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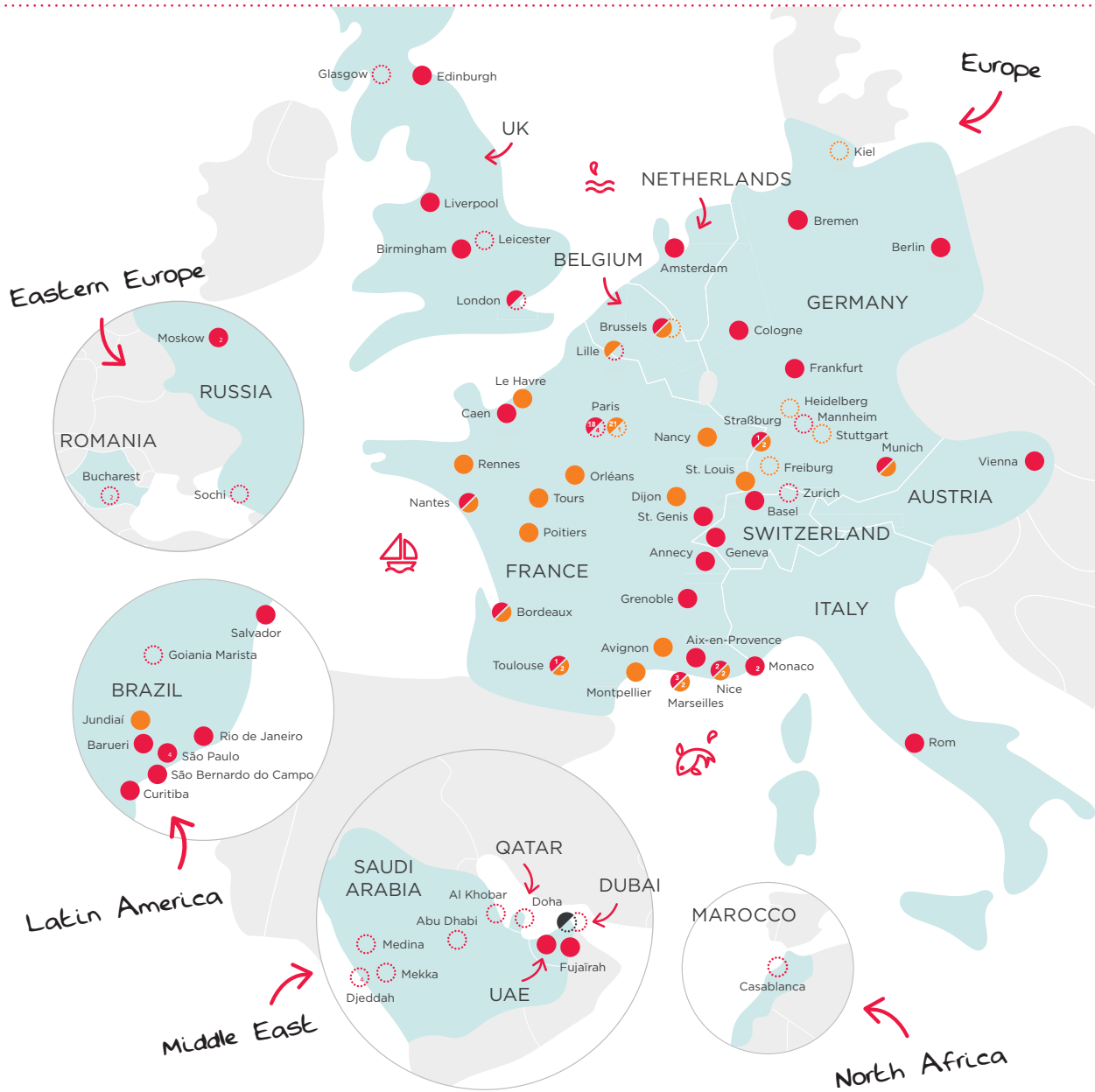
APARTHOTELS ADAGIO 2019

DATA & FACTS



At the Forefront of Europe

Aparthotels Adagio is the current market leader in Europe with 115 properties and approximately 13,000 apartments in 13 countries. The group also operates other properties in Russia, Brazil and the United Arab Emirates.



