

MELIÁ HOTELS INTERNATIONAL

Meliá Hotels International was founded in 1956 in Palma de Mallorca, Spain, and is one of the world's largest resort hotel chains, as well as Spain's leading hotel chain. It currently provides more than 350 hotels in 40 countries in 4 continents under its brands: Gran Meliá, Meliá, ME, Ininside, Tryp by Wyndham, Sol and Paradisus. Its product and service portfolio is complemented by "Club Meliá", the only vacation club operated by a Spanish company. Throughout its history, the Company has been involved in a number of merger and acquisition operations with other hotel companies, allowing the company to grow at a startling rate. This evolution and the strategic focus on international growth has allowed Meliá Hotels International to be the first Spanish hotel company with presence in key markets such as China, the Middle East, or the US, as well as maintaining its leadership in traditional markets such as Europe, Latin America or the Caribbean. In 1996, it was the first Spanish hotel company to be floated on the stock exchange, with the resulting qualitative leap in terms of transparency, regulatory control, and corporate social responsibility. Since then, the company's financial soundness and its competitive business model has since then allowed Meliá to see an increase in loyalty among its shareholders and investors. The company is also a point of reference in the Spanish tourist sector when it comes to Sustainability and Corporate Social Responsibility. Its Global Sustainability Policy formally sets out its commitment to the environment, cultural and social integration and sustainable, responsible growth. Besides the diverse sustainable tourism certifications held by its hotels, almost 100 hotels are currently included within the TripAdvisor "Eco-leaders" program. It also maintains a strategic alliance with UNICEF for the protection of children, which has become its priority in the social arena. The company will soon launch its new strategic plan 2016-2018, with a priority focus on International expansion, Digitalization, Talent management, and Management excellence, aiming to further enhance its reputation and its brand awareness internationally. The Company has three Business Areas: Hotels, Real Estate, and Club Meliá, and is globally structured in 7 Regional Divisions: Americas, Brazil, Emea, Spain, Mediterranean, Asia-Pacific and Cuba. These three areas actively cooperate and are also highly complementary in their activities to achieve the company's

strategic challenges: to become a more global company, with growth in the most relevant brands and markets, (especially through management, lease and franchise agreements), with a special focus on Asia and maximising the profitability of its assets. The coordination of their activities and development allows the chain to offer a wide range of products to clients, thus earning one of the most important assets for any business group: customer loyalty.

Hotels in operation June 2015

Gran Meliá Hotels & Resorts

11 hotels | 3,383 rooms

Gran Meliá Hotels & Resorts is the company's traditional luxury brand, reflecting the prestigious history of Meliá Hotels International and bringing together its most exclusive hotels, many of them part of the select group of the "Leading Hotels of the World". With distinctive artistic and architectural features, this collection of hotels offers a sophisticated yet avant-garde experience, orchestrated through the impeccable RedGlove service, and complemented by the finest local culinary offerings. The latest addition to the portfolio is the Gran Meliá Palacio de los Duques in Madrid, a new standard for luxury in the Spanish capital.

ME by Meliá

7 hotels | 1,523 rooms

This brand of lifestyle hotels with personality is the ultimate expression of the art of Meliá Hotels International. Located in global epicenters of culture and fashion, they combine design, art and gastronomy to captivate modern, discerning travelers seeking customized experiences different to the cookie-cutter norms. The brand is currently starting its debut in the United States with the ME Miami, and will soon open in the United Arab Emirates with the stunning ME Dubai – by Zaha Hadid-amongst other destinations such as Barcelona or Caracas.

Paradisus Resorts

9 hotels | 4,431 rooms

The most idyllic locations in the world are the perfect place to enjoy an extraordinary experience and to be embraced by the luxury of the Paradisus brand. Located next to the beach and in the most lush surroundings, in harmony with nature

and committed to their natural environment, Paradisus resorts offer a distinctive, sophisticated, luxury all-inclusive experience. Paradisus is firmly committed to providing the finest dining experiences and has extended its growth strategy to include Asia while also preparing the opening of the Paradisus Papagayo in Costa Rica.

Meliá Hotels & Resorts

105 hotels | 32,458 rooms

The company's most international and recognized brand reflects its history and passion for service ever since it was founded. Designed to meet the expectations of the most seasoned travelers, these hotels invite you to enjoy an unforgettable stay through a fusion of design and functionality in major business and leisure destinations all over the world.

INNSIDE by Meliá

16 hotels | 2,173 rooms

German in origin and especially focused on modern business travelers, Ininside by Meliá is the result of merging innovation, design and intelligent technology to provide guests with a lifestyle experience in urban hotels. Located in the most cosmopolitan cities, these hotels are becoming authentic social meeting points thanks to the added value of their trendy bars and terraces. As a result of its innovative approach and high returns for investors, Ininside by Meliá has become the fastest-growing brand in the company portfolio, with hotels currently opening in countries such as China, Indonesia, United Arab Emirates, United States, Germany or Chile.

Sol Hotels & Resorts

77 hotels | 25,143 rooms

The company resort brand has enhanced its value proposition with four new, innovative concepts that reinvent the traditional "sun and beach" experience to adapt to the changing needs of its guests.

TRYP by Wyndham

91 hotels | 14,598 rooms

Property of the Wyndham Hotel Group, Meliá operates more than a hundred hotels flying this distinctly urban brand in the most cosmopolitan cities in the world. TRYP by Wyndham offers comfortable rooms, social experiences in their "Central Plaza", an excellent breakfast buffet and free Wi-Fi, plus a team of experts in the city to advise guests how to make the most of their stay.

