



STYLISH HOTELS FOR URBAN SPIRITS

Founded in 1998 by Antonio Catalán, AC Hotels has 74 properties located in Spain, Italy, France and Portugal. AC Hotels and Marriott formed a joint venture in 2011, leveraging the unique style and design of these upscale urban-inspired hotels with the portfolio power and distribution of Marriott International. In June 2013, the brand launched in the U.S. and looks to grow into major travel markets.

AC Hotels by MarriottSM provides innovative spaces of freedom and comfort, with a style that defines the most contemporary hospitality – the unmistakable AC style. This brand targets travelers searching for a design-led hotel in a great location. Sleek, sophisticated European-inspired aesthetics bring the culture of the location alive to support our guests' experience.

The public space in AC Hotels by Marriott has a crisp, linear design, and features gallery quality modern artifacts. The AC Lounge creates a dynamic atmosphere, offering craft beers, signature cocktails, specialty wines and "small plate" food offerings. The guest room features simplistic design with sophisticated furnishings and thoughtful architectural lighting. Each hotel has two Media Salons with integrated technology and a medium sized meeting room (optional) for business and social events.



| Distribution (Q1 2014) | Units | Rooms |
|---------------------------|-------|-------|
| U.S. and Canada Open: | 0 | 0 |
| U.S. and Canada Pipeline: | 22 | 3,675 |
| International Open: | 74 | 8,329 |
| International Pipeline: | 10 | 1,828 |

Fees

Application Fee: \$75,000 or \$500 per guest room

Royalty Fee: 5.5% of Gross Room Sales

Marketing Fund Fee: 2.5% of Gross Room Sales

Estimated Cost Plan

100 – 150 keys

Average Cost Per Key: \$104,600 – \$133,800

150 – 200 keys

Average Cost Per Key: \$102,400 – \$130,900

AC Hotels Standard Attributes

Public Space / Registration

- European sensibility with linear clean aesthetic and distinct tone-on-tone color palate
- Local connection through museum-quality modern artifacts
- Flexible public space layout options
- Retail featuring fresh food items, salty and sweet snacks and specialty beverages

AC Lounge / AC Kitchen / Library

- Dynamic atmosphere defining the local bar scene
- Focus is on beverage "B&F"; craft beers, signature cocktails and specialty wines; menu features shareable plates, bar bites and snacks
- Multimedia area with comfortable seating, 52" flat-panel TV
- Library adjacent to the AC Lounge with collaboration area with low communal table and reading area with carefully curated press, magazines and city guides
- Business services (located in the library) include printer, high speed internet and a tablet for guest use
- Healthy crafted European-inspired breakfast (paid offering)

Guestroom and Bathroom

- Two room type options
- Simplistic design with consistent FF&E in all rooms
- Signature closet featuring exposed design
- Showers as standard
- Work desk and luggage bench
- Thoughtful architectural lighting
- Complimentary Wi-Fi

Meetings and Fitness

- Required two Media Salons with integrated technology
- One medium-sized room for business or social events (optional)
- Workspace on Demand by Marriott for online meeting space bookings
- Complimentary state-of-the-art fitness facilities



AC Hotel La Finca



AC Hotel Ambassador Antibes- Juan les Pins



AC Hotel Milano