



THE MARRIOTT EFFECT



The impact of our properties around the world reaches far beyond the guests who walk through the doors. It touches the lives of our associates and their families, our stakeholders, and the surrounding community — from local farmers who grow products for our restaurants, to the underprivileged youth whose school is painted when our associates come together for a day of service. These special moments... the profound impact that results from everything we do... that's what we call the *Marriott Effect*. And it's what drives us to become a better, more sustainable and more successful company each and every day.

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THE MARRIOTT EFFECT

RECOGNIZING POTENTIAL.



Residence Inn opened its 700th hotel in 2015. [Residence Inn Chicago Downtown/Loop, USA](#)

Throughout Marriott's history, a few bold decisions changed the company's course and launched us toward high levels of achievement. From selling our first hotel portfolio and becoming hotel managers in 1979, to our first offering of multiple lodging brands in 1984, to exiting the hotel real estate business with the creation of Host (Marriott) Hotels in 1993, to becoming a pure-play lodging company five years ago with the spinoff of our timeshare business, there have been a number of such moves that dramatically advanced Marriott's business model and positioned us for greater success.

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THE MARRIOTT EFFECT

CREATING OPPORTUNITIES.



We are committed to providing an environment where our associates have the opportunity to succeed, are highly engaged and are empowered to deliver exceptional guest service. We strive to provide opportunity to our shareholders, owners, suppliers and business partners through our successful performance and responsible business practices and policies and in the conduct we uphold and expect of others.

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THE MARRIOTT EFFECT

INVESTED IN OUR COMMUNITIES.



Chef Michael, from the [Beijing Marriott Hotel City Wall, China](#), teaching a class for students at the Beijing Fengtai Vocational and Technical School.

We are committed to investing in the communities where we do business through our “Spirit To SERVE Our Communities®” social responsibility and community engagement initiatives. Our properties worldwide are focused on five areas of giving: Shelter and Food, Environment, Ready for Jobs, Vitality of Children and Empowering Diversity.