZE	21 sqm - 22 sqm	16 sqm - 18 sqm
TOTAL COST PER KEY <small>(excl. land and developer's fees)</small>	126K - 158K EUR	94K - 113K EUR
FF&E <small>(incl. IT/kitchen)</small>	19K - 26K EUR	18K - 25K EUR
OS&E	2.2K - 3.2K EUR	2.2K - 3.2K EUR
BUSINESS MODEL	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised	

(costs are based in Central Europe - fees and contingencies excluded)



16.5m²



21m²



24m²



CONTACT DETAILS

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