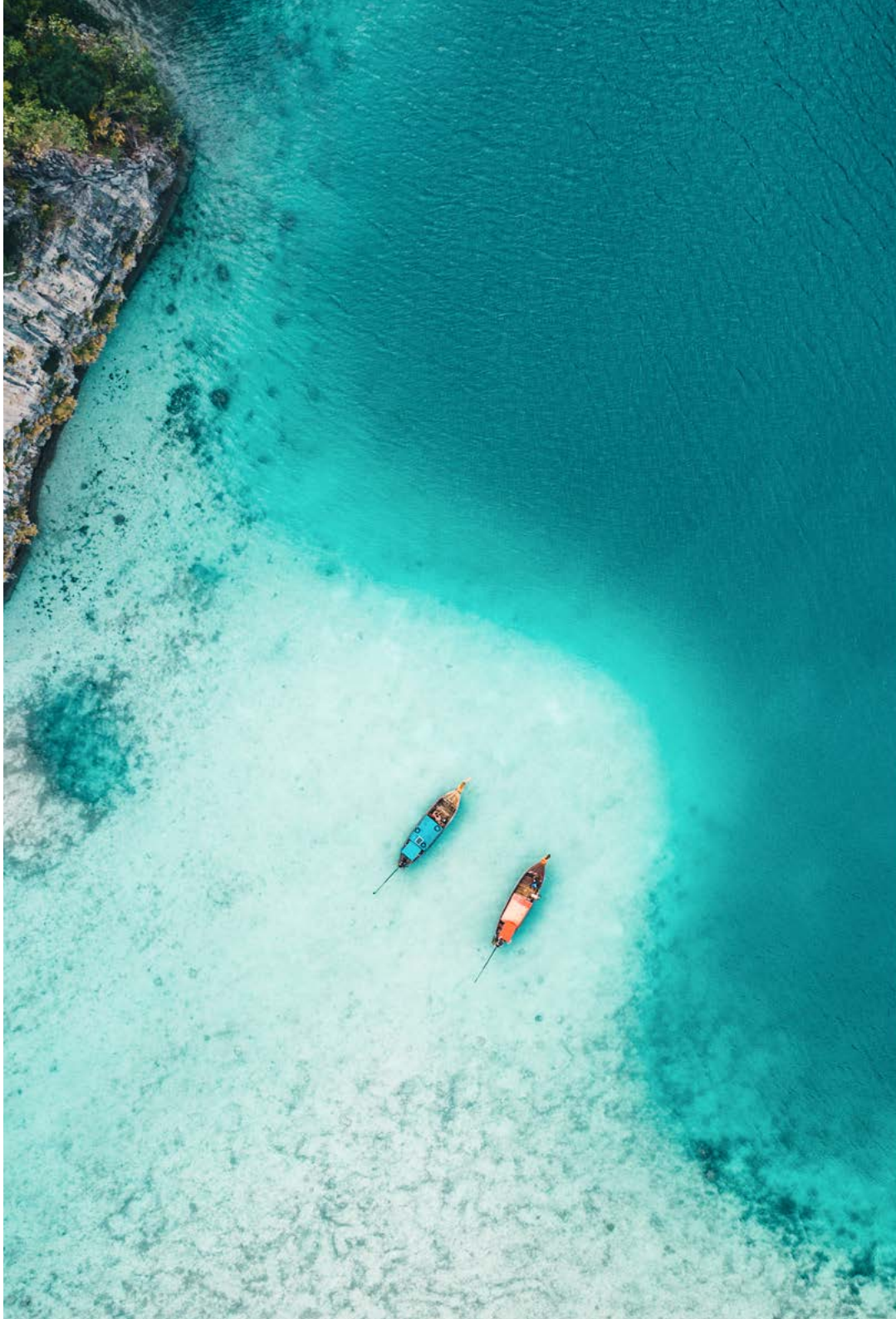
MINOR
HOTELS

Franchise Opportunity

JAN 2024

Contents

2 Welcome to Minor Hotels
3 About Us
4 Timeline & Milestones
5 Our Brands
6 Our Locations Australia & New Zealand
7 Australian & New Zealand Brand Portfolio
8 Why Join the Minor Hotels?
9 Franchise Support - Our Promise
10 The Ideal Franchisee
10 Selection Process
11 Next Steps & Contact Details





Welcome to Minor Hotels

Minor Hotels owns, manages, and operates a diverse portfolio of over 520 hotels, resorts, and branded residences across six continents.

Flexible and adaptive to market trends, we drive growth through our eight hotel brands, alongside a collection of related hospitality businesses and strategic partnerships with other leading hotel brands worldwide.

