

# ADAGIO IN A NUTSHELL

#### A STRONG NETWORK

122 APARTHOTELS 13 900 APARTMENTS 13 COUNTRIES

#### **EXPERTISE OF 2 WORLD LEADERS**

50/50: ACCOR + PIERRE & VACANCES - CP
-> STRONG PARENT COMPANIES

#### **VERY DYNAMIC BRAND**

NEW GENERATION OF APARTMENTS
COLIVING PRODUCT



LEASE FRANCHISE MANAGEMENT

#### FLEXIBLE DEVELOPMENT

DOUBLE THE PORTFOLIO BY 2025 VIA NEW BUILD, CONVERSION & TAKEOVER

#### « LE CERCLE » CONCEPT

RENOVATION OF OUR PUBLIC AREAS

HIGHLY PROFITABLE BUSINESS MODEL

INTELLIGENT INVESTMENT



# OUR HISTORY & GROWTH

01

Adagio since 2007





## **EXPERTISE OF TWO HOSPITALITY LEADERS**

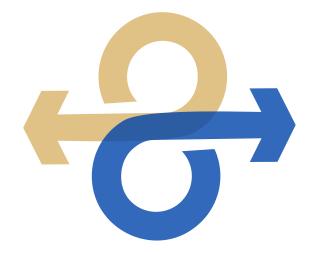


The world's leading hotel operator and market leader in Europe

€4,0 BILLION

total revenue in 2019 (+16,0% vs. N-1)





Groupe

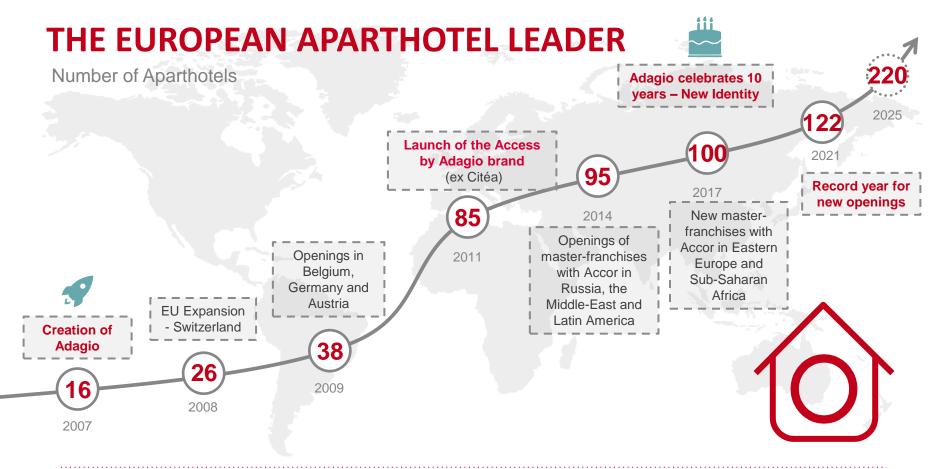
Pierre & Vacances
(enterParcs

European market leader in local tourism

€1,7 BILLION

total revenue in 2019/18 (+14% vs. N-1)



