



OPEN **YOUR OWN** B&B HOTEL



WELCOME TO B&B HOTELS

WE ARE
the fastest-
growing
value-for-money
hotel chain
in Europe,
CSR-committed.

770+
hotels

68k+
keys

17
countries

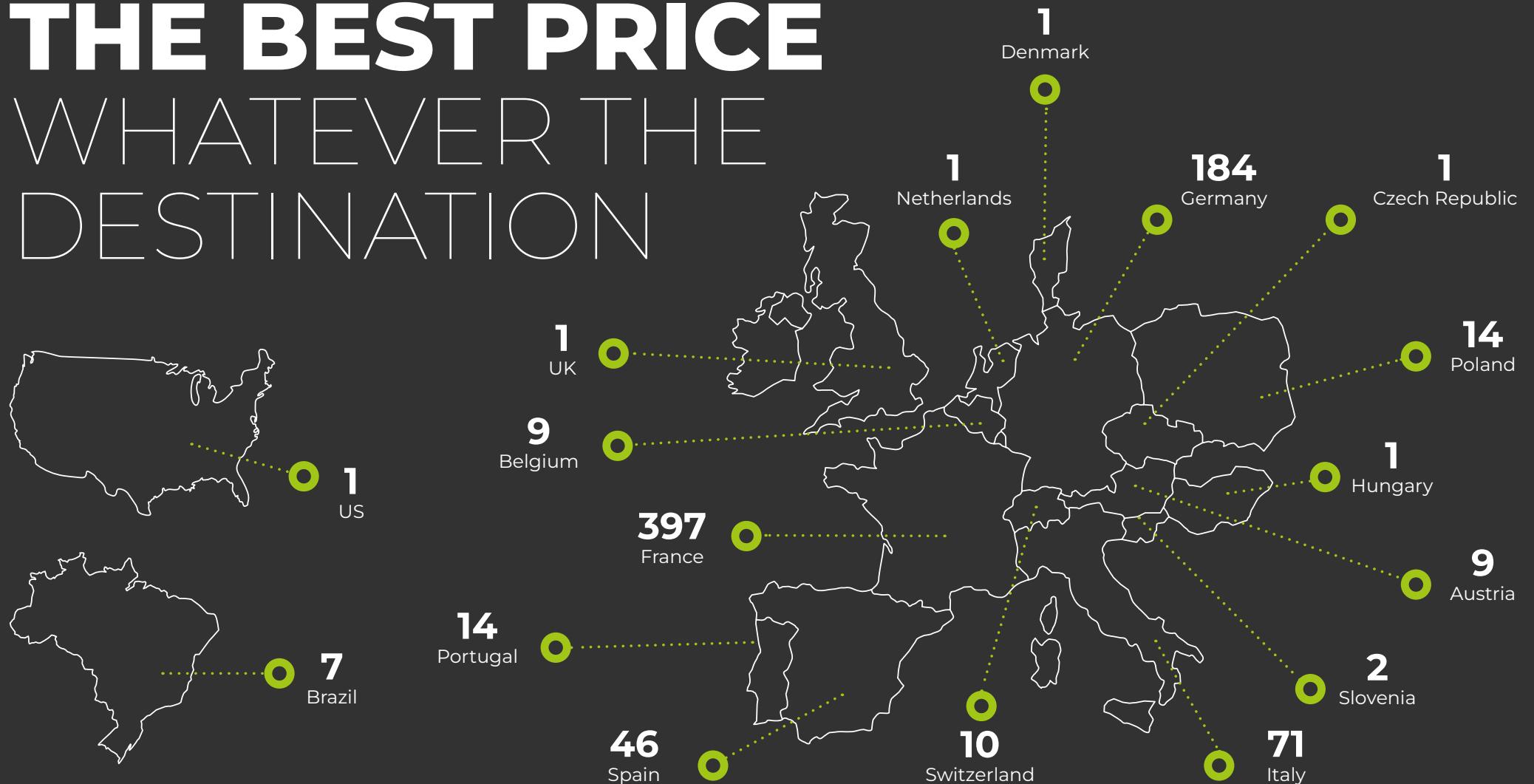
No. 2
on European
budget/eco
market

+14%
revenue
CAGR
(2012-22)

82/100
customer
satisfaction

GUARANTEEING THE BEST PRICE

WHATEVER THE DESTINATION



MEETING TRAVELERS' EXPECTATIONS

VALUE FOR MONEY

“Only pay for what you use”.

Optimised pricing for carefully selected services: our prices are calculated to be very fair and we make no compromise on what is most important for a pleasant stay: a comfortable bed, a generous breakfast, a robust wifi and a modern design.



B&B HOTEL Sassuolo, Italy

SUSTAINABLE TRAVEL ACCESSIBLE TO EVERYONE

More sustainable does not necessarily equal more expensive. CSR commitment is a debt.

- 38% of customers seek information about CSR efforts before booking, 54% filter their choice of hotels based on certification.
- B&B HOTELS is the only CSR certified hotel chain to date.



B&B HOTEL Heidelberg, Germany

KNOWING OUR GUESTS...



Source: Ipsos, B&B HOTELS brand attractiveness, March 2022

... BUILDING OUR MODEL AROUND THEM...

COMFORTABLE BED

Our double beds are 160 cm wide and they are equipped with mattresses and pillows of superior quality, to ensure a comfortable sleep.

GENEROUS BREAKFAST

Our breakfast buffet is generous and varied, and the products come from our partners, local and committed producers, to start the day off well.

DIGITAL EXPERIENCE

We guarantee a flawless connectivity, a very high speed wifi for all our guests' needs, as well as a 100% digital journey at their discretion: online check-in, self check-in, e-concierge.

MODERN DESIGN

Our hotels have a contemporary design and rooms furnished to be functional yet comfortable, for a pleasant stay.

WARM WELCOME

Our hotel managers and their teams welcome our guests with simplicity and authenticity, in a warm setting and they are always attentive to all their needs.

