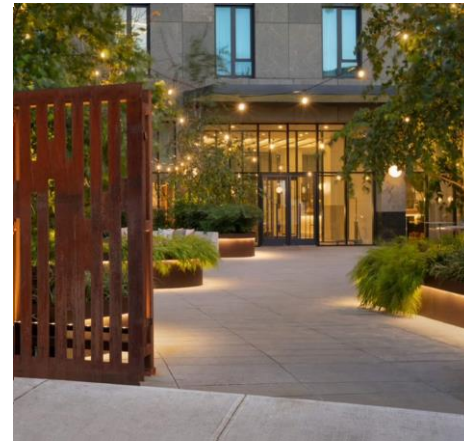


IHG[®]

HOTELS & RESORTS

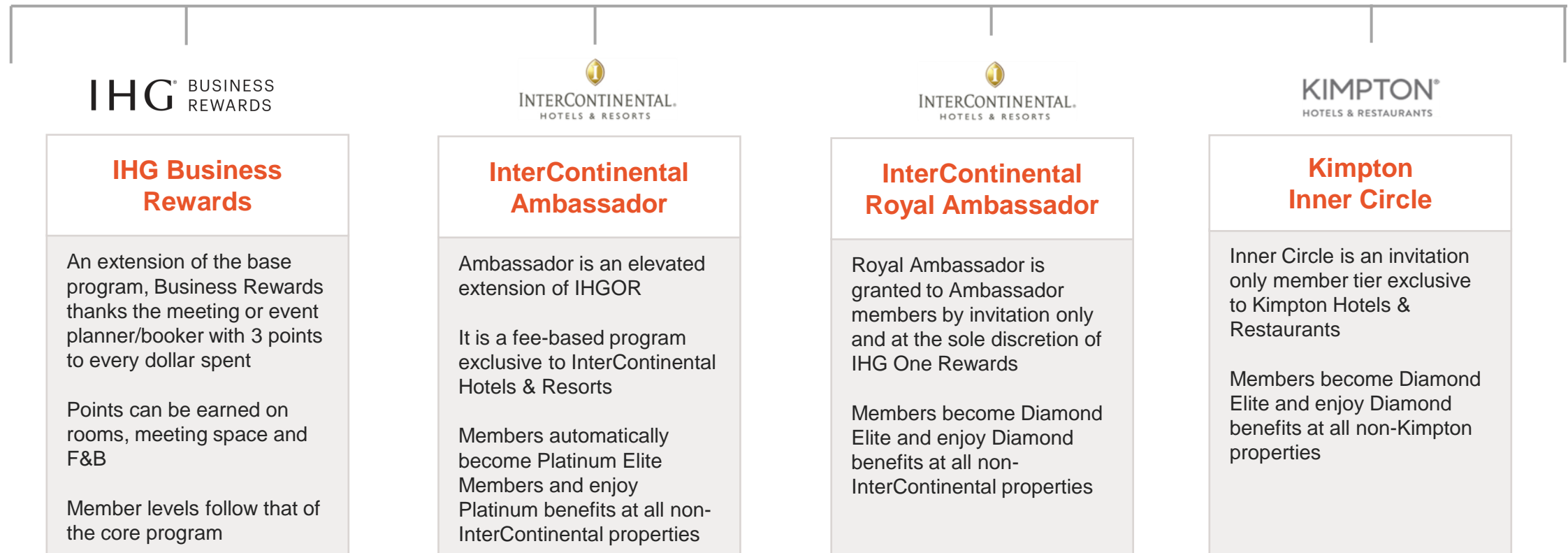


IHG[®] Business Rewards 101

IHG One Rewards Core and Extension Programs



One member number for all program extensions



What does IHG Business Rewards do for the business?

- IHG Business Rewards was created to help hotels close business and maintain rate integrity by offering a cost-effective incentive, driving loyalty with members.
- Program promotions are a vital sales tool in differentiating IHG in a competitive B2B market.



Profitable Revenue

IHG Business Rewards total revenue contribution continues to increase each year and drives incidental revenue on property



Sustainable Growth

IHG Business Rewards supports Hotels across the whole IHG portfolio to acquire and drive growth from a diverse B2B customer base



Build Valuable B2B Relationships

IHG Business Rewards is a vital tool in creating rewarding relationships with high value B2B customers

Hotel Benefits

Loyalty - Enrolling clients into the programme drives long term loyalty and defends against competitor threats.

