



A new generation of affordable low-carbon hotels



easyHotel Barcelona Fira



easyHotel Paris Nord Aubervilliers



easyHotel Low-Carbon Room

SUPER Value
Low-Carbon
Easy

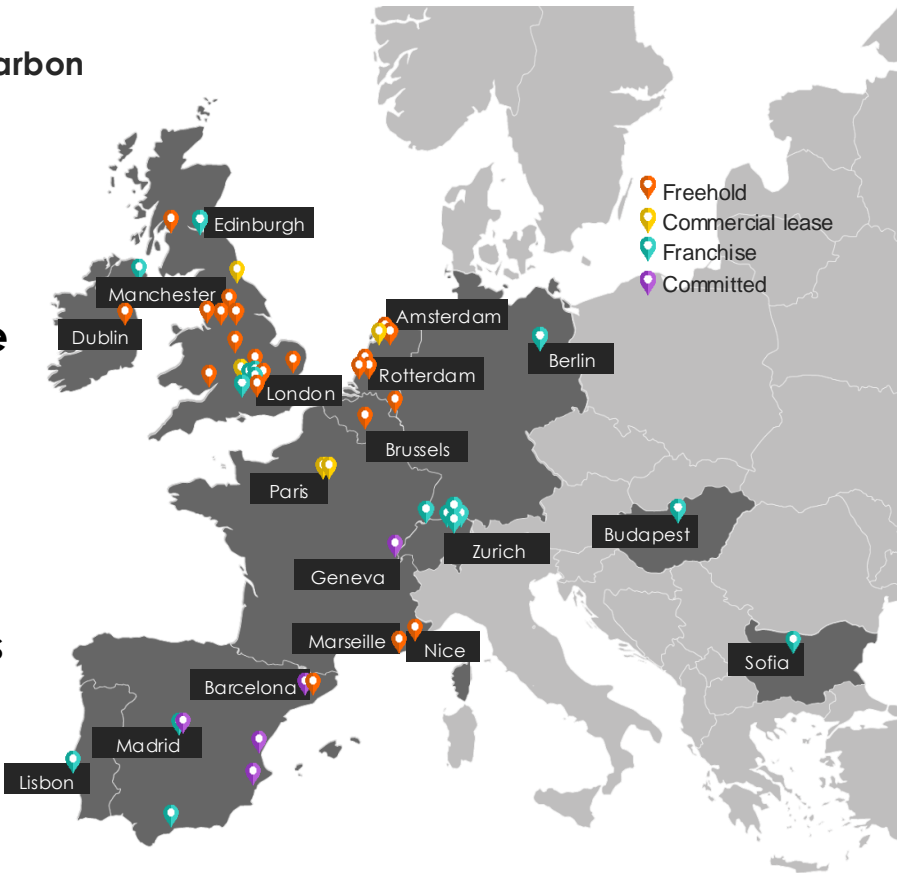
... and the city is yours

c.50 Hotels across Europe

- 27 owned
- 5 leased
- 17 franchised

11 Countries

Capitals and European hubs



Our shareholders are



and



**Ivanhoé
Cambridge**

Caisse de dépôt et placement
du Québec

Part of the **easy®** family of brands

> 80%
occupancy

Portfolio average

60%
operating
margin¹

Lean & efficient
business model

20
sqm

Optimal building
area
per room








< 1-year
ramp-up

Limited rent-free
period for
commercial lease

easy[®]

#1 and #2 travel
brand awareness
across key European
markets

Development Flexibility

-  Freehold or commercial lease
-  New-build, office conversion, existing hotels
-  Limited common areas (~90 sqm)
-  1,500sqm – 6,000sqm property size
-  Breakfast room optional
-  No obligation of ground floor lobby
-  Partnership with local stakeholders (F&B, retail, co-working)

A snapshot of our pipeline

Madrid



- New build
- Opening in Q2 2025
- Owned
- 94 rooms

Valencia



- New build
- Opening in Q2 2025
- Owned
- 95 rooms

Barcelona



- New build
- Opening in Q3 2025
- Owned
- 75 rooms

Geneva Airport



- New build
- Opening in Q1 2027
- Owned
- 141 rooms

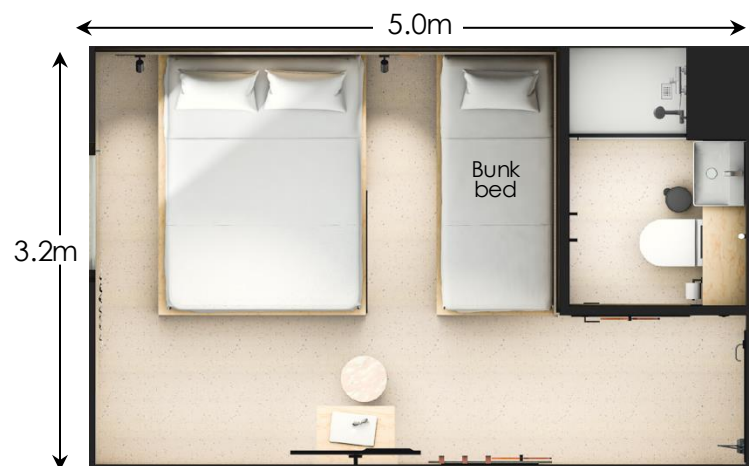
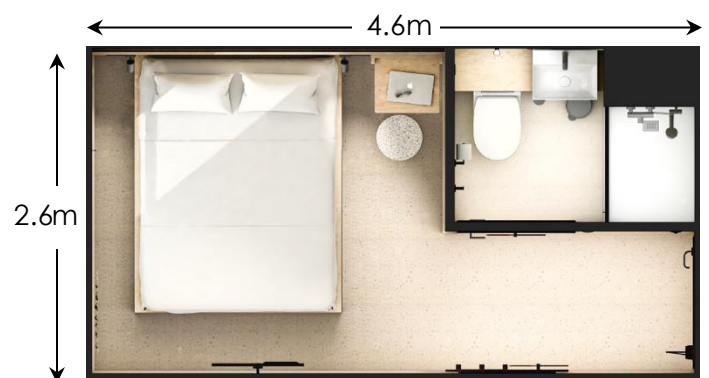
1- Operating Margin = GOP

Product

- **10 -12sqm** standard double guestroom
- **66% less CO₂ emissions⁽¹⁾** vs. midscale competitors
- **BREEAM Excellent** for new developments
- **€7k per room** FF&E

(1) Source: lifecycle analysis, 2024, Artelia

Double and family room layout examples:



Large &
comfortable
beds 160x200



Low-carbon,
sustainable &
recycled materials



Maximum
capacity in
minimum space



En-suite
bathroom and
WC



Luggage
storage under
bed



Adaptable room
lay-outs to fit
narrow to medium
building width

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