

PressKIT



Welcome to the **New Era**  
of **African Hospitality**

**noom**®  
INSPIRED HOTELS

**seen**®  
TRENDY HOTELS

**yaas**®  
SMART HOTELS

# Table of Contents

- 3 AFRICA, THE GOLDEN MOMENTUM
- 5 MANGALIS HOTEL GROUP:  
WELCOME TO THE NEW ERA OF AFRICAN HOSPITALITY
- 8 INNOVATIVE HOTEL BRANDS
- 11 MANGALIS, PREFERRED BUSINESS PARTNER
- 13 MANGALIS, A GROWING NETWORK
- 14 AVANTGARDE BY MANGALIS: INDULGED GUESTS
- 15 INVESTING IN PEOPLE'S TALENT
- 16 MANGALIS LAB: A WORLD OF INNOVATION
- 17 TRUE2EARTH: CORPORATE SOCIAL RESPONSIBILITY



# Africa, the Golden momentum

**AFRICA IS GOING THROUGH A REMARKABLE DECADE OF ECONOMIC TRANSFORMATION.**

**THE CONTINENT IS A BUZZ WITH TALKS OF NEW INVESTMENT, BIGGER CITIES, FIRST CLASS AIRPORTS, MODERN REFINERIES, AND RENOWNED MULTINATIONAL INVESTORS.**

- The IMF forecasts that 7 of the top 10 fastest-growing countries in the next 5 years will be in Africa, and the average growth in Africa will be higher than the average growth in Asia.
- Young people aged between 15 and 25 represent more than **60%** of the continent's total population and account for **45%** of the total labor force.

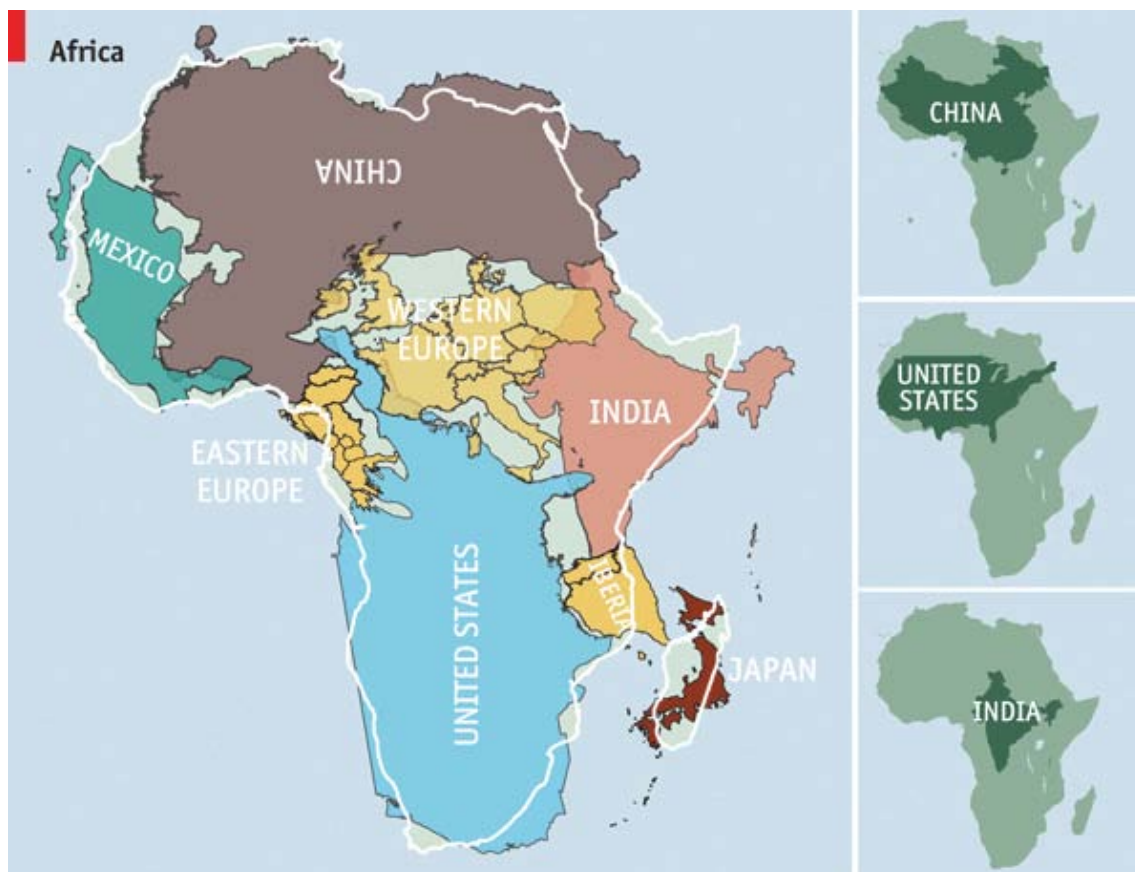
**FOR THE HOSPITALITY AND TOURISM INDUSTRIES, THE CONTINENT PROVIDES UNPRECEDENTED OPPORTUNITIES.**

- According to the Africa Tourism Monitor, the Sub-saharan Africa's tourism industry will directly employ 6.7 million people by 2021.
- The hotel industry will play a vital role in enhancing the socio economic development in Africa, given that the hotel sector is set to grow substantially in the coming years, estimating 136,000 new jobs to be created in 2014, 87,000 in 2015, and 70,000 in 2016.
- Currently, 200 hotels are in the development pipeline in Africa, with almost 40,000 rooms.
- Hotel chain's penetration index is about **5.3%** in West Africa, vs. **26%** in Europe (including Russia), **44%** in France or UK, and more than **70%** in the US, as per MKG Hospitality market studies.
- Overall, hotel market shows great operating performance with a RevPAR increase of 9.2% between 2012 and 2013 while non African guests still represent a large part of the clientele mix around **50%**, as informed by MKG Hospitality.



# Africa, the Golden momentum

## THE TRUE SIZE OF AFRICA



Source:  
*The Economist*



# Mangalis Hotel Group Welcome to the New Era of African Hospitality

## MANGALIS HOTEL GROUP AT A GLANCE

Mangalis Hotel Group was established in 2011 as part of the renowned multi sectorial pioneer West African holding - Teyliom Group, with the objective of developing and managing new and exciting African hospitality brands, **Noom Hotels (Upscale)**, **Seen Hotels (Midscale)** and **Yaas Hotels (Economy)**. The brands are designed specifically not only to meet but to exceed the needs and expectations of today's traveler.

Mangalis Hotel Group aims to be among **the largest African hospitality groups active in the continent**, while being the industry undisputed benchmark in terms of products, innovation, quality of service and healthy growth.



## HIGHLIGHTS

- The international travel and tourism map is changing its focus. The big players are moving faster and new emerging players are evolving in Africa.
- Mangalis, by the nature of its African roots, is determined to take a leading role, and introduce to the World the New Era of African hospitality.
- Mangalis believes that the future of hospitality business is in building faster, greener and smarter, operating hotels in record time, while using modular systems.
- According to Mangalis standards, upscale, midscale and economy segments can be infused with design and faster return on investment.



# Mangalis Hotel Group Welcome to the New Era of African Hospitality

## VISION

To become the 21st century African hospitality benchmark.

## MISSION

To create innovative hospitality brands and service standards for the African market and beyond, in addition to manage their implementation in all properties belonging to our networks of branded hotels.



## VALUES

### Innovation

Innovation is in our DNA, we continuously strive for novel ideas, while we re-shuffle, re-formulate and re-cycle the old ones. We develop, design and implement pioneering processes, to ensure that we are recognized as the industry undisputed leader.