Win business - Use as a prospecting and closing tool. With no minimum qualifying threshold it's easier to attract smaller groups / individual accommodation business in addition to larger contracts.

Maintain margins - Use points as a tactic to maintain rates at a low cost of sale (up to 1.425%).

Cross sell opportunity - Participating hotels benefit from cross sell opportunities associated with trust and consistency built through the IHG Business Rewards programme.

Member Benefits

Earn points - 3 points for every \$1USD spent on accommodation, meetings and/or events.

Loyalty Benefits - earn elite status and redeem points for stays or merchandise from the IHG® Rewards catalogue.

Hotel choices - over 6,000 participating hotels worldwide.

Manage just one account - One membership number to manage IHG Business Rewards and IHG One Rewards activity under a single account.

Exclusive offers - Access to exclusive offers to earn rewards faster.

We have one of the world's largest B2B hotel loyalty programs and have a strong track record of rewarding our members

382k

Total Global members



2.2M

Events Booked

97% of properties worldwide participate in the program.

42M

Total Room Nights Booked

We have awarded 17B rewards points through IHG Business Rewards since 2015.

IHG Business Rewards helps us drive long term loyalty from our members

Repeat Behavior

49% of IHG Business Rewards members booked more than one event in 2021

EMEA	AMER	CHINA
50%	44%	51%

Loyalty

The most engaged IHG Business Rewards members booked across **7 Hotels and 2 Brands in 2021**



