

PERSONALIZING THE GUEST & CUSTOMER EXPERIENCE

MARK VONDRASEK | EVP & CHIEF COMMERCIAL OFFICER



TIMELESS COLLECTION



BOUNDLESS COLLECTION



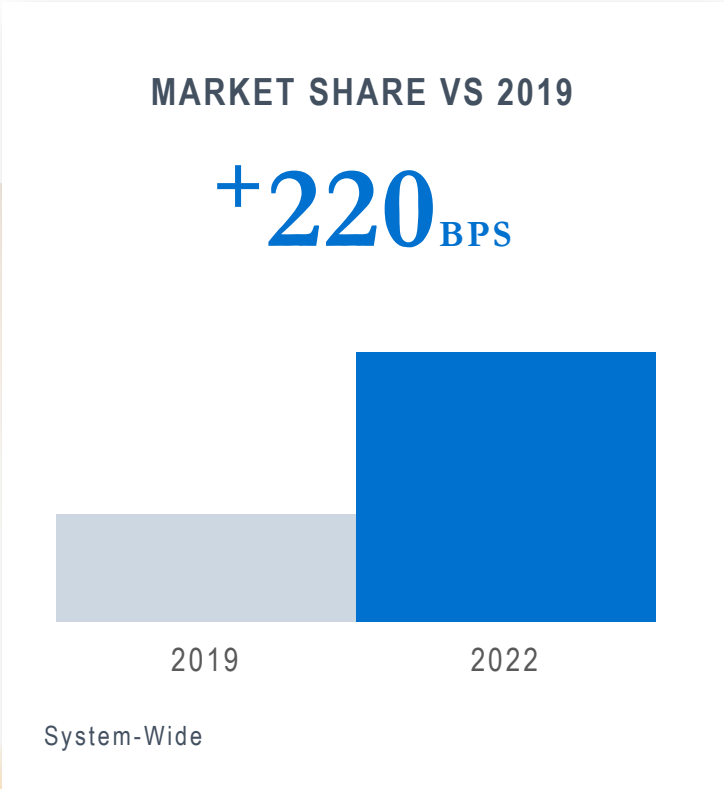
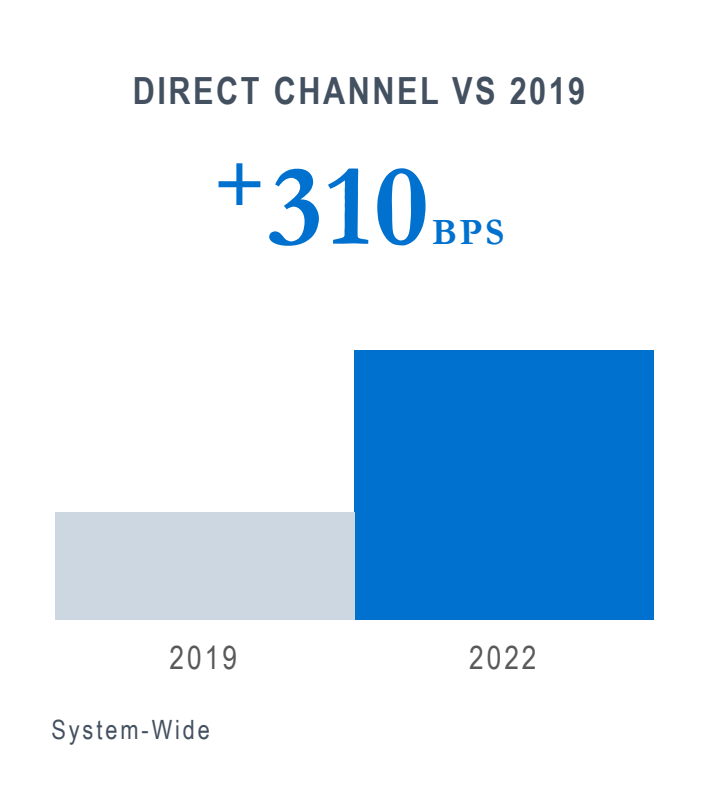
INDEPENDENT COLLECTION



INCLUSIVE COLLECTION



WE'RE BUILDING FROM A POSITION OF STRENGTH



ALILA VILLAS ULUWATU, INDONESIA



Figures based on and calculated from each respective fiscal year end.
Market share data sourced from Smith Travel Research as of December 2022.

