

Brand Update



Mathew Turvey
Director of Global Sales - Europe

HARD ROCK
CAN'T STOP THE
MUSIC
SINCE '71



OUR ROOTS



In 1971, two shaggy-haired Yanks opened an American diner in an old Rolls Royce dealership in London. It had nothing to do with market studies or target audiences. It didn't even have anything to do with memorabilia. That was just a goof: Clapton wants to save his favorite table - sure, we'll put the guitar on the wall. Four decades, 50+ countries and 180+ Hard Rock Cafes and almost 30 hotels later, we're still saving tables for our rock star friends, and for millions upon millions of their fans.



LIVING OUR MOTTOS

While music is the heart of Hard Rock, philanthropy is its soul, and Hard Rock International is committed to making a difference through a wide variety of philanthropic causes and activities. For more than 45 years, Hard Rock International has made it both its business and its abiding passion to make the earth a safer, healthier and better place to live. Since opening in 1971, Hard Rock International has been committed to two consistent brand pillars- music and philanthropy. In 2016, Hard Rock International launched the Hard Rock Heals Foundation, a global charity that aims to improve lives through the power of music. Hard Rock's guiding principle, "Love All – Serve All," encompasses the brand's dedication to its core mantras – "Save The Planet," "Take Time To Be Kind" and "All is One."

LOVE ALL—SERVE ALL
TAKE TIME TO BE KIND
ALL IS ONE
SAVE THE PLANET



Music is our essence. It can create mood and memories. It can make you move or tuck you in. It has a powerful effect on creativity. It can make you want to leave, or it can make you want to stay. Ignore it at your peril, it is a brand differentiator and we take it very seriously. Our guests should never leave us and hear the same sounds at the mall or the airport food court that they just heard at the hotel. Our playlists are created in-house, loving hand crafted by our rabid team of music zealots. Remember that mix tape you made for your high school crush? Well our programmers have a crush on our hotels. That's why they are always blushing. And their record collections are huge. But love is a two-way street, and that's one reason why the Vibe Manager at each property is vital. Their input and expertise, their physical presence on the ground, is crucial in properly executing the music program.

MUSIC IS OUR ESSENCE.
IGNORE IT AT YOUR PERIL.



OUR Set list

76	countries
184	cafes
32	hotels
13	casinos
7	live venues
35,000	live music events
83,000	priceless memorabilia icons



Global Footprint



Americas:

Atlantic City

Biloxi

Cancun

Daytona Beach

Guadalajara

Hollywood, FL

Lake Tahoe

Las Vegas

Los Cabos

Orlando

Panama

Punta Cana

Riviera Maya

Sacramento

San Diego

Sioux City

Tampa

Tulsa

Vallarta

Regional Breakdown



Regional Breakdown

EMEA:

Amsterdam

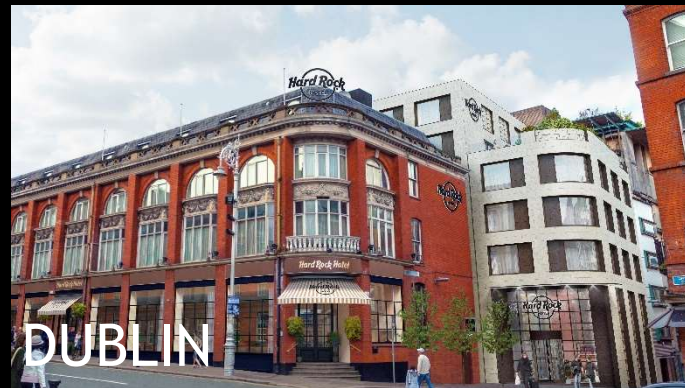
Davos

Dublin

Ibiza

London

Tenerife



Regional Breakdown

APAC:

- Bali
- Desaru Coast
- Goa
- Maldives
- Pattaya
- Penang
- Shenzhen
- Singapore





OUR PROMISE TO HARD ROCK FANS TO KEEP YOU SAFE + SOUND

INDIVIDUAL PROPERTY PROTOCOLS MAY VARY BASED ON LOCAL GUIDELINES.