- Orange circle: Adagio Access 3 stars or equivalent
- Red circle: Adagio 4 stars or equivalent
- Black circle: Adagio Premium 5 stars or equivalent
- White circle with orange border: Adagio Access opening soon
- White circle with red border: Adagio opening soon
- White circle with black border: Adagio Premium opening soon
- Red circle with number: Number of hotels in a city

AT A GLANCE

APARTHOTELS ADAGIO®

Launch

CEO

Vice-COO Europe & Partners

Hotel operations

Target groups

Guest structure

The leading aparthotels network in Europe operates 115 aparthotels with more than 13,000 apartments in 13 countries, including Russia, Brazil and Morocco to name a few.

Founded in 2007 as a joint venture of AccorHotels and Pierre & Vacances Center Parcs

Karim Malak
Anja Müller

Own management, partly leased, Franchise
Extended stay guests, business travellers,
Relocation, Families with kids
Business (53 percent), Leisure (47 percent)

ONE BRAND, THREE EXPERIENCES: ADAGIO, ACCESS AND PREMIUM

To meet the expectations of all its customers, Adagio has created three accommodation options:



Functional aparthotels
in an urban location
(3 stars)



ADAGIO
Spacious aparthotels
in central city locations
(4 stars)



ADAGIO PREMIUM
Aparthotels with maximum
comfort in the heart
of the most popular cities



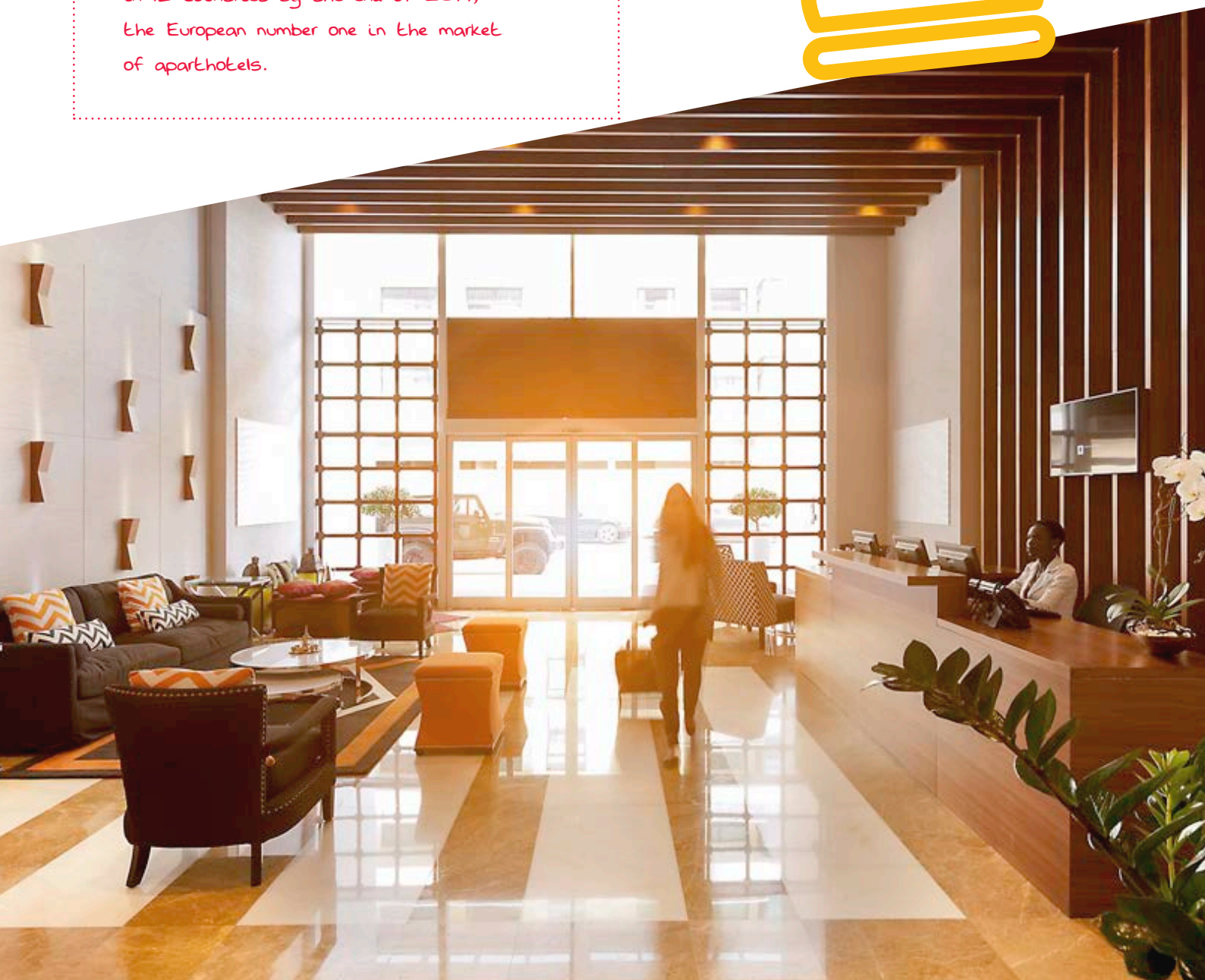
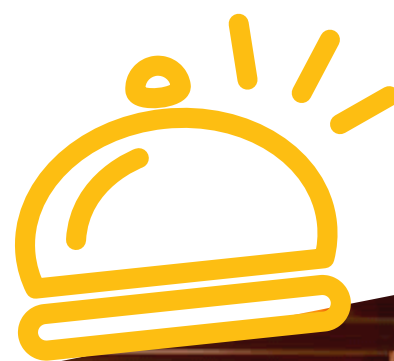
COMPANY PROFILE