Our focus is on delivering outstanding results, value and satisfaction to our owners, guests, shareholders, franchisees and associates. With drive, determination, and a highly developed sense of partnership.

Our passion will always be as entrepreneurs, seeking new possibilities and solutions to emerging challenges through creativity to bring value to customers, partners, and shareholders.

We’re big enough to deliver, but small enough to care. This balance leads us forward with equal parts ambition and responsivity, with formidable infrastructure and nimble adaptability.

About Us

Minor Hotels is part of Publicly listed Minor International (MINT) – one of the largest hospitality and leisure companies in the Asia Pacific region. MINT is also well known for its international retail and lifestyle brands, and its subsidiary, Minor Food Group, is one of the world's largest restaurant companies with more than 2,100 outlets in 20 countries.



Throughout our brand portfolio we offer:

SPACE & INDEPENDENCE

Modern and spacious self-contained apartments with access to hotel-style in-house amenities to create your home away from home.



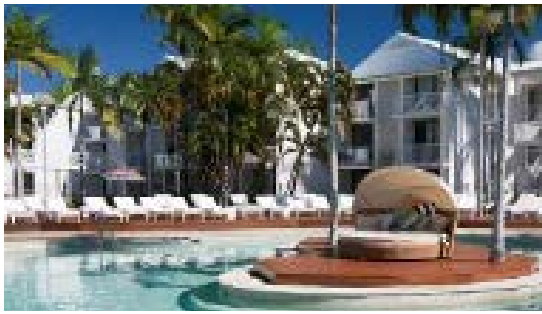
CITY & REGIONAL

With over 60 properties across Australia and New Zealand, Minor Hotels offers spacious serviced hotel rooms, studios and suites located in major cities and popular regional destinations.