TEMPERATURE CHECKS
for every team member,
and vendor upon arrival



INCREASED CLEANING
and disinfecting frequency
for high-touch surfaces
across public areas, meeting
rooms, dining areas, and
public restrooms



**PLEXIGLASS
SEPARATORS**
at front desks and
check-in areas



SOCIAL DISTANCING
markers placed 6 feet
(2 meters) apart where
lines can form



HAND SANITIZER
in every public space
area and all restrooms



HAND WASHING
Team member hand
washing every 60 minutes



MANDATORY MASKS
always for all team
members and for guests
in designated areas



**HIGH LEVEL
INFECTION CONTROL**
procedures to collect
laundry



**TOUCHLESS
IN-ROOM DINING**
hallway service at guest
room door



**SELF-SERVICE
BUFFETS**
have been suspended



POOLS & BEACHES
Groups of guests
are spaced 6 feet
(2 meters) apart



SANITIZATION
of guest luggage before
it enters the lobby



SEAL OF SAFE + SOUND
on every guest room
door upon arrival

songdivision[®]
UNITE AROUND YOUR
PURPOSE USING MUSIC

rockom
Experience | feat. DJ Dee & Mark

SCHOOL
OF ROCK



Hard Rock[®]
HOTEL



Clean the World[™]

JEFF NOLAN / HARD ROCK
MUSIC & MEMORABILIA
Consultant

BREAKOUT
MEETINGS AT HARD ROCK HOTELS

EXPERIENCE HARD ROCK AS IT WAS MEANT TO BE

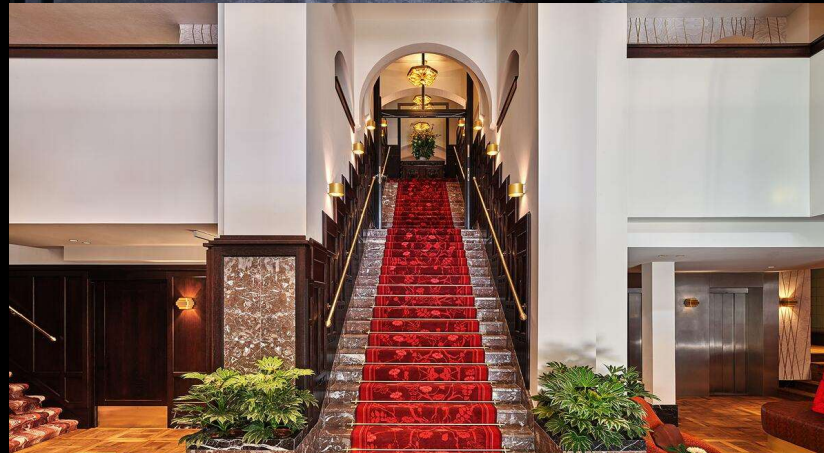
Recent Openings





AMSTERDAM
AMERICAN

- *Rebranded June 12th 2020*
- *173 bedrooms including 14 suites*
- *Located in the heart of buzzing Amsterdam, The fully refurbished Hard Rock Hotel Amsterdam American dates back to 1875 with Art Nouveau style architecture*
- *Famous 'Café Americain' and terrace*
- *Bar Americain and Lobby with outdoor terrace*
- *Two meetings rooms for 120 persons for a reception*
- *Rock Shop[®]*
- *'Bodyrock' Fitness centre*



Hard Rock HOTEL DUBLIN

- *Opened February 2020*
- *120 bedrooms and suites*
- *Located within Dublin City Centre, on Lord Edward Street. Within walking distance of the top attractions in Temple Bar and many of Dublin's most visited landmarks and attractions including The Guinness Storehouse*
- *Zampas South American Restaurant and Constant Grind Coffee Bar. Zampas can be hired privately*
- *Rock Royalty® Suite with an outdoor terrace*
- *Rock Shop®*





LONDON

- *Opened May 2019*
- *Iconic central London location on corner of Park Lane and Oxford Street with 900 rooms and suites on opening and a further 100 to be added in 2020*
- *3 F&B Outlets including 2 vibrant bars and a lively Hard Rock Cafe®*
- *Rock Royalty® Lounge & Floor*
- *Rock Shop®*
- *M&E Space to be completed in second phase – opening end of 2020*





