

## **Interim Results Q1-2012**

**Wednesday, April 25, 2012**

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HOTEL **MISSONI**



Radisson Blu Hotel Istanbul Asia, Turkey

## Q1-2012 highlights

- L/L RevPAR grew by 6%, highest growth since Q1 2011 and well above market
- RevPAR strongest in Eastern Europe followed by the Middle East and Africa
- Revenue up 7%, supported by RevPAR growth and strong meetings and events business
- EBITDA margin up 2 pp; due to revenue growth and a good flow-through in the Nordics



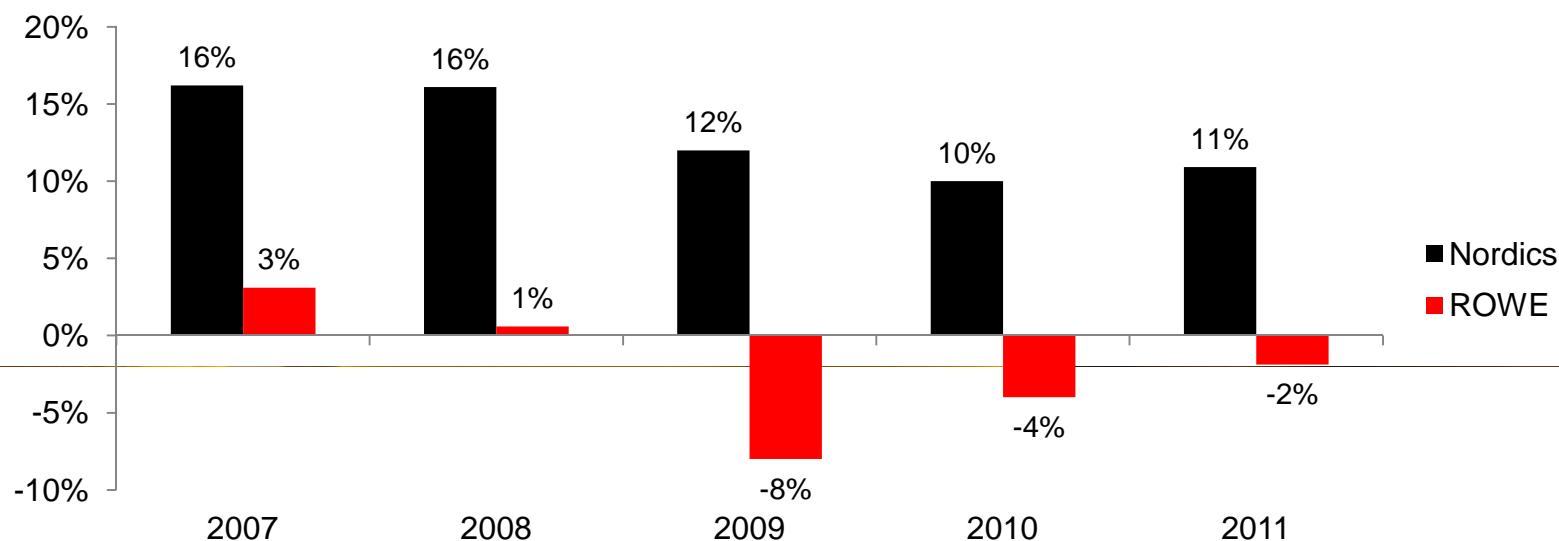
## Q1-2012 highlights

- Launch of “Carlson Rezidor Hotel Group”
- Strategy “Route 2015”
- Reinforced and streamlined organisation
- Ranked World’s Most Ethical Hotel Company in 2012 by Ethisphere Institute
- Introduction of “Think Planet”: 25% energy reduction representing cost saving of MEUR 6 by 2016



