



Why Invest
2019



APARTHOTELS ADAGIO

N°1 extended stay brand in Europe

The freedom of an apartment,
the comfort of a hotel - since 2007

For **BUSINESS TRAVELLERS** looking for
convenience, flexibility and comfort

For **LEISURE GUESTS** seeking modern and
functional apartments in urban locations

Average length of stay **>4.5** nights

International guests : **50%**



ADAGIO ROME VATICAN

Renovated public areas August 2019

ADAGIO DNA

Adagio is positioned as an innovative and ambitious actor



INDEPENDENCE & FREEDOM

ADAGIO LONDON BRENTFORD

City-centre locations & fully equipped kitchens allow guests to either eat outside or cook in their apartments



SOCIABILITY & SHARING

ADAGIO PARIS PORTE DE VERSAILLES

The reinvented lobbies and fully orchestrated customer experience give way to moments of relaxation and sociability



INNOVATION & UNIQUENESS

ADAGIO LAB! - PROTOTYPE

From the apartments to the public areas by way of the breakfast: Adagio is offering personalised stays



ADAGIO BREMEN

Opened May 2019

 **adagio**
APARTHOTEL

113 APARTHOTELS
13 000 APARTMENTS

A GLOBAL NETWORK

Latin America

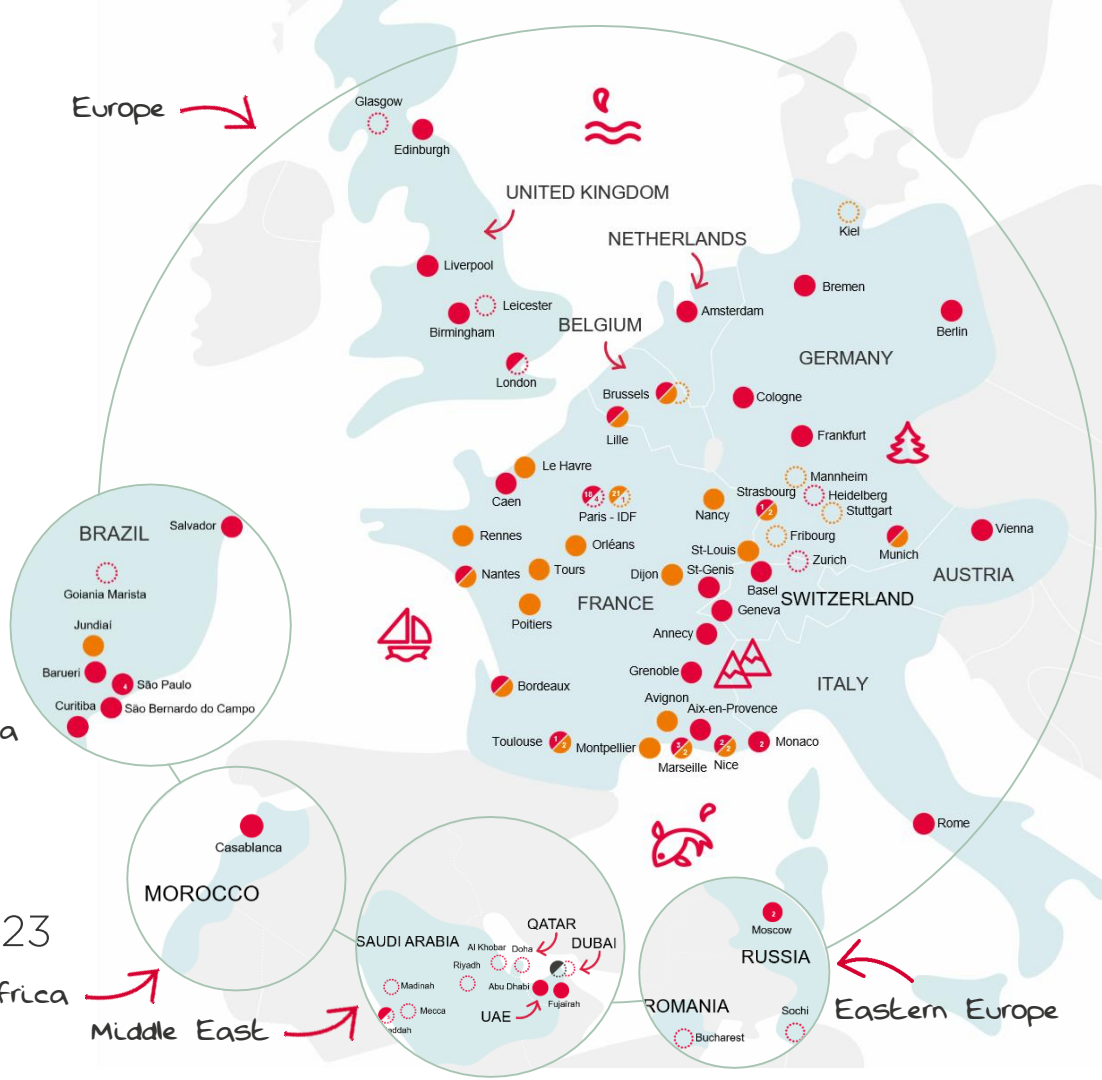
North Africa

Middle East

Eastern Europe



Located in 13 countries,
The portfolio will double by 2023



10 OPENINGS IN 2019

Including 2 new countries: Morocco & Saudi Arabia

Paris Saclay (January) ; Casablanca (April) ; Bremen (May)



ADAGIO ACCESS MONTPELLIER

Opened February 2019



ADAGIO LILLE CENTRE

Opened September 2019



FUTURE OPENINGS

220 Aparthotels worldwide by 2023

27 000 apartments, 3/5 outside France

Adagio is
opening !

