

New brands for new travellers



Innovative hospitality brands and service standards



Agenda

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About Mangalis Hotel Group:
African-born hospitality group

2

Our brands & portfolio

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Why partner with us?

1. About Mangalis Hotel Group: African-born hospitality group



Africa's population boom



By 2050



The global population is estimated to be

9.7 billion

2.5 billion – 1 in 4
of the world's people
will be in Africa

Nigeria

will be the **3rd most populated country**, behind China and India

(Source: United Nations New York, 2017)

Les facteurs clés du marché Africain

Where Africa's tourists are originating from

Globally, there were

2.4 billion

people who travelled in 2019

67m of them travelled to/within Africa a rise of 7% year on year

Northern Africa accounted for 13% of the continent's travellers and sub-Saharan Africa 5%

The most represented regions and countries among tourists in Africa:

- Africa – more than 50% of arrivals
- France, Belgium and Germany
- China, Turkey and the Middle-East

Obstacles to tourism in Africa:

- Limited number of flight connections between sub-Saharan Africa countries
- Complexity and cost of obtaining visas
- Cost of intra-regional flights
- Political environment
- Feeling of insecurity relating to the terrorism



Market competition and analysis

Global and African hospitality market segmentation

62%

of worldwide hospitality inventory is within the economy and midscale segments

7

of the largest worldwide hotel chains are in the economy segment

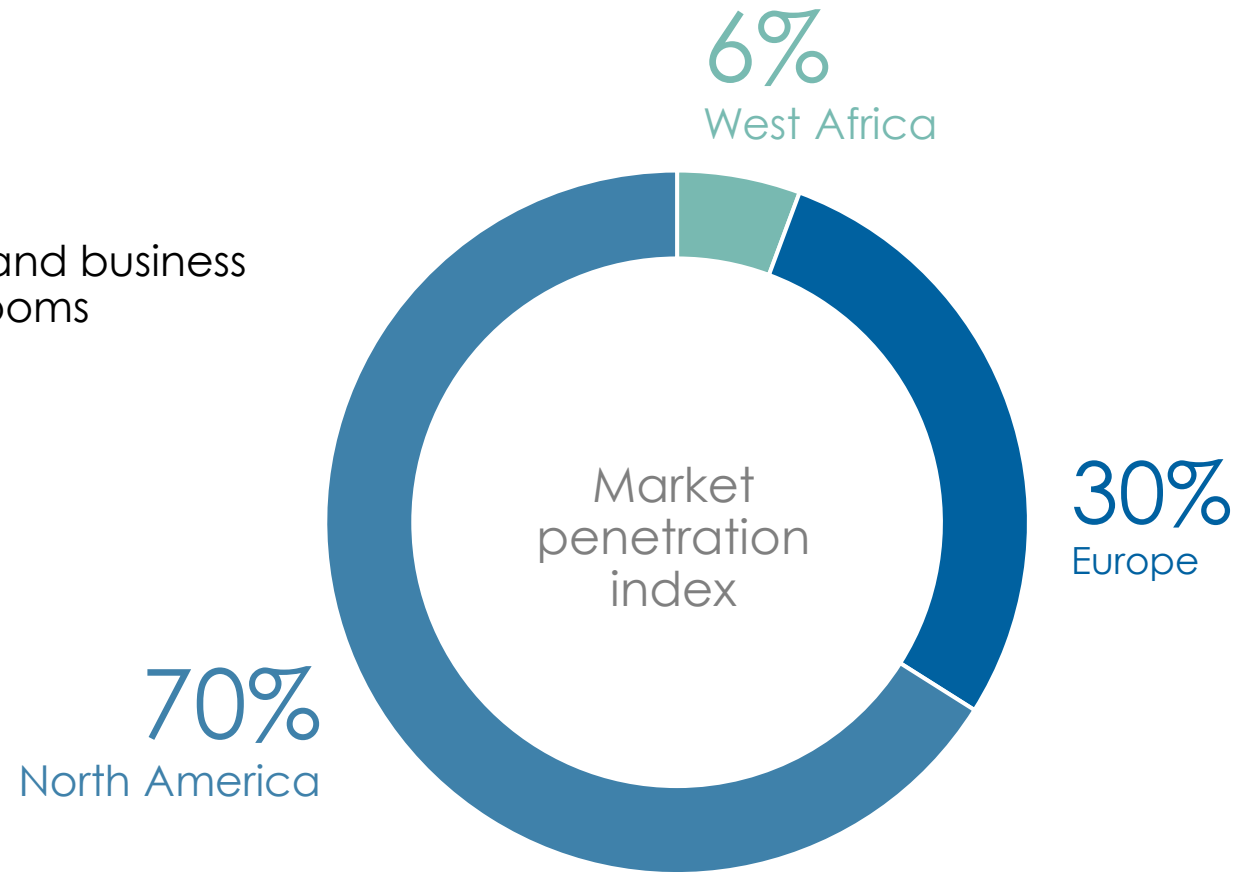
24.5%

In the Middle East and Africa, only of branded hotels are in the economy and midscale segments

Market competition and analysis

Hotel chains' penetration internationally

Despite the jump in the African population and business & resort tourism generally, the West Africa rooms inventory is still at less than 5,000 rooms