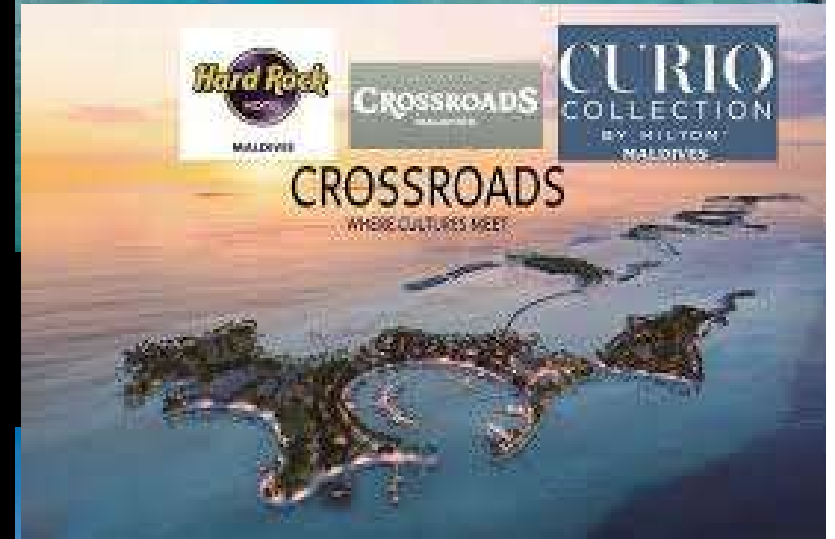
LOS CABOS
AN ALL-INCLUSIVE EXPERIENCE

- *Opened July 2019*
- *639 Guest rooms including 123 suites*
- *10 F&B Outlets including Japanese, Mexican and Italian restaurants*
- *See the show® theater , kids club, cavern club, bowling alley, retail spaces, moon lounge night club*
- *Rock Royalty® Lounge & Floor*
- *Rock Shop®*
- *25,000 sq. ft. indoor meeting space, plus 31,000 sq. ft. of outdoor event space*





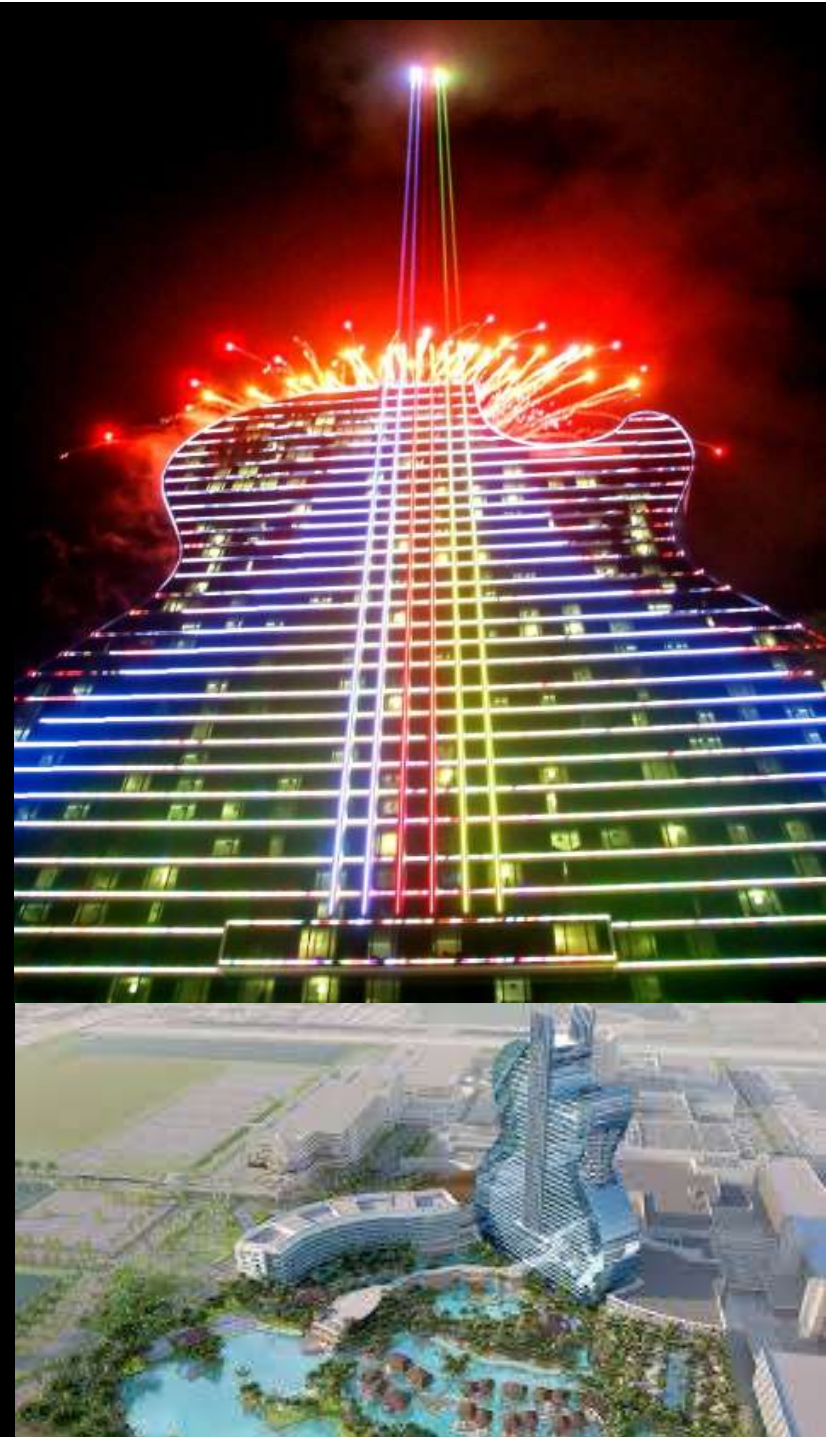
- *Opened September 2019*
- *178 spacious guest rooms, suites, villas and overwater villas,*
- *Located in Emboodhoo Lagoon, the first integrated resort destination in the Maldives. Only a 15-minute boat ride from the airport.*
- *Direct access to The Marina @ CROSSROADS—an entertainment island with dining, shopping, and more.*
- *Hard Rock Café, Sessions Restaurant, Elephant & Butterfly beachside restaurant and bar*
- *CROSSROADS Event Hall for conferences. One of the largest rentable event spaces in the Maldives A multi purpose venue covering 423 SQM, soiree's at one of our dynamic food and beverage venues.*

