

Wyndham Hotels & Resorts

Company Profile

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THE LARGEST FRANCHISE HOTEL COMPANY IN THE WORLD

* BY NUMBER OF PROPERTIES

8,300+ HOTELS

~869,000 ROOMS

~100 COUNTRIES

25 BRANDS

122+ MILLION LOYALTY MEMBERS

Global Footprint

CANADA
~500

UNITED STATES
~6,100

LATIN
AMERICA
~250

EUROPE/
MIDDLE EAST/AFRICA
700+

GREATER CHINA
~1,800

ASIA PACIFIC
~180



Global Development Pipeline

Over

2,000

New Hotels

Over

79%

New Constructions

Over

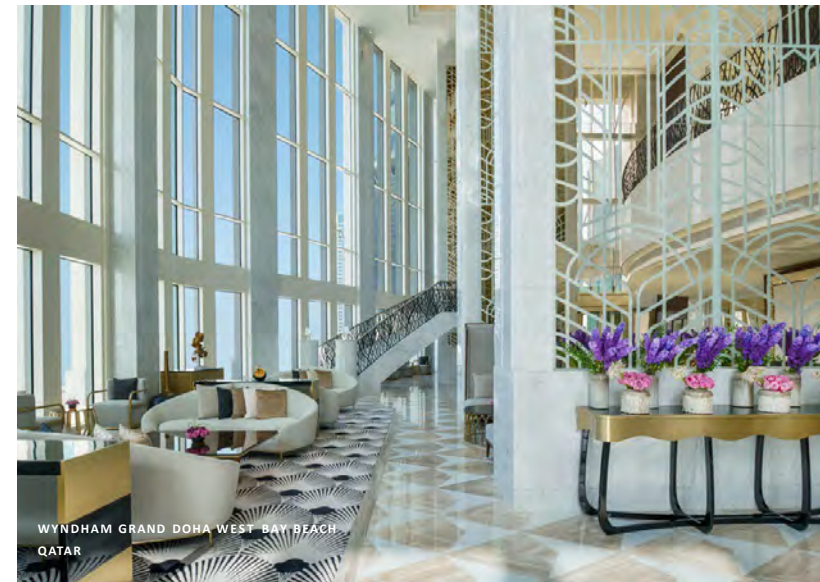
259,000

New Rooms

Over

58%

International Pipeline



WYNDHAM GRAND DOHA WEST BAY BEACH
QATAR

Diverse Brand Portfolio

Global (25)

EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
					
					
					
					
					
					
					
					

Diverse Brand Portfolio

EMEA (19)

EXTENDED STAY	ECONOMY	MIDSCALE	LIFESTYLE	UPSCALE	DISTINCTIVE
 ECHO SUITES EXTENDED STAY BY WYNDHAM	 Days Inn BY WYNDHAM	 LA QUINTA BY WYNDHAM	 TRYP BY WYNDHAM	 WYNDHAM	 REGISTRY COLLECTION HOTELS
 Hawthorn EXTENDED STAY BY WYNDHAM	 Super 8 BY WYNDHAM	 WYNDHAM GARDEN	 TM TRADEMARK COLLECTION BY WYNDHAM	 DOLCE HOTELS AND RESORTS BY WYNDHAM	 WYNDHAM GRAND
	 Travelodge BY WYNDHAM	 RAMADA BY WYNDHAM	 VIENNA HOUSE BY WYNDHAM		
		 RAMADA encore BY WYNDHAM	 WYNDHAM Altra ALL-INCLUSIVE		
		 Howard Johnson BY WYNDHAM			
		 MICROTEL BY WYNDHAM			 WYNDHAM HOTELS & RESORTS



Why Scale Matters

STRONGER LOYALTY

INCREASED DISTRIBUTION

HIGHER CONTRIBUTION

GREATER OPTIONS

Based on branded versus independent and unaffiliated hotels



AWARD WINNING LOYALTY PROGRAM DRIVES GROWTH

122+
Million

enrolled members¹

Members
stay & spend

2x

more than
non-members²

Nearly

50%

of U.S. hotel stays
from Wyndham
Rewards Members³

~7
million

new members added in
2023



Named the **#1 Best Hotel Loyalty Program** in the 2025 USA Today 10 best Readers' Choice Awards for 8 consecutive years and one of the Best Travel Rewards Programs by U.S. News & World Report now 10 years running.

