



GREET
TO MEET

Why invest *greet* 2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

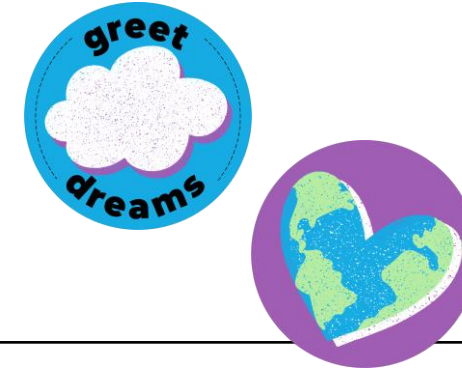
WELCOME TO GREET

A first in hospitality

greet was created for the many who care about the positive impact of their travel but still need affordability & convenience.



WHY GREET?



Quick and easy return on investment

- Benefit from high guest satisfaction resulting in higher brand margin (+15€)
- Swiftly convert your hotel with our “upcycling” approach, enabling you to limit your investment
- Control your operational costs with our support tools for energy savings, waste control and reuse of materials

Building a sustainable future together

- Join the movement of 53 greet hotels already open and in the pipeline
- Participate in the circular hospitality movement, enabling guests to feel good by doing good
- Differentiate your hotel from competitors by offering eco-friendly design and personalised experience, on top of convenience and affordability

Powerful distribution eco-system

- Leverage Accor’s sales, marketing, distribution & loyalty platform from day 1
- Connecting you with valuable global business & directly contributing 74% of your room revenue