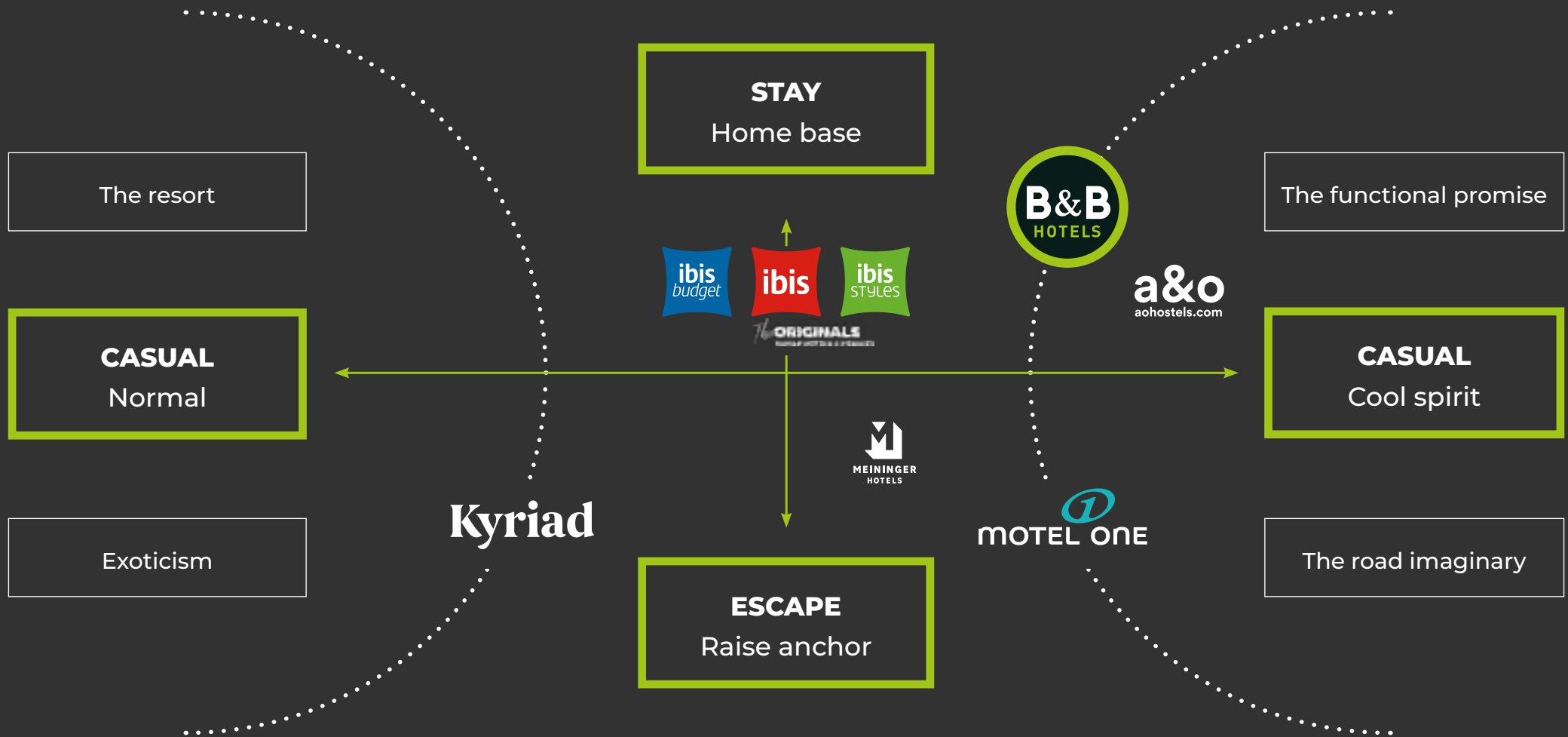
WE ARE
affordable
for clients
looking for
a simple
product

WE ARE
value-for-
money,
offering
a qualitative
product for
the best price

WE ARE
ideally
positioned
for
downtrading
clients

... **TO SET OURSELVES**
APART FROM
THE COMPETITION.

COMPETITION MIX



SUPPORTING FRANCHISE PROJECTS EVERY STEP OF THE WAY

Our team stays engaged during the entire process, providing significant advantages and services to franchisees and owners.