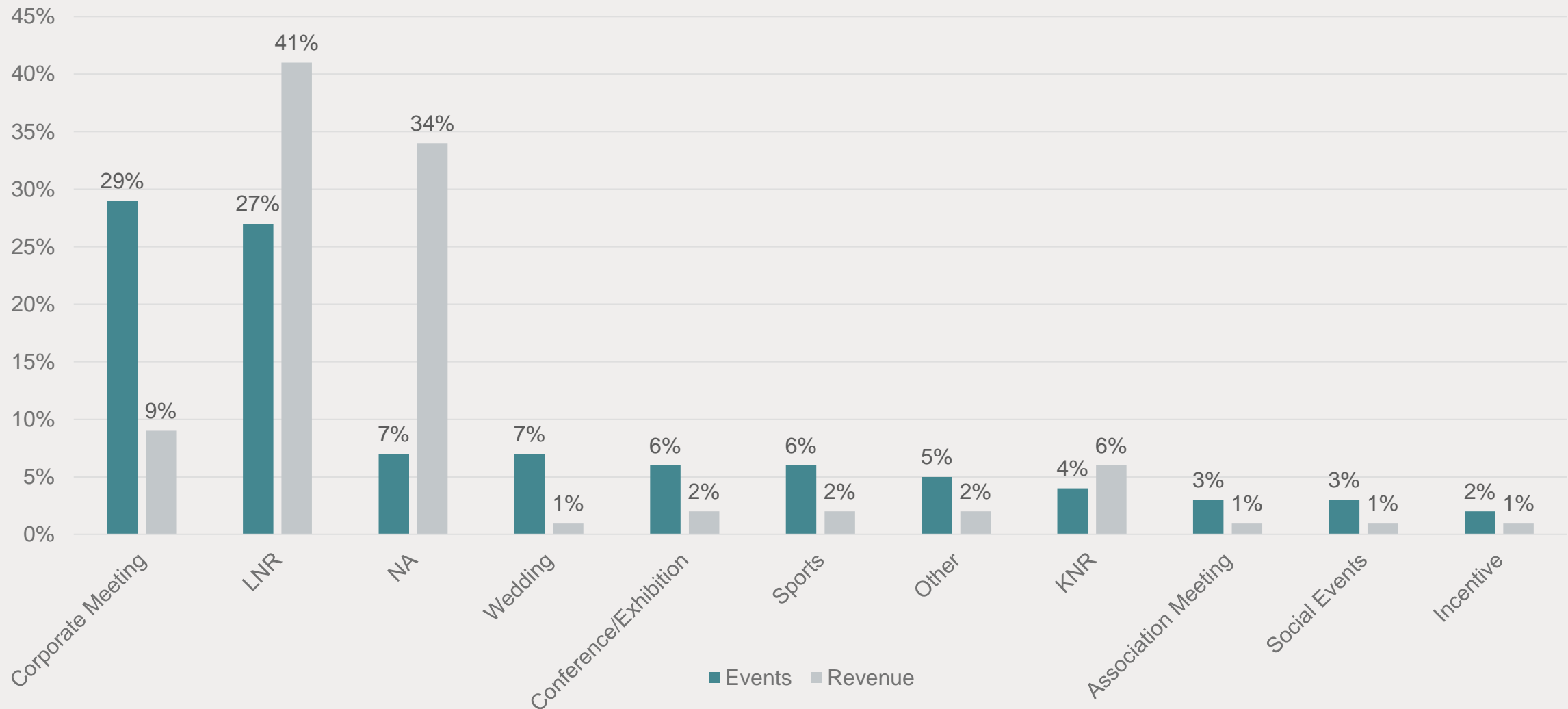
Multiple Properties

12% of IHG Business Rewards members booked across multiple Hotels in 2021

EMEA	AMER	CHINA
18%	24%	12%

IHG Business Rewards encourages customer loyalty and drives repeat behavior

IHG Business Rewards appeals to a variety of different audiences and drives revenue from a multitude of business types

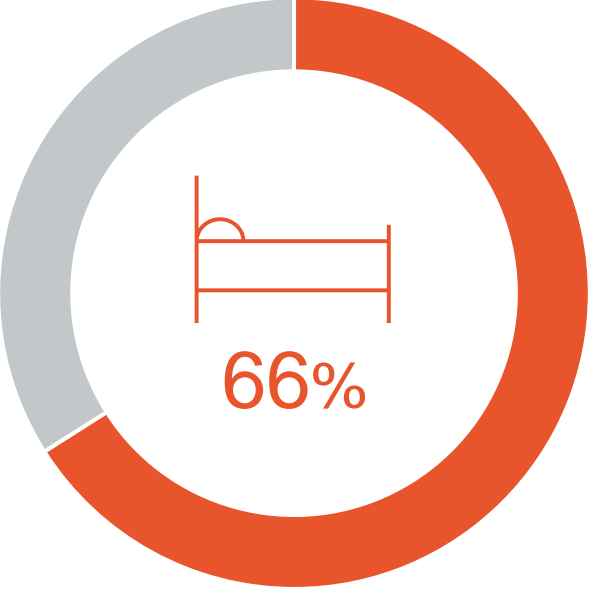


IHG Business Rewards Audience

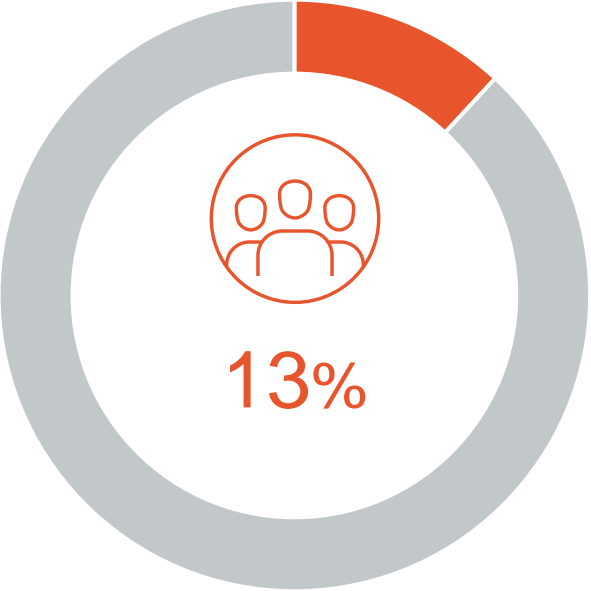
Eligible Members	Non-Eligible Members or Bookings
<ul style="list-style-type: none">• Occasional planners: social events, weddings, family gatherings or reunions, travel team sports, student groups, booking travel for others.	<ul style="list-style-type: none">• Agency consortia groups: are not eligible to join Business Rewards
<ul style="list-style-type: none">• Corporate & Government meeting planners: those planning conferences, local events or team meetings on behalf of others for business purposes	<ul style="list-style-type: none">• Third-Party Planners & Bookers: companies who have central agreements with IHG
<ul style="list-style-type: none">• Corporate travel booker: an individual who books Qualifying Spend at Participating Hotels for and on behalf of his or her employer for business purposes	<ul style="list-style-type: none">• Companies and/or other entities cannot enroll. Only individuals can receive IHG Business Rewards points
<ul style="list-style-type: none">• Business travel/meetings agent: agents booking Qualifying Spend for clients' business purposes, whose agency does not have a central agreement with IHG or is a member of an agency consortia group	<ul style="list-style-type: none">• Link to full list of eligible Business Rewards members in Terms & Conditions here: https://www.ihg.com/content/us/en/customer-care/member-tc?hideUHF=false