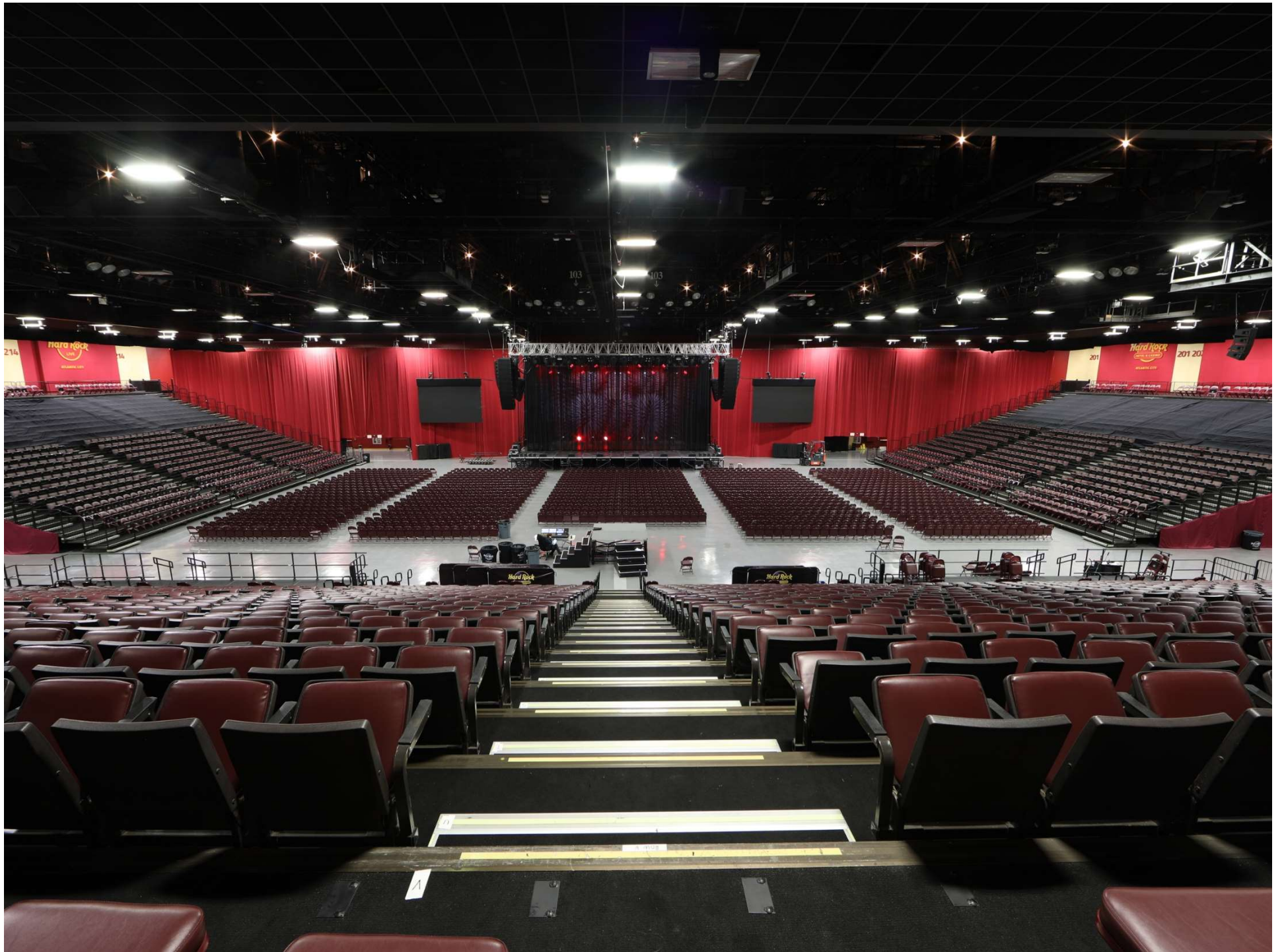




HOLLYWOOD, FL

- *The World's first Guitar Shaped Hotel - Opened October 2019!*
- *1,275 spacious guest rooms, suites and waterside swim up villas,*
- *Located in Hollywood, Florida. Just 18 minutes from Fort Lauderdale/Hollywood International Airport and 30 minutes from Miami Beach.*
- *Hard Rock Live – A 7,000 seat theatre hosting music concerts, events and seminars. 120,000 sq.ft of meetings space including a 38,000 sq.ft Exhibition hall.*
- *15 Fine dining & Contemporary food and beverage outlets, 42,000 sq.ft Spa & Gym, 4.5 acre Lagoon pool*
- *Casino with 200 table games and 3,100 Slot Machines*





picks.



wax.



THE SOUND OF YOUR
STAY[®]

tracks.



2019/2020 Scheduled Openings





*Amsterdam
American*

Opening Q2. 2020



Hard Rock Hotel Amsterdam American

The Lowdown



Location

Leidse Square, near current Hard Rock Cafe



Bedrooms

173



F&B

Iconic Café American and Sessions Restaurant,



Meeting Space

3 meeting rooms able to form a large room – 160 m²



Coming Soon

Hard Rock Hotel Barcelona

Opening Q3. 2022



Barcelona

Hard Rock Hotel Barcelona – the Lowdown



Location

The Forum area of Barcelona, all rooms water facing, new build hotel, subway access from city centre



Bedrooms

504



F&B

Hard Rock Café and Sessions Restaurant, Rooftop bar



Meeting Space

Meeting space for up to 800, 21,000 sq ft



Opening Q3. 2020



Budapest



Hard Rock Hotel Budapest – the Lowdown



Location

Nagymező Street, known as "Budapest's Broadway" for its vast array of theatres, clubs and restaurants, bustling crowds and local Walk of Fame. 800 metres from Corinthia hotel