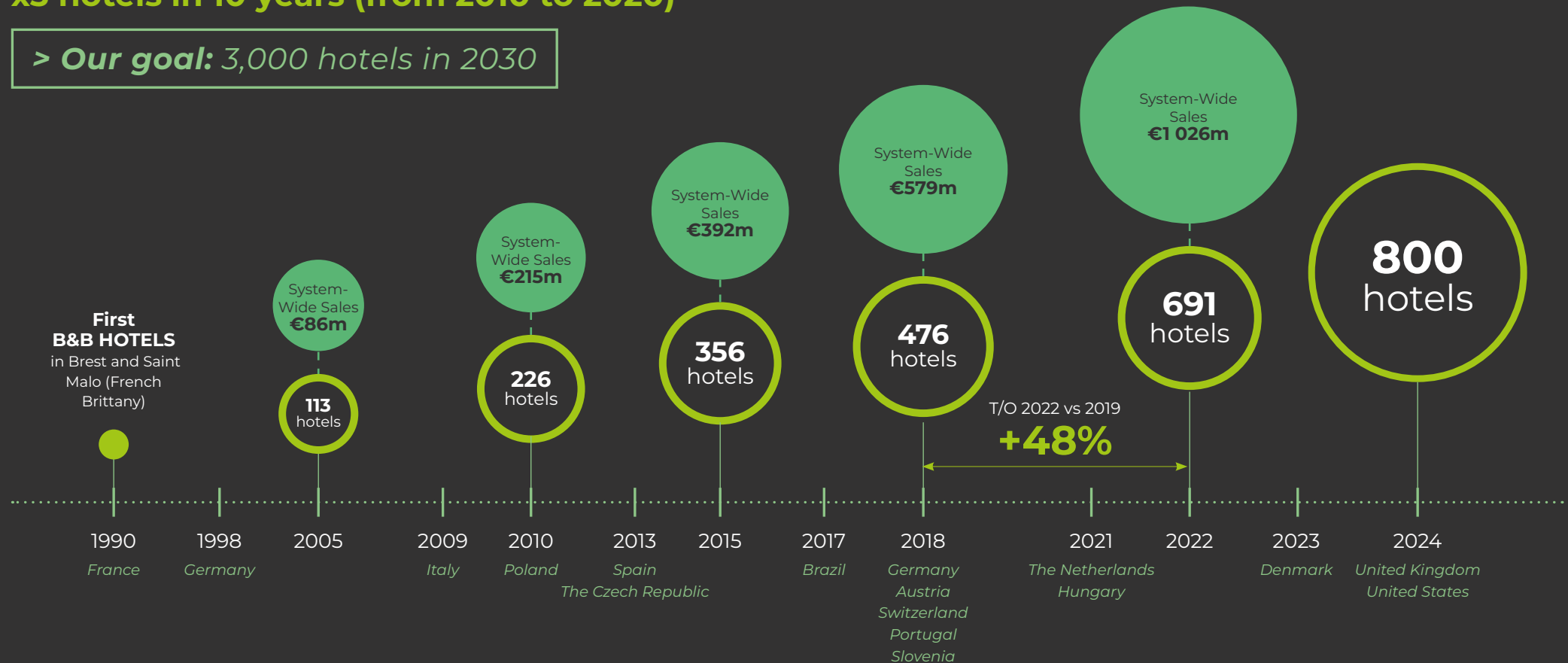
This ongoing assistance, which goes beyond the property's inauguration, guarantees your future B&B HOTEL will perform on par with our established properties.



STEADILY GROWING WITH **HIGH AMBITIONS**

x3 hotels in 10 years (from 2010 to 2020)

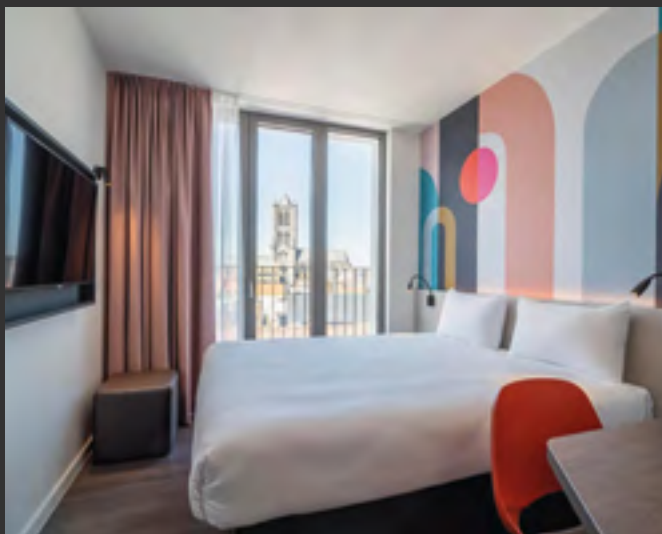
> Our goal: 3,000 hotels in 2030





B&B HOTEL

Geneva Airport
Switzerland



B&B HOTEL

Ghent Centrum
Belgium



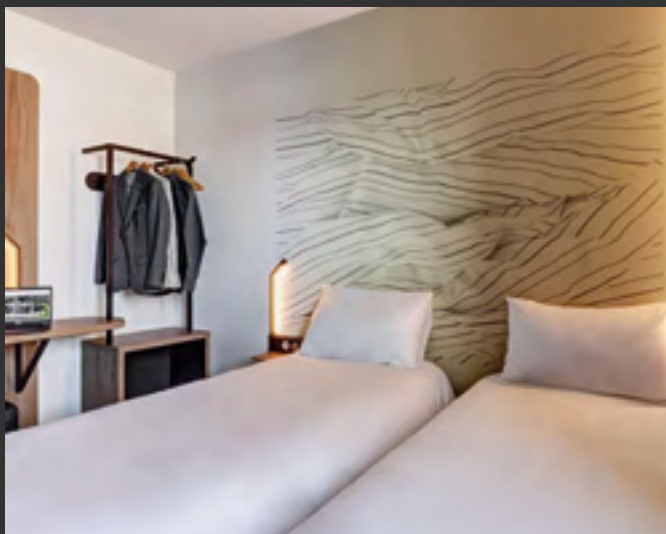
B&B HOTEL

Genoa
Italy

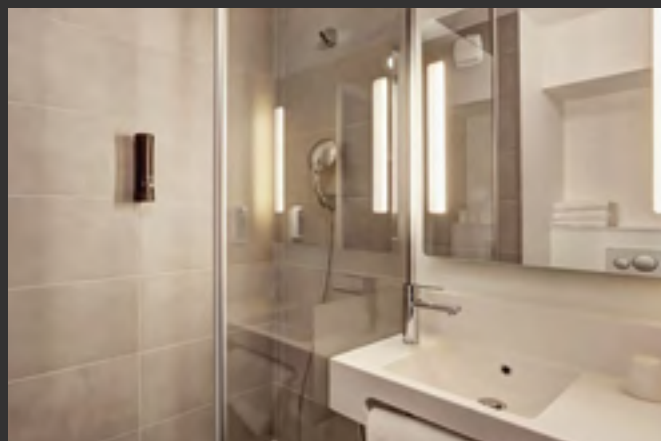


B&B HOTEL

Lisbon Montijo
Portugal



[CLICK HERE TO TAKE A VIRTUAL TOUR OF ONE OF OUR HOTELS IN FRANCE](#)