## Lack of profitability in Rest of Western Europe

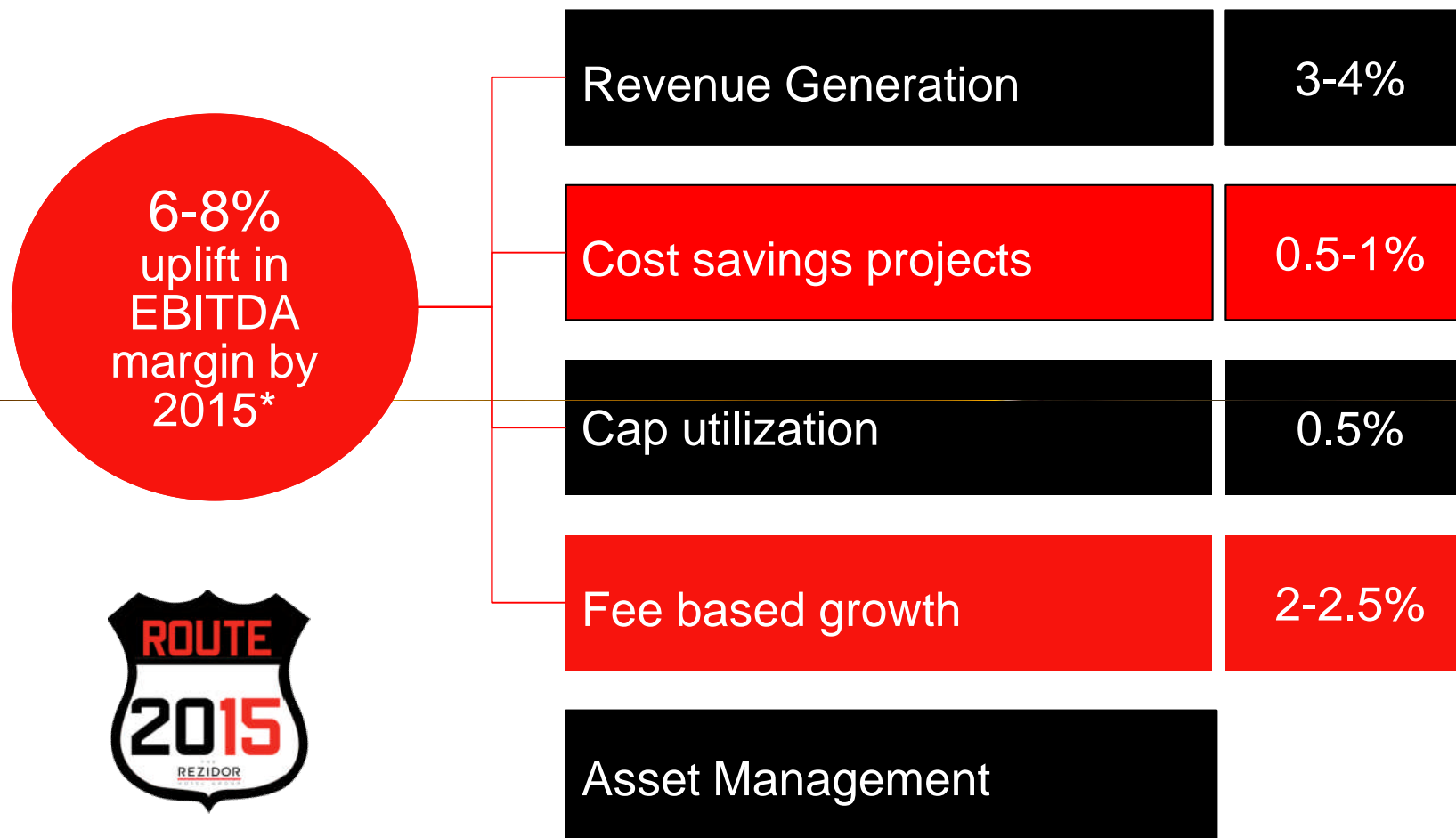
EBITDA margin on lease contracts in the Nordics and ROWE



- Lower brand awareness and RevPAR in ROWE than in the Nordics
- High rent percentages (mainly fixed)
- Three non strategic and unprofitable leases terminated in 2010 and 2011



## “Route 2015” – tangible initiatives to improve the EBITDA margin

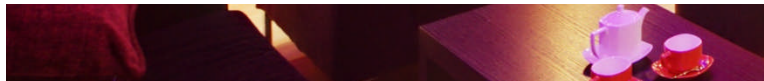


\* Assuming market RevPAR growth covers inflation



## BUSINESS DEVELOPMENT

Puneet Chhatwal, Executive Vice President & CDO



Radisson BLU

HOTEL **MISSONI**

**park inn**  
by Radisson

Park Inn by Radisson Rosa Khutor, Sochi, Russia

## Development Outlook

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- Investors looking for prime assets with secure income streams
- Debt financing still constrained, limiting new build development
- Focus on debt restructuring and conversion opportunities
- Growth in emerging markets, delays in openings

## Rezidor Update

- Pipeline to be maintained at 20,000+ rooms (excluding conversions)
- Focus on Asset and Contract Management
- Openings delayed due to emerging markets and business model
- Positive contribution from new openings support strategy



## Fee-based signings in emerging markets

| SIGNINGS | Q1-2012 | Q1-2011 |
|----------|---------|---------|
| Hotels   | 6       | 11      |
| Rooms    | 1,400   | 2,200   |

- Q1 2012 highlights:
  - 100% managed, 100% emerging markets
  - 75% conversions
- 9<sup>th</sup> consecutive quarter of 100% fee-based signings
- Entering new markets: Gabon and Guinea



