



Welcome to the new Era
of African Hospitality

noom[®]
INSPIRED HOTELS

seen[®]
TRENDY HOTELS

yaas[®]
SMART HOTELS

Innovative hospitality brands and service standards



HOTEL BRANDS THAT ARE UNIQUE IN MORE THAN ONE WAY. MANGALIS HOTEL GROUP CREATES BRANDS AND INNOVATIVE HOSPITALITY SERVICE STANDARDS FOR AFRICA AND THE WORLD MARKET, MANAGING THEIR IMPLEMENTATION IN ALL PROPERTIES BELONGING TO OUR NETWORK OF BRANDED HOTELS.

■ **Noom:** upscale business focused hospitality brand. Noom aims at being the “place to be” in the busy business areas of all main cities, where it is systematically conveniently located.

Totally avant-garde with its unique iconic façade, our exciting upscale brand is designed with the business traveler in mind. Noom is where to organize meetings, conventions and events, before relaxing with colleagues at the end of a hectic working day.

We have developed the brand with the highest standards so that in specific destinations it can perfectly be enhanced as an urban resort and fit the upper-upscale segment.

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

Located close to the business district or near 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.

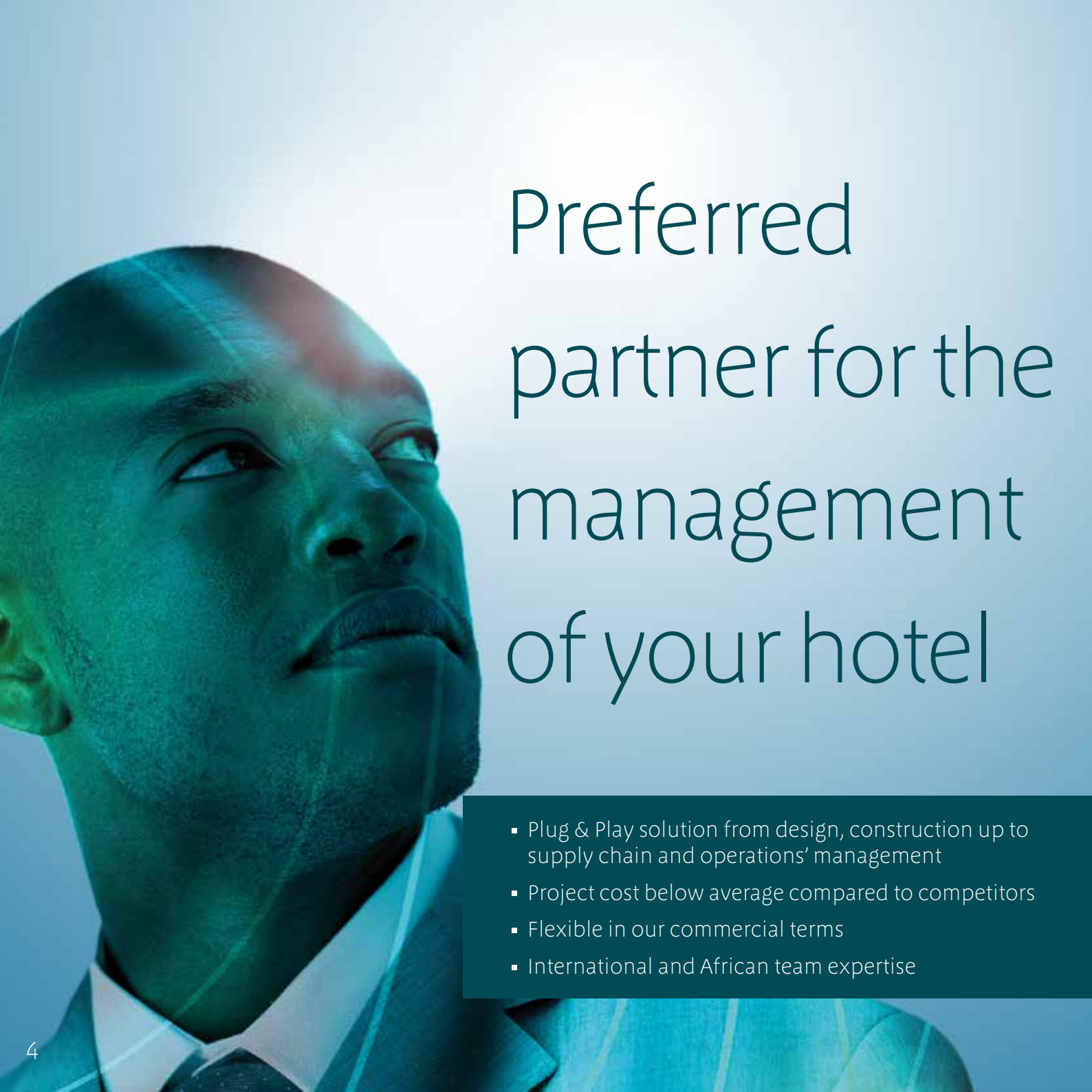
The brand was conceived according to the highest quality standards so that in specific destinations additional facilities and services make it fitted for the upscale segment and even for urban resort positioning.