A Home, Wherever You Are

Adagio was founded in France in 2007 as a joint venture between AccorHotels and Pierre & Vacances Center Parcs. The idea was to offer a home away from home experience, ideal for long-term travellers. The original 16 apart-hotels in two countries have rapidly developed into the Aparthotels company of today, with the current goal of expanding further in Europe, the Middle East and Latin America. The aim is to expand **the Adagio network to a total of 220 apart-hotels with 27,000 apartments** by 2023.



Aparthotels Adagio® in numbers:
115 apart-hotels and around 13,000 apartments
in 13 countries by the end of 2019;
the European number one in the market
of apart-hotels.



The Aparthotels Adagio Concept

The Aparthotels Adagio name is synonymous with **"temporary living"**: Aparthotels are located in attractive inner-city locations, guests are offered spacious elegant studios (approx. 25 sqm) or two-room apartments (approx. 35 sqm), each with a fully equipped kitchen and a workspace. Apartment services include an **optional breakfast buffet, free Wi-Fi, fitness centre, maid service, laundry and a 24-hour front desk**. For meals, guests have the independence and flexibility of cooking using their own personal kitchen, a food delivery service or going out to dinner and experiencing the local cuisine offerings in their chosen city.

Adagio Access is the most affordable property offering, with apartments located just outside of the city centre. The Access range offers urban studios and apartments with great transport links. The properties themselves offer **high-quality, multifunctional furniture**; for example, a sofa bed which can be used as a stylish seating option during the day and as a full-size double bed at night. A full kitchen, shower room, flat-screen TV can be found in each apartment. There is also a mini-market, free Wi-Fi, 24-hour reception, optional breakfast buffet, fitness centre, laundrette and underground parking.