Return on Investment

Chapter

01





*Topline
Investment
EBITDA*



TOPLINE

53 hotels open and in the pipeline

Europe

	NETWORK	PIPELINE
	41	12
	2,926	1,426

Objective
300 hotels in 10 years in Europe

Upcoming Openings

- Agadir

Alicante

Bagnolet

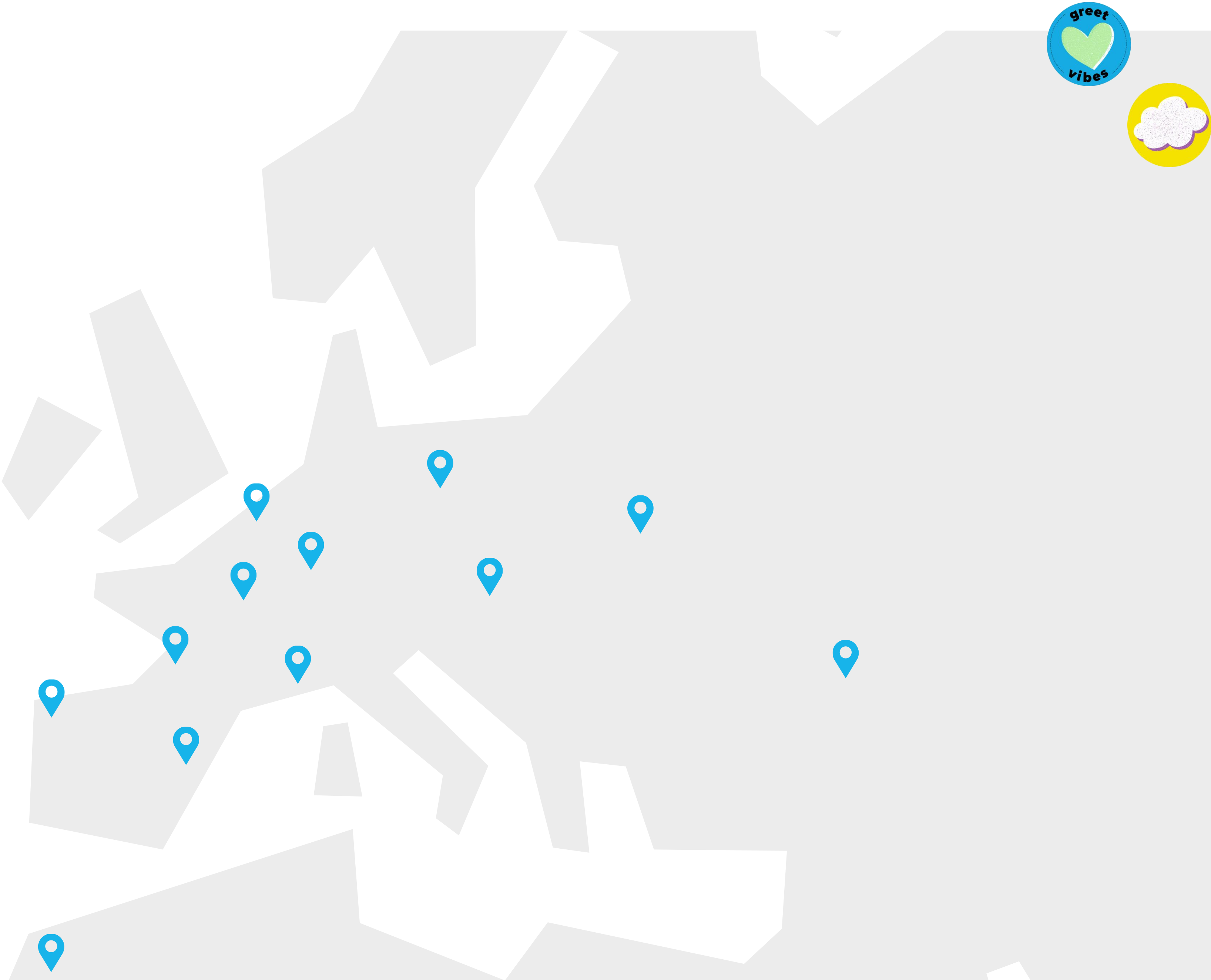
Limoges
- Marseille

Tbilisi

Tingueux

Trignac

All figures as of December 2024
Breakdown network + pipeline by region is calculated by number of rooms



TOPLINE

greet is a favourite amongst guests, commanding higher brand margin vs competition

GUEST SATISFACTION ABOVE COMPETITION

81.97

RPS 2024

Source: Trust You 2024

HIGHEST BRAND MARGIN

+15€

BRAND MARGIN INDEX

VS COMPETITORS: 156

B&B 15€

Travelodge 9€

Easyhotel 6€

Premiere Classe 12€

Source: BEN 2024

Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative.