■ **Yaas:** smart & optimistic economy hospitality. Yaas believes that the time has come for a revolution in the economy hotel experience.

For the young or the senior, for the singles, the couples, the friends or the families, for those who have the get-up-and go energy to discover the world, seeking the adventure experience more than assistance, Yaas is the choice.

A novel economy hotel, always conveniently located near airports, train or bus stations and the new downtown. Yaas was created for the new budget conscious travelers, adapted to their way of travelling for a leisure getaway, a quick business trip or a sport team event.

Top design for its segment, Yaas hotels features open living spaces in an innovative and cheerful design supported by vibrant colors and warm materials.



Preferred partner for the management of your hotel

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

MANGALIS PLUG & PLAY SOLUTION

DUE TO THE INNOVATIVE, FORWARD-THINKING AND THE UNIQUE ENTREPRENEURIAL MIND-SET OF OUR TEAM, WE DESIGNED AN EXCLUSIVE TURN-KEY SOLUTION CALLED MANGALIS PLUG & PLAY.

We know that building a hotel can be a very complex process and this can reduce dramatically your return on investment due to delays and unexpected cost increase. Mangalis is ready to offer you peace of mind with a turn-key solution for the development of your hotel.

Plug & Play embeds Mangalis success factors throughout the development and management process, providing the following services:

| | KEY | DIFFERENCE | BENEFIT |
|----|---------------------------------------|---|--|
| 01 | Design & Engineering | Handling your building construction or existing building renovations from initial concept to delivery, to match your selected brand standards. If you want to rebrand your hotel as Noom, Seen or Yaas, we will make sure that the hardware and building décor match all the relevant guidelines. | Hotel opening according to budget, time-schedule and standards. |
| 02 | Hotel Opening Process | Standard Operation Procedures implemented by an assigned on-site experienced management team. Hiring and training your new property employees to exceed guests' expectations, hence ensuring agreed revenue. | Faster opening time. |
| 03 | Marketing, Sales & Revenue Management | Skilled corporate and local team integration to ensure implementation of brand standards, sales and revenue strategies. Accommodation services and food & beverages concepts that drive up-selling and cross-selling. Take advantage from our global communication campaigns, innovative eCommerce tools, central reservation system and distribution agreements. | Highest possible room night sales, revenues and guest loyalty. |
| 04 | Finance & Legal | Manage all financial and accounting matters through centralized methodology and controlling tools, observing local fiscal bylaws. Comprehensive quality standards, control policies and surveys to ensure both guests and employees satisfaction. Legal assessment. | Transparency of profits. Increase satisfaction and minimize risks. |
| 05 | Recruitment & Training | Corporate recruiting and training policies inspired by international standards, as well as a deep understanding of African mindsets. Adaptation to local cultures and needs, while leveraging talent development and local mobility. | Attract the best and most dedicated employees. |
| 06 | Information Technology | Expertise through partnership with global IT industry leaders, and needs an innovative approach for delivering the best service support. | Competitive advantage through latest technology. |
| 07 | Suppliers' Portal | Economies of scale through corporate negotiations, and agreements with international partners, as well as special interest in local African suppliers who can become global partners. | Minimize operational costs. |
| 08 | Corporate Social Responsibility | Commitment to local communities as a core value of all our brands, being also environmentally friendly, and respect for all our employees and business partners. | Sustainable future growth with positive impact on revenues. |

Noom Hotels



Noom interior design was created to be pleasing, relaxing, yet vibrant, offering fashionable rooms and



iconic upscale business hotels

FEEL THE CITY,
SENSE THE NEW HOSPITALITY.

suites, the best of AfroFusion cuisine, all within a soothing atmosphere, featuring contemporary African art.



Seen Hotels midscale hospitality



At the core of the Seen concept, the trendiest and relaxing room which you ever experienced in this

seen[®]
TRENDY HOTELS



reinvented



A UNIQUE COMBINATION OF RAW NATURE AND
BRILLIANT TECHNOLOGY.

hospitality segment. Its looks and convenience baffle even the most seasoned business traveler!