Market competition and analysis

Hotels chain penetration in Africa



CHAIN HOTEL INVESTMENT AND EXPANSION IN SUB SAHARIAN AFRICA

- **Between 2017 and 2025...**
- Openings of the NOOM Hotel Abidjan, RIU Senegal, ONOMO Maputo... Closure of the Sheraton Grand Conakry, and opening of the Radisson Conakry in 2025
- Openings of the Noom Hotel Conakry, the Azalai Abidjan & Dakar, the Seen Hotel Abidjan and Seen Ranhotel Bouaké, as well as the Novotel Adagio in Abidjan.
- But also hotel projects by Azalai, Mangalis, Onomo, Sheraton, Kama...
- Finally, major investments have been announced by large groups: 55 hotels by Hilton, 94 hotels by Marriott, 89 by Accor, 34 by Radisson, to name but a few. Translated with DeepL.com (free version)

(Source: W- Hospitality 2021 report)



Market competition and analysis

Africa – hotel chain development pipelines in 2023



Table 4: Hotel Chain Development Pipelines in Africa 2023 Top 10 Countries by Number of Rooms				
		Hotels	Rooms	Average Size
1	Egypt	103	24,944	242
2	Nigeria	42	6,772	161
3	Morocco	46	6,369	138
4	Ethiopia	33	6,129	186
5	Kenya	25	3,729	149
6	Cape Verde	14	3,660	261
7	Algeria	15	2,862	191
8	South Africa	21	2,768	132
9	Senegal	15	2,650	177
10	Côte d'Ivoire	16	2,445	153
	Total	330	62,328	189

- **Egypt lead** the country table, with almost 25 000 rooms in 103 hotels, and its streaking ahead of the pack, with more than three times the number of rooms in **second place Nigeria**, and nearly three times **third place Morocco**.

(Source: W Hospitality 2023 report)

Market competition and analysis

Hotel chain development pipelines in Africa



Top 10 Hotel Chains in Africa: Pipeline vs Existing

Table 10: Hotel Chain Development Pipelines in Africa 2023 Top 10 Hotel Chains: Pipeline vs Existing Hotels in Africa							
		Pipeline		Existing		Pipeline vs Existing (Rooms)	Potential Total (Rooms)
		Hotels	Rooms	Hotels	Rooms		
1	Marriott International	123	22,776	135	24,898	91%	47,674
2	Accor	89	17,484	161	27,506	64%	44,990
3	Hilton	67	12,427	46	12,056	103%	24,483
4	Radisson Hotel Group	30	5,572	59	11,788	47%	17,360
5	IHG	25	4,268	33	6,576	65%	10,844
6	Meliá Hotels & Resorts	7	1,983	10	2,776	71%	4,759
7	Kerten Hospitality	13	1,889	0	0	-	1,889
8	Hyatt Hotels & Resorts	11	1,792	12	2,124	84%	3,916
9	Wyndham	9	1,426	7	1,114	128%	2,540
10	Ascott	11	1,322	1	164	806%	1,486
TOTAL		385	70,939	464	89,002	80%	159,941

Regional actors



Teyliom Group overview

Teyliom Group realizes its operational development through Teyliom International created in 2001, the holding company which controls all the business vehicles.

				
PROPERTIES	FINANCE	INDUSTRIES	TELECOMS	HOSPITALITY
 <p>Promotion and real estate management. The segments covered are residential, office, and commercial real estate</p>	 <p>Banking and non banking financial services in Ivory Coast and Senegal</p>	 <p>Operating, and Distribution of mineral water and fruit juice produced in its plant located in Côte D'Ivoire / Logistics activities in Senegal</p>	 <p>Interests in the telecommunications sector. Holds 15% stake in MTN CI and 20% stake in Tigo Senegal</p>	 <p>Holds and operates a portfolio of hotels in the West Africa region</p>
Contribution to Group (2020)	Contribution to Group (2020)	Contribution to Group (2020)	Contribution to Group (2020)	Contribution to Group (2020)
• REVENUES: 18%	• REVENUES: 48%	• REVENUES: 12%	• REVENUES: 1%	• REVENUES: 21%

Our history (1/2)

Following the successful 2009 launch of the **Radisson Blu Hotel Dakar Sea Plaza**, Teyliom Group added a new division – **Teyliom Hospitality**.

Creation of hotel management company **Mangalis Hotel Group** and its investment structure **Inaugure Hospitality**



2011

2012

Création de **Noom Hotels**, enseigne haut de gamme



Creation of midscale hotel brand **Seen Hotels**



2013

2014

Creation of economy brand **Yaas Hotels**



Our history (2/2)

Opening of **Noom Hotel Conakry** (Guinea)



2016



Opening of **Yaas Hotel Dakar Almadies** (Senegal)

2017

Opening of **Seen Hotel Abidjan Plateau** (Ivory Coast)



2019

Opening of **Noom Hotel Niamey** (Niger)



Opening of **Noom Hotel Abidjan** (Côte d'Ivoire)