**Radisson Blu Conakry, Guinea**



**Radisson Blu Resort Tsinandali, Georgia**



## Openings in strategic locations

| OPENINGS | Q1-2012 | Q1-2011 |
|----------|---------|---------|
| Hotels   | 4       | 6       |
| Rooms    | 1,000   | 1,400   |

- Q1 2012 highlights:
  - 100% fee-based openings
  - 2 hotel conversions
- Key locations: Istanbul, Sochi, Libreville (Gabon)
- 2 hotels went offline (143 rooms)

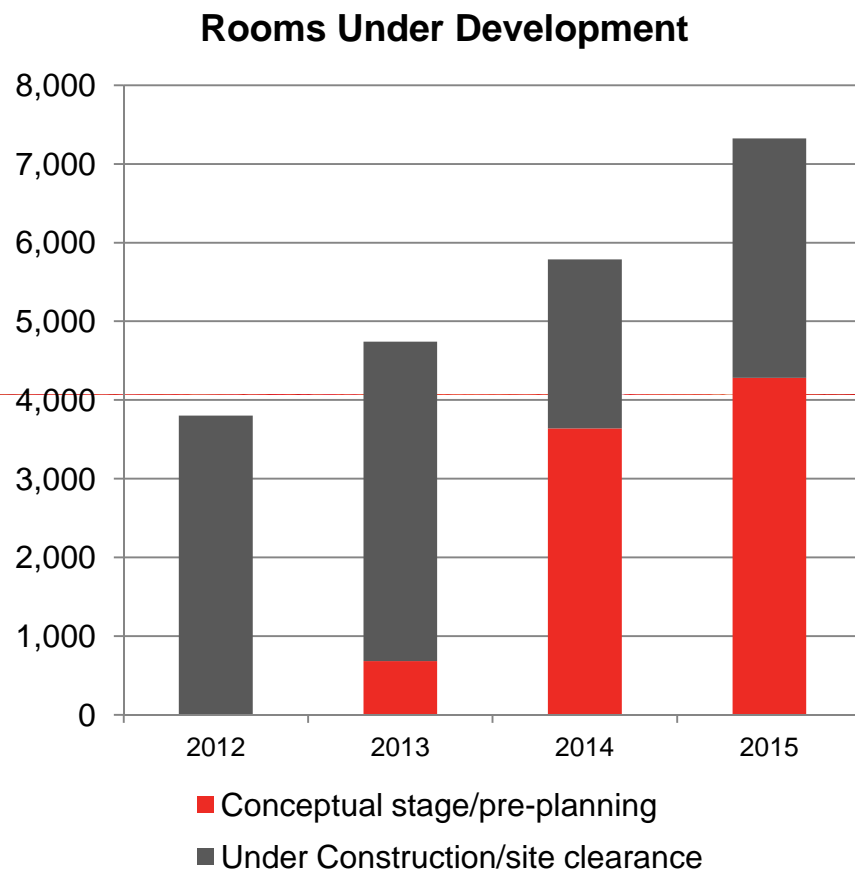


## Selected Openings 2012

| Emerging Markets                | Rooms | Mature Markets                            | Rooms |
|---------------------------------|-------|---|-------|
| Park Inn Donetsk, Ukraine       | 175   | Radisson Blu Uppsala, Sweden              | 176   |
| Park Inn Tete, Mozambique       | 116   | Radisson Blu Resort Gran Canaria, Spain   | 231   |
| Park Inn Budapest, Hungary      | 136   | Radisson Blu Resort & Spa Corsica, France | 170   |
| Radisson Blu Doha, Qatar        | 583   |   |       |
| Radisson Blu Maputo, Mozambique | 152   | Radisson Blu Nantes, France               | 142   |
| Radisson Blu Lusaka, Zambia     | 142   | Park Inn Lille Grand Stade, France        | 127   |
| Radisson Blu Bukovel, Ukraine   | 252   | Park Inn Wembley, UK                      | 235   |