Yaas Hotels smart & optimistic economy



Creativity is harnessed to prove that while travelling on a budget, it is possible to enjoy



hospitality



SIMPLY RECHARGE! RELAXING.
CONNECTING. ENERGIZING.



a combination of fresh design, relaxation, connectivity and energy lifting sensations.



Mangalis 4 core values: People first, while promoting Efficiency through continuous Innovation, in a Responsible way.



MANGALIS CAREERS: We developed innovative human resources policies designed to help our TeamMates grow professionally and personally, be motivated and enjoy a sense of belonging. Our training and development program *Mangalis Talent GreenHouse™* encompasses corporate programs such as *StepFurther™* for career development management, and the internship program *Leaders GreenHouse™* for students and fresh graduates.



MANGALIS LAB: Out-of-the-box thinking and continuous innovation are at the heart of our group, and that is why *MangalisLab* was created as our unique Research & Development think-tank. *MangalisLab* consists of our colleagues, TeamMates, who come from various horizons and walks of life, so that they can share their experiences, exchange ideas and continuously search for new and inventive ways to better attend our guests, and grow our business to the best interest of all our stakeholders.





Corporate Social Responsibility

TRUE₂EARTH

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



The four pillars of our CSR program are:

-  **Talent growth:** we are supporting employees' personal and professional growth, celebrating diversity and human dignity.
-  **Unique environmental standards:** we are promoting the sustainable development of our hotels with the objective of reducing CO₂ emissions, energy use, water consumption and waste production – up to 30% less compared with the average of the hospitality industry in its respective segments.
-  **Responsible purchasing:** we are fair trade conscious, promoting buying practices and selecting suppliers respectful of the environment and human rights eco-systems.
-  **Entrepreneurial support:** we contribute to local crafts and industries development by assisting the local communities' entrepreneurial initiatives.



Mangalis Hotel Group is committed to the principles of the United Nations Global Compact

Mangalis is proud to support:





AVANTGARDE

by MANGALIS®

AvantGarde by Mangalis is our guests' loyalty program. It offers a unique blend of functional benefits with the emotional bonding created by the feeling of being recognized and valued.

AvantGarde by Mangalis is a partner of VOILÀ Hotel Rewards entitling you to enjoy global recognition, instead of limiting earnings to one brand. The *AvantGarde by Mangalis* membership enables you to travel to countless locations, enjoying rewards and earning opportunities at partner hotels and resorts around the Globe.




At Mangalis, we are developing, and continuously improving, new and exciting hospitality brands.

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

By 2019, Mangalis will be among the largest African born hospitality groups, reaching the 70+ signed properties milestone in EMEA region, while being the industry undisputed reference, well beyond the African borders, in terms of products, innovation, quality of service and healthy growth.

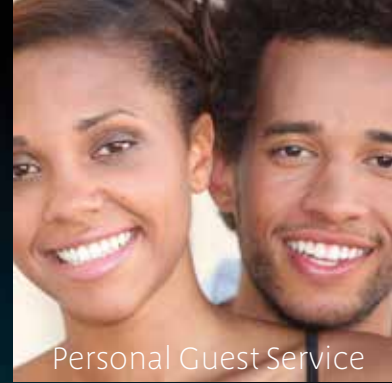
We are committed to break the status-quo, question and re-invent typical hotel design, as well as each step of how guest service is intended, implemented and evaluated. Our hotel brands address today's guests' expectations, and are ready to adapt easily, in a cost-conscious way, to new market trends.



 Mangalis Hotels Projects under construction and top priority countries for development



Iconic façades



Personal Guest Service



Innovative bed concepts



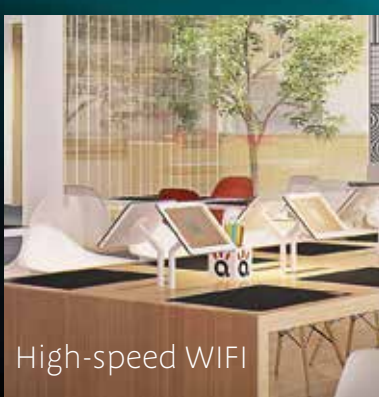
Fresh room design



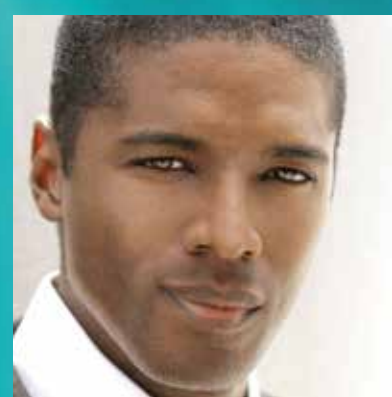
Meeting and events



AfroFusion cuisine



High-speed WIFI



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