### Responsibility

Our Corporate Social Responsibility program, True2Earth, is a rooted and essential value for sustaining strong economic development of our business, and we are focusing, among other actions, on talent development, responsible purchasing, unique environmental standards and local entrepreneurial support.

### Efficiency

At Mangalis, our TeamMates are trained and constantly looking to craft better processes and procedures to increase their efficiency.

### People First

Our people is the core pillar of our business model. We promote creativity at all levels, cultivating in our TeamMates the permanent quest for what would make our hotels' business environment a better, happier and eventually more efficient place.

# Mangalis Hotel Group Welcome to the New Era of African Hospitality

## OUR HISTORY

### 2009

Teyliom International Group enters the hospitality sector with first hotel in Dakar managed by Radisson Blu. During its first year of operation the hotel was elected, as the best hotel in West Africa, and gained several international recognized prizes and awards.

### 2010 / 2011

Mangalis Hotel Group was founded based on the result of several market research studies, which confirmed the need for launching African born upscale, midscale and economy hotels chains within the fast emerging continent. Mangalis Hotel Group is supported by Inaugure Hospitality as parent investment holding.

### 2012

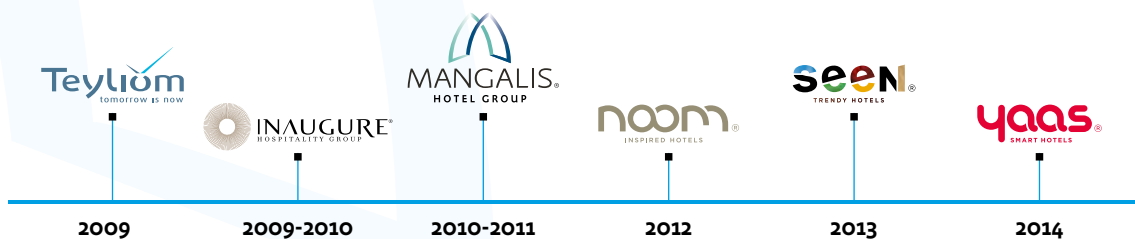
Noom Hotels (Upscale) concept design and branding standards were developed by SAOTA Architects - Cape Town and Future Brands-Paris, as the creative agency.

### 2013

Seen Hotels (Midscale) concept design and branding standards were developed by Design International Architects-London and Equancy - Paris, as the creative agency.

### 2014

Yaas Hotels (Economy) concept design and branding standards were developed by Design International Architects - London and Future Brand - Paris, as the creative agency.



# Innovative Hotel Brands

**MANGALIS DESIGNED CAREFULLY ITS BRANDS  
TO SURPASS THE 21ST CENTURY'S TRAVELER  
EXPECTATIONS AND NEEDS.**



## NOOM HOTELS – INSPIRED HOTELS

An upscale business focused brand, is the “place to be” in the busy business areas where it is systematically conveniently located. Noom Hotels have an iconic façade, featuring modern and attractive rooms.

Noom is known to be the place for regular events and special gourmet food outlets. This upscale brand will also be the flagship for entering the resort segment in top African locations.



**Brand Ownables**

- Iconic façade inspired by cruise ships.
- Stylish-chic design, relaxing, yet vibrant.
- Room design with OpenUp Space™ concept with Corian vanity island and walk-in shower featuring Green Tea by Noom amenities.
- Innovative Desktop Bed™ designed to enjoy the same space for resting and working.
- 40' Smart TV.
- Noom Le Club – executive floor with dedicated Business Lounge.
- Personal Guest Relation / Concierge re-invented as Walkomers service.
- NoomMood™ ambiance integrating African art with the brand musical and fragrance identity, and special relaxing lighting.
- Social Table™ in the lounge area, featuring dock stations for mobile devices in selected destinations.
- Buffet Restaurant featuring AfroFusion Cuisine with Early breakfast corner (5 a.m. – 7 a.m.).
- Lounge Bar.
- 24 hour Room Service.
- Convention Center & Meeting rooms.
- Business Center.
- Fitness Suite.
- Infinity Swimming Pool.
- Pool bar.
- Noom Spa, Beauty Zone and Noom Boutique featured in selected destinations.
- Best available high speed WIFI.
- AvantGarde by Mangalis Loyalty Program.
- Environmental-friendly brand – low energy consumption and emissions, removal of architectural barriers, waste management for recycling and noise reduction technology.
- Security Standards - security Cameras (CCTV) and alarm sensors, access control with electronic proximity locks RFID and NFC, external security and manned surveillance by PTZ security cameras with day/night vision and zoom.





# Innovative Hotel Brands



## SEEN HOTELS – TRENDY HOTELS

Trendy, different, fully connected with WIFI throughout the property, Seen hotels are revolutionizing the hospitality midscale segment.

At the core of the Seen concept, there is the most fashionable and relaxing room in this hospitality segment. Its look and convenience baffles even the most seasoned business traveler!

Located close to the business district or near airports of all major cities, Seen hotels were conceived for business travelers or short leisure getaways.

### Brand Ownables

- Original façade with elements inspired by the Square concept.
- Vibrant fresh design, wood and nature inspired textures.
- Room design with Double Square™ concept with open space walk-in shower featuring Lemon Grass by Seen amenities.
- Innovative Cocoon Bed™ concept, a real square within square space for perfect rest.
- 32" Smart TV.
- Seen Sense™ ambiance featuring the brand signature music and fragrance.
- Seen Café fun food and the round-the-clock Stop 'n' Shop vending service 24 / 7.
- Meeting rooms.
- Social Networking Table™ in the lounge area, in selected destinations.
- Buffet Restaurant in selected destinations.
- Fitness Zone in selected destinations.
- Swimming Pool in selected destinations.
- Pool bar in selected destinations.
- Best available high speed WIFI.
- AvantGarde by Mangalis Loyalty Program.
- Environmental-friendly brand – low energy consumption and emissions, removal of architectural barriers, waste management for recycling and noise reduction technology.
- Security Standards - security Cameras (CCTV) and alarm sensors, access control with electronic proximity locks RFID and NFC, external security and manned surveillance by PTZ security cameras with day/night vision and zoom.



# Innovative Hotel Brands



## YAAS HOTELS – SMART HOTELS

A novel economy offering, always conveniently located near city centers, airports, train stations and main highways. Yaas Hotel was created to cater for the budget conscious traveler. Top design for its segment with a vivid dynamic color palette, connected, with the best available Wi-Fi at guests' disposal 24/7. Yaas is modern, trendy and adapted to the way of life of 'business warrior' or leisure 'city hunters'.

### Brand Ownables

- 12 to 14 sqm adaptable to international markets.
- Average 80 rooms.
- Yaas Room and Yaas Family Rooms.
- Economy short and medium stay.
- Business and leisure trips.
- Emblematic flagship façade inspired by Touaregs' traditional scarf.
- Innovative and cheerful design supported by vibrant colors and warm materials.
- Original room design with Living Space™ concept, serviced daily.
- Innovative LoungeBed™ with futon mattress and generous pillows.
- 32' Smart TV.
- Bath amenities RedFruits by Yass.
- In-room smart remote control & charging dock station for mobile devices.
- RFID room key cards enabling to charge any incidental to room.
- Yaas Vibe™ ambiance with brand music and fragrance signature.
- Smart Snacking Corner with breakfast offering and 24 hour Yaas Grab & Go Vending service.
- Best available high speed WIFI.
- Connected Table™ in the lounge area, featuring dock stations for mobile devices.
- AvantGarde by Mangalis Loyalty Program.
- Environmental-friendly brand - low energy consumption and emissions, removal of architectural barriers, waste management for recycling and noise reduction technology.
- Security Standards - security cameras (CCTV) and alarm sensors, access control with electronic proximity locks RFID and NFC, external security and manned surveillance by PTZ security cameras, with day/night vision and zoom.



