

FACT SHEET

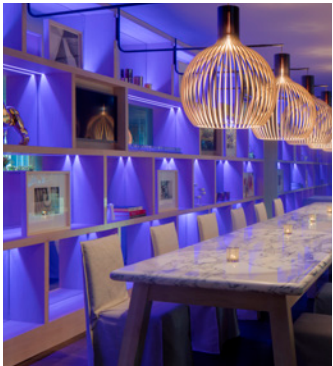
WELCOME TO THE EXCEPTIONAL



The Radisson Collection™ is a premium lifestyle collection of iconic properties located in unique locations. The character of each Radisson Collection hotel feels authentic to its location and offers the ultimate template for contemporary living, united by modern design of exceptional experiences across dining, fitness, wellness and sustainability. Designed for guests and locals alike, each Radisson Collection hotel is defined by the people who visit them. All properties are situated in prestigious locations, close to prime leisure attractions.

RADISSON COLLECTION WILL LAUNCH IN 10 LOCATIONS

LONDON	STOCKHOLM
MOSCOW	EDINBURGH
INDIA	BELGRADE
VENICE	MUSCAT
COPENHAGEN	KUWAIT



OWNERS PROPOSITION

Positioned between the Upper Upscale and Luxury categories Radisson Collection is 'Affordable Luxury' within the Premium Lifestyle Collection.

BRAND HIGHLIGHTS

- Allows individuality of design execution, relative to its location
- 25M+ Euros investment planned for Sales and Marketing the Radisson family of Brands, Globally
- Existing strong brand recognition in our Radisson brand – compared to other competitor brands
- Flexible framework of Brand Endorsement Access to our Global Reservation and Corporate Support Offices.

SERVICE PHILOSOPHY

Our commitment to delivering exceptional guest experiences is delivered through our Yes I Can! service philosophy, which encourages team members to make a meaningful and memorable connection with our guests.

KEY BRAND EXPERIENCES

- **Exceptional Sleep:** Exceptional bedding, pillow preferences and spray and personalized turn-down service
- **Exceptional Well Being** – Exceptional shower, sumptuous towels, bathrobes and slippers accompanied with luxury amenities
- **Excellent Breakfast:** 24/7 room service, destination restaurants and bars
- **Free high speed WIFI:** TV streaming and casual work spaces
- **Exceptional Temptations:** Unexpected minibar, irresistible snacks, fruit flavored treats, in-room and throughout hotel.

DESIGN STYLE

Contemporary interiors with iconic design pieces.

ADDING VALUE

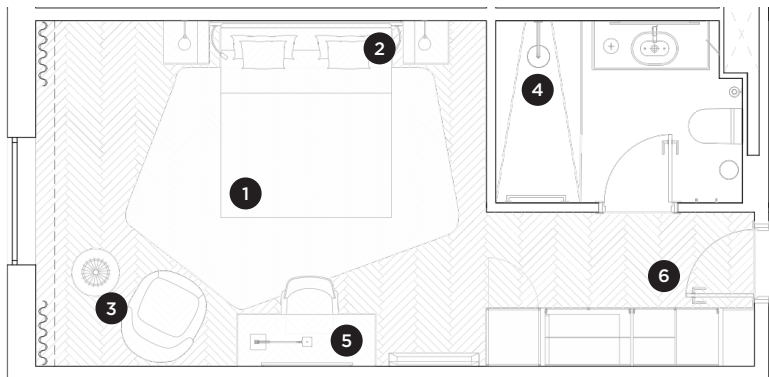
Adding value to your investment with a dedicated and experienced team of in-house architects, surveyors, engineers and functional specialists that will stand by you from concept planning, throughout the construction, up to the grand opening of your hotel:

- Project Definition & Space Planning
- Concept Development & Interior Design
- Safety & Security
- Responsible Business
- Procurement
- Engineering Expertise
- Future Openings.

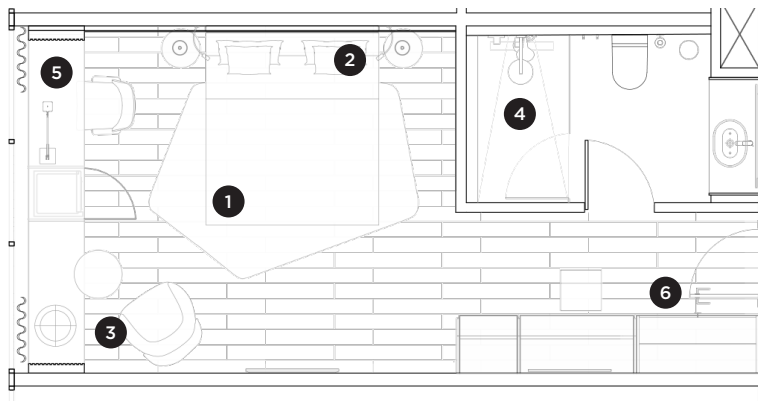
KEY SPACES

- **Exceptional Guest Rooms:** Exceptional rooms, featuring both the Radisson Collection sleep and wellbeing experiences
- **Engaging Social Spaces:** Magnetic social spaces that invite the guest to dwell and feel connected to the individual location
- **Memorable dining:** Locally inspired F&D options, including destination dining experiences
- **Standout M&E spaces:** Stimulating environments, designed for an ideal meeting of minds
- **Total Wellbeing:** Spa, wellbeing and fitness facilities that are atmospheric and purposeful.

CLASSIC ROOM LAYOUT



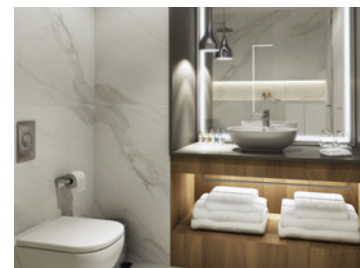
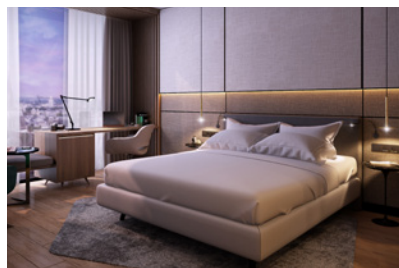
CONTEMPORARY ROOM LAYOUT



BRAND MATRIX

NUMBER OF KEYS	100-400
POSITIONING	Premium lifestyle/Affordable Luxury
LOCATION	Urban / Resort / Airport
PRODUCT	Urban / Resorts
HOTEL AVERAGE GROSS AREA (GIA)	55-85 sqm
COST OF DEVELOPMENT	146.5 - 196.5k TEUR per key (excluding land and developers fees)
BUSINESS MODEL	High profile locations in major, capital cities and exclusive leisure destinations

1. Exceptional sleep with 3 pillows
2. Bespoke Headboards
3. Arm chair and side table
4. Rain-effect shower with hand-held
5. Design desk and ergonomic chair
6. Welcome area with spacious wardrobe



CONTACT DETAILS

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