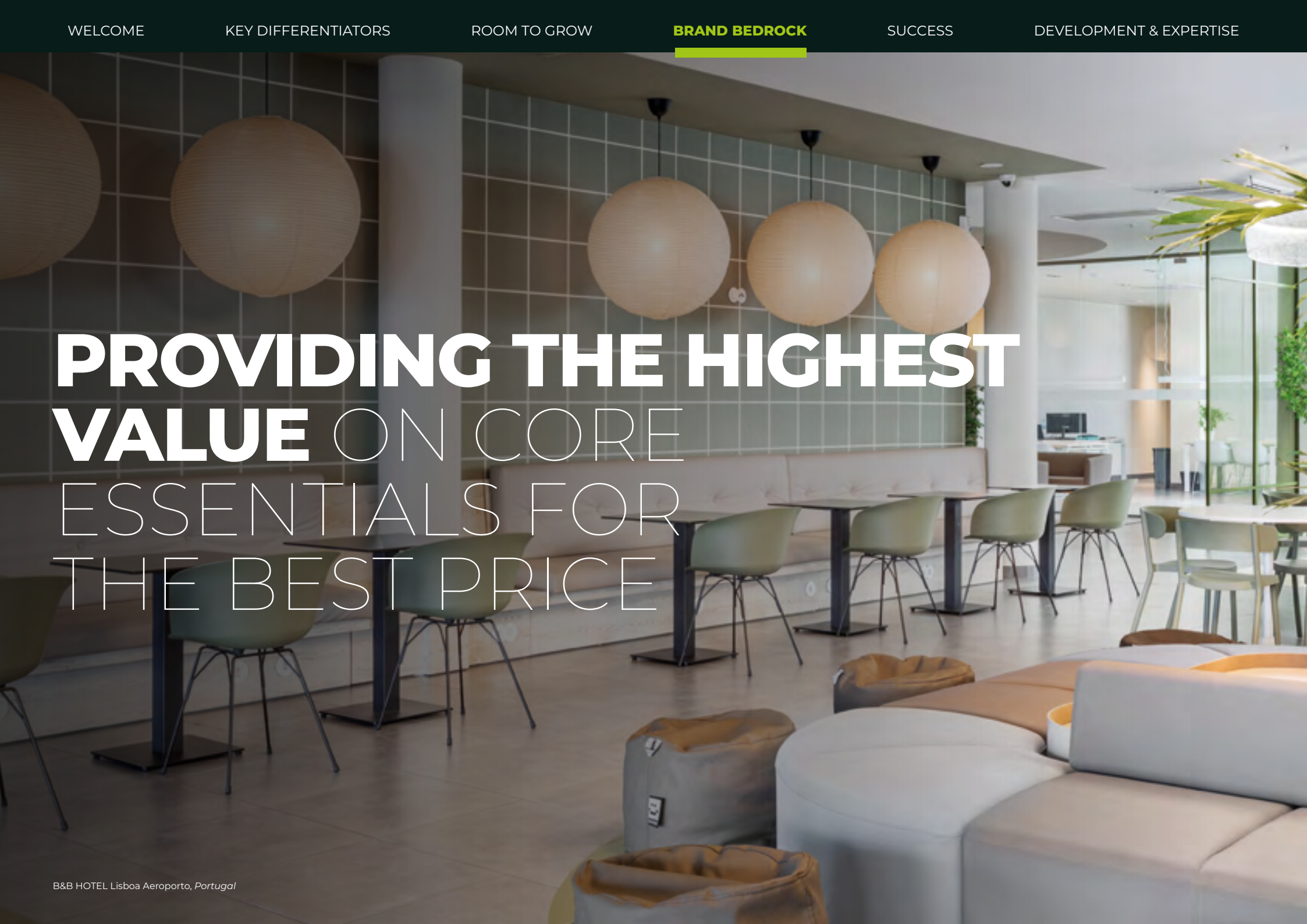
B&B HOTEL

Evian Publier
France



B&B HOTEL

Bochum City
Germany



PROVIDING THE HIGHEST VALUE ON CORE ESSENTIALS FOR THE BEST PRICE

Locally-sourced and high-quality mattresses and bedding for a superior sleeping experience

90 cm-wide twin beds and 160 cm-wide double beds



COMFORTABLE BED

Our double beds are 160 cm wide and they are equipped with mattresses and pillows of superior quality to ensure a comfortable sleep.

Locally-sourced products at unbeatable prices

e.g. €8.50 in France

Our buffets are directly connected to the kitchen for efficient refills and cost-saving operations

Always including vegan or organic options

GENEREROUS BREAKFAST

Our breakfast buffet is generous and varied, and the products come from our partners, local and committed producers to start the day off well.

DIGITAL EXPERIENCE

We guarantee a flawless connectivity, a very high speed wifi for all our guests' needs, as well as a 100% digital journey at their discretion: online check-in, self check-in, e-concierge.

**Time-saving
self-check-in
terminals
encompassing
all the services
guests need**

**Seamlessly accessible
24/7 e-concierge service,
providing vital hotel
details, local insights,
and latest news and magazines**

[CLICK HERE TO ACCESS OUR E-CONCIERGE SERVICE](#)



Functional design applied to every detail, such as our high bed stands that facilitate daily operations



MODERN DESIGN

Our hotels have a contemporary design and rooms furnished to be functional yet comfortable.

Hotels designed to provide all the necessary comfort at a cost-effective development price

WARM WELCOME

Our hotel managers and their teams welcome our guests with simplicity and authenticity, in a warm setting and they are always attentive to all their needs.

**Our teams
always provide
tailored and
authentic service**

**“Opting for B&B HOTELS as
our franchise was undoubtedly
the perfect match.**

The brand’s esteemed reputation in Europe boosted our occupancy rates. Even after two years, our conviction hasn’t wavered.”



Grégoire and Gaëlle Portner,
Owners and Franchisees,
B&B HOTEL St Nazaire Centre - France



BRINGING CUSTOMERS BACK



The B&me Loyalty Programme aims to incentivise guests to return to B&B HOTELS, increasing the number of second bookings.