SCALE AFFORDS INCREASED INVESTMENT

\$22B **+44%**

Our system is expected to generate \$22B in revenue in 2023

Increase in spend on behalf of our hotels expected in 2023, relative to 2019 (excludes World of Hyatt and ALG)

THOMPSON ZIHUATANEJO, MEXICO

HYATT

Increase in spend represents contributions into Commercial Services funds and does not include Apple Leisure Group properties. The Company's long-term outlook is based on a number of assumptions that are subject to change and many of which are outside the control of the Company. If actual results vary from these assumptions, the Company's expectations may change. There can be no assurance that the Company will achieve these results.

INSIGHTS SHAPING OUR WORK



Changes in Why
& How
We Travel



Care for the
People
I Care About



Wellbeing &
Sustainability
Passions



Familiar, Flexible
& Secure
Technology

KEY AREAS OF FOCUS

1 Harnessing Value from Our Growth

2 Redefining Loyalty

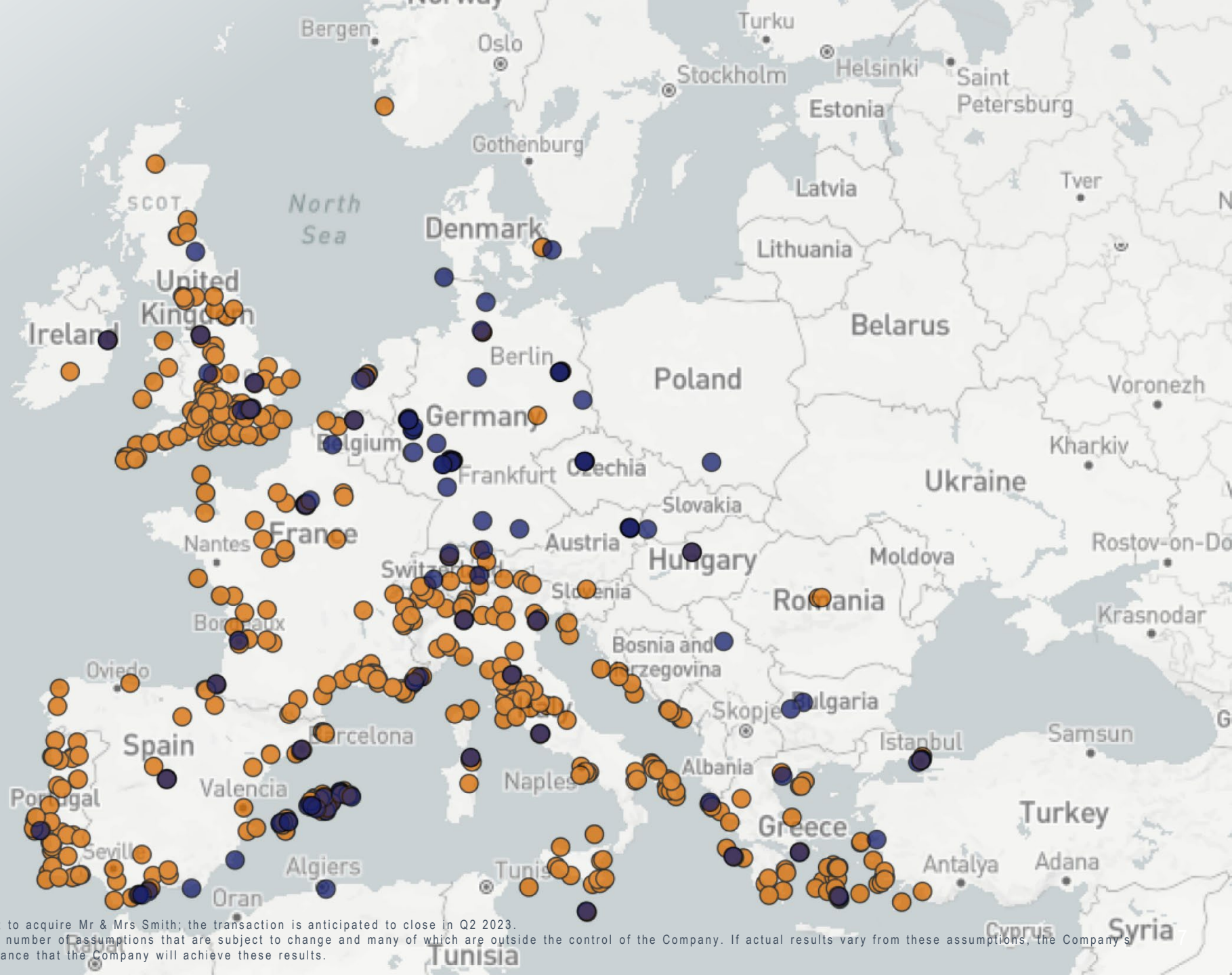
3 Commercializing Wellbeing & Ancillary Offerings