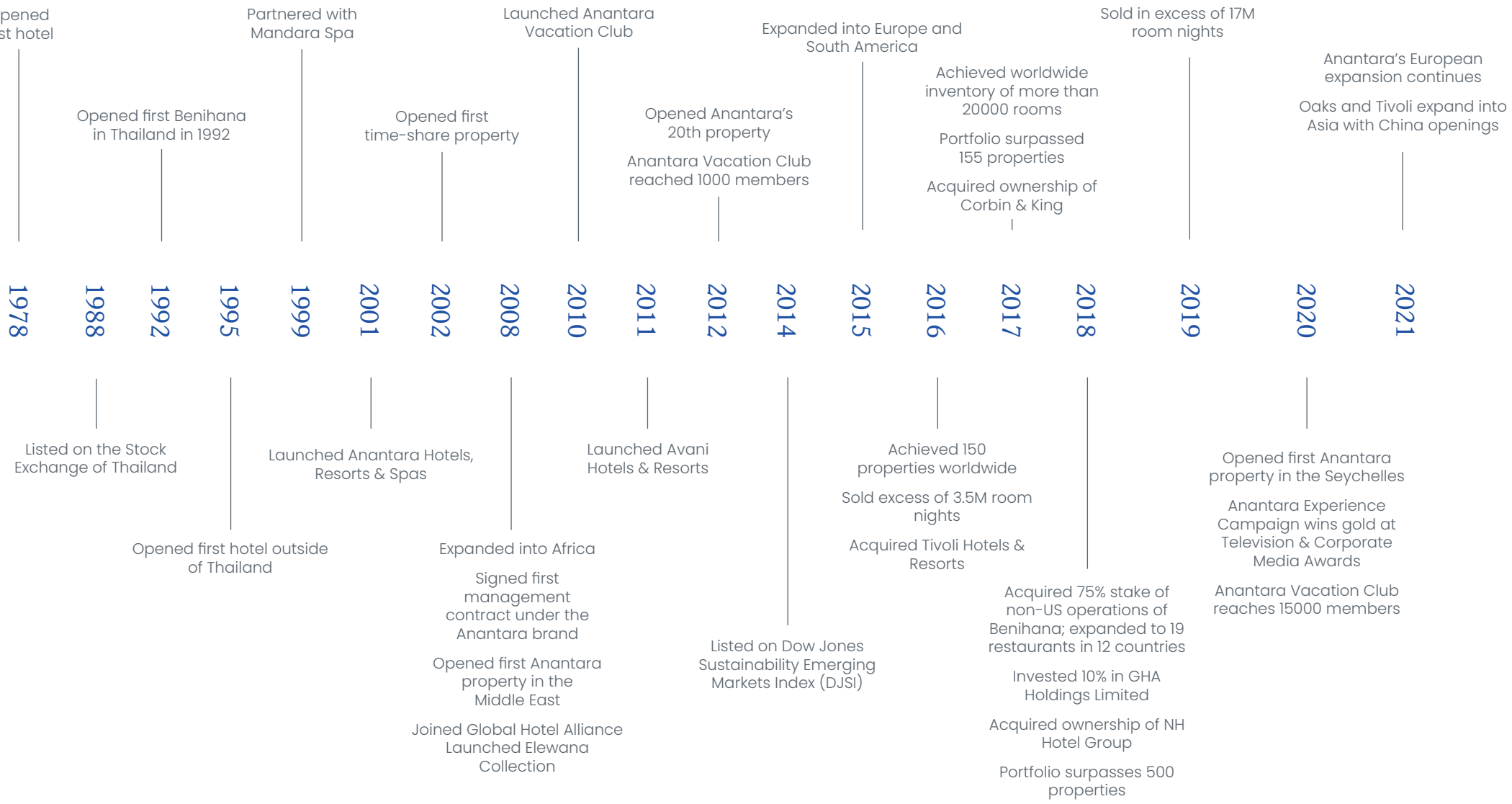


HOTELS, RESORTS & SUITES

From inner-city apartments to tropical resorts, Minor Hotels offers room types perfect for couples, independent travellers, families and groups.



Timeline & Milestones



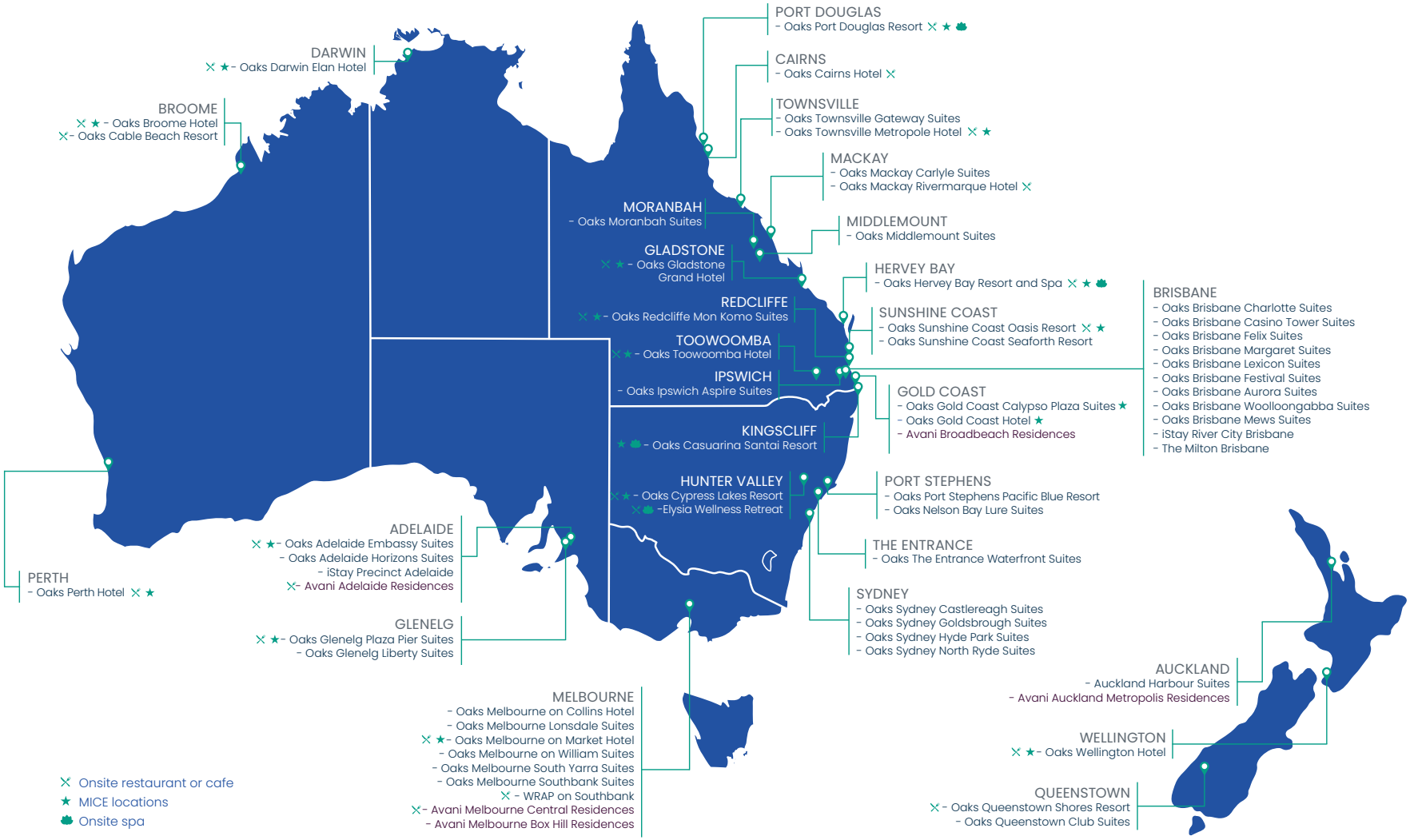
More than 520 Hotels, with over 77,000 Rooms, Across 54 Countries