Room Revenue accounts for 66% of total revenue generated

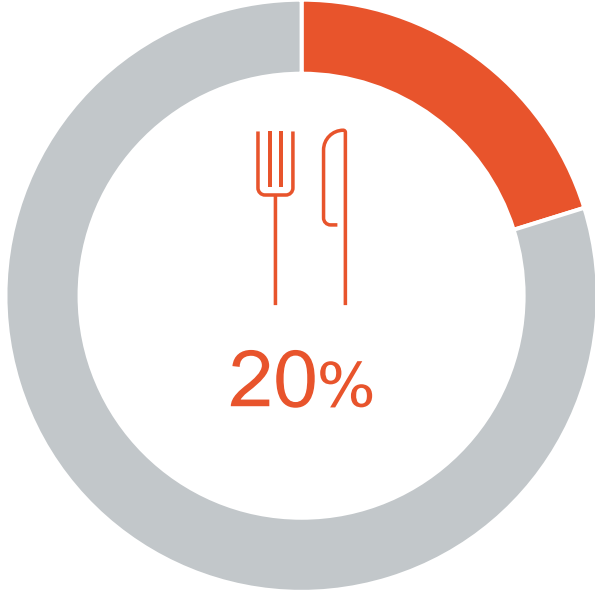
This represents an opportunity for all IHG hotels regardless of property facilities



of Total Revenue is **Room Revenue**



of Total Revenue is from **meeting room** facilities



of total revenue is direct **F&B** revenue

*Remaining 2% of hotel revenue is categorized as MISC

Rewarding our loyal members through promotions

BUSINESS REWARDS 101

Our offers help to differentiate IHG Business Rewards in a competitive B2B market



How to take action

Where to begin by learning IHG Business Rewards and using the program to drive Groups & Meetings sales

Visit the Business Rewards page on [IHG Way of Sales](#) to take the Business Rewards training and for more information and materials

The IHG Way of Sales > Brand Selling > IHG Business Rewards

IHG BUSINESS REWARDS

IHG Business Rewards

IHG® Business Rewards is created to recognize and reward those who book on behalf of others. The program offers members 3 points for every \$1USD spent when booking meetings, accommodations, and events (including social events such as weddings, family gatherings or sports team travel) at participating IHG® hotels. IHG Business Rewards is a valuable and effective closing tool for your hotel, with enhanced reporting and processing all at an efficient cost of sale.

IHG Business Rewards is available to all participating hotels, across all brands with no cost to participate, hotels simply fund the base points awarded to members. Even hotels with limited or no meeting space can take advantage of the program, nearly two-thirds of Groups & Meetings revenue is driven by room revenue. The Business Rewards competitive advantage is no required minimum spend threshold for the planner to earn points, making it ideal for closing small and rooms only contracts.

Hotel	Member
Win Business: Use IHG® Business Rewards as a prospecting and closing tool.	Earn Points: Earn 3 points per \$1 USD spend with one IHG Rewards account.
Maintain rate integrity and margins: in lieu of discounting or	Loyalty Benefits: earn Elite Status and

Visit the [Business Rewards page on IHG.com](#) to find all member facing information

IHG BUSINESS REWARDS

EARN DOUBLE POINTS ON MEETINGS & EVENTS

REGISTER NOW

HOW IT WORKS | **EARN POINTS** | **REDEEM POINTS** | **HOW TO BOOK** | **FAQs**

Earn with IHG Business Rewards

When you make bookings on behalf of others, for business or for pleasure, we're here to reward you. With IHG® Business Rewards, you can earn points every time you book accommodations, meetings, or events at nearly 6,000 participating IHG® Hotels & Resorts worldwide. Here's how it works: