



WELCOME TO
THE MIDSCALE
HOSPITALITY
REINVENTED





a unique combination of raw
nature and brilliant technology

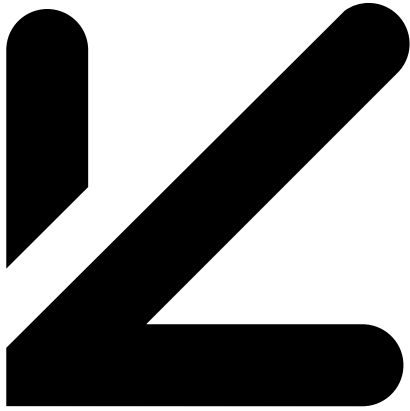


↘ Trendy, different, fully connected with WIFI throughout the property, Seen hotels are revolutionizing the hospitality midscale segment.

↘ At the core of the Seen concept, we developed the most fashionable and relaxing room that you ever experienced in this hospitality segment. Its look and convenience baffles even the most seasoned business traveler!

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

↘ Our guests enjoy the friendly and entertaining atmosphere and love to relax in our lounge area. Seen also attracts the young local jetsetters crowd who want to see and be seen.



1

SEEN PILLARS ARE BUILT ON:

high value affordability
u-centered convenience
welcoming nature
connected to modernity

2

SEEN BRAND PERSONALITY:

young & trendy
respectful
creative
simplicity
pioneer spirit



3



Brand positioning

Seen brings to you the vibrant life of a new breed of African hospitality, with experiences unbounded by space, inspired by the local culture and connected through technology.

A new generation of midscale hotels to be proud of: highly connected, intelligently designed and inspiring. Definitely ahead of its time, Seen hotels are African at heart and trendy in their look and feel!

The brand was conceived according to the highest quality standards so that in specific destinations it can be perfectly enhanced with additional facilities and services that make it fitted for the upscale segment and even the urban resort positioning.

Relax, connect, work, enjoy: Seen brings fun to business trips and spice to a leisure getaway!





Innovative designer room in the midscale hospitality!

- ↙ Seen offers its guests a room like no other in its segment: a **Double Square™** concept, open, trendy, soothing, practical, environmentally-friendly... to summarize it in two words: uniquely designed.
- ↙ To guarantee a great night sleep, the room features the **Cocoon Bed™** - a real square within a square space, where the rest of our guests was at the core of the design process.
- ↙ Enjoy the warm interior with the light wood combined with natural materials and touches of green textures. Take a deep breath in front of the large window wall, welcoming natural light by day and relax with the soft intimate lightening by night. Refresh with the walk-in shower and the invigorating lemon grass amenities. Unwind enjoying a movie with the flat **32' SmartTV** or surf the Internet with the best **WIFI connection** available.

Seen's Room is the guarantee of a relaxing experience!





seen[®]
TRENDY HOTELS



Seen brings fun to great food!

↙ At every hotel *Seen Café* and the round-the-clock *Seen Stop 'n' Shop* vending service are ready for you nights and days.

↙ For a quick business lunch or a dinner with friends, *Seen Café* is all about the tastiest food in a relaxed and fun tone. From a very early breakfast to a very late midnight bite, we offer yummy sandwiches or fresh salads, finger-licking pizzas, lovingly cooked quiches, not to mention those desserts to make you blush of pleasure! Great food, designer décor... *Seen Café* is the place to come back to for the most delightful experience!

↙ And to handle that food craving in the middle of the night, Seen is there for you, 24/7 with the *Seen Stop 'n' Shop* vending service.

↙ In specific destinations, the Seen fun food spirit is upgraded to a complete Seen Buffet Restaurant experience, featuring the most enjoyable fresh food inspired by local traditions paired with the latest trends in the international 'fast good' cuisine.

Only the yummiest, most enjoyable food always in our unique Seen fun mood!



Always networking, everywhere

- ↘ If you are a techy person we designed our new midscale brand for you:
- easily book your next stay from your computer, tablet or smartphone
 - use your RFID enabled keycard to charge any incidental to your room
 - connect to the Internet at all times, everywhere, sharing instantly your experiences in social media through our fastest WIFI network available in your room or the library lounge area
 - enjoy the **Seen Sense™** ambiance featuring the brand signature music updated on-line with the latest top hits, as well as the fashionable brand fragrance