INVESTMENT

Easy and economical conversion

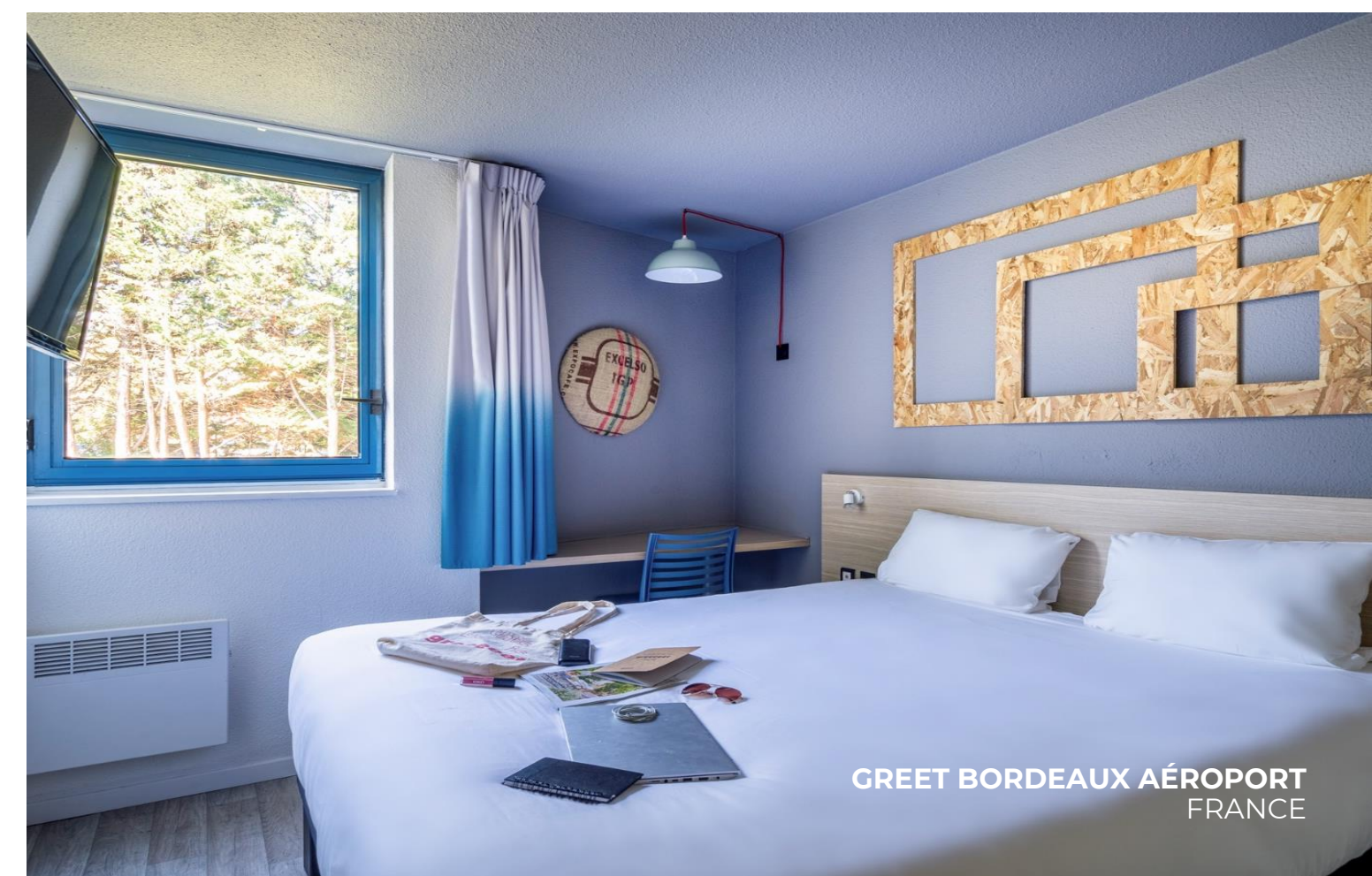
1.

- **Flexibility built into brand**
Adaptable standards
- **Tailored to independent hotels.** Standards designed to suit independent hotel conversion whilst adding value

2.

Upcycling approach for cost effective design

Maximum reuse of existing hotel furniture, that are upcycled to give them a second lease of life, resulting in cost savings as well as sustainable approach and trendy mix and match design, both appealing to guests