LEICESTER FREIBURG DOHA LONDON STRATFORD

BRUSSELS DUBAI PARIS SURESNES SOCHI KIEL

STUTTGART BUCHAREST ZURICH JEDDAH GLASGOW

3 different operating modes:
lease, management and franchise



OUR REDEFINED COMMON AREAS

LE CERCLE

Introduced in December 2017
at Adagio Paris Bercy Village

The reception is entirely modernised,
a library of objects and an “Adagio
Shop” are available for guests while a
shared kitchen allows the organisation
of friendly events.



ADAGIO VAL D'EUROPE

Renovated public areas 2018



ADAGIO PORTE DE VERSAILLES

Renovated public areas April 2019

AN AMBITIOUS PROGRAMME OF RENOVATIONS

Adagio's recent renovations

38 renovated by the end of 2019

ADAGIO PARIS MONTMARTRE

September 2018



ADAGIO BRUSSELS

October 2019



EXPERTISE OF TWO WORLD LEADERS



POWERFUL ACCOR DIGITAL ECOSYSTEM

To boost aparthotels' revenue & performances



335 MILLION YEARLY VISITS
ACROSS WEB SITES &
APPLICATIONS

€45 MILLION INVESTED IN SEA¹
EACH YEAR

110 DISTRIBUTION CHANNELS AT
BEST MARKET CONDITIONS

53 MILLION GUESTS IN THE
ACCOR LOYALTY PROGRAM²

¹ Search Engine Advertising – ² December 2018

HIGHLY PROFITABLE BUSINESS MODEL ^{1/2}

Adagio, a smart investment

High revenues with low operating costs

Reduced construction costs

- > Efficient public areas
- > Limited back of house



Longer average length of stay

- > Maximises occupancy in low demand period
- > Optimises average room rates

High profitability:

GOP¹ >
60%

HIGHER PROFIT PER SQM VS HOTELS 2/2

Aparthotel vs. Hotel – P&L comparison¹



4* HOTEL



4* APARTHOTEL

OCC. RATE	80%	88%
AVERAGE DAILY RATE	£145	£135
REVPAR	£116	£119
ROOM REVENUE %	72%	93%
TOTAL REVENUE	£9.5 MILLION	£7.8 MILLION
GOP	49% - £4.6 MILLION	63% - £4.9 MILLION
NOI	40% - £3.8 MILLION	53% - £4.2 MILLION
PROFIT/SQM	£442	£488



 **adagio** APARTHOTEL

THE ROYAL MILE
CANONGATE



231

STAY LIVE. BRUOY

 **adagio**
APARTHOTEL

ADAGIO EDINBURGH ROYAL MILE

Opened November 2016

CONSTANT RESEARCH
& DEVELOPMENT

ADAGIO COLIVING

New Adagio apartments
with 5 to 7 rooms



NEW DESIGNS ARE COMING

Ongoing Research & Development

Designing and building the accommodation of tomorrow



ACCESS FACELIFT

Mid 2020

ADAGIO PARIS NATION

December 2019



Adagio Concept & Aparthotels Adagio* Image aspirationale et non contractuelle / aspirational and non-contractual

BRAND RECOGNITION

Guests are satisfied by our service

86.1%¹ satisfied and very satisfied guests

Several aparthotels Adagio
with 9/10 on *Booking.com*²:

ADAGIO **CASABANCA CITY CENTRE**

ADAGIO **TOULOUSE CENTRE RAMBLAS**

ADAGIO **PARIS VINCENNES**

& a lot more!



¹TrustYou Survey- Sept. 2018 to August 2019 – ²Sept. 2019



ADAGIO PARIS CENTRE TOUR EIFFEL

Renovated public areas March 2019

KEY DEVELOPMENT CITIES*

BENELUX

1. Brussels / Amsterdam / Luxembourg
2. Anvers / Gent / Rotterdam / The Hague

DACH REGION

1. Berlin / Munich / Hamburg / Zurich / Vienna
2. Frankfurt / Stuttgart / Cologne / Düsseldorf / Hannover

FRANCE

1. Paris & Grand Paris / Lyon & Grand Lyon
2. Lille / Strasbourg / Bordeaux / Aix-En-Provence / Reims / Brest
3. Annecy / Beausoleil – Monaco / Nice / “Genevois français” / ...

SOUTHERN EUROPE

SPAIN - Madrid / Barcelona / Valencia / Sevilla / Malaga / Bilbao

ITALY - Roma / Milan / Turin / Bologna

PORTUGAL - Lisbon / Porto

UNITED KINGDOM / IRELAND

1. London / Manchester / Edinburgh / Dublin / Cardiff /
Cambridge / Oxford (Lease)
2. Belfast / Bristol / Glasgow / Greater London /
Leeds / Newcastle (Franchise / Management)

*non-exhaustive list





Stay, live, enjoy