Aparthotels are mainly used by working professionals for business purposes, commonly for longer stays of several weeks or months. This type of accommodation is also becoming increasingly popular with tourists and families, as it allows maximum freedom and flexibility at manageable costs. Almost half of guests now choose to stay at Aparthotels Adagio for private travel purposes.

An Aparthotel Adagio room at a glance



**A FULLY
EQUIPPED
KITCHEN**
Enjoy your meal!

**COMFORTABLE
FURNITURE**
Kick back and relax!

PLENTY OF STORAGE
For all your luggage needs!

WIFI INCLUDED
Stay connected!

**FUNCTIONAL
BATHROOM**
Get cleaned up!

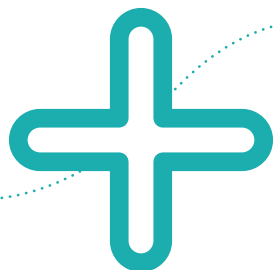
COSY BEDS
Sweet dreams!

RATES

The price scale of Aparthotels Adagio at a glance:

Aparthotels Adagio uses a unique tiered pricing system; meaning the longer a guest stays, the higher the discount for staying a successive night.

The longer the stay, the less you pay!



Additional Price Incentives:

- + Accommodation contracts at preferential rates
- + Flexible sales and cancellation conditions on individually negotiated company contracts
- + Low food costs - thanks to a fully equipped kitchen
- + All the benefits of Le Club Accorhotels usable at Adagio



APARTHOTELS ADAGIO: UNLOCK NEW TRAVEL EXPERIENCES WITH “THE CIRCLE”

The world of travel is changing - habits have changed, and travellers have new expectations for their accommodation. Against the backdrop of this ever-changing travel landscape, Adagio has developed an innovative project called “The Circle”, with the aim of promoting guest relations and socialising.

“The Circle” has now been implemented as an important new component of Aparthotels Adagio. The ultimate goal was the reorientation of the public areas, which in the future will be even more in line with guest habits. These central spaces have been updated and modernised, with the aim of becoming a hybrid of flexibility, socialisation and functionality. This concept was first implemented in one of the first “The Circle” Hotels: Adagio Paris Bercy Village.

Three Dimension Concept

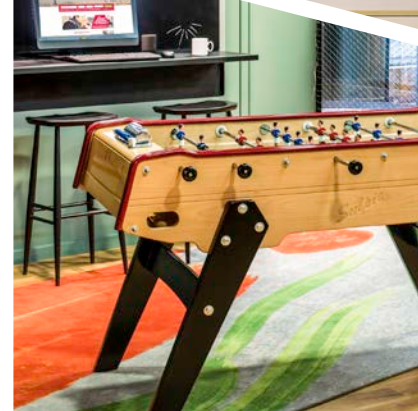
As the name implies, these new central “The Circle” spaces symbolise the spirit of community, with the aim of also becoming a symbol of the Aparthotels Adagio brand. The concept is based on three pillars:

- **Innovatively designed spaces** with a “library of things”, a communal kitchen, and a grocery store. These rooms are multi-functional; they can be used in the morning as a breakfast room, in the afternoon as a co-working space and in the evening as a meeting place for an aperitif and after-work debrief
- **Regular events** such as weekly evening socials or Dinner@Adagio for all guests.
- **“Friendly Moments”** can be enjoyed by guests, Adagio employees and local residents throughout the various public areas of the hotel.

New Public Areas to Make Meetings Possible

With “The Circle”, each Aparthotel Adagio now offers many complimentary services to encourage interaction between guests but also between those guests and hotel staff. From leisure to cooking, these are all activities that allow travellers to discover a new way to create their individual stay.

- **Large communal kitchens:** depending on the location, these kitchens offer guests plenty of space for cooking and eating together, with all necessary utensils provided. Guests also have the option to reserve the kitchen in advance, if required.
- **Library of Things:** guests have the option to rent the following items to customise their apartments, free of charge:
 - › Design objects such as vases, plants, picture frames etc.
 - › Functional objects for daily use such as chairs, cushions and chargers.
 - › In the library guests can also exchange books and borrow board games.