- Balanced growth across the markets

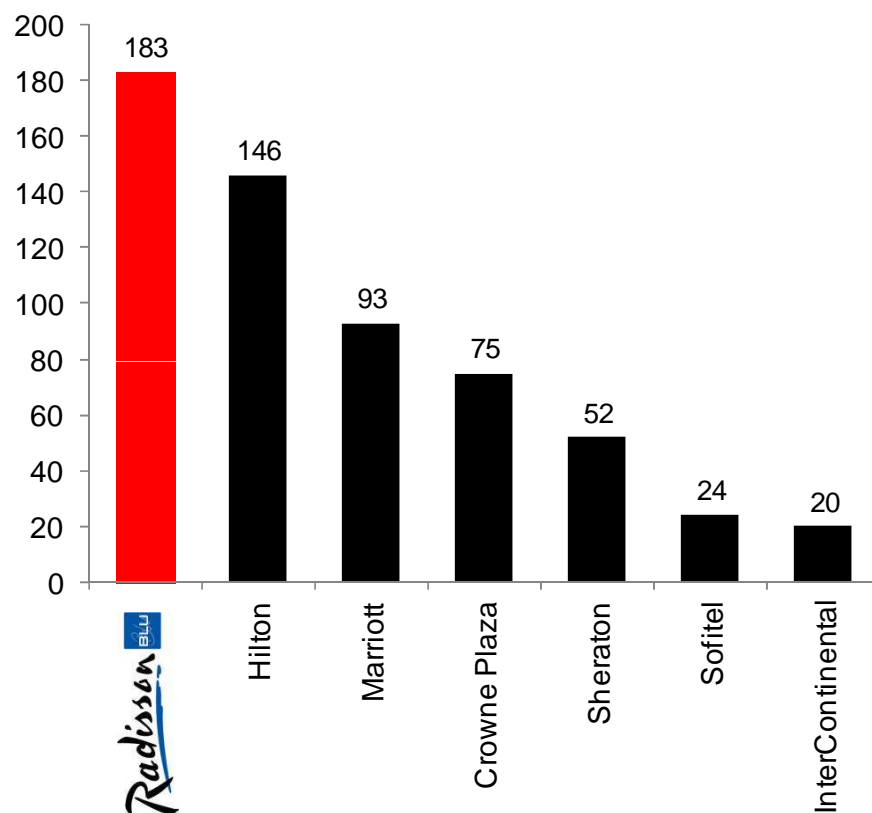
## Understanding the Pipeline



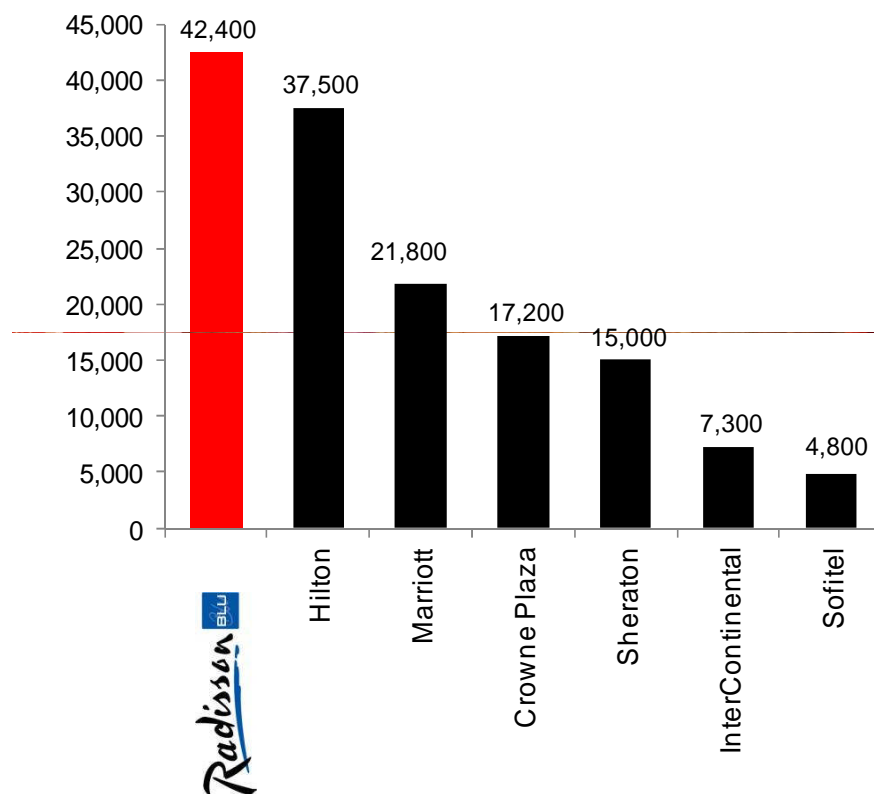
- 21,700 rooms under development
- 60% under construction / site clearance
- Estimated wash-out 15%
- Delays in openings likely for another 15% of pipeline
- Further openings through conversions