A sustainable future

Chapter

01



Brand positioning
Brand video
Top 3 USPs

BRAND POSITIONING

Creating a
circular
hospitality
movement

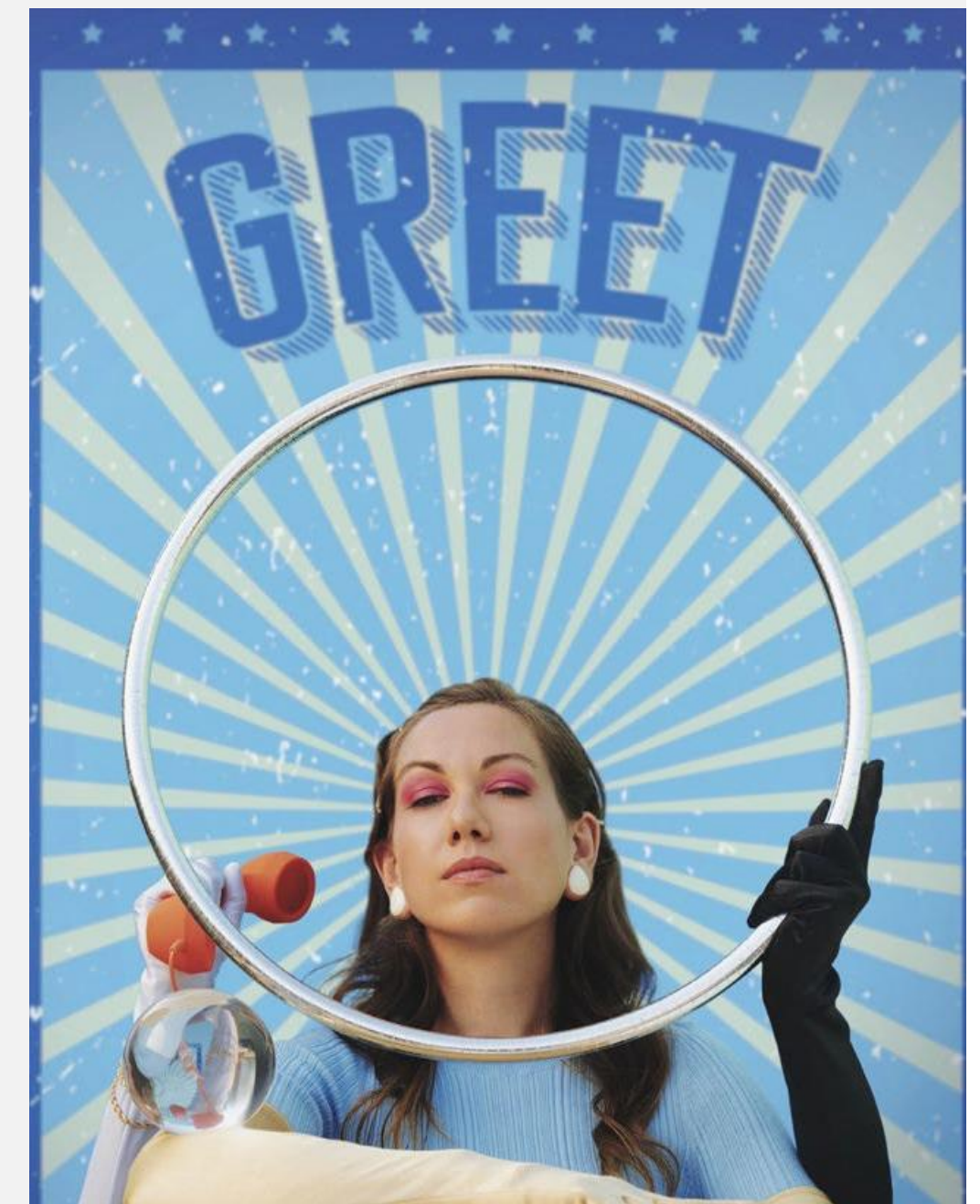
By giving a
second lease of
life to places,
objects and
people:

**PLACES**

Conversion mainly
Purposefully built
buildings

**OBJECTS**

Upcycled furniture &
materials
Zero waste F&B philosophy

**PEOPLE**

Staff in professional
retraining

TOP #3 USPS

Our promise to guests



1 Greet immerses guests
in eco-friendly and
personalised hotels



2 Greet means affordable
and convenient hotels



3 Greet enables guests to
feel good by doing good

TOP USP #1

greet immerses guests



in eco-friendly and
personalised hotels

1. An eco-design approach

It means designing responsibly, with consideration for the entire life cycle of the product: → Always opt for the materials that are local, recyclable or even recycled where possible.

2. The use of repurposed & second-hand objects

They are essential brand markers giving each hotel its own specific identity, whether they have been restored, or repurposed.



TOP USP #1



TOP USP #2

greet means

affordable and
convenient hotels**Rooms for 2, 4 or 6 people**

To welcome everyone with a special attention to families

Breakfast buffet

Simple & healthy fresh local products

Bar & snacking

Cocktails & local drinks /
All day long snacking

Bedding solution by greet

The bedding solution by greet has been specifically designed for the comfort of our guests with 75% recycled materials

Restaurant

Depending on hotel potential, a restaurant can complete the food & beverage offer



TOP USP #2



greet means

affordable and
convenient hotels

#1 in Food & Beverage

Sentiment Score* score at 78.56
vs. competitors between 58.58 and 78.39

* Sentiment Score
**Competitors include: B&B Hotels, Days Inn, Première Classe and Travelodge
Source: Trust You 2024

TOP USP #2





TOP USP #3

greet enables guests



to feel good by doing good



greet boutique

Shop second-hand and recycled products as gifts and souvenirs



Shared library

A space to relax, both for adults and kids with second-hand books & vintage games

greet times

Regular in-hotel animations to showcase our commitment towards second-lease of life (e.g. bicycle repair cafe, thrift shop, make compost with food waste...)