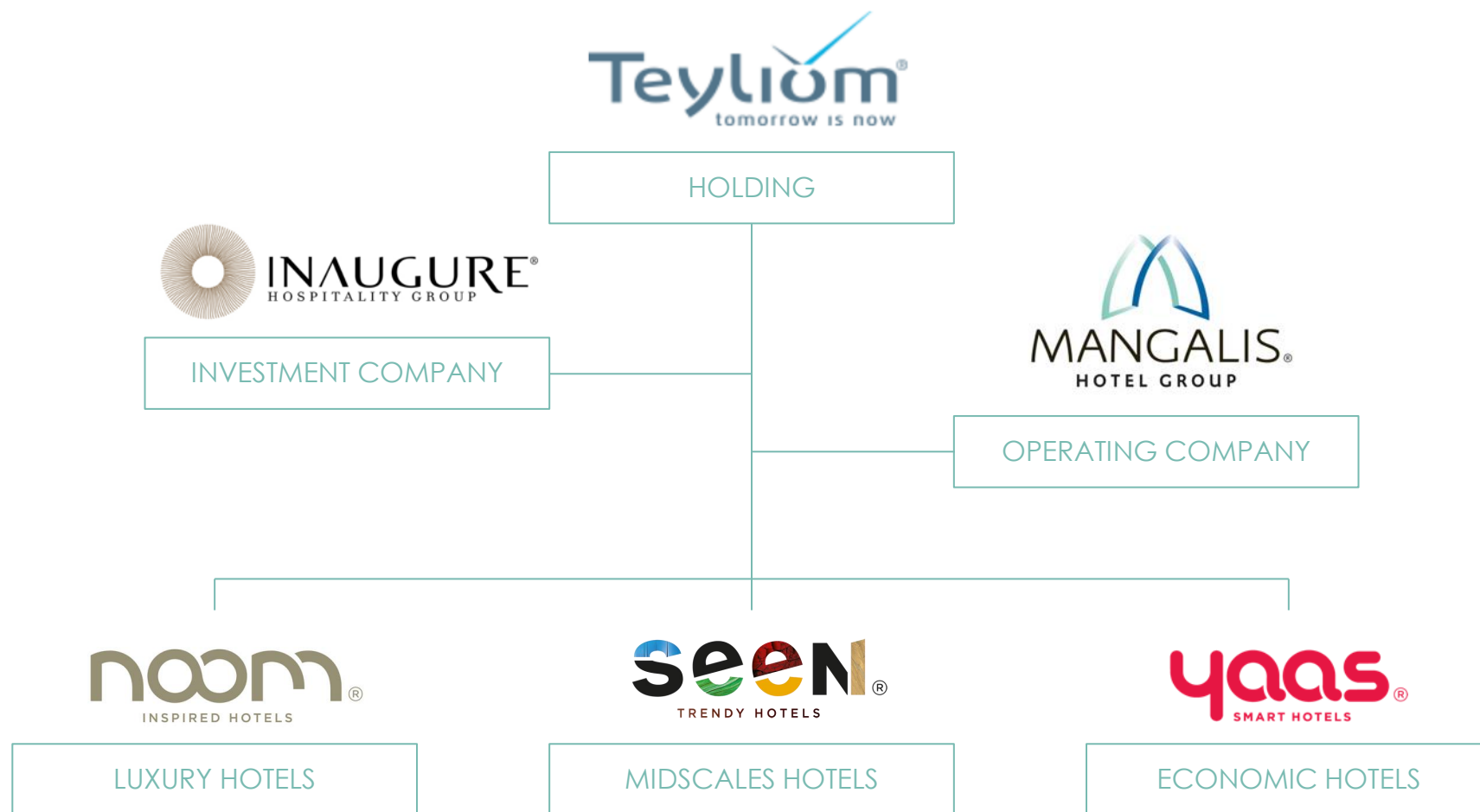
2021

2024

Opening of **Seen RanHotel Bouake** (Côte d'Ivoire)



Our corporate structure





2. Our brands & portfolio

Key assumptions for a development in Africa

Market

The **most unbranded** hotel market in the world

REVPAR

One of the best **RevPar growth** worldwide (Sub-Saharan region)