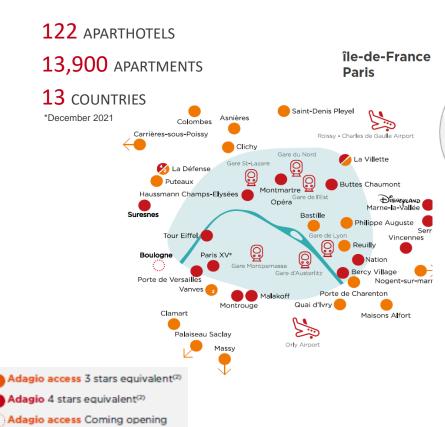


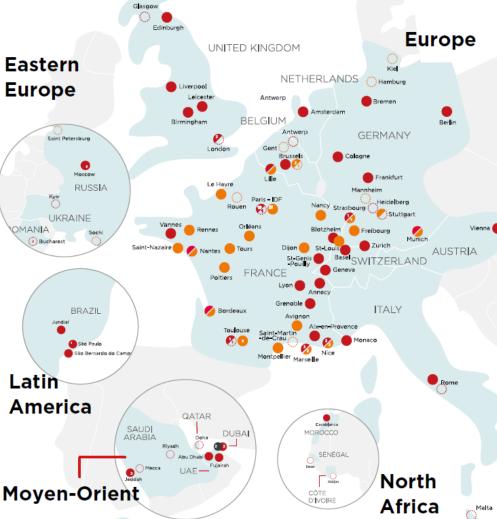


## **2021 NETWORK** \*

Adagio Coming opening

Number of aparthotels in the city





# +19 OPENINGS IN 2021 / 2022

UAE

The Palm

UK

**London Stratford** 

**London Sutton Point** 

**FRANCE** 

Paris Suresnes Jumeirah Triangle
Lyon Confluence SWITZERLAND

Lyon Confluence Saint-Nazaire

Zurich

**GERMANY** 

Stuttgart Airport

Freiburg

2022

2021

UK

**Glasgow Custom House** 

**BELGIUM** 

**Gent Centrum** 

Dampoort

**ITALY** 

Rome Colombo

**GERMANY** 

Hamburg Mühlendamm

Kiel City

MALTA

Battery Street

**UKRAINE** 

**Kiev Prospect Victory** 

RUSSIAN

**FEDERATION** 

Sochi Le Rond Dagaumis

QATAR

Doha C-ring Road



+2,700 apartments



# **EXEMPLES OF OPENINGS TO COME – 2022**









ADAGIO ACCESS
KIEL CITY

90 apartments

ADAGIO GLASGOW CUSTOM HOUSE

162 apartments

ADAGIO ACCESS
HAMBURG
MÜHLENDAMM
148 apartments

ADAGIO SOCHI LE ROND

457 apartments



## **EXEMPLES OF OPENINGS TO COME – 2023**









ADAGIO LONDON WHITECHAPEL

147 apartments

ADAGIO ANTWERP BELGIUM

70 apartments

ADAGIO ACCESS ST PETERSBURG

479 apartments

ADAGIO BOULOGNE-BILLANCOURT

101 apartments

And many more...!