## Largest upscale hotel brand in Europe

Number of Hotels

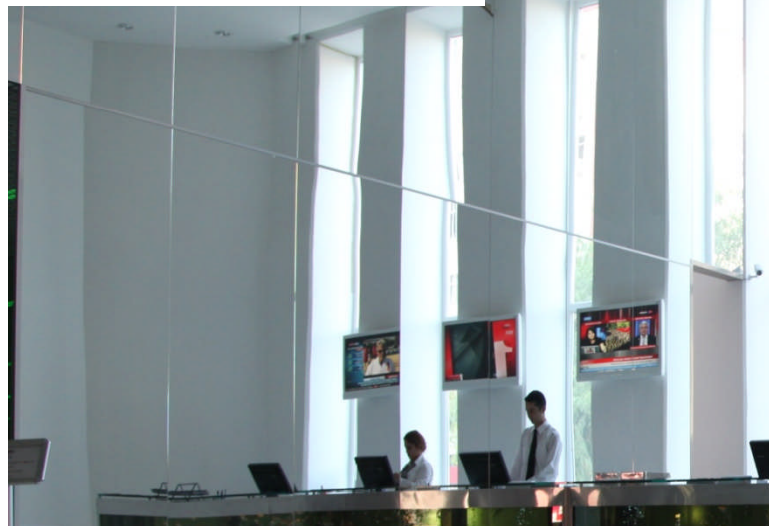


Number of Rooms



SOURCE | MKG Hospitality Database | December 2011 (In Operation)