¹As of Q4 2025 ²On average an aggregate across all Wyndham and by Wyndham hotels. ³Across all Wyndham and by Wyndham hotel

Dedicated Wyndham Business Team Drives Revenue



GLOBAL PARTNERSHIPS

Master service agreements and **preferred agreements with Fortune 500** and other leading companies:

Technology

Finance

Energy

Manufacturing

Automotive

& More



SMALL & MID-SIZE BUSINESS REACH

Team of sellers dedicated to driving revenue from **small to mid-size businesses** including:

Construction

Trucking

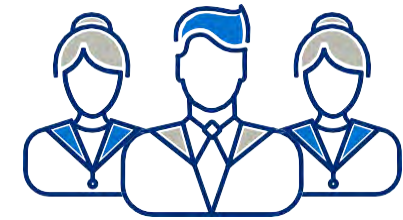
Oil, Gas &

Renewable Energy



WYNDHAM DIRECT

“Payment & Billing” solution simplifies travel management – providing easier booking, central billing and central payment. All designed to drive increased **direct bookings**.



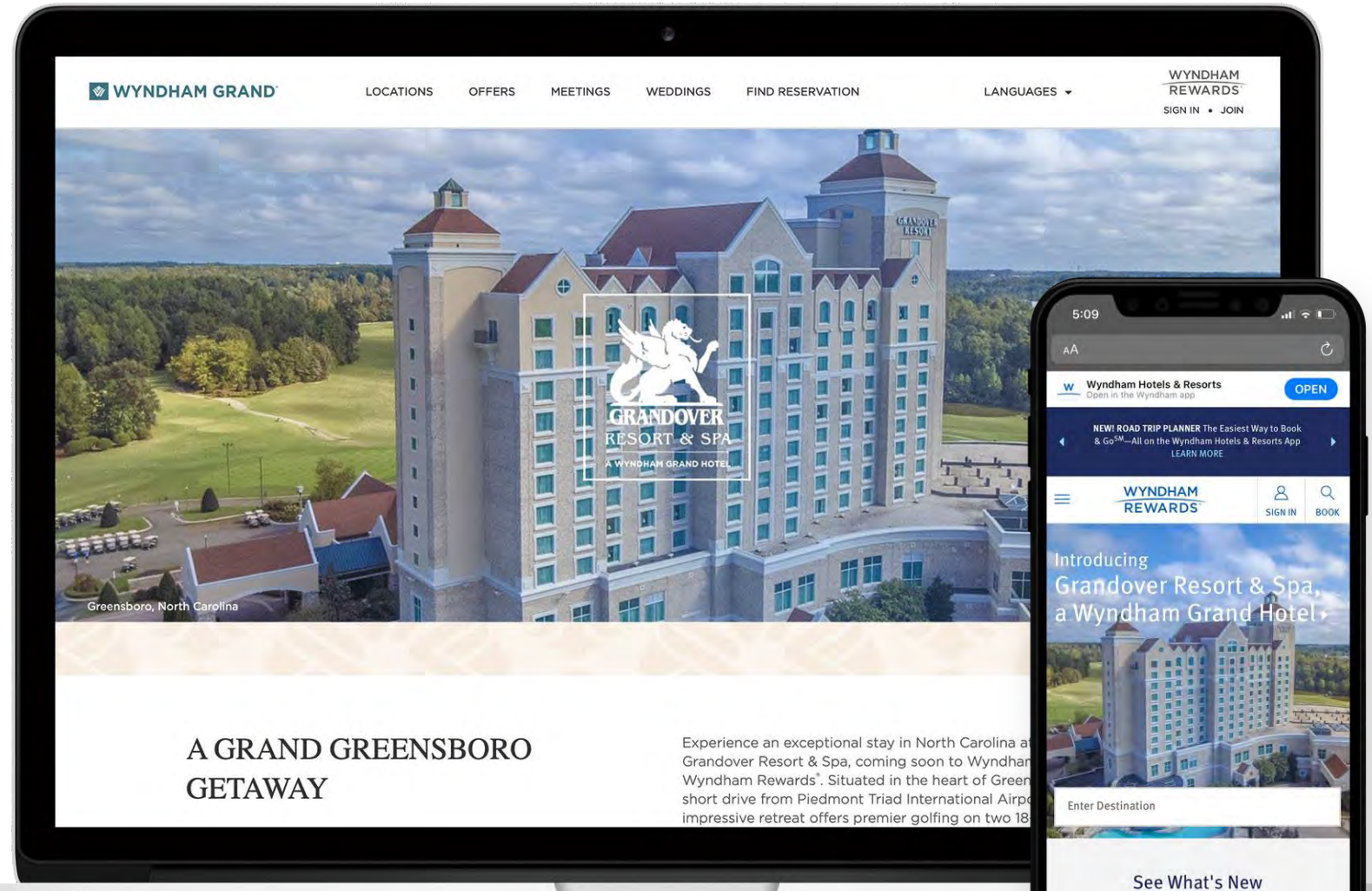
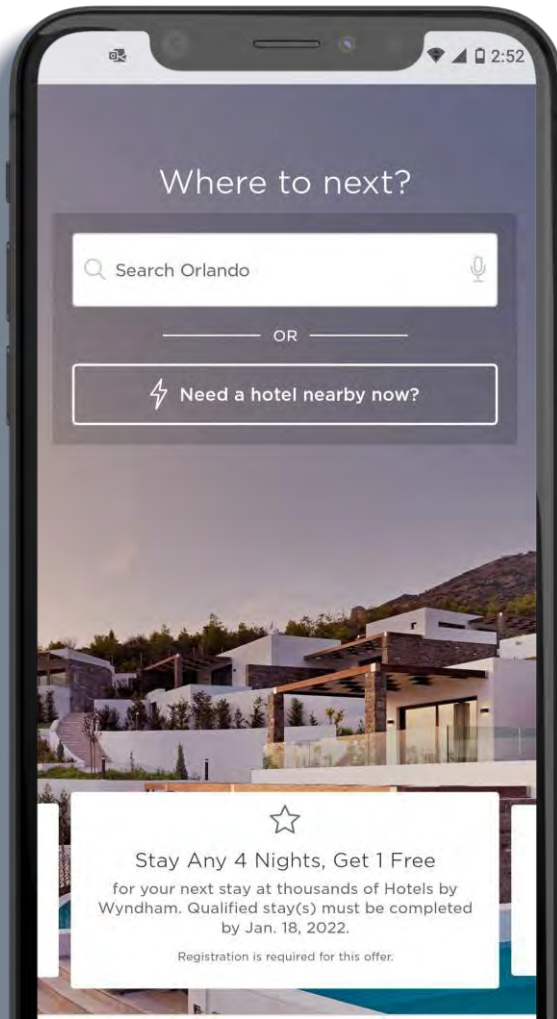
LOCAL SALES & MARKETING SUPPORT