Demographic Growth

Strong **demographics** gives the base for long term growth

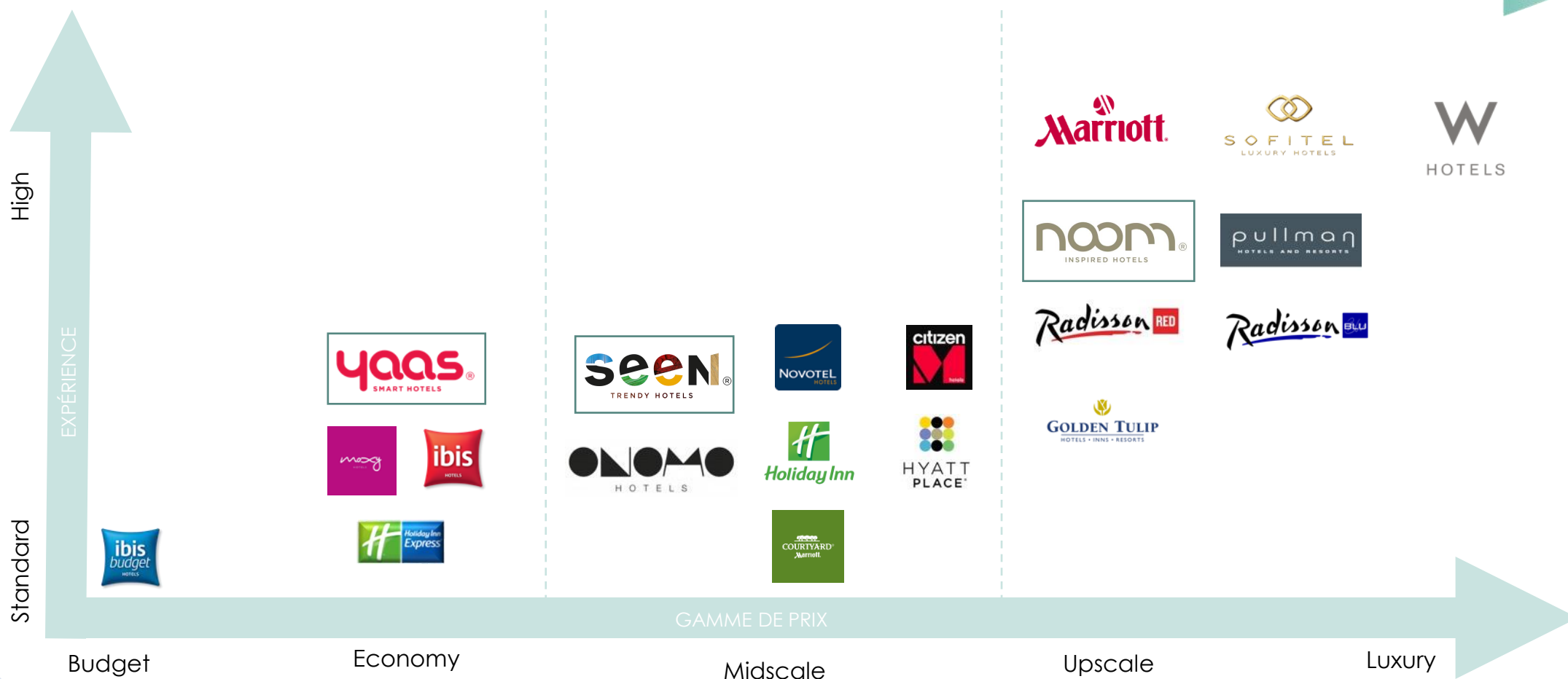
Flights

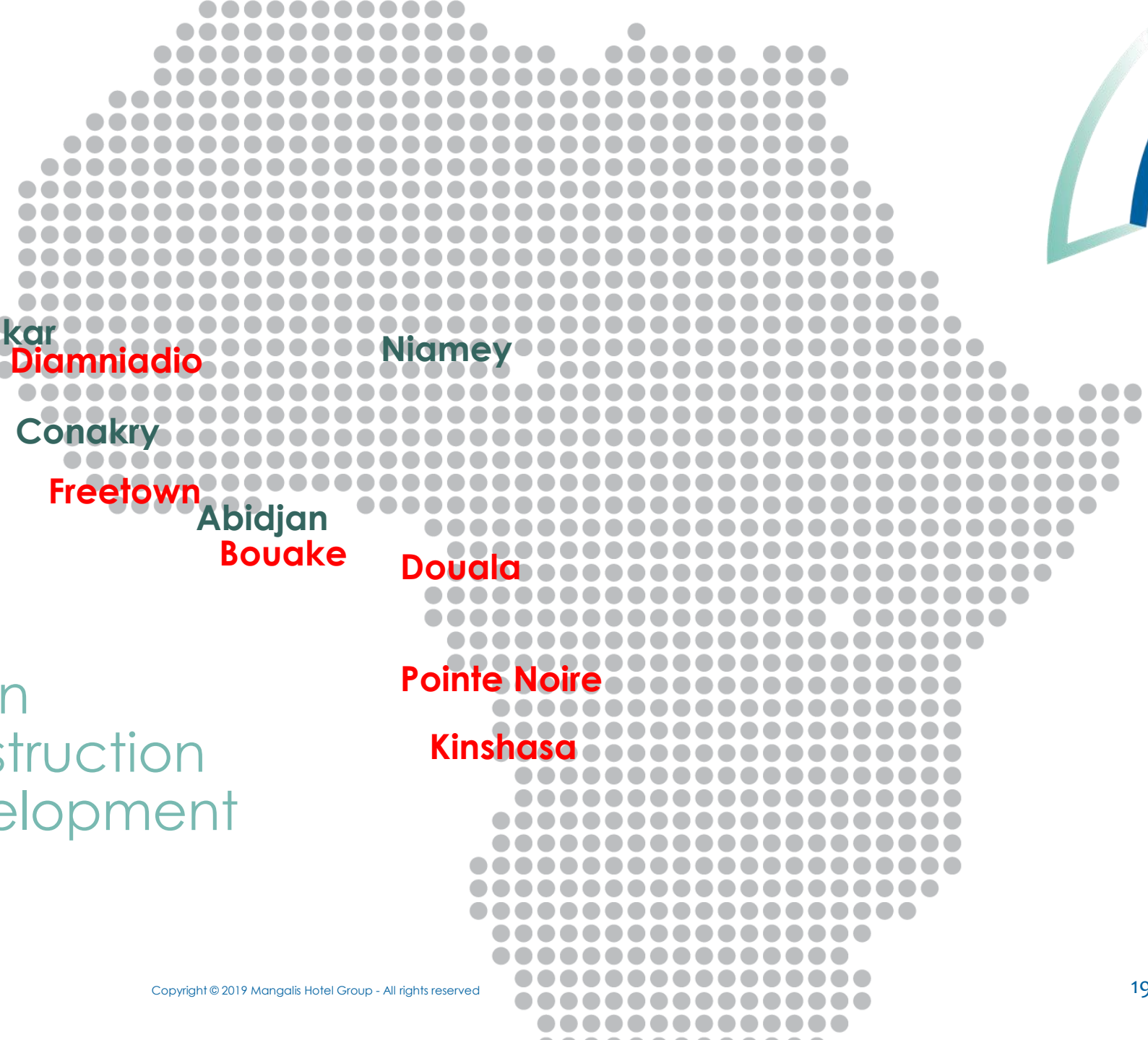
Booming airport developments

Regional Flow

Increase of regional traffic and **lack of economy and midscale supply** to meet the demand

Competitor landscape





Dakar
Diamniadio
Conakry
Freetown
Abidjan
Bouake
Niamey
Douala
Pointe Noire
Kinshasa

5 hotels in operation
6 hotels under construction
6 hotels under development



THE NEW UPSCALE HOSPITALITY

Brand Concept: International upper-upscale

- Locations: Business areas of all main cities