# Mangalis, Preferred Business Partner

**MANGALIS IS COMMITTED TO OFFER ITS PARTNERS SIMPLE & SMART SOLUTIONS:**

## TECHNICAL & OPERATIONS

- **Plug & Play solution** for both new hotel construction and refurbishment, offering distinctive unique designed brands for each market segments. Control all eco-system from location research to delivery of construction.
- **Project cost efficiency below average** with singular Africa expertise and network of suppliers.
- **Flexibility and simplicity** in management or franchising agreement condition.
- **CSR based Business Model** embedded across all our operations and deployed in our building management system, where consumption is up to 30% below the average for any hotel building.

## SALES & MARKETING – A 360 SOLUTION THROUGH MANGALIS MORE™

- Centralized Marketing
- Global Sales
- On-line Strategy
- Reservation Call Center
- Revenue Management
- Loyalty Program
- Hotel Owners / Franchisees' Help Center



## INTERNATIONAL SKILLED TEAM

- Mangalis team in Barcelona - Spain headquarters with strong hospitality track record is supported by Abidjan – Ivory Coast and Dakar – Senegal teams from Teyliom International Group.
- Mangalis international expertise is ready to be harnessed to design or re-furbish a property all the way to the operational day-to-day management, in line with the selected brand standards, fostering a unique partnership.

# Mangalis: Preferred Business Partner

## MANGALIS PLUG & PLAY SOLUTION

Mangalis is ready to offer hotel owners and investor peace of mind with a turn-key solution for the development of a hotel to be built on time and on budget.

The technical department can be in charge of the project management deploying the knowledge acquired in the construction of our own hotels and leveraging on our reduced cost of construction achieved through corporate agreements.

Currently Mangalis is developing hotels at a cost that is in general 20%-30% lower than market. Once the hotel is ready, the operational management team will start the pre-opening procedures to provide the hotel owner with an efficient opening and focus on revenue and costs during the life of the hotel.

**Plug & Play solution** embeds Mangalis success factors throughout the development and management process, through the following provided services:

- Design & Engineering
- Hotel Opening Process
- Marketing, Sales & Revenue Management
- Finance & Legal
- Recruitment & Training
- Information Technology
- Suppliers' Portal
- Corporate Social Responsibility



## MODULAR BUILDING: GREENER, FASTER & SMARTER

Modular construction is a process in which a building is constructed off-site, under controlled plant conditions, using the same materials and designing to the same codes and standards as conventionally built facilities – but in about half the time. Buildings are produced in “modules” that are assembled on site.