- **Practical services:** In the public areas, the participating Aparthotels offer additional services such as a mini-market or free drinks in the lobby.
- **Reception area:** Guests are greeted warmly and informally at a large table. Staff are casually dressed, and guests can check in at various locations around the lobby.
- **Entertainment:** For guests' relaxation there is table football, board games, large screens and a piano in certain locations.
- **Co-Working:** Some aparthotels will also offer co-working spaces where business travellers can work in a sociable and functional setting..
- **Community experiences:** Each Aparthotel will organise events and theme nights several times a week, such as dinners (Dinners@Adagio), which all guests can attend.

Broad implementation: The newly developed concept will be implemented successively in cooperation with several interior design companies. Today, 39 residences have adopted « The Circle » concept for common areas, by the end of 2020 a total of 70 renovations are planned.



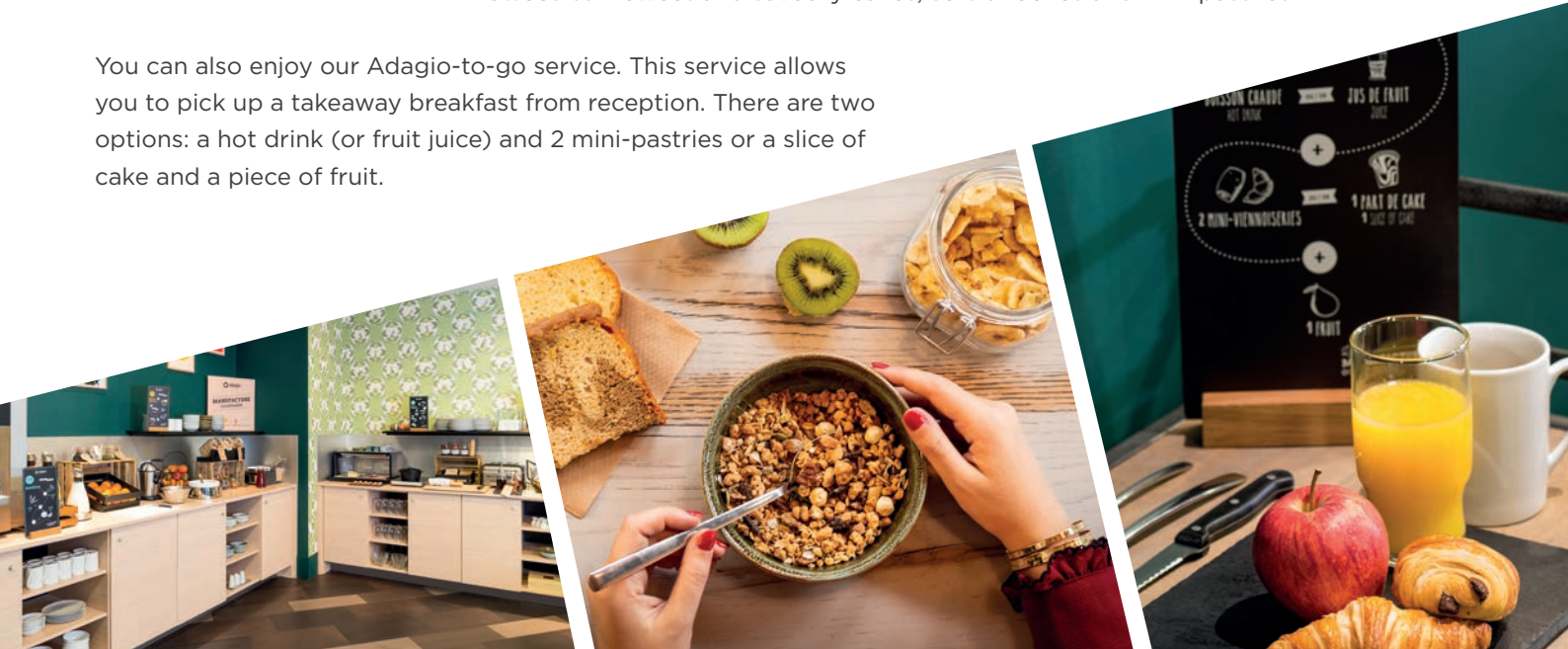
THE PERFECT START: ADAGIO'S NEW BREAKFAST OFFERING HAS DEFINITELY GOT THE 'YUMMY FACTOR'.