## FINANCIAL UPDATE

Knut Kleiven, Deputy President & CFO

Radisson BLU

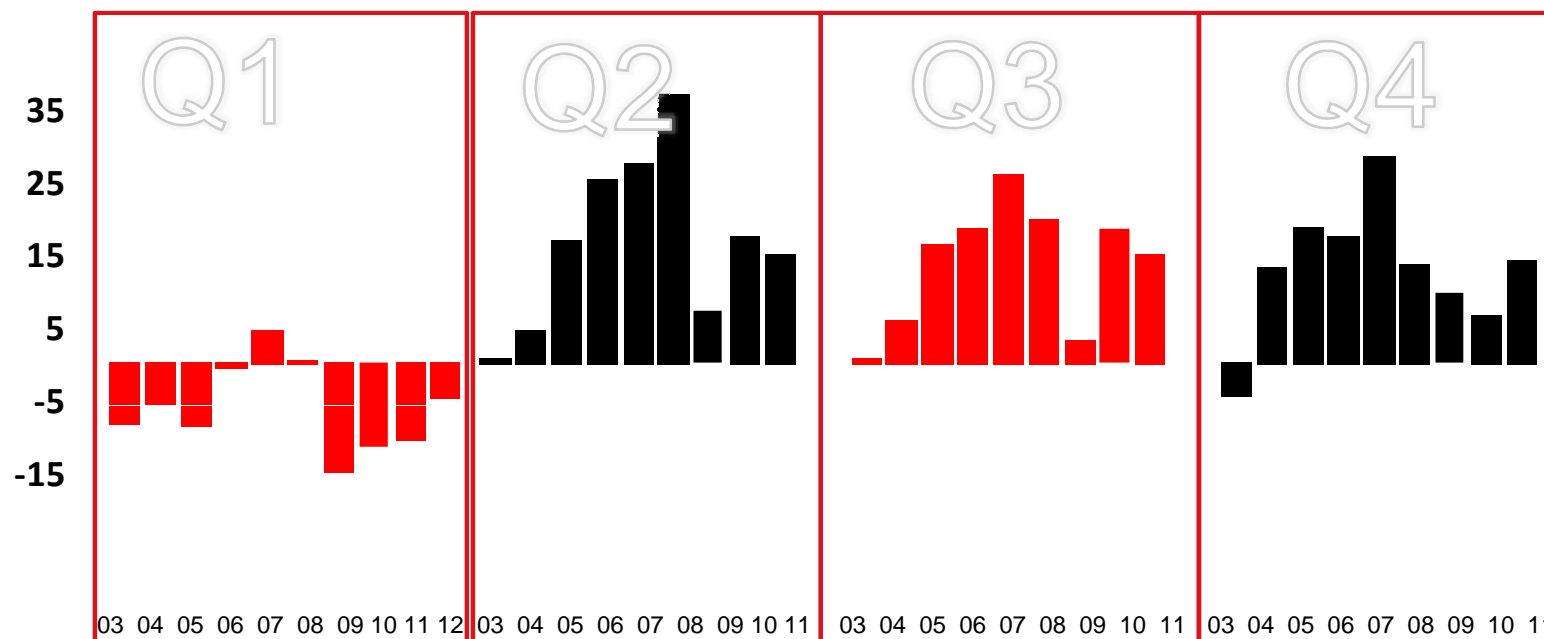
HOTEL **MISSONI**

**park inn**  
by Radisson

Radisson Blu Hotel , Mersin, Turkey

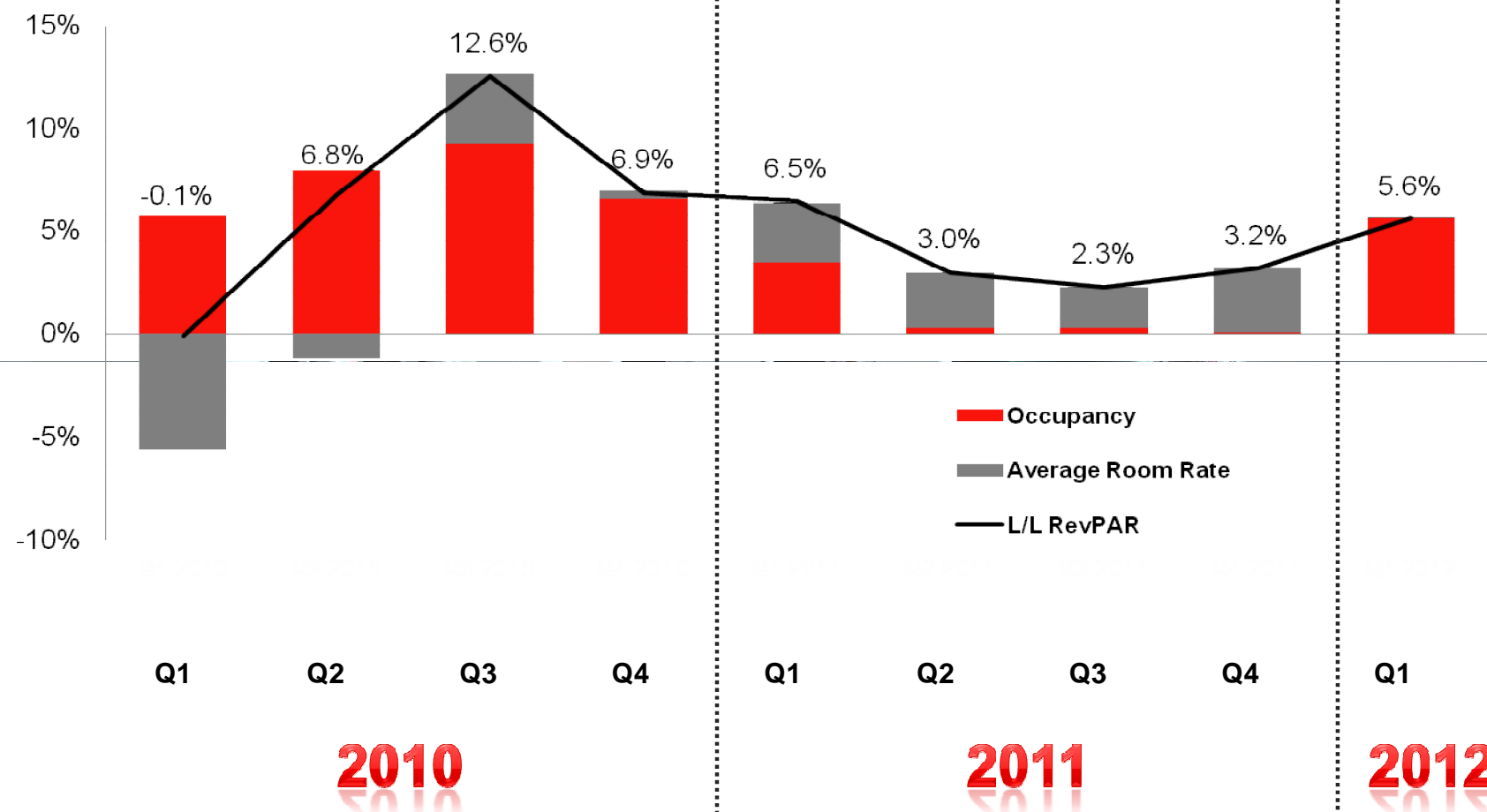
## Q1 is always the weakest quarter

EBITDA, MEUR



- RevPAR is expected to benefit from low growth in room supply but macroeconomic uncertainties remain

## L/L RevPAR growth 5.6%; driven by occupancy



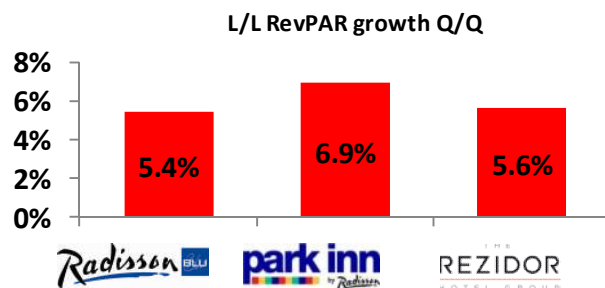
## RevPAR growth continued, led by Eastern Europe