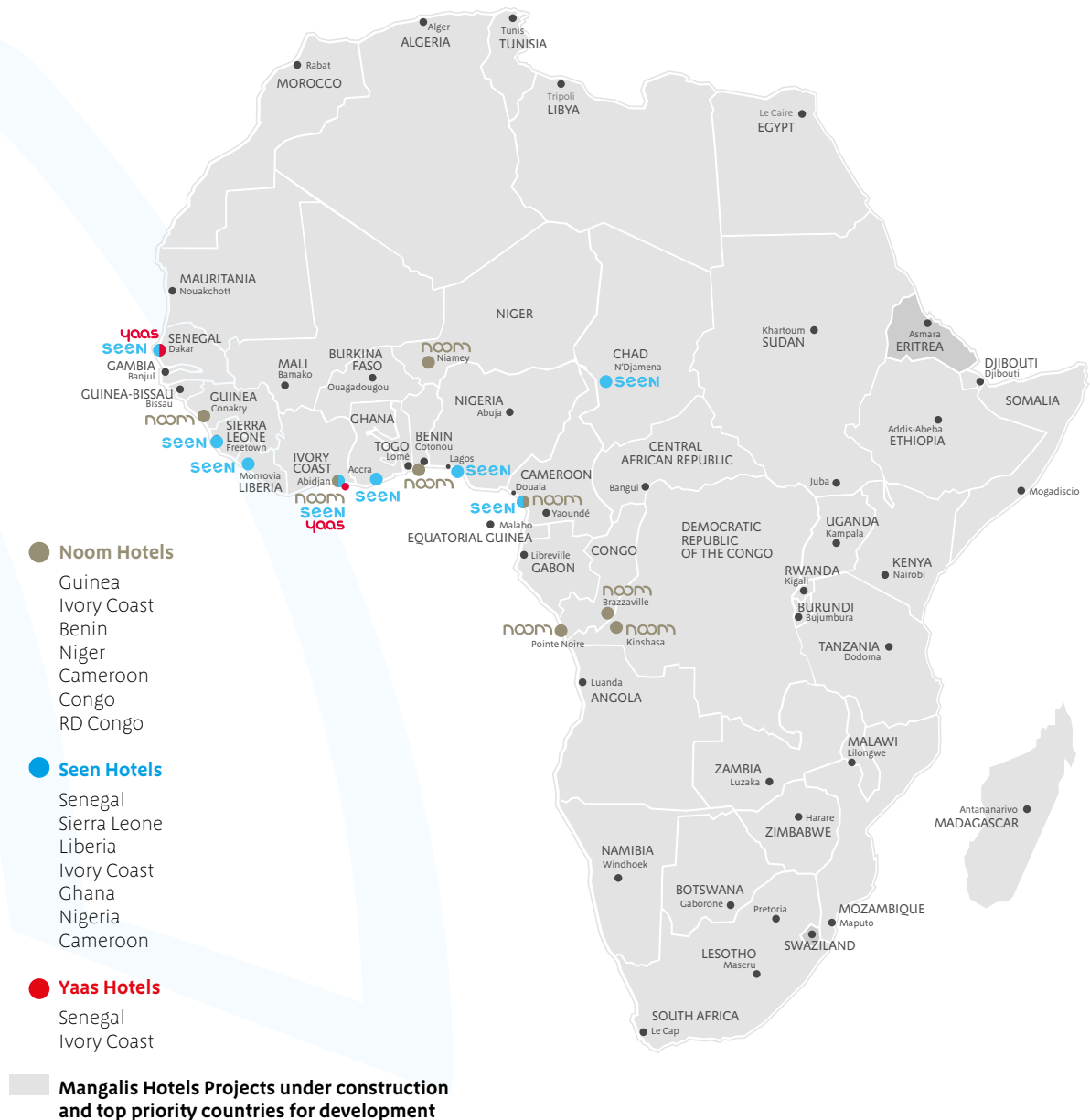
Beyond quality management and improved completion time, modular construction offers numerous other benefits to owners:

- Removing approximately 80% of the building construction activity from the site location.
- Significantly reduces site disruption, vehicular traffic.
- Improves overall safety and security.
- Eliminating a large part of the ongoing construction hazards, is a tremendous advantage.



# Mangalis, a Growing Network

CURRENTLY MANGALIS HOTEL GROUP IS DEVELOPING **16 HOTELS** IN **13 AFRICAN COUNTRIES** SUMMING UP TO OVER **2,400 ROOMS** IN DIFFERENT MARKET SEGMENTS.



# AVANTGARDE by Mangalis: Indulged Guests

**MANGALIS GUESTS LOYALTY PROGRAM OFFERS A UNIQUE BLEND OF FUNCTIONAL ELEMENTS WITH EMOTIONAL BONDING OF MAKING THE GUESTS FEELING RECOGNIZED AND VALUED. IN ADDITION TO A BETTER POINTS SYSTEM, GUESTS HAVE ACCESS TO AN ARRAY OF EXCLUSIVE SERVICES THAT ARE ENRICHING THEIR EXPERIENCE.**

The Loyalty program points redemption system is integrated with key industry players like airlines (Delta, Air France, KLM, Qatar Airways...), other hotels chains (Amari, Emaar...), retail (Amazon, Mango, Boots).