- Free
- Simple
- Digital
- International
- Personalised

BUILDING A **VALUES-DRIVEN** BUSINESS

Our values

At B&B HOTELS, we are deeply aware of our responsibility towards our employees, our customers, our partners, and our planet.

That's why what we promise, we deliver:

- Always providing the best value and quality to our customers,
- Fostering a positive work environment in which our people can flourish, and
- Moving our ESG/CSR initiatives forward and implementing price-conscious travel solutions.

At B&B HOTELS, we love meeting new people and giving all our warmest welcome, with humanity and kindness, as one humankind.

We like getting to know all of our people – and by our people, we mean employees, customers, and partners. We invest in lasting relationships and give each our utmost attention. We know we are nothing without all of our people. Being acutely aware of their contributions to our business' success we continuously show our sincere appreciation.

**SMART
SIMPLICITY**
WE MAKE IT
SIMPLE

At B&B HOTELS, we aim to make life as pleasant, easy, and flexible as possible for everyone. Because that's how we think life should be lived.

That's why we're constantly creating solutions that are simple, smart, and tailored to meet individual needs. This means we're always able to offer our customers a hospitality experience packed with great value at affordable rates while simplifying our co-workers' day-to-day.

INTEGRITY
WE TAKE
RESPONSIBILITY

IMPROVEMENT
WE GROW TOGETHER

At B&B HOTELS, we are entrepreneurs and passionate doers, we constantly work to grow and improve.

Passion drives our efforts to exceed customer expectations in everything we do, and we are always committed to high standards. For us, challenges are opportunities we take on wholeheartedly, blazing trails with innovative solutions to satisfy new market needs. And because we love to co-create, we move forward hand in hand with all our people, co-workers, customers, and partners, to shape the future of hospitality – together.

EMPATHY
WE CARE
FOR PEOPLE

INCLUSION
WE CELEBRATE
DIVERSITY

At B&B HOTELS, we embrace our differences because they're what make us strong, enriching us both individually and as a group.

That's why we welcome everyone as they are. Because we believe it is the best way to build a highly creative culture needed to answer to the fast-paced changes in our world and markets.

Sustainability strategy

Our sustainability strategy is based on three pillars: people, environment and sustainable innovation. Our approach aligns with our double materiality assessment, the key challenges facing our industry and is based on strong values and governance.

[CLICK HERE TO LEARN MORE ABOUT OUR COMMITMENTS AND CSR](#)

Sustainable Travel Accessible to Everyone

PILLAR #1

Empower everyone

We fuel and nurture our talent pool and connect with communities to play our part in society.

PILLAR #2

Adapt to our environment

We operate within planetary boundaries to increase our business resilience.

PILLAR #3

Continuously innovate together

We continuously revisit our business model to capture new opportunities.

PILLAR #1**Empower
everyone**

Welcoming people means welcoming potential. We nurture the talents of our employees through education, development programmes, inclusion, diversity and mobility. We extend this to our communities through various initiatives.

43%

women in
management
positions

8,500

hours of online
and offline training
completed by
B&B HOTELS staff

27

youths from
underserved areas
joined the first
class of the
B&B Academy



PILLAR #2



Adapt to our environment

The earth system hosts our hotels. Becoming better guests requires making many smart and sustainable changes, both globally and locally, with consistency to respect planetary boundaries.



78%

renewable
electricity

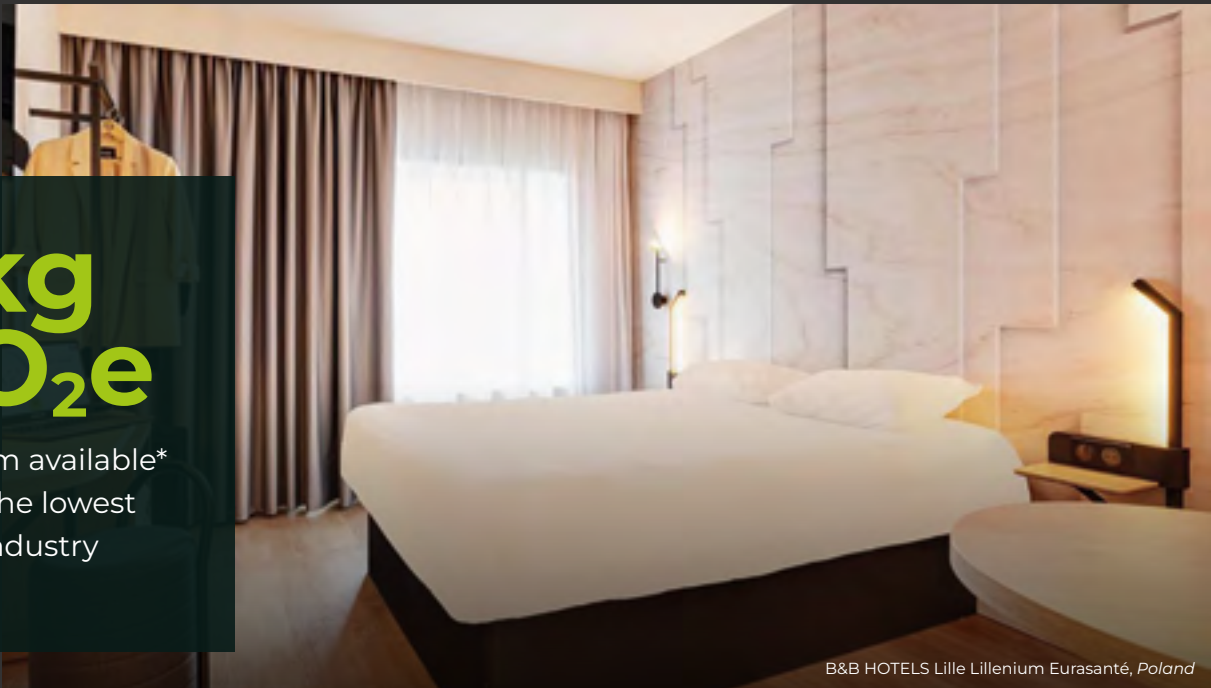
B&B HOTEL Heidelberg,
Germany



0

unnecessary single
use plastics in rooms

B&B HOTELS
Lille Lillénium Eurasanté,
France



1 kg CO₂e

per room available*
one of the lowest
in the industry

B&B HOTELS Lille Lillénium Eurasanté, Poland

*Scope 1 & 2 market based.