- Target audience: Corporate travellers with high purchasing power
- Inspired business hotels
- “Feel the city, sense the new upscale hospitality”



Brand Values

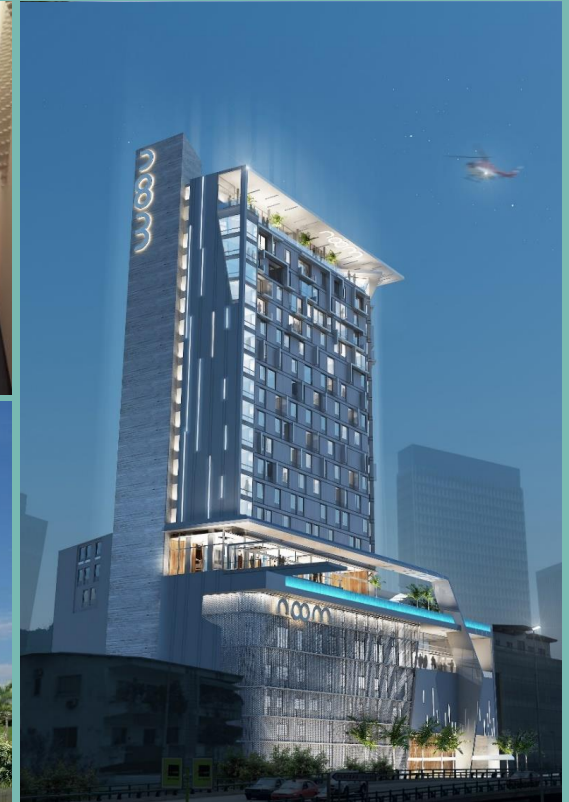
- Avant Garde
- Hedonism
- Vibrant
- Comitment

Brand Attributes

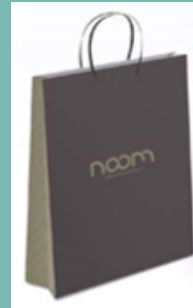
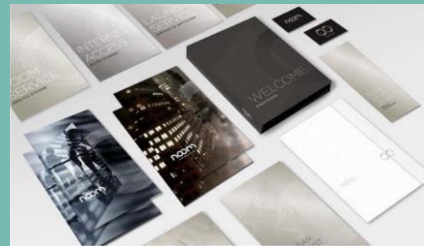
- Feel welcomed attitude
- Relax with the **NoomMood** ambiance, **OpenUp** Space Room concept and enjoy the versatility of the **DesktopBed**
- The tastiest **AfroFusion** cuisine at Noom Restaurant
- Meeting facilities and Business Centre to make work time easier