4 Reimagining Sales, Meetings & Events

5 Elevating Our Digital & Technology Platforms

HARNESSING VALUE FROM GROWTH

- HYATT + ALG + LINDNER
- MR & MRS SMITH



On April 28, 2023 Hyatt announced an agreement to acquire Mr & Mrs Smith; the transaction is anticipated to close in Q2 2023. The Company's long-term outlook are based on a number of assumptions that are subject to change and many of which are outside the control of the Company. If actual results vary from these assumptions, the Company's expectations may change. There can be no assurance that the Company will achieve these results.



Explore someplace new

Nothing says "possibility" like exploring a brand-new hotel and the sights and experiences around it. Earn 500 Bonus Points for qualifying nights at new hotels during specified offer periods. And don't forget, qualifying nights count towards earning tier status.

OPEN NEW DOORS

REDEFINING LOYALTY

Stay inspired, leave rewarded

With dining journeys, you can earn double points on qualifying nights at 1,100+ hotels worldwide. Plus, a qualifying night counts double towards earning tier status. Register by November 15, 2022, and then complete your stays before December 20, 2022.

INCLUSIVE COLLECTION

HYATT PLACE, HYATT ZENITH, ZOETRY, SECRETS, SUNSCAPE, ALTA, ANZA, UNBOUND COLLECTION

*Resorts are joining World of Hyatt in phases. Learn more at hyatt.com/new

Manage Preferences | Unsubscribe | View in Browser

Wherever you go, get business done at Hyatt Place

Newsweek

"America's Best Loyalty Program"

FIND

LEARN MORE

BY HYATT

BONUS JOURNEYS

TAKE INSPIRATION AWARDED.

Register by November 15 and stay between September 15 and December 20, 2022.

Secrets Maroma Beach Riviera, Cancun, Mexico

WORLD OF HYATT

Newsweek

"America's Best Loyalty Program"

WORLD OF HYATT

Experience deliciousness around the world when you earn while dining with World of Hyatt.

By Traveler @livelikeitsthewknd

The Seabird Resort, Oceanside, California | Destination by Hyatt

Learn More

Thompson Hotels creates space for the culturally curious, where the conversation is lively and experiences say something important. #CultureLivesHere

Book Now | My Account | Customer Service

Earn 20% back in Bonus Points on qualifying unique journeys through Hyatt's Independent Collection brands.

MEMBER | XXXXX Points

SEEK THE UNIQUE

LEARN MORE

WORLD OF HYATT

Experience deliciousness around the world when you earn while dining with World of Hyatt.

By Traveler @livelikeitsthewknd

The Seabird Resort, Oceanside, California | Destination by Hyatt

Activity

Keep earning a free night for every 5 new brands.

TIMELESS COLLECTION: GRAND HYATT, HYATT, HYATT PLACE, HRC, HYATT PLACE, U-COVE

BOUNDLESS COLLECTION: MIRAVAL, ALTA, ANZA, UNBOUND COLLECTION

INDEPENDENT COLLECTION: HYATT CENTRIC, Caption

WORLD OF HYATT

Book Now | My Account | Customer Service

Bonus Points at Hyatt Place

WORLD OF HYATT

YOUR PLACE YOUR SPACE

HYATT PLACE BUSINESS HYATT house

YOUR REWARDS

Whether you're staying for a couple of nights at a Hyatt Place hotel or

WORLD OF HYATT

nerdwallet

"Best Hotel Rewards Program"

DREAMS Resorts & Spas

Live Your Dream Vacation

WORLD OF HYATT



GRAND HYATT

WORLD OF HYATT

GRAND HYATT

Spend \$300 or more, get \$60 back

Expires 12/15/22. See complete offer terms below.

Activate this Offer

A COLLECTION WITH

3 UNIQUE JOURNEYS

Hotel du Louvre, Paris, France | The Unbound Collection by Hyatt

INTRODUCING

TAKE A TRIP AND SOMETHING NEW

Caption BY HYATT

NOT SOME BASIC HOTEL

BUILDING ON MOMENTUM IN LOYALTY

WORLD OF HYATT MEMBER VALUE

Stay **+46%** More

more stays in a year than
profiled non-members

90%

of member room nights
are booked direct

Spend **+73%** More

average spend per year
than profiled non-members

1 = 40

1 Globalist = the revenue
value of 40 non-members

FUJI SPEEDWAY HOTEL, JAPAN

DIFFERENTIATED BENEFITS FROM STRATEGIC ALLIANCES

American Airlines



FIND

CHASE



headspace



Globalist

“This is simply an awesome benefit. I used it recently for my brother...I love being able to treat my close friends and family to something special.”

Travel Advisor

“I love this idea as relates to Hyatt because they’re, of course, all about care. No one else is doing this in their loyalty program. This is a big differentiator.”

Corporate Decision Maker

“I think that it is something that is unparalleled in the industry. Something like this sets one brand apart.”

A UNIQUE TIME AND
OPPORTUNITY
TO SHAPE WHAT LOYALTY
MEANS IN HOSPITALITY
FOR GUESTS AND
CUSTOMERS
WITH GUEST OF HONOR

[VIDEO]

COMMERCIALIZING WELLBEING & ANCILLARY OFFERINGS

ICONIC EXPERIENCES OFFERED AT SCALE

MIRAVAL
SIGNATURE EXPERIENCES

150+ wellbeing
experiences globally
inspired by the hospitality
brand leader in wellbeing