**NO:** Softer development in the Nordics.  
Denmark was the best performer.

**EE:** Continued strong growth, led by Russia, Poland and the Baltics.

**ROWE:** Good improvements in Belgium, Germany and Ireland. Noteworthy decline in Switzerland.

**MEAO:** First positive quarter since Q4 2010.  
Strong growth in South Africa, Saudi Arabia, UAE and Egypt.



| NO          | Q1   |
|-------------|------|
| L/L RevPAR: | 1.7% |
| Occupancy:  | 1.2% |
| ARR:        | 0.5% |

| EE          | Q1    |
|-------------|-------|
| L/L RevPAR: | 12.2% |
| Occupancy:  | 10.0% |
| ARR:        | 2.0%  |

| ROWE        | Q1   |
|-------------|------|
| L/L RevPAR: | 3.1% |
| Occupancy:  | 3.0% |
| ARR:        | 0.1% |

| MEAO        | Q1    |
|-------------|-------|
| L/L RevPAR: | 10.8% |
| Occupancy:  | 11.7% |
| ARR:        | -0.8% |



## Good improvement in profitability

| IN MEUR          | Q1 2012 | Q1 2011 |
|------------------|---------|---------|
| Revenue          | 207     | 193     |
| EBITDAR          | 58      | 53      |
| % EBITDAR Margin | 28%     | 27%     |
| EBITDA           | -5      | -9      |
| % EBITDA Margin  | -2%     | -4%     |
| EBIT             | -13     | -17     |
| % EBIT Margin    | -6%     | -9%     |
| Net results      | -14     | -17     |

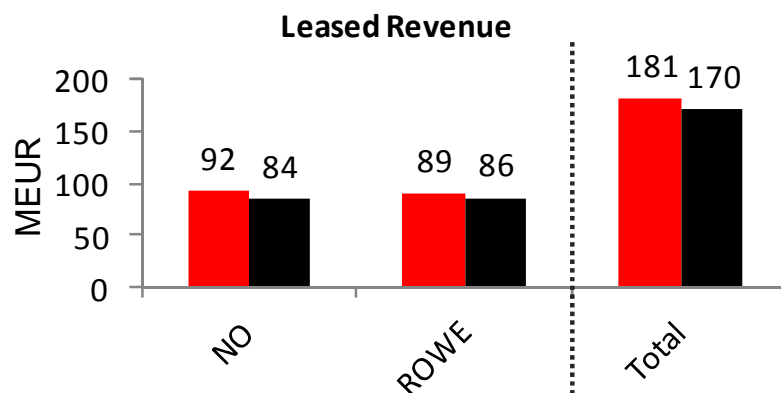
- 7% revenue growth – driven by RevPAR growth, RGI gain and strong meetings and events business
- EBITDA margin up 2 pp supported by:
  - Good revenue flow-through
  - Additional high-margin fee revenue
  - No pre-opening expenses
- Higher marketing costs (timing effect)
- EBIT margin also supported by lower depreciation rate

## Good flow-through

| Q1 2012 vs<br>Q1 2011 | Reported<br>Change | FX  | Hotel<br>Exits | New<br>Hotels | Pre-<br>opening | L/L  |
|-----------------------|--------------------|-----|----------------|---------------|-----------------|------|
| Revenue               | 14.2               | 2.9 | -1.1           | 1.6           |                 | 10.8 |
| EBITDAR               | 5.7                | 1.0 | -0.1           | 1.1           | 1.1             | 2.6  |
| EBITDA                | 3.4                | 0.1 | 0.1            | 1.1           | 1.1             | 1.1  |
| EBIT                  | 4.0                | 0.0 | 0.1            | 1.1           | 1.1             | 1.7  |

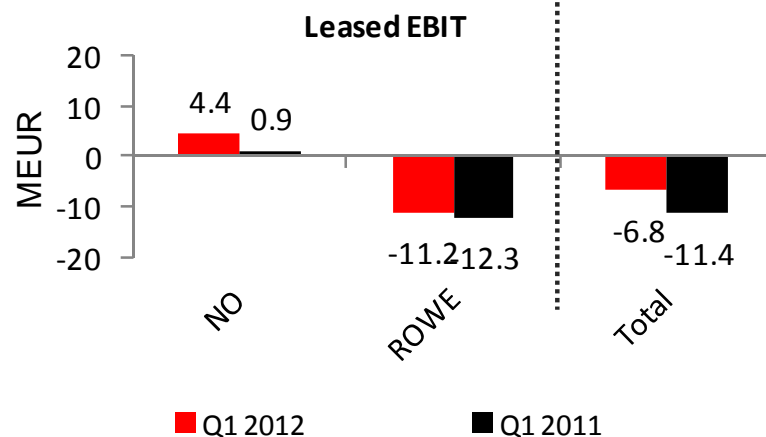
- Negative impact due to timing differences of marketing spend of MEUR 2

