The Beauty of Simplicity.

Fairfield's 30+ year legacy of performance offers owners and franchisees a highly efficient economic model that delivers strong results. The second largest Marriott International brand, Fairfield is a proven performer and is growing rapidly. The brand consistently exceeds goals across key metrics: guest satisfaction, RevPAR, Marriott channel contribution and owner satisfaction. The prototype was designed to deliver flexibility—whether the hotel is located in an urban, secondary or tertiary market. This innovative model enables owners to adapt to site requirements and local market needs. Considered the most efficient cost to build in the upper midscale tier, the new prototype emphasizes speed to market.

Fairfield warmly welcomes guests with friendly service and comfortable spaces - offering them the flexibility to work, rest and maintain their balance while on the road. Signature amenities include complimentary hot breakfast and coffee, plus fitness center and lobby market available 24/7. With a heritage from the Marriott family farm, Fairfield delivers the quality and reliability you expect - backed by the Fairfield Guarantee.

**DISTRIBUTION (Q2 2020)**

With growth throughout the U.S. as well as Latin America, Mexico and Asia, the brand has reached nearly 1,100 open hotels and has the largest pipeline in the Marriott portfolio with over 450 properties.

**U.S. & CANADA**

<table>
<thead>
<tr>
<th>Units</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>1,029</td>
</tr>
<tr>
<td>Pipeline</td>
<td>337</td>
</tr>
</tbody>
</table>

**GLOBAL**

<table>
<thead>
<tr>
<th>Units</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>1,087</td>
</tr>
<tr>
<td>Pipeline</td>
<td>452</td>
</tr>
</tbody>
</table>

**KEY COMPETITORS**

- Hampton Inn
- Holiday Inn Express

**RECENT OPENINGS**

- Fairfield & Suites Morganton Historic Downtown, NC
- Fairfield Inn & Suites Livingston Yellowstone, MT

**2019 FRANCHISE HOTEL PERFORMANCE**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Average Occupancy Rate</th>
<th>Average Daily Room Rate</th>
<th>Average RevPAR</th>
<th>RevPAR Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.4%</td>
<td>$117.74</td>
<td>$85.21</td>
<td>110.3</td>
<td></td>
</tr>
</tbody>
</table>

**Loyal Customer Base**

Average Percentage of Loyalty Program Contribution to Occupancy at Fairfield is 53.2%.

**Lower Cost Bookings**

Marriott's channels generate 67.7% of Fairfield reservations.

**Note:** These results reflect the performance of system hotels before the emergence of the COVID-19 outbreak, which has impacted consumer and business travel and caused declines in key operating metrics. See our news page (https://news.marriott.com/) for the latest information.

**COMPETITIVE FEE STRUCTURE**

- **Application Fee**
  - $75,000 plus $400 per guestroom in excess of 125 guestrooms
- **Royalty Fee**
  - 5.5% of Gross Room Sales
- **Program Services Contribution**
  - 3.85% of gross room sales (which includes a contribution to the Marketing Fund of 2.5% of gross room sales); plus $7,000 per year; plus $135 per guestroom per year.

**OPTIMIZED COST PLAN**

<table>
<thead>
<tr>
<th>Cost Per Key (for select costs)</th>
<th>80 – 110 keys</th>
<th>120 – 150 keys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated</td>
<td>$96,000 – $155,000</td>
<td>$90,000 – $144,000</td>
</tr>
</tbody>
</table>

**ASK US ABOUT OUR DEVELOPMENT INCENTIVES**

* 2020 Fairfield by Marriott 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 2020 Fairfield by Marriott Franchise Disclosure Document for complete details.
FLEXIBLE BUILDING DESIGN

- Contemporary design and flexible prototype to meet varying site and market requirements.
- Breakfast room with multiple seating offerings for increased seating capacity.
- Functional and efficient public space and lounge area with open views, natural light and amenities guests need.

PRODUCTIVE GUEST ROOMS/SUITES WITH INTUITIVE DESIGN

- The spacious and modern suite offers separate areas for working and sleeping.
- Flexible workspace with desk, ergonomic chair, and outlets where you need them.
- Multi-functional smart wardrobe, creating space for a refrigerator, optional microwave and coffee maker.
- Purposeful storage solutions for hanging items, a luggage counter and drawers.
- An elevated bath experience with large glass walk-in shower.
- Hotels have a 25% suite mix.
- The “Modern Calm” decor package reflects the brand’s heritage and is adaptable for non-prototypical hotels.

OTHER AMENITIES

- Complimentary breakfast daily featuring hot items and healthy options.
- “Corner Market” – offering healthy “grab and go” food and beverage options 24/7.
- Minimum 600 square foot fitness room with new, modern finishes and H2O Station.
- Scalable meeting space options to meet the demands of your market.
- Outdoor lounge and seating areas, based on market need.
- Optional indoor/outdoor pool, based on market need.

BRANDS. LOYALTY. PARTNERSHIPS. RESULTS. MADE HERE.

Visit MarriottDevelopment.com or call 301.380.3200

Fairfield Franchise Disclosure: As of December 31, 2019, there were 1,001 Fairfield hotels open and operating in North America (U.S. and Canada); of these, 994 were franchised. The data reflects the performance of the 831 franchised Fairfield 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 831 franchised Fairfield hotels, 170 hotels were designed and constructed in accordance with our standards for 4th generation or later Fairfield hotels (the “New Generation Hotels”). The average performance of the New Generation Hotels for the one-year period ended December 31, 2019 in the following categories: (1) occupancy rate; (2) daily room rate; (3) RevPAR; and (4) RevPAR Index are as follows: 91 (53.5%) achieved an average occupancy rate equal to or greater than 72.4%; 63 (37.1%) achieved an average daily room rate equal to or greater than $117.74; 67 (39.4%) achieved or exceeded the average RevPAR of $85.21; and 83 (48.8%) achieved an average RevPAR Index equal to or greater than 110.3. Of the 831 STR Included Franchised Fairfield Hotels, 361 (43.4%) had 67.7% or more of their total gross room nights booked at their hotel come from all Reservation Channels and 449 (54.0%) achieved or exceeded the average percentage of loyalty program contribution to occupancy of 53.2%. 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, 2020, for additional details.