Available **on-site pre-opening support** and training to identify and capture local and regional demand. Available 30-, 60- & 90-day sales plan for new hotels.

Best In Class Digital Ecosystem

MOBILE APP

BRAND.COM

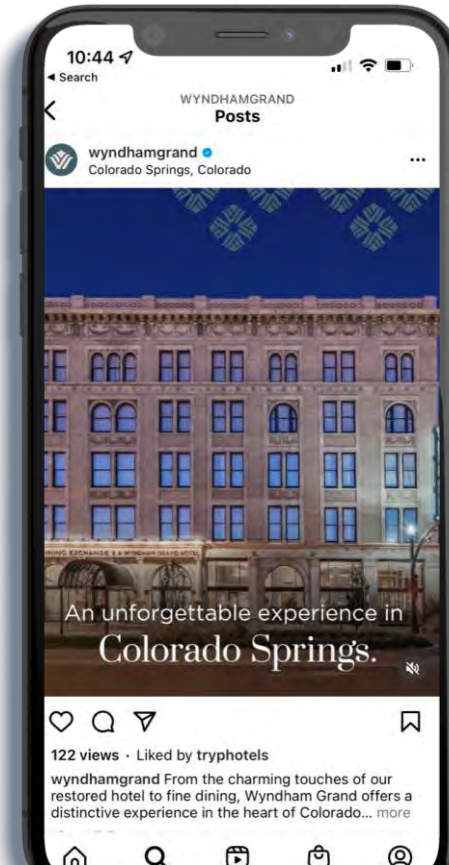


Advertising Designed for Awareness & Consideration

“BY WYNDHAM” PORTFOLIO CAMPAIGN

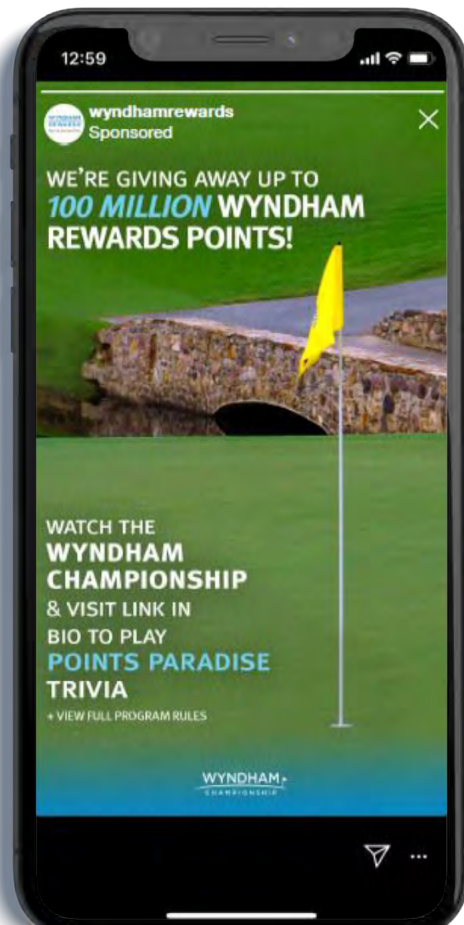


SOCIAL MEDIA
FEATURING HOTELS

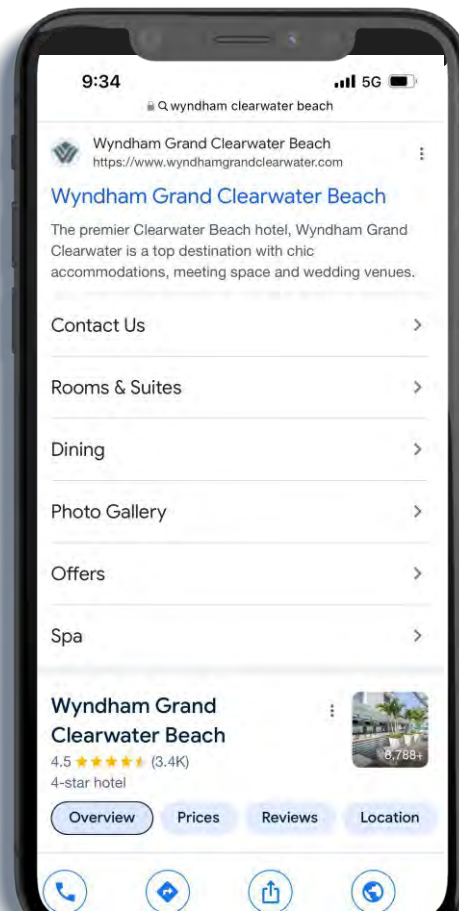


Targeted Promotions Drive Visits & Stays

DISPLAY



META SEARCH



PROMOTIONS



Seamless Access to Over 100 Distribution Channels

with an average savings of 20% on the most recognizable OTAs¹



Hotel Operations

Wyndham can support a hotel's operations
for **less than the cost of hiring and training full-time staff**



SIGNATURE RESERVATION SERVICES¹

(SRS)

Reservations booked by the call-transfer program at a higher ADR¹ than property direct bookings. Wyndham only charges for calls that result in a booking.



REVENUE MANAGEMENT SERVICES

(RMS)

Hotels on Revenue Management achieved a **4.4% higher occupancy index** in 2023.²



REMOTE SALES SERVICES (RSS)

Proactive direct sales support converts more than 50% of all **global sales** leads at a fraction of the cost of a full-time sales director.³



LEVELUP

(Powered By Koddi)

Enables owners to bolster hotel-level marketing managed by a dedicated external campaign team. Hotels utilizing **Level Up** have 157% increased revenue and 116% increased bookings⁴

¹ On average, based on 2023 performance of hotels on SRS (DSCT and PCT). Your results may differ.

² On average versus hotels not on Revenue Management.