Competitors

- Pullman
- Radisson blu
- Marriott



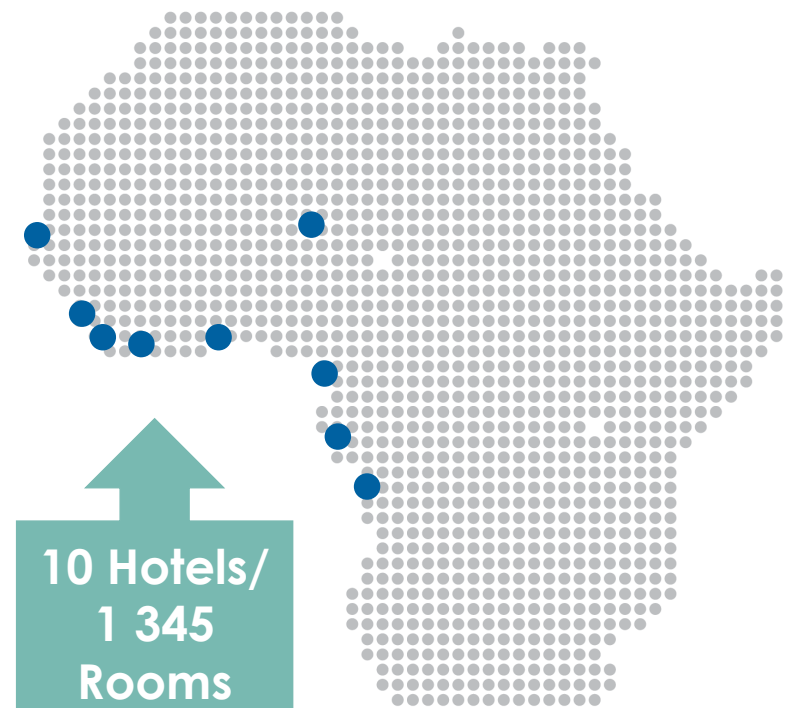
A complete upscale brand



Development program

HOTEL	COUNTRY	ROOMS	OPENING DATE
Noom Hotel Conakry	Guinée Conakry	187	In Operation
Noom Hotel Niamey	Niger	141	In Operation
Noom Hotel Abidjan	Côte d'Ivoire	193	In Operation
Noom Hotel Pointe Noire	République du Congo	141	2023
Noom Resort Assinie	Côte d'Ivoire	40	2023
Noom Hotel Bouake	Côte d'Ivoire	100	2023
Noom Hotel Douala	Cameroun	144	2024
Noom Hotel Kinshasa	RDC	158	2024
Noom Hotel Dakar Sea Plaza (rebranding of Radisson to Noom)	Senegal	241	2024

noom[®]
INSPIRED HOTELS



Midscale hospitality
reinvented



Brand Concept: Upper midscale on-trend

- Locations: Key business districts, near main airports
- Target audience: Business travellers with medium/low purchasing power
- Affordable hotels with a unique combination of nature and technology, mainly for business travel or a short city getaway



Brand Values

- Innovative & on-trend
- Creative & simple
- Connected to modernity

Brand Attributes

- Unique **Double Square™** designer room with **CocoonBed™** to guarantee a great night's sleep
- **SeenCafé** modern brasserie
- **Seen Sense™** ambiance (fragrance, music)

Competitors

- Novotel
- Holiday Inn
- Citizen M



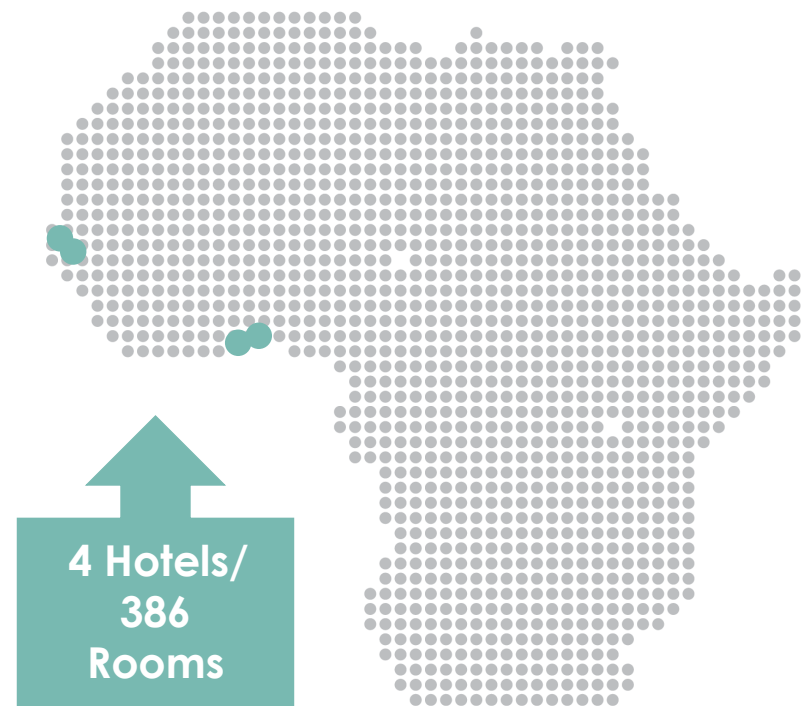
A complete on-trend brand



Development program



HOTEL	COUNTRY	ROOMS	OPENING DATE
Seen Hotel Abidjan Plateau	Côte d'Ivoire	137	In Operations
Seen Residences Dakar Kermel	Sénégal	23	2023
Seen Hotel Airport	Sénégal	120	2025
Seen Hotel Freetown	Sierra Leone	106	2023



New lifestyle and
connected hospitality



Brand Concept: Lifestyle and connected

- Locations: Emerging downtown areas and airports
- Target audience: Business and leisure travellers on short trips and sports travel, and families looking for good value



Brand Values

- Smart & optimistic
- Simple & cheerful
- Playful modularity

Brand Attributes

- Yaas Vibe ambiance
- Original room design Living Space concept and the innovative LoungeBed
- Energetic breakfast – Restaurant and Grab & Go vending service
- Lobby social networking concept