#1 eco-friendly practices

Sentiment Score* at 95.04
vs. competitors between 50.00 and 85.58

* Sentiment Score

**Competitors include: B&B Hotels, Days Inn, Première Classe and Travelodge
Source: Trust You 2024





TOP 3 USPS

Guest journey



Arrival & departure	Social hub	Exterior spaces (optional)	Guest room	F&B	Meeting rooms (Optional)
<ul style="list-style-type: none">• External signage• Internal signage• Wonky drink• Dress code• Fast Check-out upcycled box	<ul style="list-style-type: none">• Second-hand furniture• One multifunctional social hub• greet brand wall• Shared library• greet boutique• greet times/ Days• greet expression wall	<ul style="list-style-type: none">• Garden• Veggie patch• Terrace	<ul style="list-style-type: none">• Second-hand furniture• greet bedding solution• Branded amenities• Family rooms 4/6pax	<ul style="list-style-type: none">• Breakfast buffet• Bar with snacking Restaurant (optional)• Upcycled communal table	<ul style="list-style-type: none">• Second-hand furniture• Upcycled Meeting Box• Upcycled meeting table• Upcycling workshop

Powerful Distribution eco-system

Chapter

03



GREET HOTEL EVREUX CENTRE
FRANCE

Accor eco-system



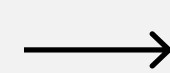
Why invest - greet

Connect your hotel with Accor 360° solutions from day 1

SALES

Largest global sales office

450+ sales professionals across 34 countries,
covering 80% of the globe



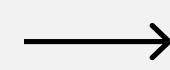
Large B2B clients portfolio

15K regional & strategic accounts, generating
45% topline of Accor global network