The new breakfast concept is being gradually rolled out across the Adagio network, with plans for it to be implemented in 70 aparthotels by the end of 2020.



- **Toast Bar:** Jams, various cheeses and cured meats and a range of breads and eggs.
- **Bowl bar:** Delicious granolas, organic soft cream cheese and fruit (dried and fresh).
- **Drinks bar:** Freshly pressed fruit smoothies and fresh fruit juice, delicious hot drinks including a selection of teas and coffees.
- **Sweet bar:** Sweet and savoury cakes, soft brioches and mini pastries

You can also enjoy our Adagio-to-go service. This service allows you to pick up a takeaway breakfast from reception. There are two options: a hot drink (or fruit juice) and 2 mini-pastries or a slice of cake and a piece of fruit.



APARTHOTELS ADAGIO IN THE UK

Adagio has a number of properties in the UK including **Liverpool** (near Lime Station), **Birmingham** (near Bullring & Grand Central), **Brentford in West London** (near Heathrow airport). The brand has aparthotels in Scotland, in **Edinburgh** located on the historic Royal Mile. All the properties are part of the brand's midscale collection of aparthotels – spacious, artistically decorated apartments from studios to 3 room apartments. There are new UK openings in the pipeline planned in: **Leicester (2019)**, **Stratford (2020)** and **Whitechapel in London and Glasgow (both 2021)**.





APARTMENTS
100

APARTHOTEL ADAGIO LONDON BRENTFORD


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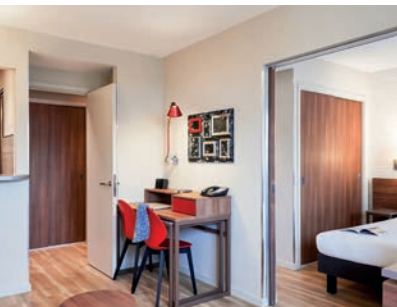


APARTMENTS
136

APARTHOTEL ADAGIO LONDON STRATFORD

 OPENING SOON

 The International Quarter - Stratford City
London E20
Email: H9721@adagio-city.com



APARTMENTS
108

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Email: H8117@adagio-city.com



APARTMENTS
146

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Edinburgh EH8 8BJ
Tel: +44 1 313 228 299
Email: H9289@adagio-city.com



APARTMENTS
96

APARTHOTEL ADAGIO LEICESTER

 OPENING SOON

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APARTMENTS
126

APARTHOTEL ADAGIO LIVERPOOL CITY CENTER

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Tel: +44 1 313 228 299
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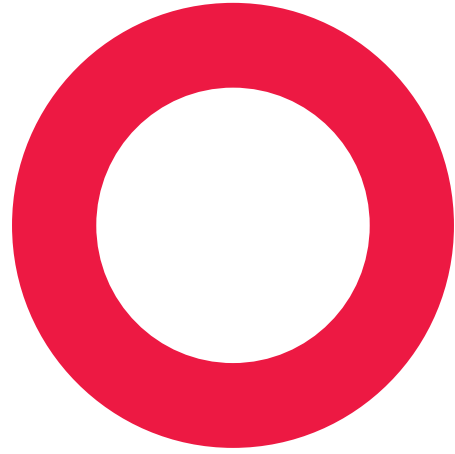


Aparthotels Adagio

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