Bedrooms

136



F&B

Constant Grind Bar and Sessions Restaurant



Meeting Space

4 meeting spaces for up to 140 people, rooftop events space

Lobby



The Restaurant



Meeting Space



Meeting Space



Meeting Space



Roxy

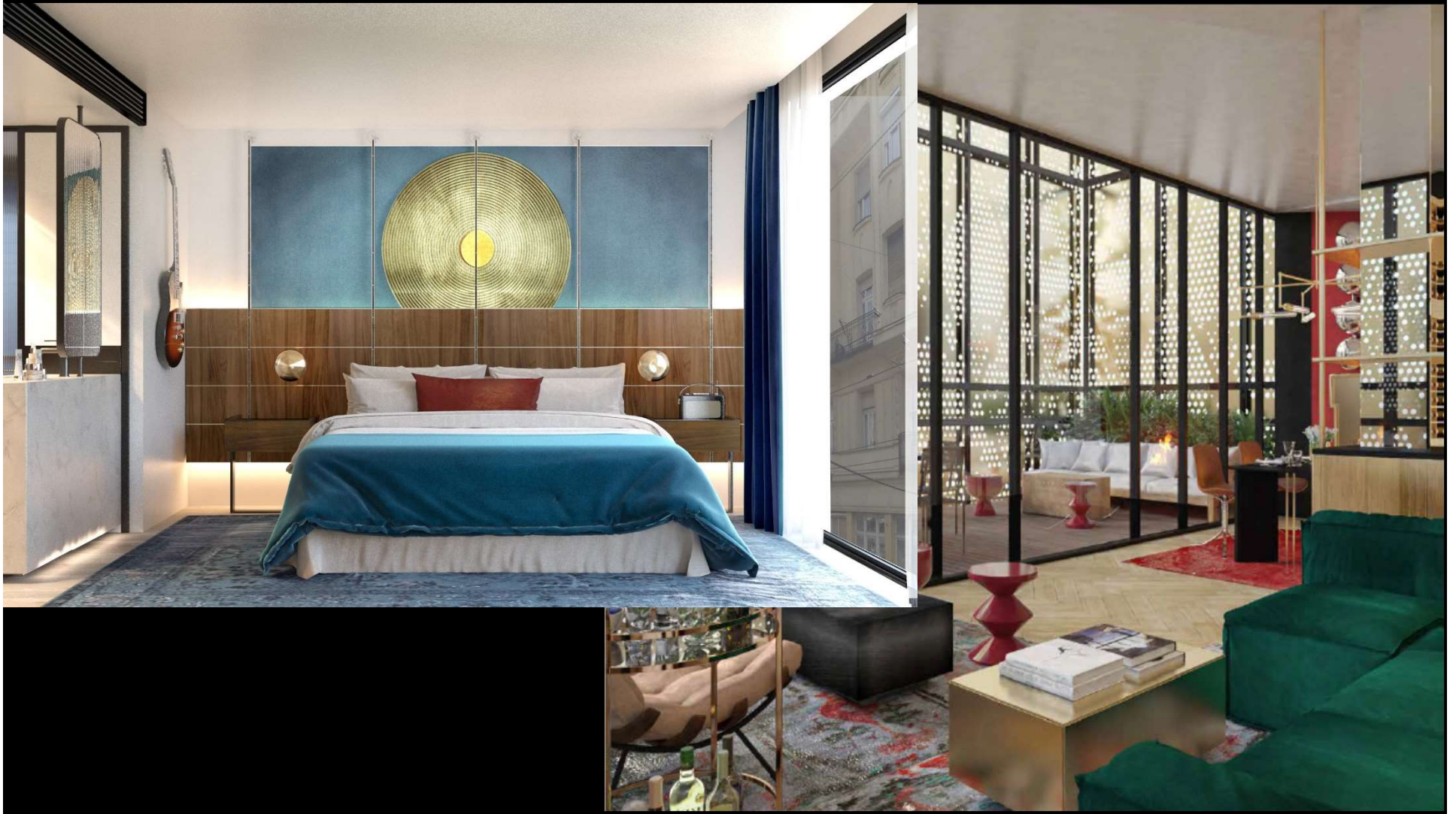
Theatre	120
Cocktail	100
Classroom	66
U-Shape	44