ANANTARA HOTELS, RESORTS & SPAS	TIVOLI HOTELS & RESORTS	AVANI HOTELS & RESORTS	NH HOTELS	NH COLLECTION	NHOW HOTELS	OAKS HOTELS, RESORTS & SUITES	ELEWANA COLLECTION
46 Properties 22 Countries	15 Properties 3 Countries	38 Properties 19 Countries	232 Properties 24 Countries	91 Properties 18 Countries	8 Properties 6 Countries	63 Properties 5 Countries	16 Properties 2 Countries



Anantara Eastern Mangroves Abu Dhabi Hotel, UAE

Our Locations Australia & New Zealand



Australia & New Zealand Brand Portfolio

Our franchise portfolio comprises three distinct brands: Oaks Hotels, Resorts and Suites, Avani Hotels & Resorts and NH Hotels.

Each brand within the portfolio is equipped with a comprehensive business plan, meticulously designed to address the unique needs and preferences of its target market and will be tailored to meet your specific goals.

This approach ensures a versatile and well-rounded franchise offering, providing you with opportunities to tap into various consumer segments while benefiting from detailed and specialized business strategies for each brand.



AVANI Hotels & Resorts

IT'S THE DETAILS THAT MATTER

Avani hotels are designed for the way we travel now. And we think it's all about balance. Balance between coolness and kindness, between design and function, and between service and privacy. Buzzy social spaces that flow with the mood of the day. Stylish guestrooms that simply work. Honest, fresh, locally inspired food. An upbeat service culture rooted in the traditions of hospitality.



OAKS HOTELS • RESORTS • SUITES

SMART SIMPLICITY

Oaks properties are conveniently located in resort and urban environments, ideal for independent business travellers and families seeking a flexible and contemporary space. Each Oaks property is designed to reflect the local market.



NH HOTELS

Coming Soon in 2025

ALWAYS A PLEASURE

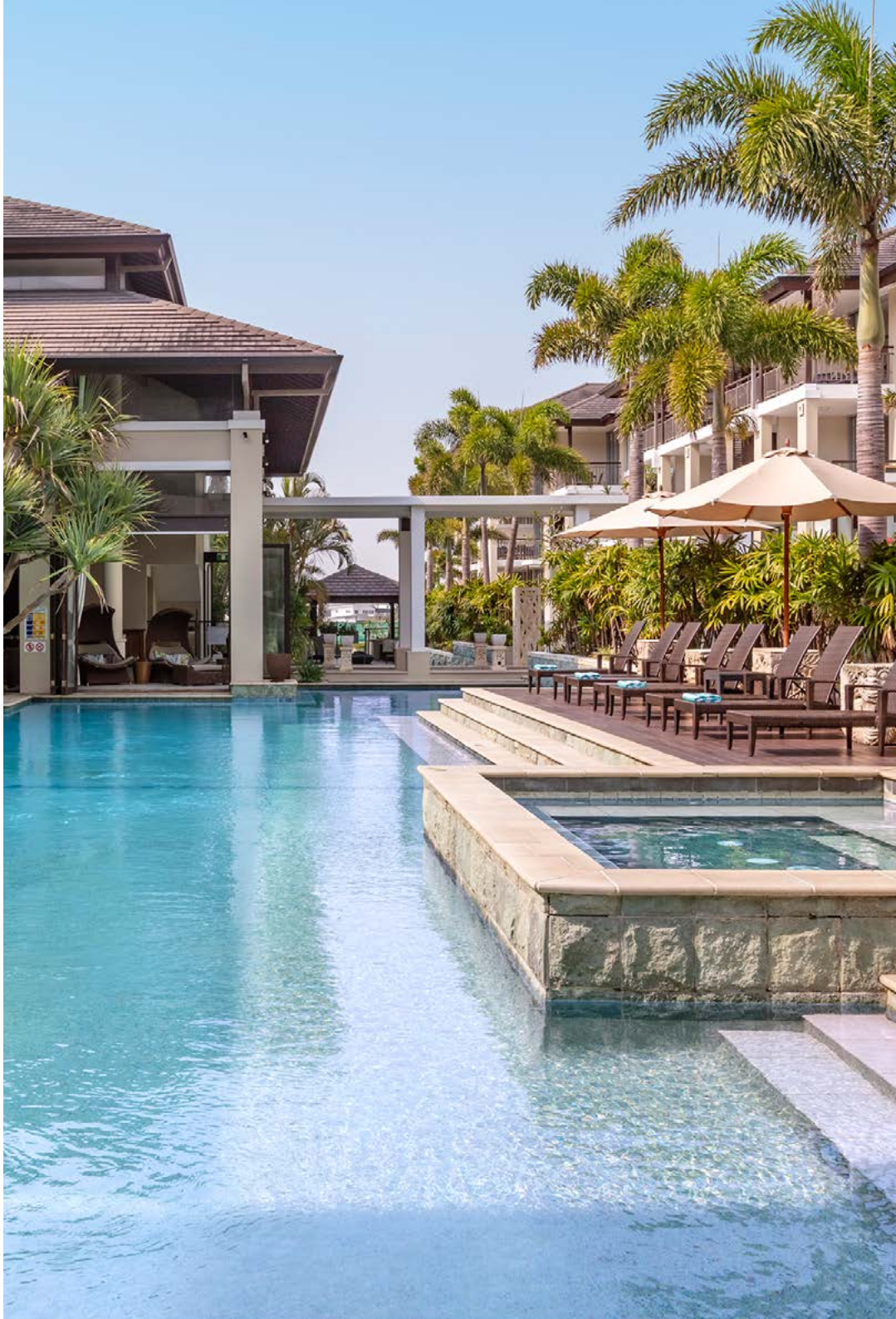
4 and 3 star urban hotels for both business and leisure travellers. NH Hotels offers trustworthy experiences based on three main pillars: best location, value for money and service - anticipating guest's needs.

