

For Immediate Release

Tuesday, 30th September 2014

Mangalis Unveils New Hospitality Solutions for the Fast Growing African Market and Beyond

- **Mangalis Hotel Group unveils Yaas Hotels, a revolutionary African brand in the economy segment.**
- **New Technology enables a Yaas Hotel to be Designed, Built and Operating in Less Than a year**
- **Hotel owners and investors can have a fully operational hotel stress-free with the Mangalis Plug & Play Solution.**
- **Greener, Faster and Smarter modular construction in a record time awaits Africa hospitality**
- **Ahead of the opening of the Africa Hotel Investment Forum today in Addis Ababa, attended by a dozen tourism ministers and scores of business leaders, Olivier Jacquin, CEO Mangalis Hotel Group unveiled a revolutionary approach to the design and build of new hotels in Africa.**

Addis Ababa, 30th of September. The African hospitality market desires rapid solutions that can fill the gap between current hotel offer and increasing demand from the new incoming travelers, while meeting the expectations of the investors and hotel owners.

To accompany this rapid evolution, Mangalis, the African born hospitality group, has unveiled today its latest revolutionary economy brand: Yaas Hotels. The new hotel brand is following last year's launch of Noom Hotels and Seen Hotels, in the upscale and the midscale segments respectively, completing the group pipeline of 16 hotels in 13 African countries.

Mangalis, a new player in the industry, is determined to take advantage of the enormous opportunities arising in the continent, where branded hotel chains' penetration index is way below mature markets, for example, it is less than % 6 in West Africa, , while Europe is at %26 (including Russia) and USA at %70.

Oliver Jacquin, the Chief Executive Officer of Mangalis Hotel Group underlined: "What we are witnessing in Africa guided us to define our business model and hotels brands to cater for all types of travelers, international or regional, senior or young professionals, coming mainly on

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a business trip or just for a quick getaway. At Mangalis, complementing our existing hotels' brands Noom and Seen, we have created Yaas Hotels, to deliver for the economy segment an unprecedented smart and optimistic design, combined with the latest technology for today travelers.”

Yaas Hotels is following the path set by Noom and Seen, merging avant-garde design nurtured by the sensoriality of natural materials, with high-tech features and the service, in the right place, right time and with the right human touch expected by the guests.

For Yaas Hotels creativity was harnessed to redefine the economy segment, and prove that while travelling on a budget, it is also possible to enjoy a combination of trendy design, relax, connectivity and energy lifting sensations.

Mangalis Hotel Group creates brands and innovative hospitality service standards for Africa and the world market, managing their implementation in all properties belonging to their network of branded hotels, in ownership or under management contract.

The group introduced to the market the Mangalis Plug & Play solution, offering to hotel owners the peace of mind with a turn-key solution for the development of a hotel, from design and construction phase to supply chain and operations' management.

Moreover, Jacquin elaborated “In building Yaas Hotels we have opted to enhance our Plug & Play solution introducing the modular construction benefits. This type of building ensures better construction quality management and takes % 80 of the in-site construction operations.” Elaborating on the benefits of Plug & Play and the modular construction, Jacquin highlighted: “As owners are looking for faster ROI, costs and timeline control with more sustainable designs, modular construction is obviously a natural fit. Our solutions allow building in a controlled environment and reduce costs and waste. Mangalis is demonstrating its added value through the brands and construction methods which are revolutionary for the African market and beyond.”

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noom®
INSPIRED HOTELS

seen®
TRENDY HOTELS

yaas®
SMART HOTELS

Mangalis Hotel Group is committed to place Africa on the roadmap of international hospitality. The first flagship Noom Hotel Conakry in Guinea is set to open in Q1 2015 followed in Q 2 by the first highly innovative Yaas Hotel in Dakar - Almadies. Additional hotels in Pointe Noire, Cotonou and Abidjan will be open in the second semester of 2015, under Noom and Seen brands.

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About Mangalis Hotel Group

Mangalis Hotel Group was established in 2011 with the objective of developing and managing new and exciting African hospitality brands and service standards: Noom (Upscale), Seen (Midscale) and Yaas Hotels (Economy).

As part of the African Holding Teyliom, its objective is to be among the largest African hospitality groups active in the continent, while being the industry undisputed benchmark in terms of products, innovation, quality of service and healthy growth.

Currently, the Group's pipeline includes 16 hotels in 13 African countries summing up to 2.400 rooms in different market segments. Mangalis Hotel Group was ranked in 2014 among the 5 most dynamic developing hotel groups *-according to the W Hospitality Group Report-*

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