DISTRIBUTION & DIGITAL MARKETING

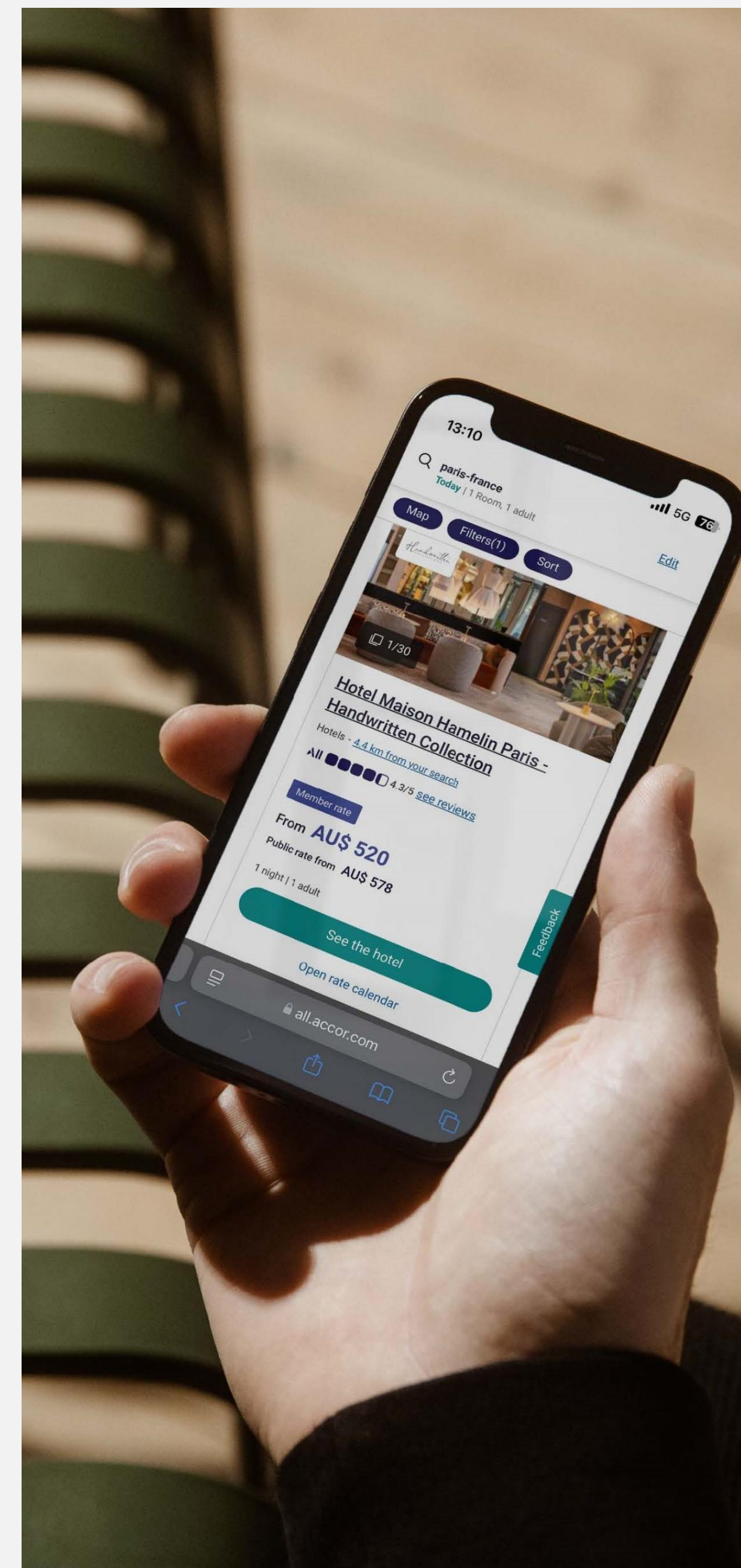
Robust and powerful distribution system

110 countries, 140+ global & local connectivity
partners and All.com available in 19 languages



Secured hotel business & cost control

2/3 of web direct revenue generated by
owned channels





LOYALTY

Widest & most diversified international network

100M members worldwide and 100+ global & local partnerships

Strong return on investment

3.3x higher incremental net revenue than loyalty cost to hotels

REVENUE MANAGEMENT

100+ local certified experts

Managing performance and optimisation of revenue and profitability

Powerful data-driven RMS

Resulting in +1 to +5% RevPAR

Development Criteria

Chapter

04



GREET HOTEL COLMAR
FRANCE

Hotels



GREET HOTEL BORDEAUX AÉROPORT
FRANCE

HOTELS

Hotels Development

greet hotels fit equally new build and conversion projects.

	EUROPE ⁽¹⁾
NUMBER OF KEYS	70+
ROOM SIZE	9-14 SQM
TGFA	18-25 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

Lobby bar

NICE-TO-HAVES

- Buffet breakfast
- Restaurant
- Swimming Pool
- Work in the lobby
- Laundry Room
- Meeting Room

