DIFFERENT. BY DESIGN.

Bursting with a vibrant social atmosphere and a competitive price point, travelers around the globe are seeking the Aloft experience. With over 175 hotels across 27 countries and 5 continents, Aloft has taken the industry by storm, stealing market share and gaining third-party recognition while its raving brand fan base continues to grow. The time to build is now. Let’s go.

DISTRIBUTION (YE 2019)
Aloft has over 175 hotels globally and a robust pipeline of 132 hotels.

<table>
<thead>
<tr>
<th></th>
<th>U.S. &amp; Canada</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Rooms</td>
</tr>
<tr>
<td>Open</td>
<td>119</td>
<td>17,647</td>
</tr>
<tr>
<td>Pipeline</td>
<td>84</td>
<td>11,345</td>
</tr>
</tbody>
</table>

KEY COMPETITORS
Hilton Garden Inn, Hyatt Place

RECORD GROWTH
With over 175 hotels across 27 countries and more in the pipeline, increasing guest and owner demand is driving expansion globally.

RECENT OPENINGS
Aloft Austin Airport, TX
Aloft Mountain View, CA

FRANCHISE HOTEL PERFORMANCE*

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Average Daily Room Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Rate</td>
<td>75.1%</td>
<td>$149.06</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$112.01</td>
<td>104.6</td>
</tr>
</tbody>
</table>

Loyal Customer Base
Average Percentage of Loyalty Program Contribution to Occupancy at Aloft Hotels is 41.2%

Lower Cost Bookings
Marriott’s channels generate 73.8% of Aloft Hotels’ reservations

COMPETITIVE FEE STRUCTURE*

Application Fee
$75,000 plus $500 per guestroom in excess of 150 guestrooms

Royalty Fee
5.5% of Gross Room Sales

Program Services Contribution
3.15% of gross room sales (which includes a contribution to the Marketing Fund of 1% of gross room sales); plus $10,000 per year; plus $220 per guestroom per year.

FAST + FLEXIBLE BUILDING OPTIONS
Highly effective and cost efficient design works for all building types: prototype, conversion, adaptive reuse and purpose build.
- Fully sourced, easy to use FF&E package
- Designed as a prototypical build for both guestroom and public space

OPTIMIZED COST PLAN
(for select costs)**

80 – 110 KEYS
Estimated Cost Per Key
$112,000 – $174,000

120 – 150 KEYS
Estimated Cost Per Key
$101,000 – $156,000

* 2019 Aloft Hotels Franchise Disclosure Document. Additional details included on the back. For all other costs and fees, refer to the FDD.

** The “Estimated Cost Per Key” includes select building construction, kitchen and laundry equipment, FF&E, start-up costs, and certain additional funds. You will incur additional costs. Please refer to our 2019 Aloft Hotels Franchise Disclosure Document for complete details.
Clean, contemporary architecture houses open spaces that are alive with activity. The Re:mix lounge and pool table set the stage for innovative programming and can’t-miss events. Loft-like guestrooms, a vibrant social scene anchored by the WXYZ® bar, Re:fuel café and industrial design elements set Aloft apart from its competitors. Aloft is always evolving its design to accommodate the lifestyle of today’s modern traveler.

LOFT GUESTROOMS
With increased efficiencies, an update to design and a more flexible in-room layout, the new guestroom is everything guests need and nothing they don’t. For conversions, options for both prototypical square layout & a shotgun-style room are available.

RE:MIX & W XYZ® BAR
Re:mix has been updated to include more zones and signature touch points like listening booths, to allow guests to mix it up over music and sip on seasonal cocktails at W XYZ® bar. Guests and locals can catch can’t miss live acoustic performances while snacking on our new menu of sharable plates with a twist.

RE:FUEL BY ALOFT
Introducing the next generation of foodie fix at Aloft. From morning to midnight, guests have access to fresh, nutritious and innovative food options including made-to-order breakfast. Items are prepared to take on the go in our signature Breakfast Pots or wraps.

BRANDS. LOYALTY. PARTNERSHIPS. RESULTS. MADE HERE.
Visit MarriottDevelopment.com or call 301.380.3200

Aloft Hotels Franchise Disclosure: As of December 31, 2018, there were 108 Aloft Hotels open and operating in North America (U.S. and Canada); of these, 107 were franchised. The data reflects the performance for the 75 franchised Aloft Hotels open and operating in North America for 24 months as of December 31, 2018, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 24 months preceding December 31, 2018. Of the 75 Aloft hotels, 37 (49.3%) achieved an average occupancy rate equal to or greater than 75.1%; 31 (41.3%) achieved an average daily room rate equal to or greater than $149.06; 29 (38.7%) achieved or exceeded the average RevPAR of $112.01; and 32 (42.7%) achieved an average RevPAR Index equal to or greater than 104.6. Of the 75 Aloft Hotels, 48 (64.0%) had 73.8% or more of their total gross room nights booked at their hotel come from all Reservation Channels and 39 (52.0%) achieved or exceeded the average percentage of loyalty program contribution to occupancy of 41.2%. There is no assurance that you will do as well OFFER AND SALE BY PROSPECTUS ONLY. See Item 19 of our Franchise Disclosure Document dated March 31, 2019, for additional details.