³ Results from hotels using RSS (From 1/1/2024-3/31/24)

⁴ On average, hotels utilizing Level Up have 157% increased revenue and 116% increased bookings compared to hotels not utilizing Level Up (From 1/1/2024-3/31/2024)

Technology Fuels your hotel's Future



GLOBAL PARTNERSHIPS

We partner with leading organizations to offer a **best-in-class tech ecosystem** offering new innovations at scale and a lower cost:

Sabre
Oracle
Amazon
Adobe
Salesforce
and more!



CONTINUED INVESTMENT

Over the past few years, we've invested **\$275 million in technology**. Our investments help every hotel-regardless of size- access the most current innovations our industry has to offer:

NextGen PMS + RMS
Award-Winning Mobile App
ReconcileNow



DELIGHT TODAY'S GUESTS

We are providing at scale new technology that helps hotels deliver the experiences today's guests expect:

Cashless tipping
Mobile Check-in/Check-out
Enterprise Level Messaging with AI



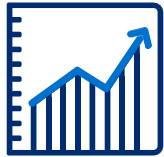
TECHNOLOGY ADVISORY BOARD

A dedicated group of franchisees who help us determine what comes next.
New ideas such as:

EV Charging
Smart HVAC controllers
Intelligent casting / streaming solutions

WYNDHAM CONNECT

Guest Engagement Platform
designed to increase revenue & enhance guest experience



Earn more revenue
by offering guests
paid upgrades in
advance



Reduce fraud and
chargebacks with
mobile check-in



Connect with guests
directly with
AI-powered text
messaging



Save your staff and
guests
time with contactless,
mobile check-out



Boost your hotel's
online reviews and
improve your online
presence

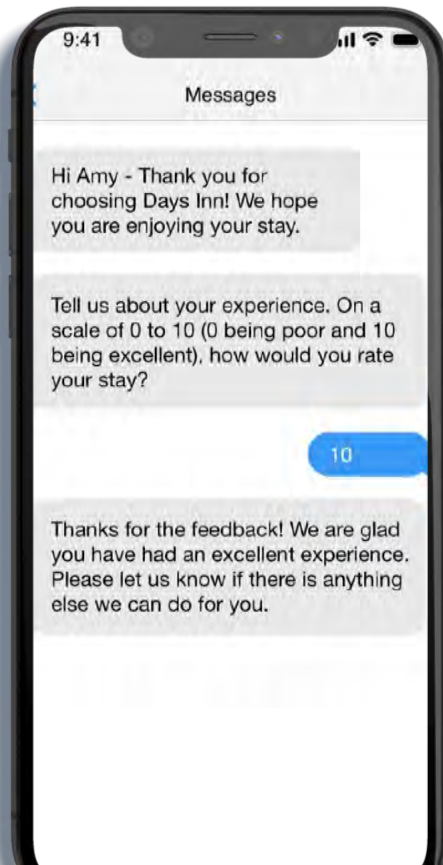
Powered by the award-winning hospitality software company Canary.



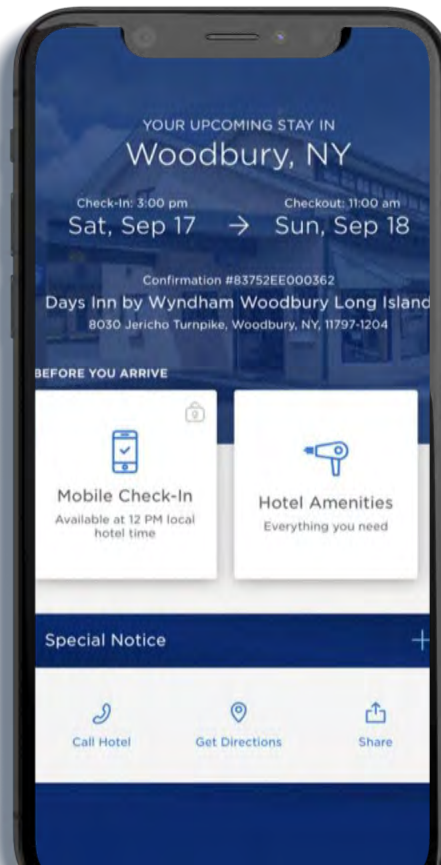
WYNDHAM CONNECT

Enhancing the guest experience through digital innovation

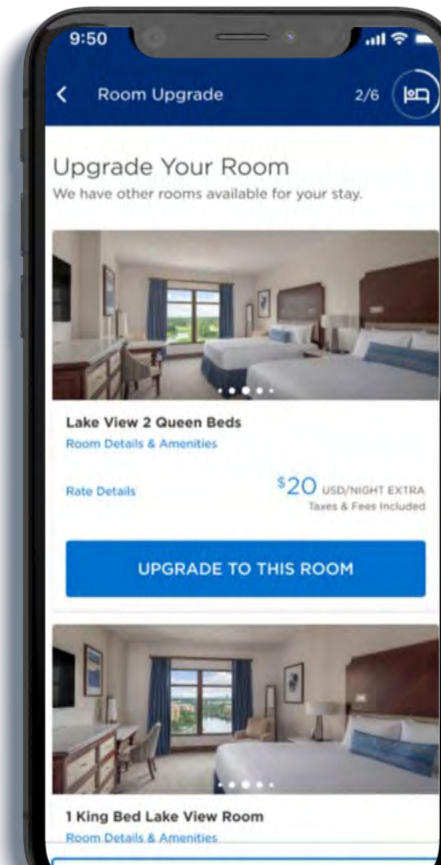
PROPERTY
MESSAGING



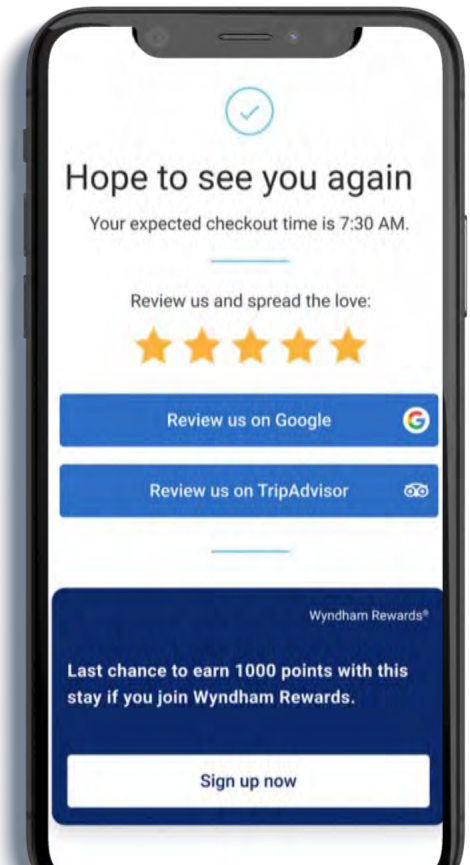
SMART MOBILE
CHECK-IN



DYNAMIC
UPSELL

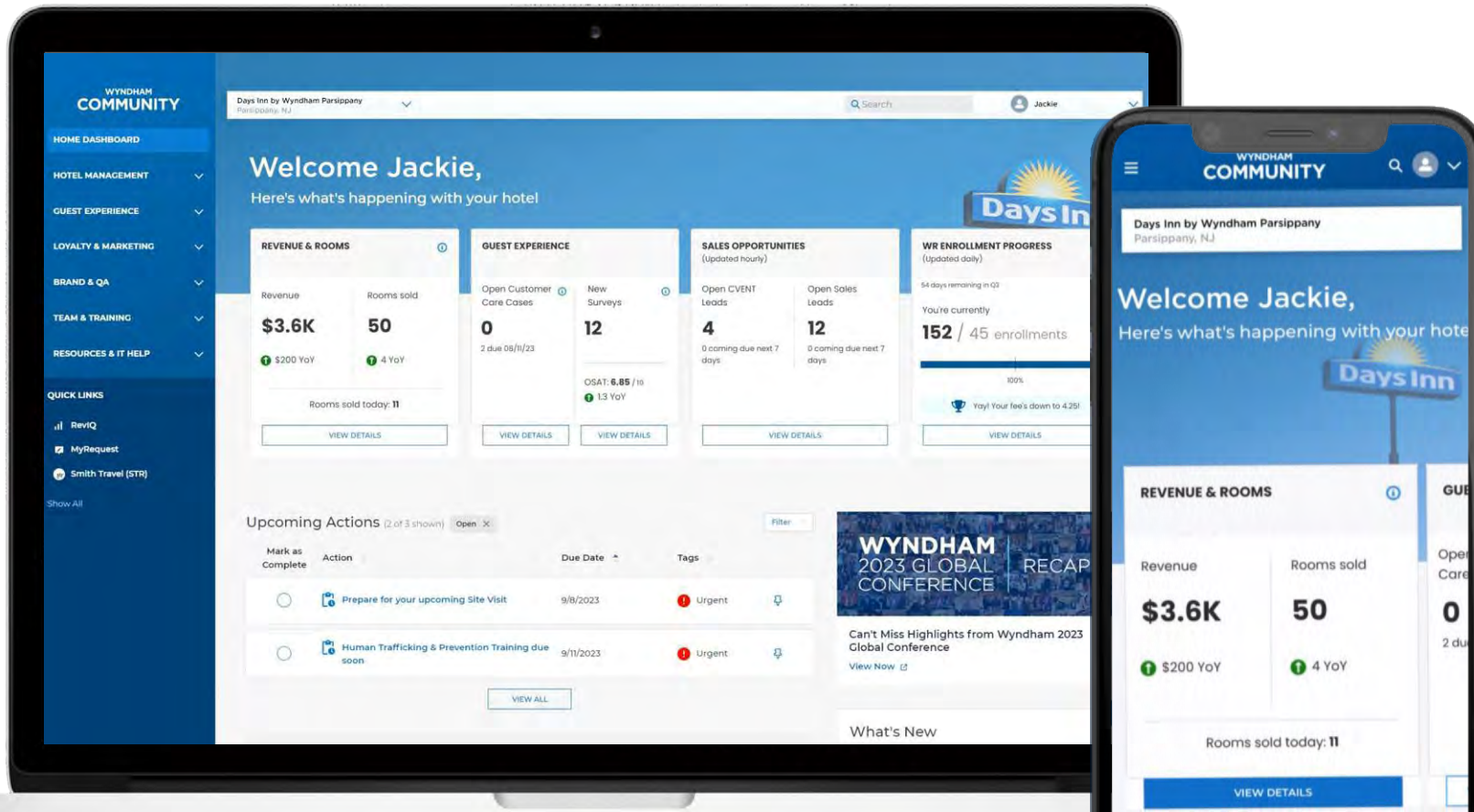


SMART MOBILE
CHECK-OUT



WYNDHAM COMMUNITY

Owner Engagement Platform
access actionable resources and personalized performance insights



Personalized Performance Insights
Real-time dashboards to view your hotel's performance and an action panel to help prioritize tasks

Easy and Efficient to Use
Key information in two clicks and instant chat with your Wyndham Support team ensures you have the help you need

All at your fingertips!

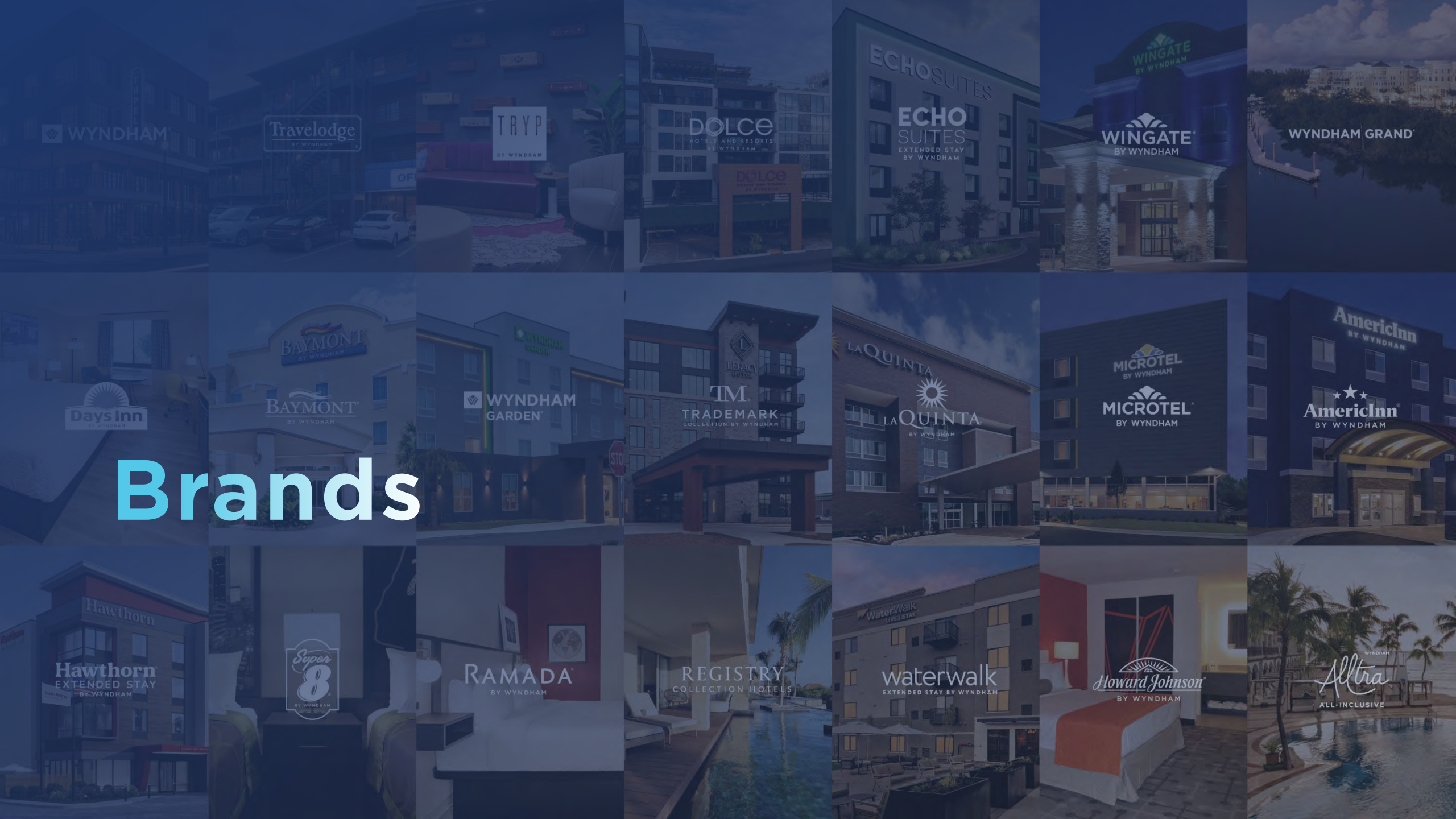
**WE PUT OWNERS
AT THE
CENTER OF EVERYTHING**

Regional

Middle East & Africa

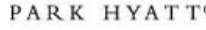


- **Countries:** 23 (present and pipeline)
- **Brands:** 16
 - Out of 19 currently available for Europe, Middle East & Africa
- **Supply:** 65 Hotels (11,128 Rooms)
 - Middle East: UAE, Qatar, Bahrain, Oman, Kingdom of Saudi Arabia, Kuwait, Jordan, Lebanon, Iraq, Pakistan
 - Africa: Morocco, Tunisia, Nigeria, Senegal, Tanzania and Ethiopia
- **Pipeline:** 39 Hotels (6,390 Rooms)
 - Middle East: Qatar, Oman, Kingdom of Saudi Arabia, Iraq, Pakistan
 - Africa: Egypt, Nigeria, Benin, Uganda, Ethiopia, Kenya, Gabon, The Gambia
- Operating in Tanzania since 2015 (Ramada Dar es Salaam)



Brands

Positioning

Luxury		             
upper	 	       
Up-Scale		
lower	 	       
upper	    	    
Mid-Scale	 	    
lower		   
Economy		 

Note: Wyndham Hotels & Resorts makes no representations or warranties, express or implied, with respect to the completeness or accuracy of the information contained in this slide.

* Soft Brands: Trademark Collection is Midscale to Upscale. Registry Collection is Luxury.

How we work...

1. Receiving and Reviewing **Project Details**
2. In Principal **Approval** on the Project
3. Issue **Commercial Offer** for discussion and finalization
4. Finalization & Execution of **Letter of Intent (LOI)**
5. **Acuity Check** & Application Form
6. Regional & **International Approval Committee (IAC)** approval
7. Issuance & **Execution** of Agreement

*As our agreements are standard globally, and little-to-no changes are expected, once the LOI is signed, remaining of the steps can take about **4-6 weeks** depending upon response from clients end on the documents that is required for review, acuity check, contracts etc.*

8. Technical Services Kick-off
9. Operations Kick-off (Franchise: +- 9-6 months prior to Opening Date)