# PRODUCT DESCRIPTION

02



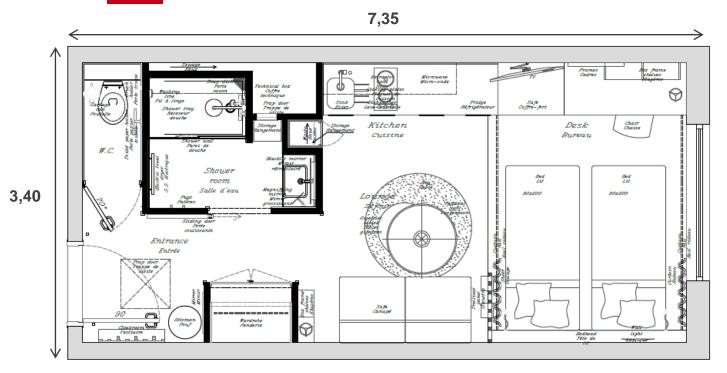


### STUDIO FOR 2

## **ADAGIO APARTHOTEL®**

adagio APARTHOTEL SIGN

Useful area 25m²

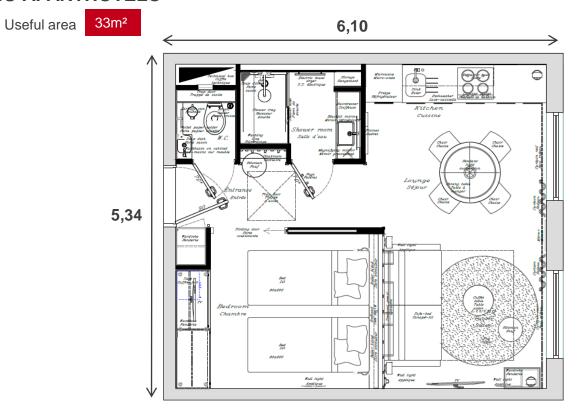




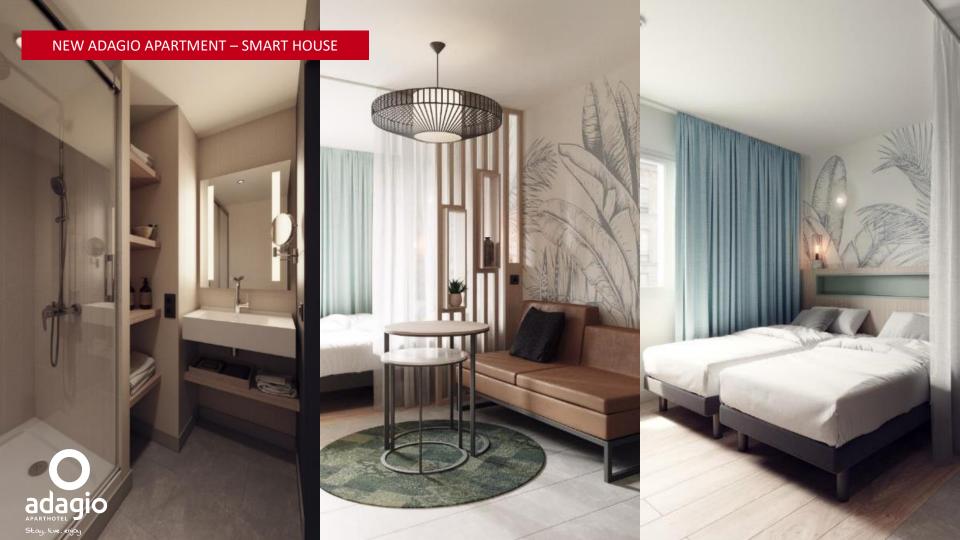
## **ONE-BEDROOM FOR 4**

### **ADAGIO APARTHOTEL®**









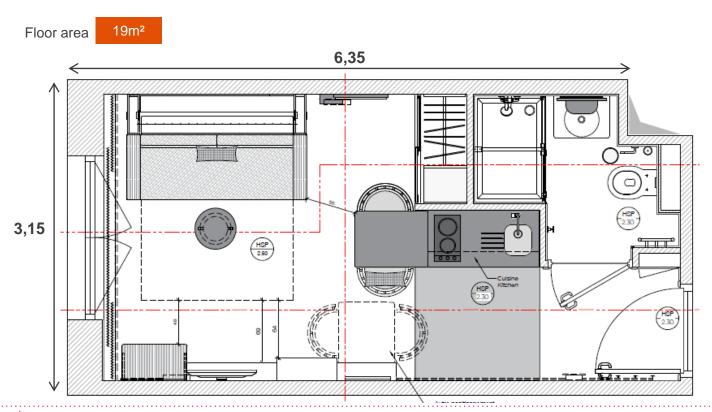




## **STUDIO FOR 2**

# O adagio

### **ADAGIO APARTHOTEL ACCESS ®**



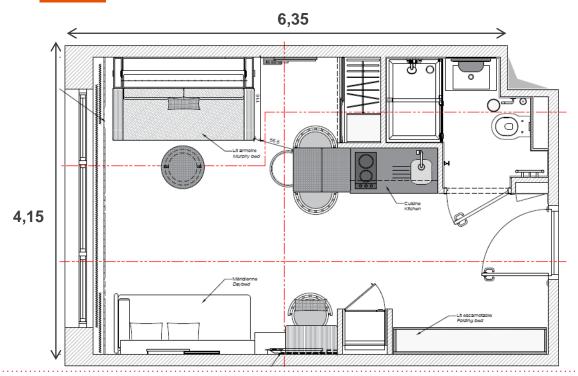


## **STUDIO FOR 4**

## O adagio

### **ADAGIO APARTHOTEL ACCESS ®**

Floor area 26m²













# COLIVING BY ADAGIO, TO SHARE, LIVE AND ENJOY

Introduced at Adagio Paris Bercy, and available for booking on March 2022

#### More than a mode of accommodation, an experience that invites sharing.

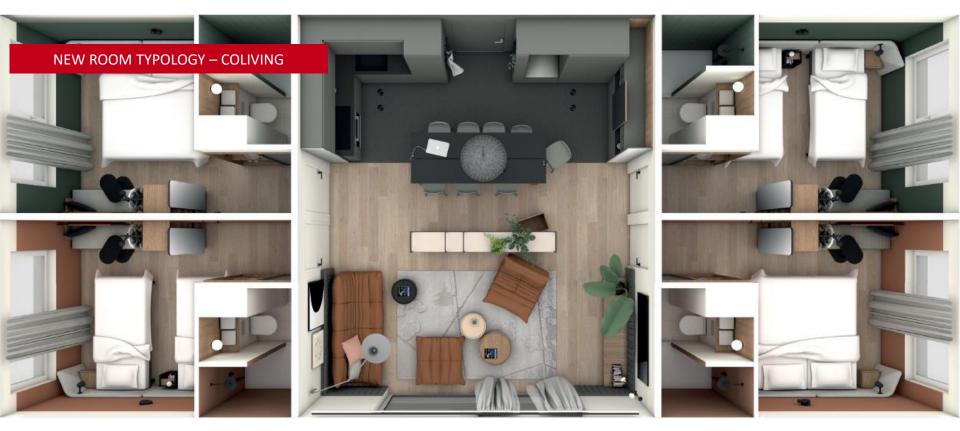
New concept of shared apartments, with their large common room, for conviviality/convenience, and their bedrooms with private bathrooms, for everyone's privacy. With Coliving by Adagio, intimacy is now combined with conviviality, mixing styles and influences, hybridity resonates with modularity, comfort with design, flexibility with the art of service.

#### Designed for:

- FAMILIES AND TRIBES
- GROUPS OF FRIENDS