Bedrooms



Bedrooms

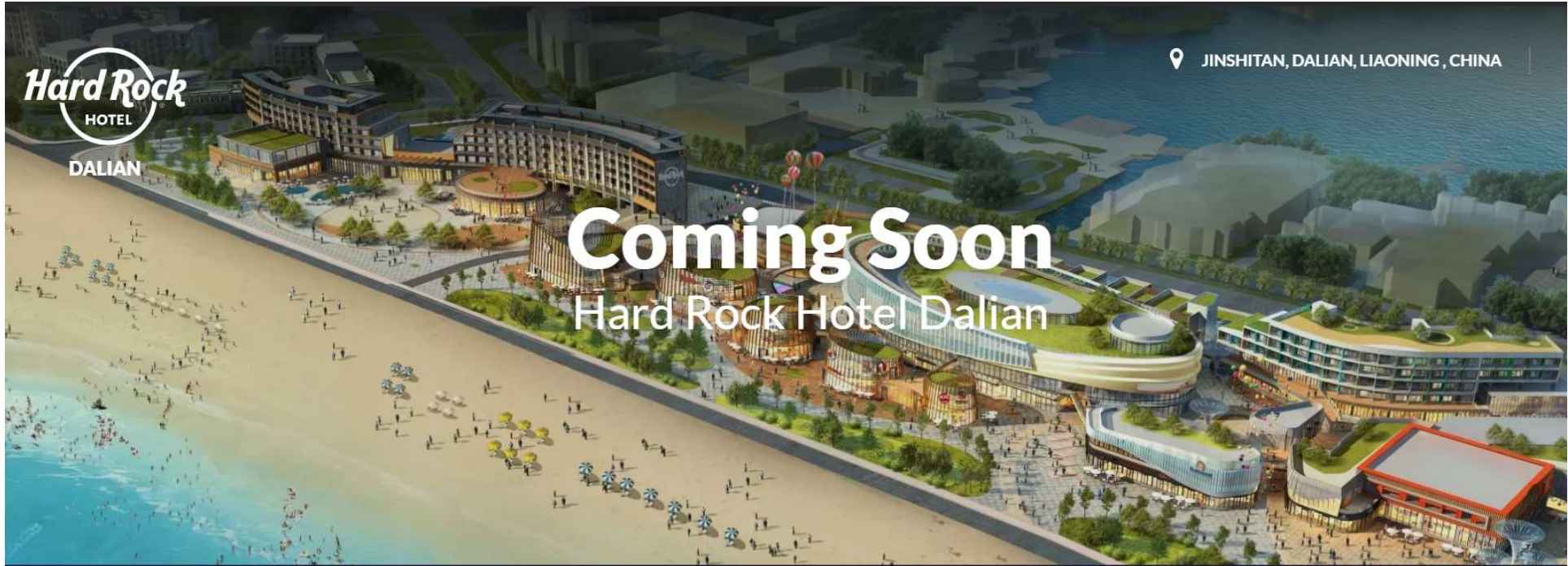




JINSHITAN, DALIAN, LIAONING, CHINA

Coming Soon

Hard Rock Hotel Dalian



Opening Q3. 2020



Dalian, China

Hard Rock Hotel Dalian – the Lowdown



Location

China's northeastern Liaoning Province, Golden Pebble Beach. Bordering the Yellow Sea, Dalian is recognized as one of China's major tourist destinations



