Moxy Hotels, Marriott International’s newest and edgiest affordable brand, serves as a playground that attracts Fun Hunter travelers. With a highly competitive market for hotels, Moxy gives owners and franchisees a new pick of the litter to compete in the upper, midscale priced tier in prime urban locations. The Moxy brand offers a turnkey solution to deliver a vibrant, lifestyle experience-driven product in a franchise model that is easy to implement and scalable.

For guests, Moxy is of exceptional value through offering lively public spaces and minimalist style. Moxy offers everything you want, nothing you don’t.

For owners and franchisees, the brand allows for easy development in urban/metro areas with a favorable cost-to-build model featuring efficient rooms of 183 square feet and a lean staffing model.

Marriott’s formula for establishing new and interesting brands is tried and tested and our success in the select service sector is well recognized. Like all of our brands, Moxy is supported by the Power of Marriott – the robust demand of younger generation travelers to maximize their savings drives top-line revenue for the brand. With over 130 hotels approved or under construction, Moxy is ready to play on.

**DISTRIBUTION (Q2 2020)**

A global growth of a new brand, Moxy currently has over 60 hotels open worldwide and 130 properties in the pipeline.

**U.S. & CANADA**

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>Rooms</th>
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<tbody>
<tr>
<td>Open</td>
<td>21</td>
<td>4,149</td>
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<tr>
<td>Pipeline</td>
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<td>5,299</td>
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**GLOBAL**

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<tbody>
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<td>63</td>
<td>12,433</td>
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<tr>
<td>Pipeline</td>
<td>130</td>
<td>23,930</td>
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</tbody>
</table>

**KEY COMPETITORS**

Citizen M, Tommie, Generator, Motel One, Pod 39, Mama Shelter, Yotel

**RECENT OPENINGS**

Moxy Louisville Downtown, KY
Moxy Nashville Vanderbilt at Hillsboro Village, TN
Moxy Seattle Downtown, WA

**2019 FRANCHISE HOTEL PERFORMANCE**

<table>
<thead>
<tr>
<th></th>
<th>Average Occ Rate</th>
<th>Average Daily Room Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77.6%</td>
<td>$190.42</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Average REVPAR</th>
<th>Average REVPAR INDEX</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$147.71</td>
<td>92.4</td>
</tr>
</tbody>
</table>

**LOYAL CUSTOMER BASE**

Average Percentage of Loyalty Program Contribution to Occupancy at Moxy Hotels is 45.2%

**LOWER COST BOOKINGS**

Marriott’s channels generate 86.5% of Moxy Hotels’ 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**

The greater of $90,000 plus $500 per guestroom in excess of 150 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**

**EST. COST PER KEY** (for select costs)

<table>
<thead>
<tr>
<th>100 – 150 KEYS</th>
<th>150 – 200 KEYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$96,000 – $172,000</td>
<td>$96,000 – $157,000</td>
</tr>
</tbody>
</table>

* 2020 Moxy Hotels Franchise Disclosure Document. 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 Moxy Hotels Franchise Disclosure Document for complete details.
MOOMENTS TO LOVE

Moxy Hotels makes play easy and work fun with the heart of a boutique hotel and an attitude that doesn’t always follow the rules. There’s a drink waiting for you with your room key at the bar. Communal spaces buzz with the energy of our fun-hunting, free-spirited guests both day and night. We’re not here to disrupt your travel style, we’re here to bring it out. So go on, carry on, play on #atthemoxy

BAR MOXY/CHECK IN

Forget about front desks! Check in at the bar and while there, grab a drink. Then head on over to the buzzing living room which is ignited with adult games to amp up the fun.

- You can’t miss the video wall featuring The Guestbook. Check out what’s going on, who’s stopping by or post your own Instagram pics.
- The tech-enabled space offers furiously fast and free WiFi and provides USB ports and convenient electrical outlets throughout.
- Library / Plug In: AKA the peace and quiet zone, for undisturbed solo or mellow small group pursuits.
- The Welcome: Part entry, part living room, balances what happens now with what might happen next. Check in, check out, hang out.
- Lounge: See and be seen. The ultimate conversation pit pulses with energy. Music and media reinforce the Lounge as a daytime hangout and nighttime party.
- Other public spaces include a full circuit fitness center + fun zone offers a boxing bag, gymnastics equipment, stretch area and more as well as scalable meeting space options are available to meet markets demands.

THE ROOM

- Rooms are accessed with keyless entry. Tech savvy guests can use their smartphone.
- A small footprint with big offerings, this functional room offers a small fold down desk, signature peg wall and under the bed cubbies that provide the ultimate flexibility when unpacking.
- 55-inch LED TV and technology features in the room include furiously fast and free WiFi, screencasting and enough USB plugins to keep you and your devices at 100%.
- Comfy platform beds seemingly float above the floor with an infrared sensor for lighting in storage cubbies.
- The bathroom features a one compartment layout with barn door, glass enclosed shower and vibrant signature amenities.
- Hard surface flooring.

B&F

- Coffeehouse by day, lively bar by night. The 24/7 self-service approach offers grab-and-go favorites or a hot entrée; a convenient nosh for every taste.
- From yogurt in the morning to naans at night, we’ve got what you want – in recyclable packaging of course.
- Casual and lively, our bar programming helps our Fun Hunters to what they were born to do – have fun – by offering a variety of activities, game nights, and local talent showcases.

BRANDS. LOYALTY. PARTNERSHIPS. RESULTS. MADE HERE. VISIT MARRIOTTDVELOPMENT.COM OR CALL 301.380.3200

Moxy Hotels Franchise Disclosure: As of December 31, 2019, there were 21 Moxy Hotels open and operating in North America (U.S. and Canada); of these, 21 were franchised. The data reflects the performance for the 11 franchised Aloft Hotels open and operating in North America for 12 months as of December 31, 2019, for which Smith Travel Research, Inc. has data and which did not undergo material renovations or expansions during the 12 months preceding December 31, 2019. Of the 11 Moxy hotels, 4 (36.4%) achieved an average occupancy rate equal to or greater than 77.6%; 3 (27.3%) achieved an average daily room rate equal to or greater than $190.42; 3 (27.3%) achieved an average RevPAR Index equal to or greater than 92.4. Of the 11 Moxy Hotels, 5 (45.5%) had 86.5% or more of their total gross room nights booked at their hotel come from all Reservation Channels and 8 (72.7%) achieved or exceeded the average percentage of loyalty program contribution to occupancy of 45.2%.

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.