- WORK COLLEAGUES



More info here —



Apartments of 4 to 6 rooms











# OUR REDEFINED COMMON AREAS: « THE CIRCLE »

Introduced in December 2017 at Adagio Paris Bercy, today more than 60% of our properties have deployed it. By 2023, it will be implemented in the whole network.

The concept redefines the aparthotel spaces based on customer desire and usage, bringing a modern and flexible style available at different times of the day.

Empathy, kindness and generosity are all valued embodied by "The Circle".

Each one of them offers a different experience.

#### It is based on three pillars:

- SHARED GUEST EXPERIENCES
- REDESIGNED SPACES
- EVENTS



















# OUR BUSINESS MODEL

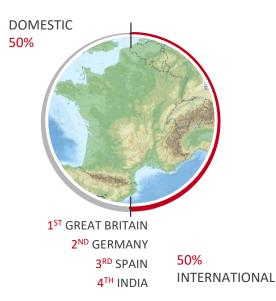
03



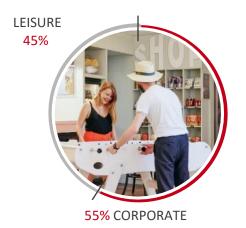


# **CUSTOMER PROFILE**

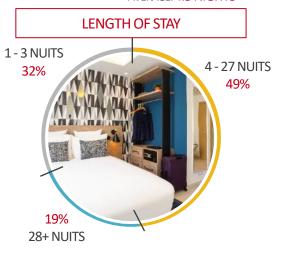
**GUESTS' ORIGIN** 



**PURPOSE OF STAY** 



**AVERAGE: 4.5 NIGHTS** 





# A HIGHLY PROFITABLE BUSINESS MODEL

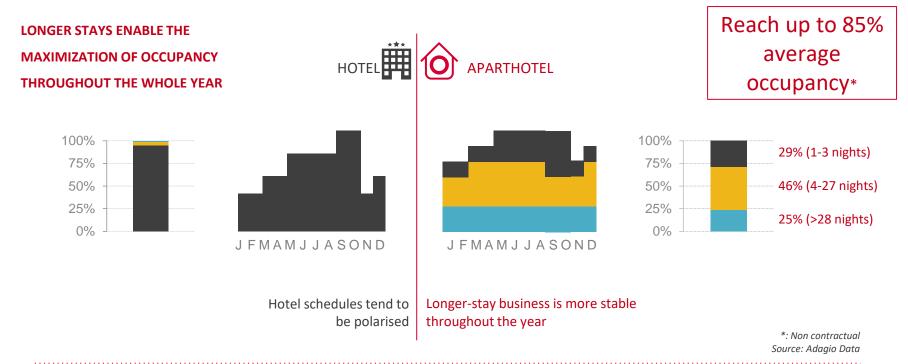


\*Non contractual Source: Adagio Data on a sample of properties



# A HIGHLY PROFITABLE BUSINESS MODEL

"When the stays in a classic hotel last 1-3 nights the ones in an aparthotel last 1-90 nights"