Competitors

- Ibis
- Holiday Inn Express
- Moxy



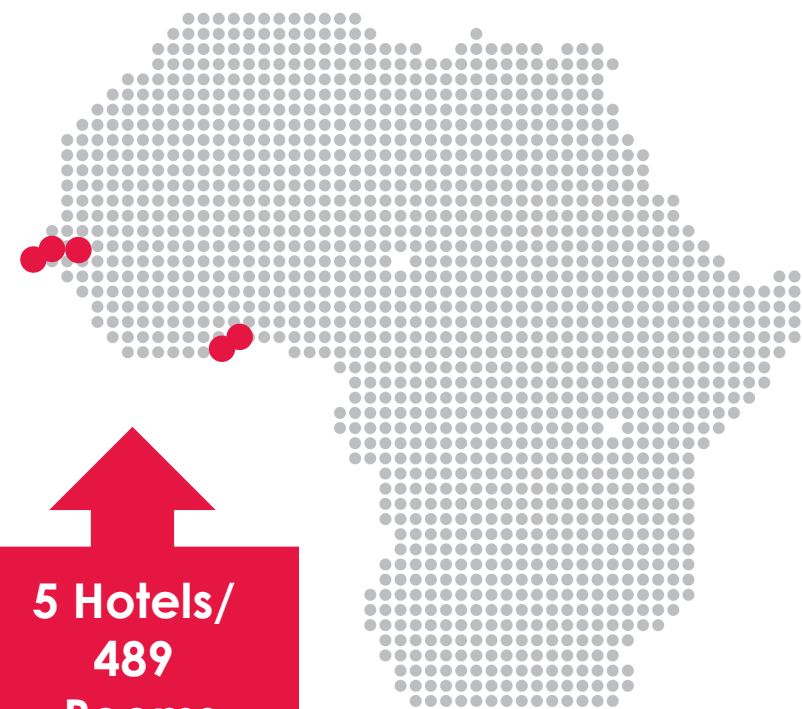
A complete, smart brand



Development program

HOTEL	COUNTRY	ROOMS	OPENING DATE
Yaas Hotel Dakar Almadies	Sénégal	89	In Operation
Yaas Hotel Dakar République	Sénégal	73	2023
Yaas Residences Abidjan Plateau	Côte d'Ivoire	63	2024
Yaas Hotel Diamniadio	Sénégal	126	2024
Yaas Hotel Abidjan Akwaba	Côte d'Ivoire	138	2025

yaas
SMART HOTELS



**5 Hotels/
489
Rooms**



3. Why partner with us?

The 3 pillars of our business success



Our International and African team

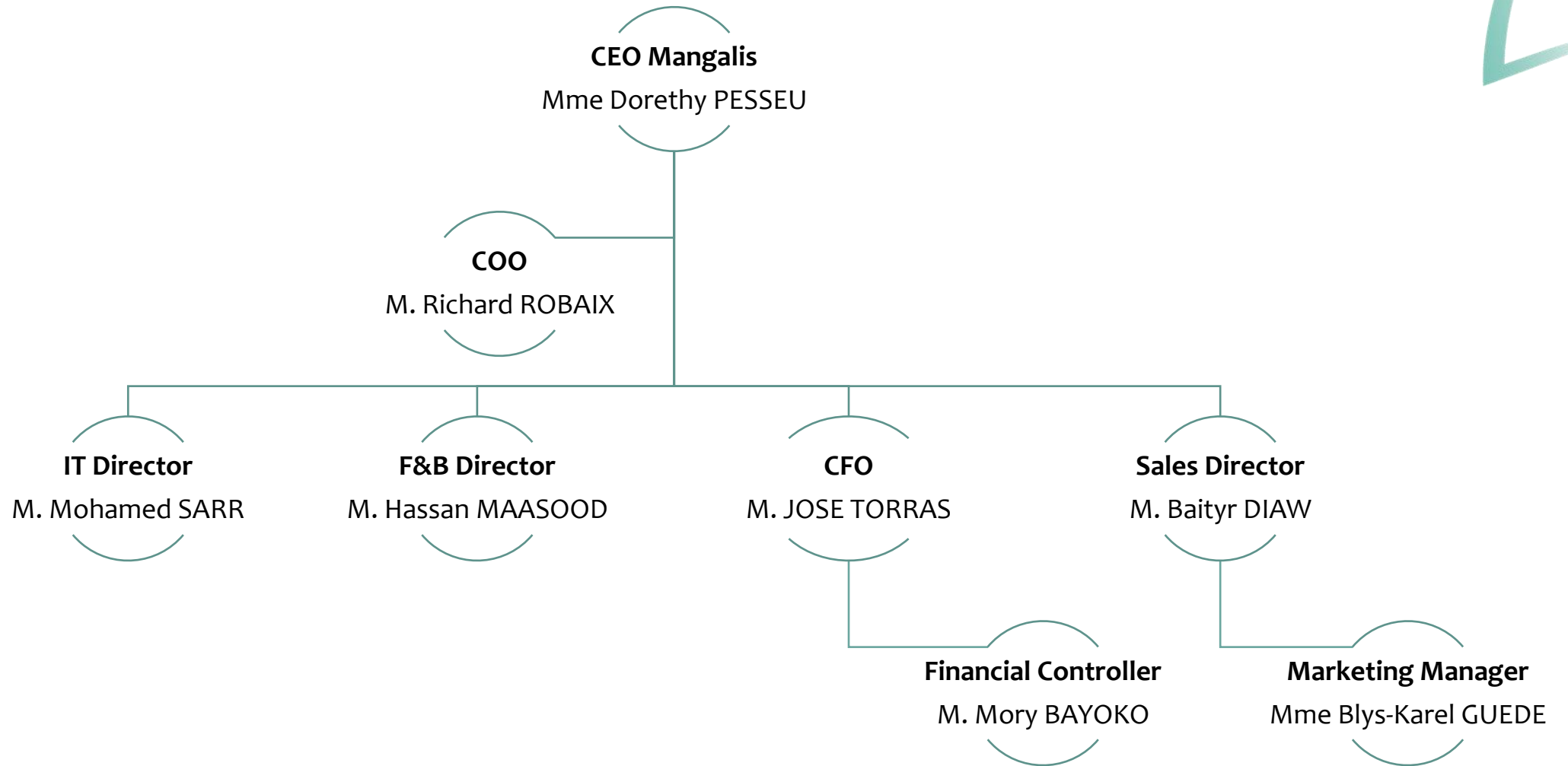
Our ambitious team is made up of
6 nationalities