Why join Minor Hotels?

Enjoy all the benefits of joining an established growing global company.

By joining Minor you will:

- Be offered assistance to achieve your financial goals through a tried and tested business model and a tailored development strategy.
- Have access to a professional sounding board to explore your own ideas.
- Association with strong brand recognition in Australia and New Zealand with Oaks Hotels, Suites and Resorts and Avani.
- Be a part of one of the largest hospitality and leisure companies in the Asia-Pacific region.
- Updated access to our technology systems and sales networks.
- Utilise our experienced reservations call centre.
- Leverage existing corporate relationships and partnerships to enhance revenue opportunities.
- Engage with and access specialised support for every area of your business. (Operations, Sales and Marketing, Revenue Management, and Body Corporate, to name a few)
- Gain access training and development opportunities for you and your employees.
- Leverage the perks of working with a global travel brand with discounts across our network of hotels, resorts and suites.





Franchise Support - Our Promise

You will be joining an established growing global company and will enjoy all the benefits associated with that!

Minor Hotels owners enjoy the support of a 'right sized' hospitality group with a lean corporate and regional infrastructure that ensures efficiency and agility.

Our teams work collaboratively towards a shared goal of creating value for all stakeholders, offering in-house expertise and support services in the following areas:

- Operations
- Development
- Finance
- E-Commerce
- Human resources
- PR & Marketing
- Sales & Distribution
- IT & Technology
- Food & Beverage
- Spa & Wellness

The Ideal Franchisee

Franchising may not suit everyone. It is important for us to ensure that you align with our business and vision, just as we strive to be the right fit for you.

If you are seeking a business partner and you are open to:

- Being a part of a larger group,
- Accessing our systems to support your goals,
- Adhering to and upholding our Brand Standards,
- Following our Codes of Conduct (emphasizing mutual respect),
- Meeting the expectations of our leisure and corporate guests,
- Embracing support through shared ideas and information,
- Being receptive to recommended strategies,

Then we could be a perfect fit to assist you in achieving your desired outcomes.



Selection Process

Our selection process is a two-way street. We want you to be comfortable with us and we with you.

Below is a general guideline what that journey with establishing a partnership with Minor may look like:

Stage 1

- Interviews/meetings
- Systems and compatibility review
- Confirmation of financial capacity
- Formal Application

Stage 2

- Legal & Finance
- Interview with COO
- Finalise disclosure documents and franchise agreements
- 14 day cooling off period
- Mutual acceptance of agreement
- Payment

Stage 3

- Onboarding
- Change over date
- System integration
- Onboarding and training - 10 days on site
- Follow up visits

Next Steps and Contact Details

For a confidential discussion about available options please email Nathan Kelly at
franchising@minorhotels.com.au or call +61 7 5458 9239





