Hi, we’re EVEN® Hotels.

We’re the EVEN® Hotels brand and it’s great to meet you. Introduced in 2012, EVEN Hotels is the first hotel brand solely dedicated to and created for the wellness-minded business traveler.

We didn’t add wellness elements to an existing brand. We created this one from scratch — with wellness at its core — to consistently deliver on the health and wellness promise we make to our guests.

We’re focused on one specific segment: high-travel, wellness-minded guests who seek balance in their daily schedules. They’re tired of being forced to “fall off the wagon,” and want to stick to their wellness routine on the road. That’s why the brand provides guests a competitively priced way to stay well while away from home.

Some brands know what they’re made of, we know who we’re made for.
The EVEN® Hotels brand offers a fresh development opportunity that targets the needs of wellness-minded business travelers. Guests find the balance they seek in the core areas of Keeping Active, Resting Easy, Eating Well, and Accomplishing More throughout their travel journey as showcased by top-ranking guest reviews. EVEN Hotels meets the large and growing demand for a hotel brand to help these travelers maintain their routine while on the road. And, these guests are willing to pay a premium for a brand that aligns to their lifestyle.
Where wellness is built in.

The EVEN® Hotels brand is inspired by the balance sought by guests, empowering them to maintain their wellness routine while on the road. The four core brand components — Rest Easy, Eat Well, Keep Active, and Accomplish More — are brought to life through the service behaviors of the staff, as well as the various spaces throughout the hotel.

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Global Open Hotels1

Global Pipeline Hotels1

<table>
<thead>
<tr>
<th>Pipeline</th>
<th>Rooms</th>
<th>Target Open Date</th>
</tr>
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<tbody>
<tr>
<td>Pittsburgh Downtown, PA</td>
<td>160</td>
<td>Q1 2019</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>184</td>
<td>Q3 2019</td>
</tr>
<tr>
<td>Alpharetta, GA</td>
<td>152</td>
<td>Q4 2019</td>
</tr>
<tr>
<td>Long Island City, NY</td>
<td>65</td>
<td>Q4 2019</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>123</td>
<td>Q1 2020</td>
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<tr>
<td>Manchester, NH</td>
<td>115</td>
<td>Q2 2020</td>
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<tr>
<td>Shanghai Tourism Zone, China</td>
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<tr>
<td>Shenandoah, TX</td>
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<tr>
<td>Atlanta – Cobb Galleria, GA</td>
<td>132</td>
<td>Q1 2021</td>
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<tr>
<td>Auckland City Centre, New Zealand</td>
<td>200</td>
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<td>Bedford, MA</td>
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<td>Jinan South, China</td>
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<tr>
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<td>Sanya Yalong Bay, China</td>
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Prototypical Cost to Build (Total) $12,607,815–$20,240,645²

Prototypical Cost to Build (Per Room) $95,514–$153,338²/room

1. IHG results, as of December 31, 2018  2. Cost estimates exclude land and soft costs.  3. Incentives are offered at IHG’s sole discretion.

Prototypical Programming

- Approximately 2.0 acres of land for suburban prototype
- 115-132 Guest Rooms (296-350 SF)
- In-Room Exercise Zone with EVEN Hotels Trainer
- “Cork & Kale” Restaurant and Bar serving breakfast and dinner, as well as a full bar
- 1,000+ SF Meeting Space
- 1,100+ SF “Three-Zone” Athletic Studio
- 100 MB Hi-Speed Wired Internet and WiFi
- Outdoor Garden Space

Potential Financial Incentives³

- Key Money
- Franchise Fee Discounts
- Credit Enhancements
- Operating Guaranties
- Mezzanine Debt
- Joint Venture Equity

Rest Easy

- Evening tea service
- Signature sleep experience
- Refreshing spa-like shower experience

Eat Well

- Cork & Kale™ Café, Bar & Marketplace
- Grab n’ Go
- Catering menu
- Offers a variety of healthy and indulgent options

Keep Active

- 24/7 Athletic Studio
- In-room fitness zone
- Outdoor courtyard with casual game options
- Complimentary laundry service for workout gear
- Hydration stations

Accomplish More

- In-room workspace options
- Flexible meeting rooms
- Dynamic workspaces in common areas
- Flex Room/ Activity Lounge
Develop the source
to Travel Well.

It’s About Time Wellness and Travel Got Together

If you would like to find out more about this distinctive opportunity with the EVEN® Hotels brand, please contact our development team:

development.ihg.com

development@ihg.com

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