# A HIGHLY PROFITABLE BUSINESS MODEL

Aparthotel vs. Hotel - P&L comparison<sup>1</sup>



4\* HOTEL



**4\* APARTHOTEL** 

OCC. RATE

AVERAGE DAILY RATE

REVPAR

ROOM REVENUE %

TOTAL REVENUE

GOP

NOI

PROFIT/SQM

80%

£145

£116

72%

£9.5 MILLION

49% - £4.6 MILLION

40% - £3.8 MILLION

£442

88%

£135

£119

93%

£7.8 MILLION

63% - £4.9 MILLION

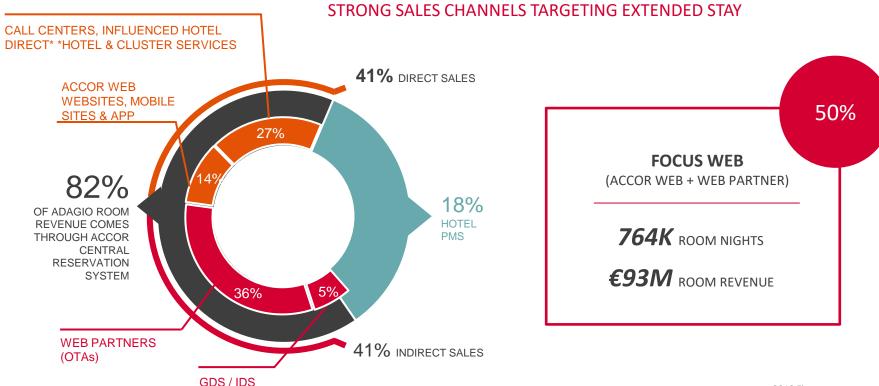
53% - £4.2 MILLION

£488



<sup>1</sup> WATG

# ADAGIO DISTRIBUTION POWERED BY ACCOR





# BRAND RECOGNITION & QUALITY PERFORMANCE

04





# **BRAND RECOGNITION**& PERFORMANCE

Guests are satisfied by our service

89.2% satisfied and very satisfied guests

88,7% of our clients are willing to recommend Adagio

<u>Several aparthotels Adagio</u> <u>over 8,5/10 on *Booking.com*<sup>2</sup>:</u>

ADAGIO LONDON STRATFORD
ADAGIO LILLE CENTRE GRAND PLACE
ADAGIO PARIS MONTMARTRE
ADAGIO SURESNES LONGCHAMP

...... a lot more!

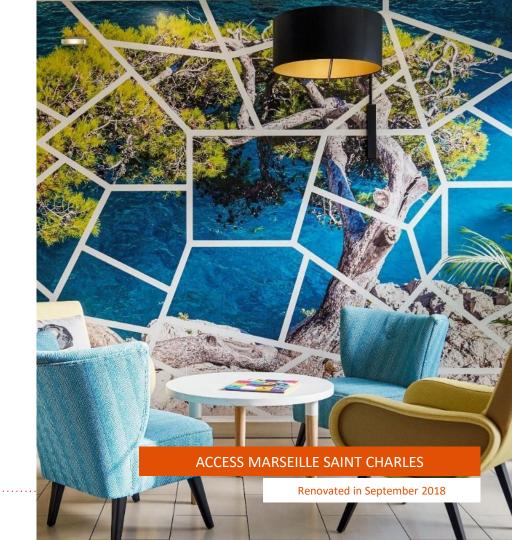
<sup>1</sup>TrustYou post stay survey - Year 2021 <sup>2</sup>jan. 2022