The loyalty platform is powered by Hospitality Marketing Concept through Voilà Program, a leading global provider for loyalty marketing solutions with global penetration for over 50 countries and 1250 partners, with more than 25 years of international operations.

**AVANTGARDE**  
by MANGALIS®

**VOILÀ**  
HOTEL REWARDS  
open the world  
MEMBER



# Investing in People's talent

AT MANGALIS, WE DEVELOPED INNOVATIVE AND DEDICATED HUMAN RESOURCES POLICIES IN ORDER TO IDENTIFY THE BEST POTENTIAL AND BUILD REWARDING CAREERS WITHIN THE GROUP.

**MangalisTalent GreenHouse**, developed a groundbreaking career management program, **Step Further**, aimed at identifying the best talents among our Groups'employees (TeamMates), and give them the tools and education they need to grow as far and high as possible within the organization.

Mangalis Hotel Group, with the active participation of the **Talent Greenhouse**, developed specific personalized programs to allow each **TeamMate** to improve their working standards at the speed that is best adapted to their personal rhythm and motivation level.

A specific **MangalisCareer** Web site manages all the group efforts to foster the people talent in all destinations of Mangalis brands.

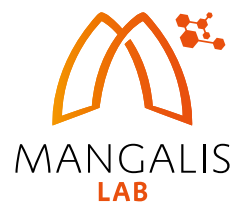


# Mangalis Lab: A World of Innovation

**MANGALIS LAB IS A DISTINCTIVE THINK-TANK FOR CONTINUOUS DEVELOPMENT, INNOVATION AND RESEARCH.**

Mangalis employees come from diverse walks of life, therefore, **MangalisLab** is the space to unleash their fresh ideas, to accelerate the innovation and renovation of Mangalis' brands, services, procedures, and operations.

The ultimate goal of the **MangalisLab** is to ensure that our brands and business model remain at the forefront of the global hospitality industry, and keep on being the benchmark of the sector, thus guaranteeing our branded hotel owners the positive long-term sustainability of our partnership.





# True2Earth: Corporate Social Responsibility



At Mangalis, we strive to continuously embed our tailor-made CSR policies in all our operations and across all our units. **True2Earth** program aims at placing Mangalis as a responsible hospitality Group, through ensuring that all the policies are well respected, implemented and evaluated.

Our comprehensive CSR strategy **True2Earth** tackles all the aspects a hospitality business should be implemented through out all operations. We aim at streamlining costs, better quality control and purchasing, all together to enhancing employees' motivation, and developing guests' interest in our brands.

The **True2Earth** comprises:

- 1. Talent development:** supporting employees' personal and professional growth, celebrating diversity and human right.
- 2. Responsible Purchasing:** endorsing conscious fair-trade, promoting correct buying practices, and selecting suppliers who respect human rights.
- 3. Unique Environmental standards:** all our newly built hotels reduce CO<sub>2</sub> emissions, energy use, water consumption and waste product – up to 30% less compared with the average of the hospitality industry in its respective segments.
- 4. Entrepreneurial Support:** Mangalis-branded hotels contribute to the income generating projects of the local artisanal. By promoting their productions

across all our hotels network, we strive to support the entrepreneurial initiatives, and to ameliorate the socio-economic milieu of our communities.

In addition, Mangalis has adopted the 10 principles of the United Nations Global Compact (UNGC), to measure its impact and report against its principles. The (UNGC) consists of diverse human rights, labor, environmental and anti-corruption principles.

Mangalis combines its Global CSR strategy with homegrown CSR programs, with the objective to meet the needs and expectations of the communities where it belongs. In each country, Mangalis conducts community mapping to assess its real and actual needs, and gear up its efforts, through activities, donations or volunteering, to fulfil the gap and build together with all the stakeholder a more balanced community, always within the 4 areas our global CSR strategy.



Mangalis is proud to support:



[www.mangalis.com](http://www.mangalis.com)



MIX

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