## Leased business: improved EBIT margin in the Nordics



### Revenue:

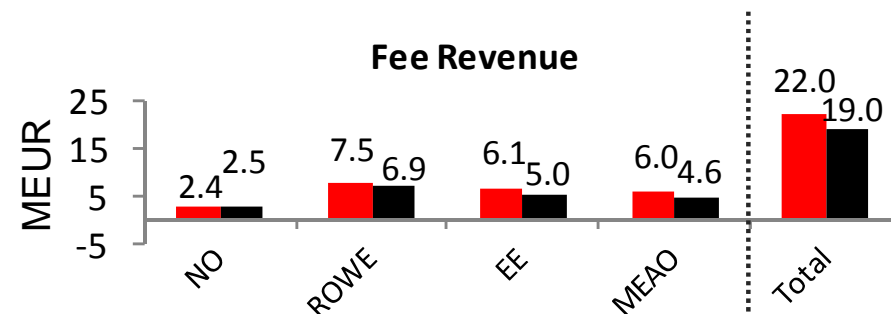
- Nordics: strong meeting and events business
- ROWE: modest RevPAR growth



### EBIT:

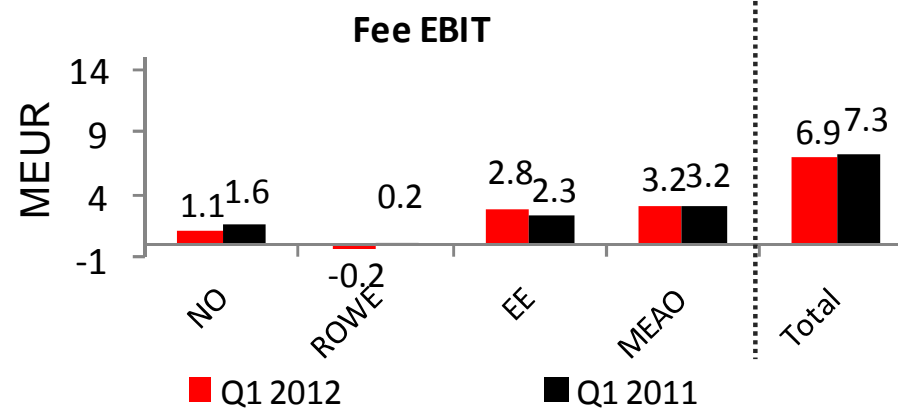
- Nordics: good flow-through, no pre-opening expenses
- ROWE: higher travel agent commissions, increased costs for energy and F&B and timing differences in marketing spend

## Strong growth in fee business



### Revenue:

- EE and MEAO: strong RevPAR increase and new hotels



### EBIT:

- EE: in line with revenue
- MEAO: EBIT impacted by higher marketing costs (timing effect)



## Liquidity position

| MEUR                      | 2012         | 2011         |
|---------------------------|--------------|--------------|
| Cash Flow from Operations | -15.5        | -12.4        |
| Change in Working Capital | 3.1          | -9.3         |
| Investments               | -8.0         | -6.8         |
| CapEx                     | -7.4         | -8.0         |
| Other                     | -0.6         | 1.2          |
| <b>Free Cash Flow</b>     | <b>-20.4</b> | <b>-28.5</b> |

- Settlement of higher current tax liabilities
- Ongoing focus on Working Capital and positive effect of settlements in H1-2011
- Available overdrafts and cash MEUR 86

## Margin expansion in Q1 reflects Route 2015 initiatives

### FOCUS AREAS

- Revenue initiatives
- Cost savings
- Fee based room growth
- Asset management / deleveraging

### EBITDA MARGIN UPLIFT

Rezidor's Initiatives

6-8%

+ Asset Management

### OUR FINANCIAL TARGETS

|                             |  |
|-----------------------------|--|
| <b>Profitability Target</b> | EBITDA margin of 12% over a business cycle   |
| <b>Balance Sheet</b>        | Small positive average net cash position   |
| <b>Dividend Policy</b>      | Approximately one third of annual after-tax income to be distributed to shareholders |

+ Market Recovery over and above inflation

\* Assuming market RevPAR growth covers inflation



# Q&A