PILLAR #3

Continuously innovate together

Sustainable is not a destination,
it's about opening new paths.
Leaving the old ways behind,
we innovate by reimagining how
we travel, charting a course toward
a more hospitable future.

1st

B&B HOME
hotel opened
fresque



B&B HOME Saint-Ouen, Paris

172

hotels

equipped with
EV chargers



B&B HOTELS
Warszawa-Okecie,
Poland

670

sustainability-
certified hotels



DELIVERING RESULTS

GROUP SATISFACTION SCORE

82/100

TRUSTYOU™

CAPTURED MARKET GROWTH

Between

25%

and

50%

DIRECT BOOKING

67%

CSR

-50%

absolute CO₂
emissions
between 2019
and 2030*

*Scope 1 & 2

Achieving world-class guest satisfaction ✓

We invest in the elements that are most important to our guests, allowing us to keep operating costs low and offer outstanding value for money.

TRUSTYOU™

CUSTOMER SATISFACTION B&B HOTELS



Group-wide

82/100



In France

79.3/100



In Germany

82.4/100



In Italy

86.7/100



In Spain

83.4/100

+1.2 points
vs compset

+1.4 points
vs compset

+11.7 points
vs compset

+1.2 point
vs compset

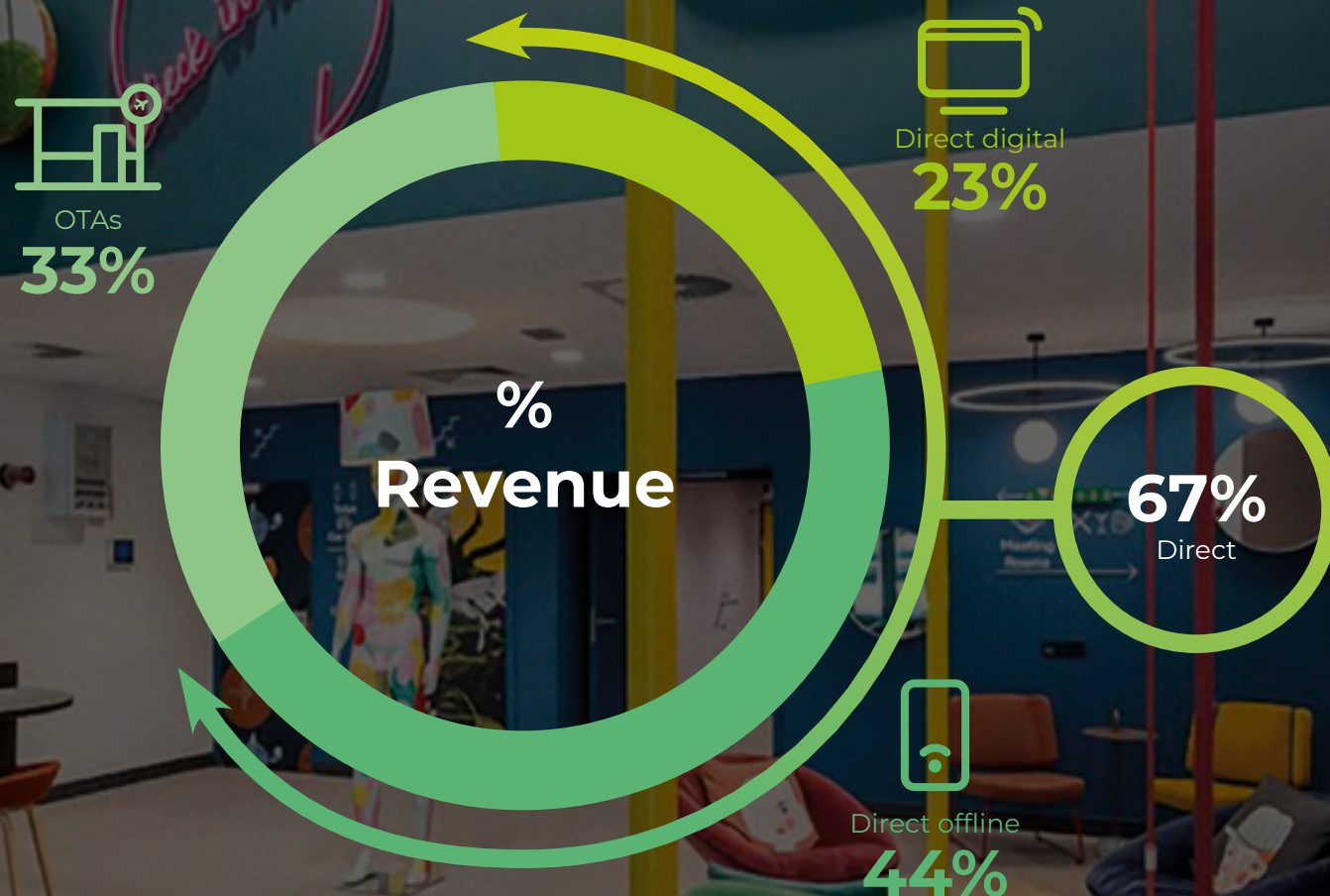
ATTRIBUTES B&B HOTELS IS RECOGNIZED FOR:

**'Good value-
for-money'**

**'Simple,
easy'**

**'Comfortable
rooms'**

Driving revenue through direct bookings ✓

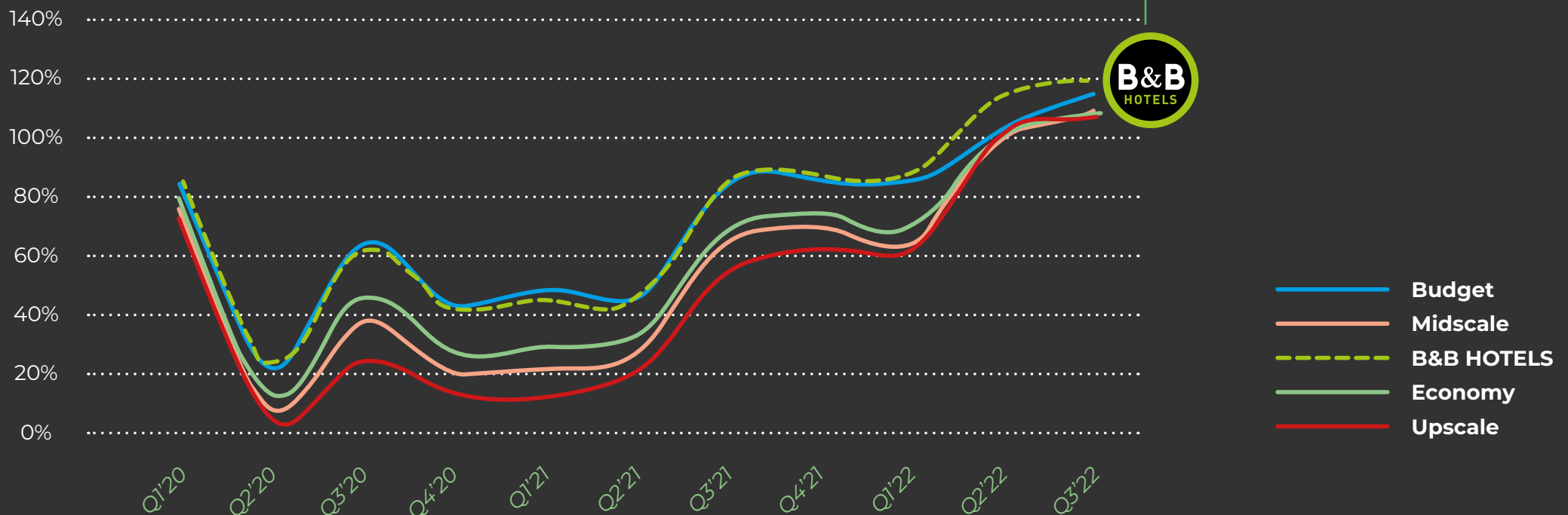


— Attracting a broad range of customers ✓



Achieving record resilience during the pandemic ✓

B&B HOTELS was the most resilient hotel chain during the Covid-19 crisis, with 120% RevPar recovery vs FY19. This resilience is in part due to the fact 90% of our guests are domestic travellers and our 50-50 split of business- leisure travellers.



Leading the budget & eco hotel market ✓

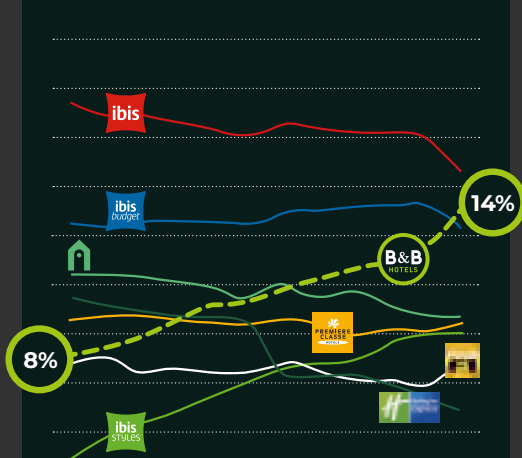
Steadily gaining market share and capturing most of the market growth

No. 2

FRANCE - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



Dec 11 Dec 12 Dec 13 Dec 14 Dec 15 Dec 16 Dec 17 Dec 18 Dec 19 Dec 20 Dec 21 Dec 22

in # rooms ('000)	2011	2019	YDT23	YDT23 vs. 19
B&B HOTELS	14.0	22.5	29.7	+7.2
Other Eco. Chains	177.9	187.5	194.9	+7.4
Total Eco. Chains	191.9	210.0	224.6	+14.6

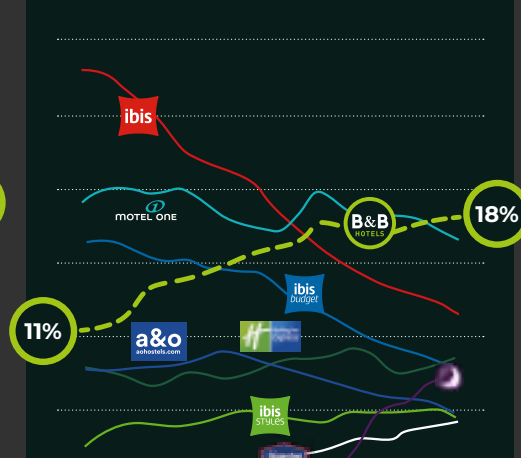
capturing
50%
of growth

No. 1

GERMANY - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



Dec 11 Dec 12 Dec 13 Dec 14 Dec 15 Dec 16 Dec 17 Dec 18 Dec 19 Dec 20 Dec 21 Dec 22

in # rooms ('000)	2011	2019	YDT23	YDT23 vs. 19
B&B HOTELS	4.1	13.4	17.6	+4.2
Other Eco. Chains	35.8	66.8	79.5	+12.7
Total Eco. Chains	39.9	80.2	97.1	+16.9