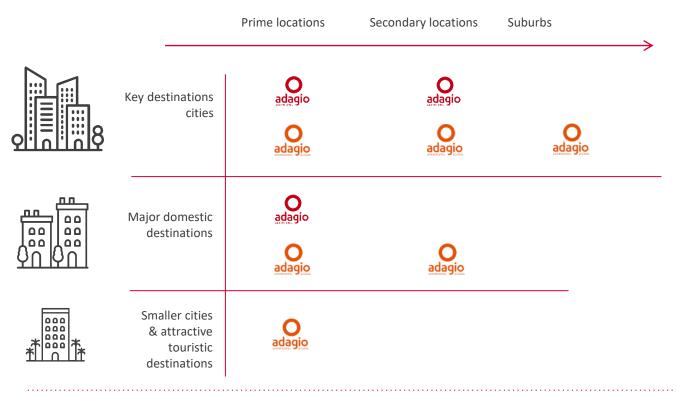
# DEVELOPMENT CRITERIA

05





# **LOCATION**





# 3 key localization elements:

- UrbanExcellent accessibilityClose to business areas



# **TARGET REGIONS**

## **DACH**

Hamburg, Munich, Berlin,
Düsseldorf, Frankfurt, Leipzig,
Geneva, Zurich, Basel, Bern,
Lausanne, Vienna, Hanover,
Stuttgart, Mannheim, Nürnberg,
Heidelberg, Köln, Essen
Wiesbaden, Dortmund, Kiel,
Lucerne, Freiburg...

# **ITALY**

Rome, Milan, Turin, Venice, Trieste, Naples, Bologna, Padua, Parma, Bari, Palermo, Bergamo, Livorno, Mestre, Genoa, Verona...

# **IBERIA**

Madrid, Barcelona, Malaga, Lisbon, Porto, Sevilla, Valencia, Bilbao, Palma City, Zaragoza, La Coruna, Alicante, Cadix, Murcia, San Sebastian...

### **UK & IRFLAND**

Cambridge, Edinburgh, London, Dublin, Manchester, Oxford, Belfast, Birmingham, Brighton, Bristol, Cardiff, Cork, Glasgow, Leeds, Liverpool, Newcastle, Portsmouth, Southampton...

#### **BENFLUX**

Brussels, Amsterdam, Eindhoven, The Hague, Rotterdam, Luxembourg, Antwerp, Bruges, Ghent, Liège, Ostend, Leiden...

# **FRANCE**

Paris & IdF, Lyon, Strasbourg, Metz, Aix-en-Provence, Lille, Bordeaux, Annecy, Montpellier, Nice, Rennes,, Brest, La Rochelle, Reims, Dunkerque, Le Mans, Toulouse, Sophia Antipolis, French Geneva region, Clermont-Ferrand, Colmar, Monaco, Amiens, Angers...



# **DEVELOPMENT ALTERNATIVES**

# **3 DEVELOPMENT OPTIONS**



Adagio or PVCP lease
Block lease with investor
Lease with individual investors (separate lots sale)

#### MANY ASSETS CONVERTIBLE TO ADAGIO MODEL



- New build
- Takeover of existing aparthotels
- Building conversion (office, hotel, residential...)

- Combo with other Accor brands
- Integration in mixed-used projects



# **CONSTRUCTION**

#### NUMBER OF KEYS

80 - 120 apartments

#### TGFA / 100 APTS

3,200m sqm / 3,400m sqm

#### **TYPOLOGY**

70% (2 pax studio)

30% (4 pax studio)

#### **PRIVATE AREA**

19 sqm (2 pax studio)

26 sqm (4 pax studio)

## **PUBLIC AREAS**

290m² / 100 apts

(Reception, breakfast room, laundry, luggage room, The Circle...)



#### NUMBER OF KEYS

80 - 140 apartments

#### TGFA / 100 APTS

4,400m sqm / 4,600m sqm

#### **TYPOLOGY**

70% (2 pax studio)

30% (4pax 1 bed-apt)

### PRIVATE AREA

25 sqm (2 pax studio)

33 sqm (4pax 1 bed-apt)

#### **PUBLIC AREAS**

350m2 / 100 apts

(Reception, fitness, breakfast room, laundry, luggage room, The Circle...)



# **DEVELOPMENT TEAM**





Thomas Lamson Chief Development & Projects Officer, Asset Management +33 (0)6 19 91 15 01

thomas.lamson@adagio-city.com



Alexandra van Pelt
UK, Ireland and Northern Europe
+44 (0)7825 316256
alexandra.vanpelt@accor.com



Laetitia Beninca
France, Benelux and Western Switzerland
+33 (0)6 72 75 87 20
laetitia.beninca@adagio-city.com



Maxime Dubois
Southern Europe, Italian and German
Switzerland, Master Franchise
+33 (0)6 67 44 45 90
maxime.dubois@adagio-city.com



Margaux Tesse
Franchise France, Benelux and Western
Switzerland
+33 (0)6 37 06 79 88
margaux.tesse@adagio-city.com