Bedrooms

200



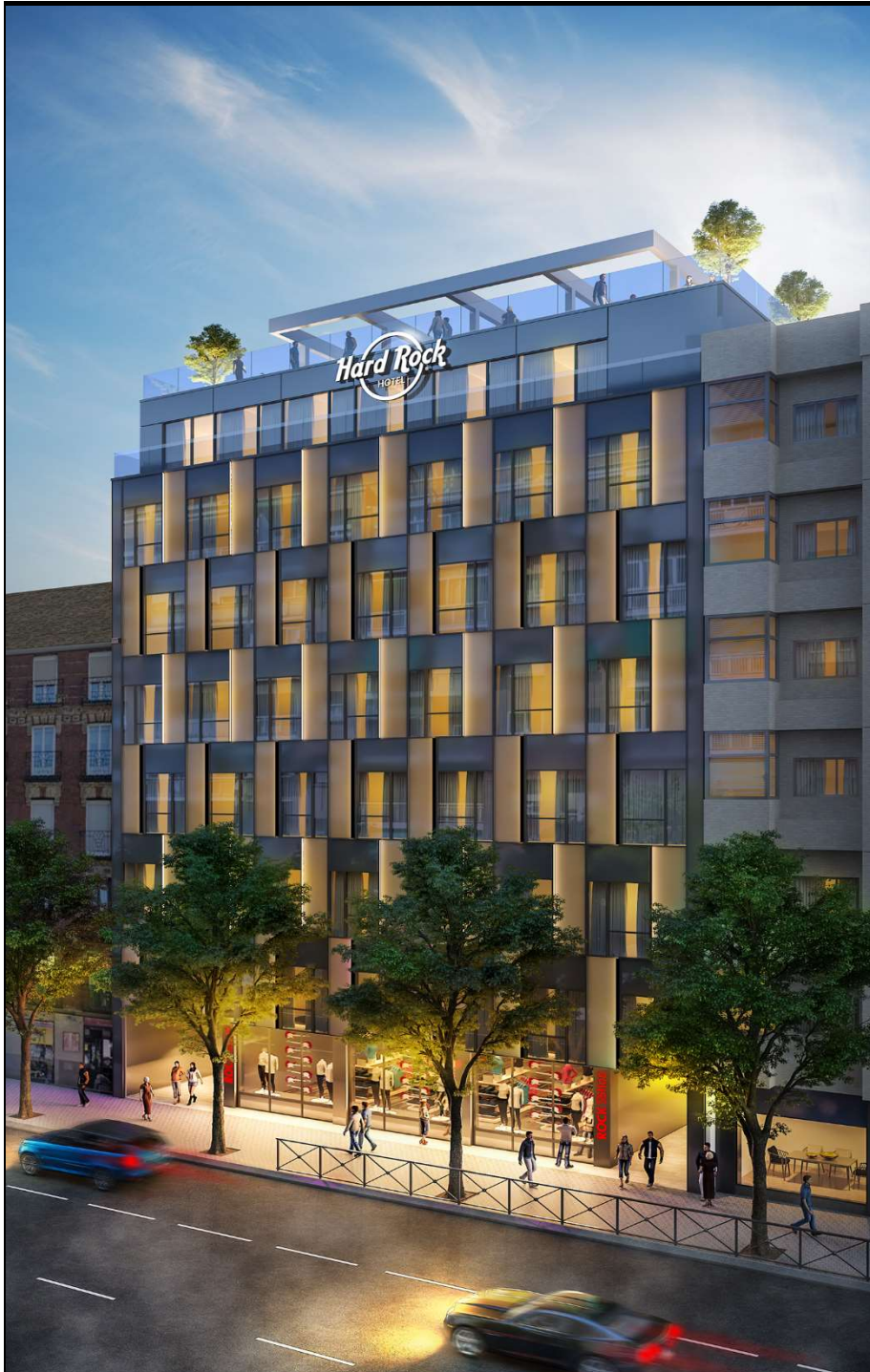
F&B

Hard Rock Café and Sessions Restaurant



Meeting Space

10,000 sq.ft conference centre



Madrid

Opening Q2. 2021

Hard Rock Hotel Madrid – The Lowdown



Location

Located in Atocha District, Madrid centre – Unique location with Pool and gardens, Rock Shop.



Bedrooms

161



F&B

Constant Grind café and Sessions Restaurant, Rooftop terrace



Meeting Space

None



New York

Opening Q3. 2022

Hard Rock Hotel New York – The Lowdown



Location

Times Square, 48th Street between Sixth and Seventh avenues



Bedrooms

445



F&B

Lobby Bar, Sessions Restaurant, underground speakeasy and rooftop lounge for live music events and deejays



Meeting Space

TBC

In the Pipeline.....

- More Locations to come in 2021 and beyond in –
 - Malta
 - Prague
 - Mexico City
 - Brazil
 - Kansas Speedway



ST. GEORGE'S BAY, SAN ĠILJAN, SAINT JULIAN'S, MALTA

Coming Soon!

Hard Rock Hotel Malta



Malta

Opening Q3. 2023

Hard Rock Hotel Malta – The Lowdown



Location

St Georges Bay, San Giljan, Malta



Bedrooms

370



F&B

Hard Rock Café and Sessions Restaurant, Rooftop Lounge and Skybar,



Meeting Space

37,000 sq ft of Meeting space – Largest convention space on the island



Opening Q2. 2023

Prague

Hard Rock Hotel Prague – The Lowdown



Location

Letna Park - A short walk from the historic Old Town of Prague, as well as the Generali Arena.



Bedrooms

523



F&B

6th Floor Sky Bar and specialty restaurant with south-facing terraces overlooking the Vltava river valley, Sessions Restaurant, Constant Grind Coffee bar/Cocktail bar at night plus Lobby Bar.



Facilities

Rooftop swimming pool, full-service Rock Spa[®], other Body Rock[®] Fitness Centre and Rock Shop[®]



Meeting Space

1,800 capacity ballroom for live entertainment and meeting spaces totalling 59,000 sq-ft. External Woodstock Lawn that can be used for exhibitions and social events for as many as 3,000.

REVERЯB®

— **BY HARD ROCK** —

BREAKOUT

MEETINGS AT HARD ROCK HOTELS

Q & A