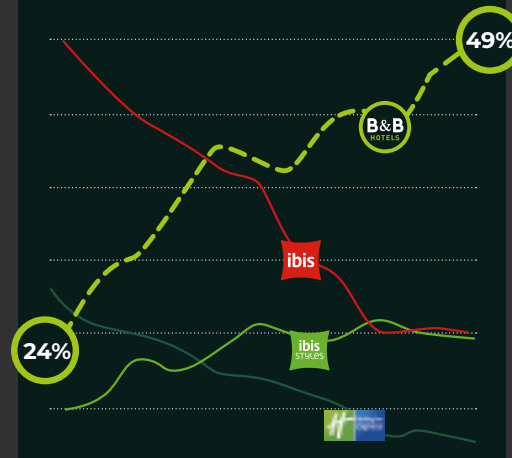
capturing
25%
of growth

No. 1

ITALY - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



Dec 11 Dec 12 Dec 13 Dec 14 Dec 15 Dec 16 Dec 17 Dec 18 Dec 19 Dec 20 Dec 21 Dec 22

in # rooms ('000)	2011	2019	YDT23	YDT23 vs. 19
B&B HOTELS	0.7	3.4	5.5	+2.1
Other Eco. Chains	3.3	4.6	5.8	+1.2
Total Eco. Chains	4.0	8.0	11.3	+3.3

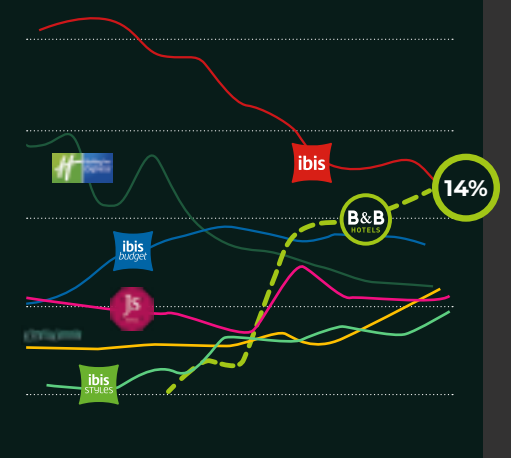
capturing
65%
of growth

No. 1

SPAIN - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



Dec 11 Dec 12 Dec 13 Dec 14 Dec 15 Dec 16 Dec 17 Dec 18 Dec 19 Dec 20 Dec 21 Dec 22

in # rooms ('000)	2011	2019	YDT23	YDT23 vs. 19
B&B HOTELS	-	2.7	4.0	+1.3
Other Eco. Chains	18.9	21.5	24.0	+2.5
Total Eco. Chains	18.9	24.2	28.0	+3.8

capturing
35%
of growth

Crafting a pioneering eco-designed hotel: our B&B HOTEL in Guimarães, Portugal ✓



Our pioneering hotel in Guimarães, Portugal, was designed with sustainability in mind to minimise environmental harm. Based on a circular economy philosophy, it is the Iberian Peninsula's first eco-designed hotel.

[CLICK HERE TO FIND OUT WHY THIS HOTEL IS SO UNIQUE](#)

60%

CO₂ savings

The hotel's hybrid wood and concrete composition significantly reduced the hotel's carbon footprint

50%

reusable building materials

Half of the hotel's building materials will be reusable at the end of their life cycle



**Our B&B HOTEL
in Guimarães, Portugal:
focus on the lobby**

**Walls
and ceilings
made of
299 kg
of recycled
fishing nets**

**1,424 kg
of recycled
post-
industrial
plastic**

Our B&B HOTEL
in Guimarães, Portugal:
focus on the rooms

Construction
using only $\frac{1}{3}$
of the concrete
typically used
in similar
structures

Construction
was **50% faster**
compared to
traditional building
methods

UNLOCKING SUCCESS: HOW B&B HOTELS EMPOWERS FRANCHISEES



Acquire extensive operational expertise

B&B HOTELS boasts extensive operational expertise, **with hands-on management experience of over 700 properties.** We pass on these valuable insights to our new franchise partners, paving their way to a successful venture.

Tap into our established customer base

B&B HOTELS franchisees can benefit from direct cost savings by tapping into our large and reliable customer base. We take pride in our substantial community of customers, whose trust and preference enabled us to secure 67% of our bookings directly in 2022. This not only strengthens our bond with customers but also reduces franchisees' dependence on Online Travel Agencies and associated commissions.





Secure unmatched property development expertise

Our design and technical teams are equipped with unique skills in hotel development, holding **an impressive track record of opening more than 100 B&B HOTELS annually.** As a franchisee, you can leverage our smart hotel expertise to build or renovate your property in the most cost-effective and profitable manner, whatever the environment of your hotel.

Generate higher revenue

Hotels repositioned under the B&B HOTELS brand in Europe have experienced a revenue increase **directly after the first year of operations.**



SETTING UP YOUR FRANCHISE :

STEPS TO SUCCESS

**CONSTRUCTION****TRANSFORMATION**

Q&A

Do I need to be a hotelier to become a B&B HOTELS franchisee?

- You're not alone in this endeavour. Our dedicated team is always available to provide the necessary tools and guidance to ensure your success.

Does B&B HOTELS help me to set up my franchise?

- Location Selection.
- Establishment Conception: We assist you in designing and configuring your hotel to ensure optimal financial performance and operational efficiency.
- Design and Material Selection.

Does B&B HOTELS provide ongoing support for franchisees?

- Dedicated point of contact.
- Initial training.
- Operations recommendations.
- Marketing assistance.
- Ongoing operational support.

Does B&B HOTELS assist franchisees with revenue and day-to-day management?

- Advice and strategies for effective revenue management.
- Guidance for day-to-day operations.

Will I benefit from B&B HOTELS' brand image and reputation?

- Join a well-regarded and recognised brand in the hospitality industry.
- Benefit from our established brand image and reputation
- Increase customers' trust and confidence in your establishment



FOR ADDITIONAL INFORMATION

CLICK HERE TO REACH OUT TO YOUR LOCAL
B&B HOTELS DEVELOPMENT MANAGER

Or contact us here

grp-franchise@hotelbb.com

FRANCHISE WITH US



Check out our eco-designed website
www.bbhotels-group.com

Rated B on EcoIndex