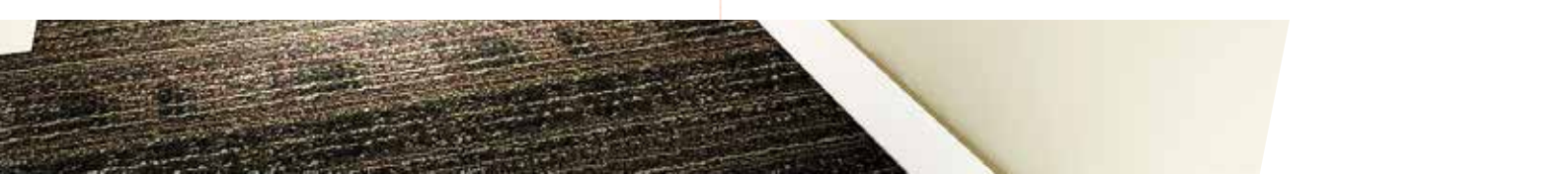
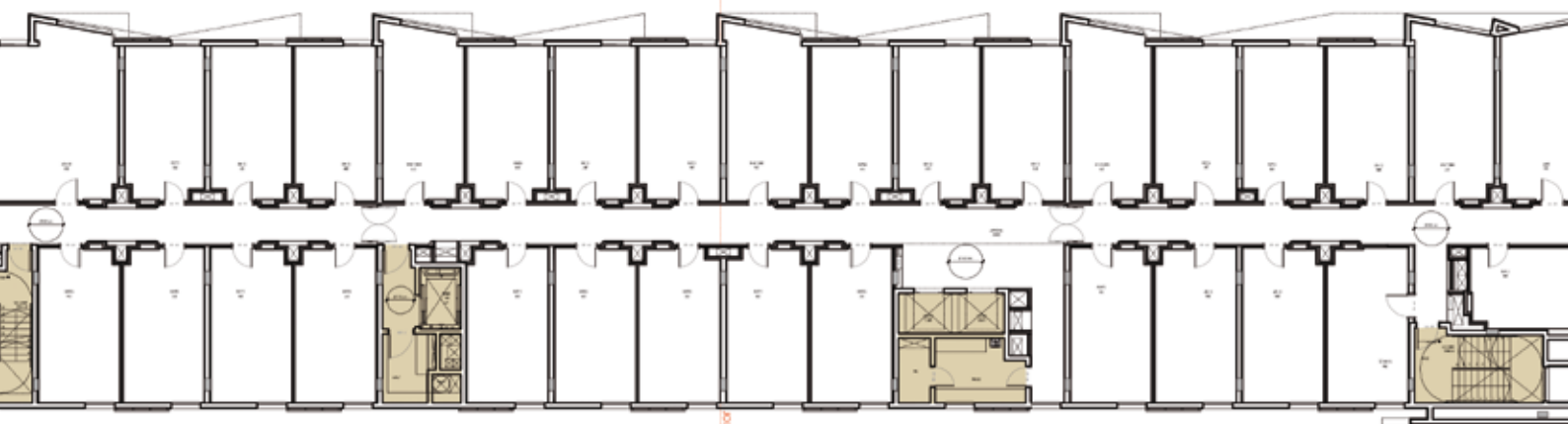
- ↘ From the multimedia world to the networking world, you can continue sharing a good conversation with your friends or colleagues in the lobby library area or by the pool, in certain Seen destinations.

- ↘ High-tech addicted or traditional one-to-one networker, you are welcome and will find with us the most attentive and helpful crew to support you and make your stay as smooth and comfortable as you wish.

Seen, a truly 21st century hospitality brand!







Brand

key criteria



ROOM SIZE

Seen Rooms: 18 sqm adaptable to international markets

Junior / Executive Suites: 37 sqm adaptable to international markets

Average 120 rooms

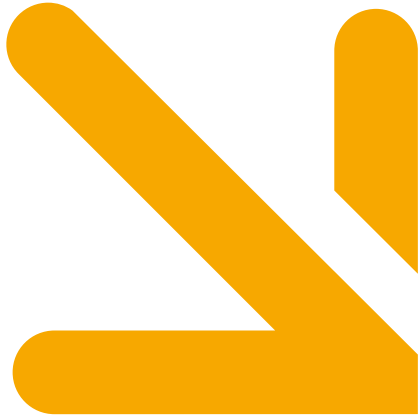
TARGET MARKET

Midscale to upscale medium and long stay

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



Why choose Seen Hotels?

Seen is the midscale brand of Mangalis Hotel Group. By 2019, Mangalis will be among the largest hotels group active in Africa reaching the 70+ properties milestone, while being the industry undisputed reference, well beyond the African borders.

Developing a Seen Hotel means

- Plug & Play solution from design and construction up to supply chain and operations' management
- Project cost below average compared to competitors
- Flexibility in our commercial terms.
- International and African Team expertise


Seen brand offers the Mangalis' keys of success

- Design & Engineering
- Efficient Operational Management
- Revenue oriented 360° Marketing & Sales solution
- Finance & Legal Management
- Recruitment and Training
- Information Technology Infrastructure
- Suppliers Portal
- Corporate Social Responsibility through the corporate '**True2Earth**' program



Seen Hotels are committed
to the principles of the United
Nations Global Compact



 **Mangalis Hotels Projects under construction and top priority countries for development**

seen®

TRENDY HOTELS

www.seenhotels.com



A BRAND OF MANGALIS HOTEL GROUP

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