Headquarters are in Abidjan.

Mangalis draws on the international expertise of team-members who have worked with the largest hotel groups (Radisson Hotel Group, Accor and AC by Marriott)

Our subsidiary office is in Abidjan, the main economic hub of Cote d'Ivoire and West Africa

Our team



Our turnkey solution



Technical expertise & modular construction



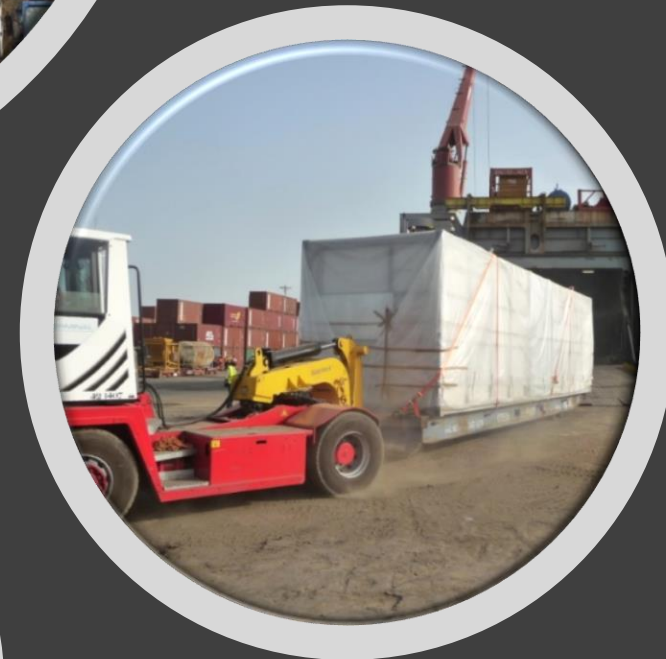
Turnkey, Plug & Play solution
from design and construction to supply
chain and operations management

Record construction lead time
time to market around 14/28 months

Significantly
**less on-site activity and
disturbance**

Process substantially
**reduces total project cost – on average
20% less than competitor pricing**

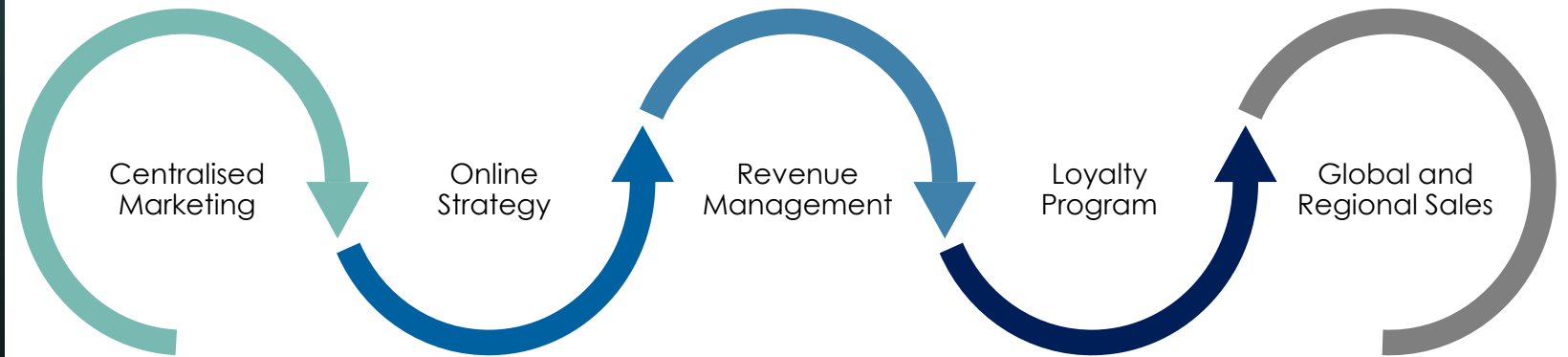
Flexibility in our
commercial terms



Technical expertise & modular construction

- Modular with steel structure – greener, faster, smarter:
- Building is 80% constructed off-site, under controlled plant conditions, using the same materials and designing standards as conventionally built facilities
- Rooms and corridors floors: complete structural prefabricated modules (tubular metallic frame), 100% finished including furniture and fittings, manufactured offsite in factory and after transported to site for final assembly.
- Ground floor and communication cores: prefabricated reinforced metallic structure, assembled on site.

Sales & marketing



Join us as we set a
new hospitality
benchmark in Africa
and beyond