Club Meliá

The diverse Company's brand portfolio allows the group to address its guests' preferences, no matter the stage of life they are currently experiencing. Its mission is to be present throughout the present and the future of its guests, and the Club Meliá comes full circle, assuring the highest engagement between the customers and the Company.

The Meliá Hotels International vacation club is unique among Spanish hotel companies, selling the rights to use club accommodation units for intervals of up to 50 years in some of the best Gran Meliá, Paradisus and Meliá resorts worldwide. Members also have the chance to spend their vacations in affiliated resorts anywhere in the world. On the other hand, the new "Destinations by Club Meliá" program allows members to

make reservations throughout the year at a selection of company hotels without having to always go to the same destination or travel on a particular date, based on maximum flexibility through a Travel Club concept.

Innovative experiences

Innovation in experiences is a key factor in Meliá Hotels International brand strategy, aiming to promote the creation of new attributes and concepts, incorporating the latest hotel trends to increase brand value and enhance the customer experience, adapting services to a new generation of travelers.

Food and beverage

The specialist Food and Beverage area has allowed the Company to design the most innovative restaurant concepts to complement its other facilities, while at the same time opening up the hotels to local residents and making them social epicenters. The result is the creation of internationally renowned dining spaces such as La Albufera, The Place or El Burladero, as well as trendy bars and cocktail bars and the most exclusive beach clubs.

Leisure and entertainment

Hotel theme design and entertainment programs are attributes that Meliá Hotels International has focused on developing in its resort brands. Calvià Beach, the award-winning resort repositioning project that the Company is carrying out in Magaluf (Mallorca), has become a testing ground for developing unique leisure concepts for the Sol Hotels & Resorts brand which have revolutionized the resort industry. Sol Katmandu Park & Resort, has allowed the Company to develop a family experience which combines a "play & stay" hotel and theme park within the same space, guaranteeing fun for both children and adults alike. Nearby, the Sol Wave House Mallorca offers the only Wave House artificial wave park in Europe.



ME BY MELIÁ DUBAI

ME by Meliá Dubai will open in the jaw-dropping Opus building, developed by real estate company Omniyat. Zaha Hadid's first hotel project for which she will design all of the interiors and exteriors, ME Dubai, is situated at the heart of the up-and-coming Burj Khalifa's district. Opening in 2016, the stylish hotel will consist of 100 rooms, complemented by Michelin-star restaurants and the most exclusive international F&B brands, masterfully distributed across 250,000 sq. ft in the striking 95 metre high Opus building. Along with Zaha Hadid's masterwork of design, whose repertoire gravitates towards interconnectedness and originality, the Opus building will stand out as

one of the most striking landmarks on the Dubai skyline and offer the hotel guests and residents of the serviced apartments an experiential journey. ME by Meliá is for cultured, fashionable guests who are driven by new experiences and opportunities. The brand has been built on first-rate service, and ME Dubai will be no exception. Each guest's stay will be orchestrated by the dedicated Aura Manager, whose job it is to know the city back-to-front and use this knowledge to make the hotel's service truly bespoke. ME Dubai's facilities and Aura service will also be extended to the owners of the exclusive serviced apartments located on the upper floors, including four penthouses with private roof terraces.



Zaha Hadid

Zaha Hadid studied architecture at the Architectural Association from 1972 and was awarded the Diploma Prize in 1977. She became a partner of the Office for Metropolitan Architecture, taught at the AA with OMA collaborators Rem Koolhaas and Elia Zenghelis, and later led her own studio at the AA until 1987. Founding partner of Zaha Hadid Architects, she was awarded the Pritzker Architecture Prize in 2004 and is internationally known for her built, theoretical and academic work. Working with senior office partner Patrik Schumacher, Hadid's interest is in the rigorous interface between architecture, landscape, and geology as the practice integrates natural topography and human-made systems that lead to experimentation with cutting-edge technologies. The MAXXI: National Museum of 21st Century Art in Rome, BMW Central Building in Leipzig and Phaeno Science Center in Wolfsburg are excellent demonstrations of the practice's quest for complex, dynamic space. Currently, the practice is working on a multitude of projects including: the Fiera di Milano master-plan and tower, the Aquatics Centre for the London 2012 Olympic Games, High-Speed Train Stations in Naples and Durango, the CMA CGM Head Office tower in Marseille and urban master-plans in Beijing, Bilbao, Istanbul, Singapore and the Middle East. Hadid's recently completed projects include the Nordpark Railway stations in Innsbruck, Mobile Art for Chanel in Hong Kong, Tokyo and New York, the Zaragoza Bridge Pavilion in Spain and the Burnham Pavilion in Chicago. Zaha Hadid has held the Kenzo Tange Chair at the Graduate School of Design, Harvard University; the Sullivan Chair at the University of Illinois, School of Architecture, Chicago; guest professorships at the Hochschule für Bildende Künste in Hamburg; the Knolton School of Architecture, Ohio and the Masters Studio at Columbia University, New York. In addition, she was made Honorary Member of the American Academy of Arts and Letters, Fellow of the American Institute of Architecture and Commander of the British Empire, 2002. She is currently Professor at the University of Applied Arts in Vienna, Austria and was the Eero Saarinen Visiting Professor of Architectural Design at Yale University, New Haven, Connecticut.