greet Network

Chapter

05



GREET HOTEL SALON DE PROVENCE
FRANCE

*Urban,
Airport*



URBAN

greet Hotel Cernay Mulhouse, *France*



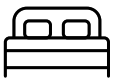
 75 rooms





URBAN

greet Vienna City North, *Austria*



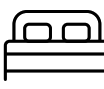
96 rooms





URBAN



 52 rooms

greet Hotel Beaune, *France*



URBAN

greet Hotel Marseille Centre Saint-Charles, *France*



 60 rooms

URBAN

greet Hotel Lyon Confluence, *France*



 79 rooms





URBAN

greet Hotel Colmar, *France*



 62 rooms





Why invest - greet

URBAN



greet network P31



 46 rooms

greet Hotel Boulogne Billancourt Paris, *France*





Why invest - greet

URBAN

greet Hotel Paris Nord 18, *France*



 203 rooms



Why invest - greet

URBAN



greet network P33



 49 rooms

greet Hotel Annecy, *France*





Why invest - greet

URBAN



greet network P34



 45 rooms

greet Hotel Salon de Provence, *France*





URBAN

greet Hotel Pont du Gard Route d'Avignon, *France*



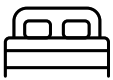
 80 rooms





URBAN

greet Hotel La Rochelle, *France*



65 rooms

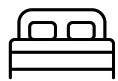




Why invest - greet

URBAN

greet Hotel Evreux, *France*

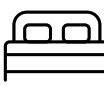


72 rooms

AIRPORT

greet Hotel Bordeaux Aéroport, *France*



 82 rooms





AIRPORT

greet Hotel Marseille Provence Aéroport, *France*



 47 rooms





Why invest - greet

AIRPORT

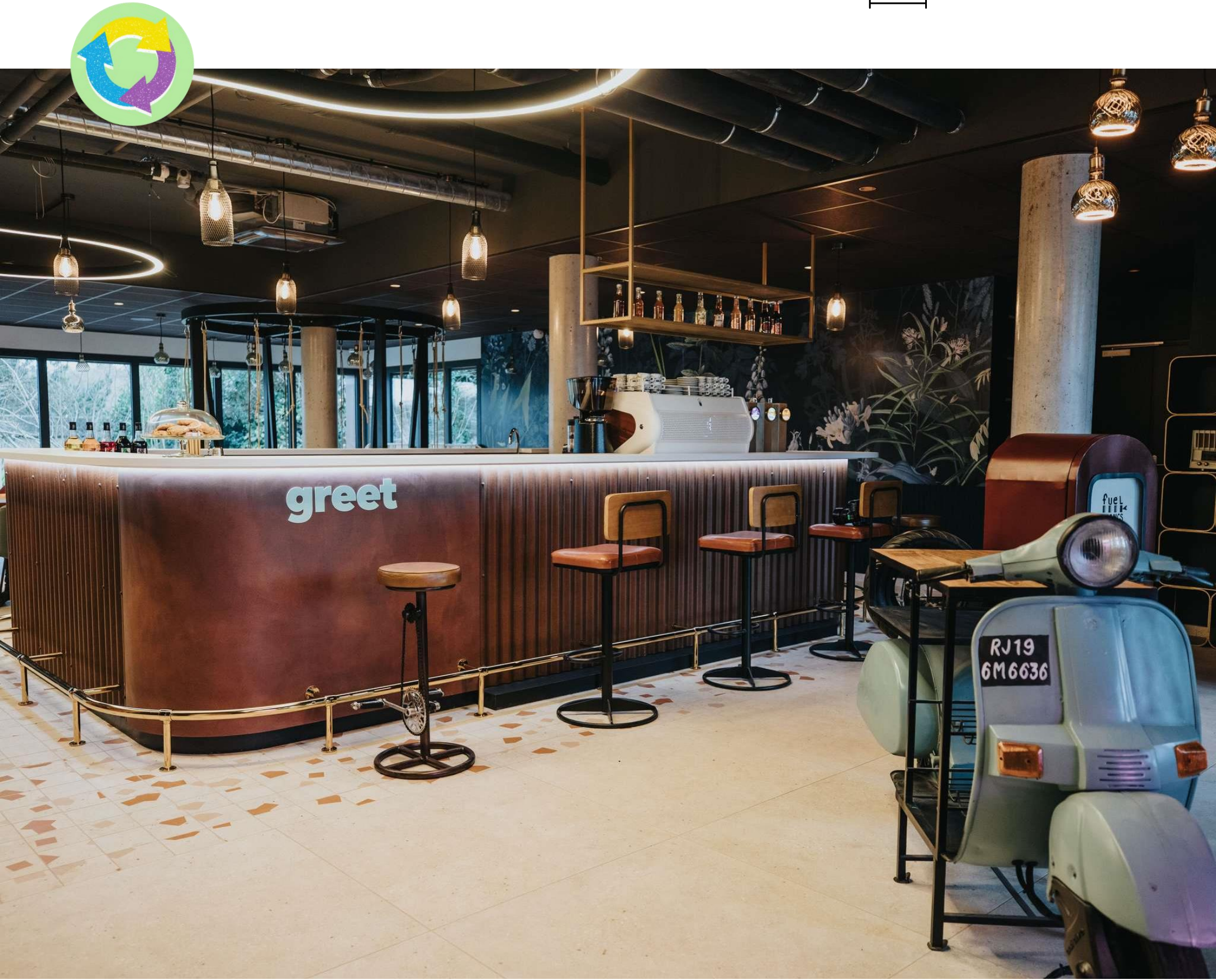


greet network P40



 70 rooms

greet Hotel Brest Airport, *France*





Why invest - greet

AIRPORT

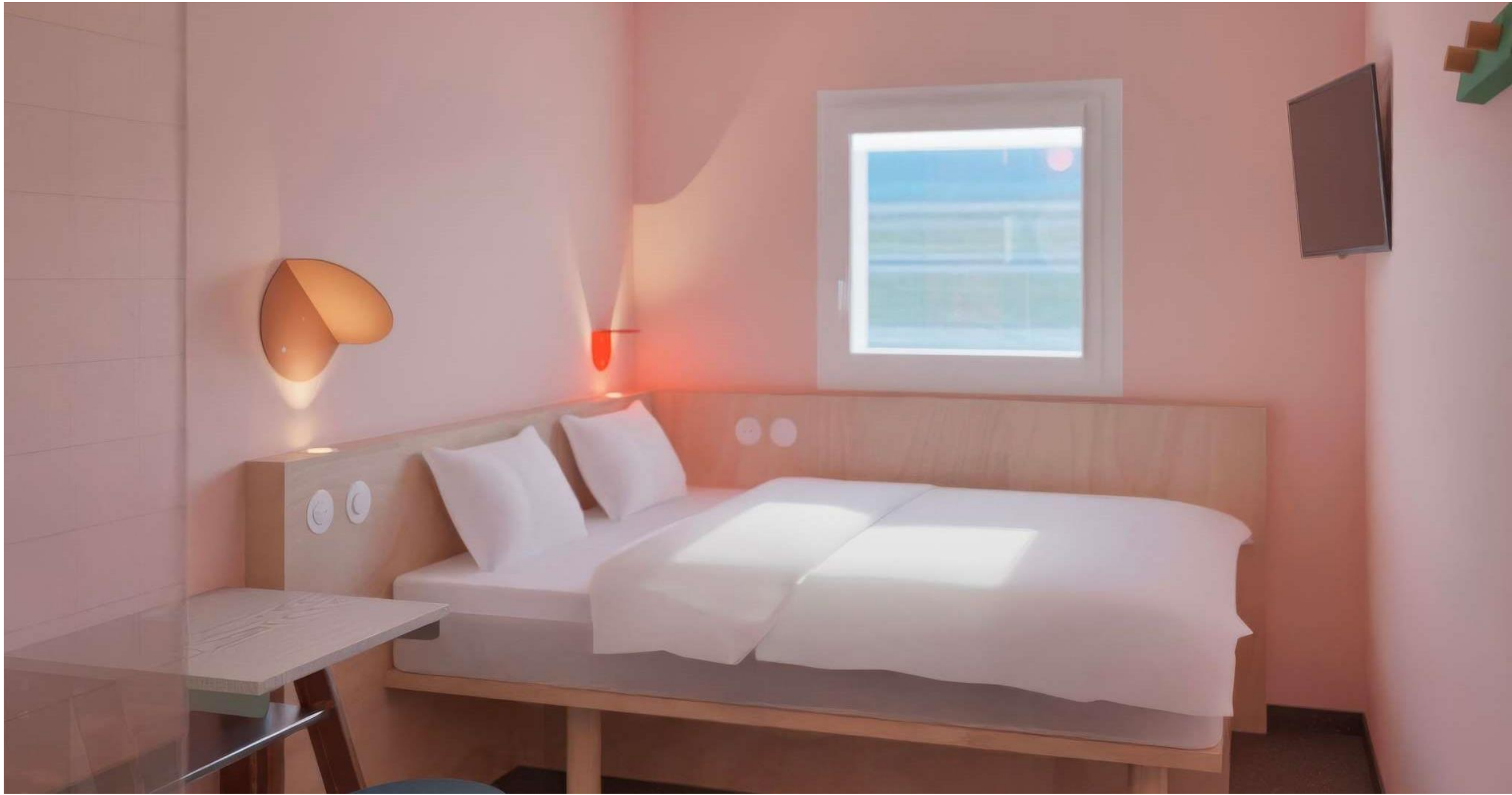


greet network P41



 158 rooms

greet Hotel Nice Aéroport Promenade des Anglais, *France*





Why invest - greet

LEISURE & RESORTS

Greet Hotel Montbéliard, *France*



 64 rooms



Why invest - greet

COMBO



greet network P43



 84 rooms

Greet Hotel Paris 13 Porte d'Italie, *France*



greet

Thank

you