headspace

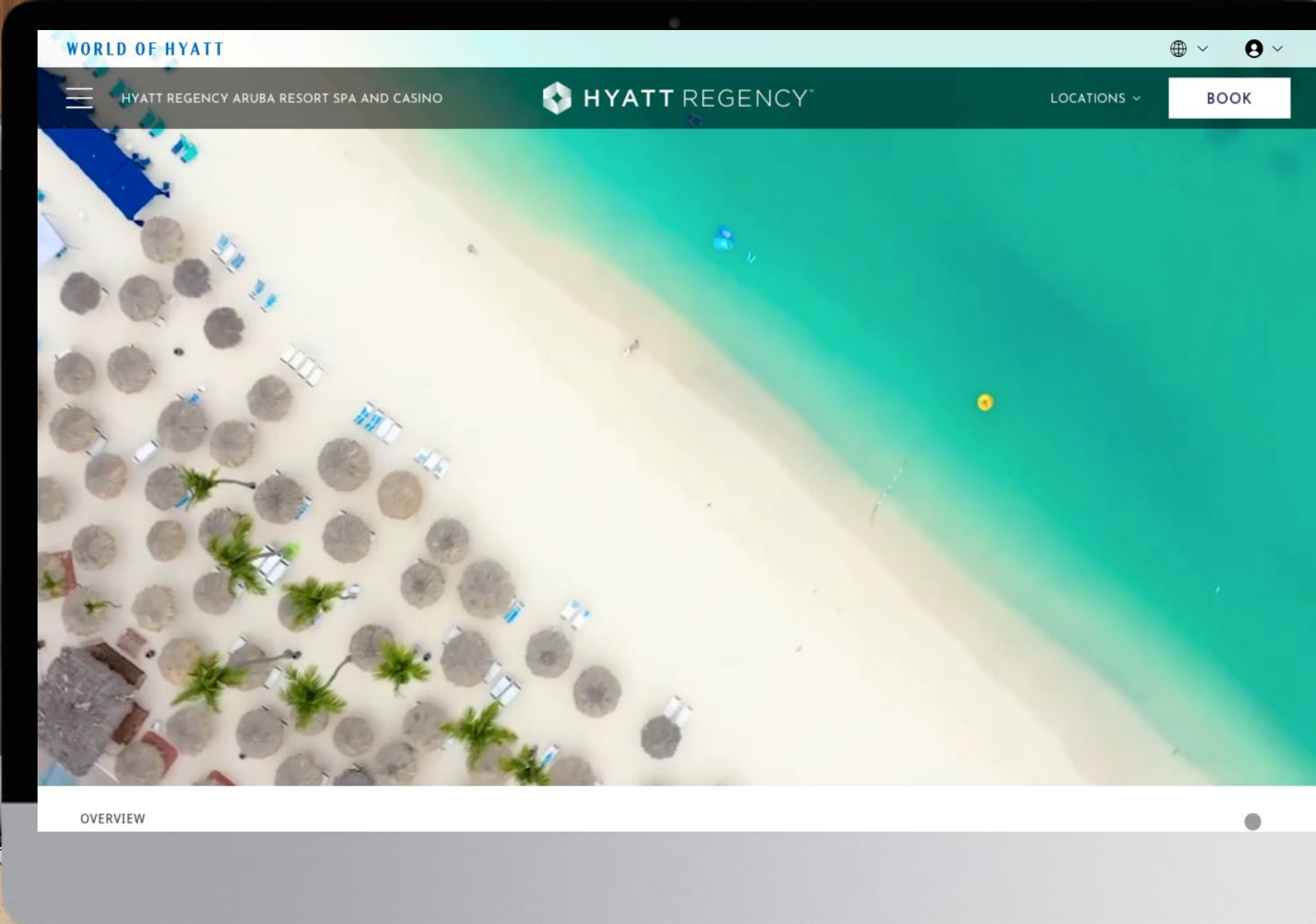


Together **FIND**
by Hyatt

Branded, scaled & infused
across the guest journey

[VIDEO]

COMMERCIALIZING AT SCALE





REIMAGINING SALES, MEETINGS & EVENTS



BUILDING ON MOMENTUM IN SALES, MEETINGS & EVENTS

From 2019 to 2022 we grew market share in **90%** of our top 10 corporate accounts

GROUP MARKET SHARE

+510_{BPS}



2019 2022

HYATT PRIVÉ SALES GROWTH

+116%



2019 2022

ANDAZ LONDON LIVERPOOL STREET, UNITED KINGDOM



Figures as of each respective fiscal year end. Group Market Share per Smith Travel Research as of December 2019 and 2023, respectively.

REIMAGINING SALES, MEETINGS & EVENTS



hyatt.com/events Redesign



Strengthening Hyatt Privé & Leverage



Extending World of Hyatt Benefits to Customers



Together by Hyatt: Wellbeing & Sustainability



[VIDEO]

**ELEVATING OUR
DIGITAL &
TECHNOLOGY
PLATFORMS**

ANDAZ

SCOTTSDALE RESORT & BUNGALOWS



BUILDING ON MOMENTUM IN DIGITAL

20

MONTHS

OF DIGITAL DIRECT
OUTPERFORMING OTA'S

+5%

CLICK TO BOOK

40%

LOWER BOUNCE
ON NEW PROPERTY SITES

DIRECT CHANNEL VS 2019

+310 BPS



2019

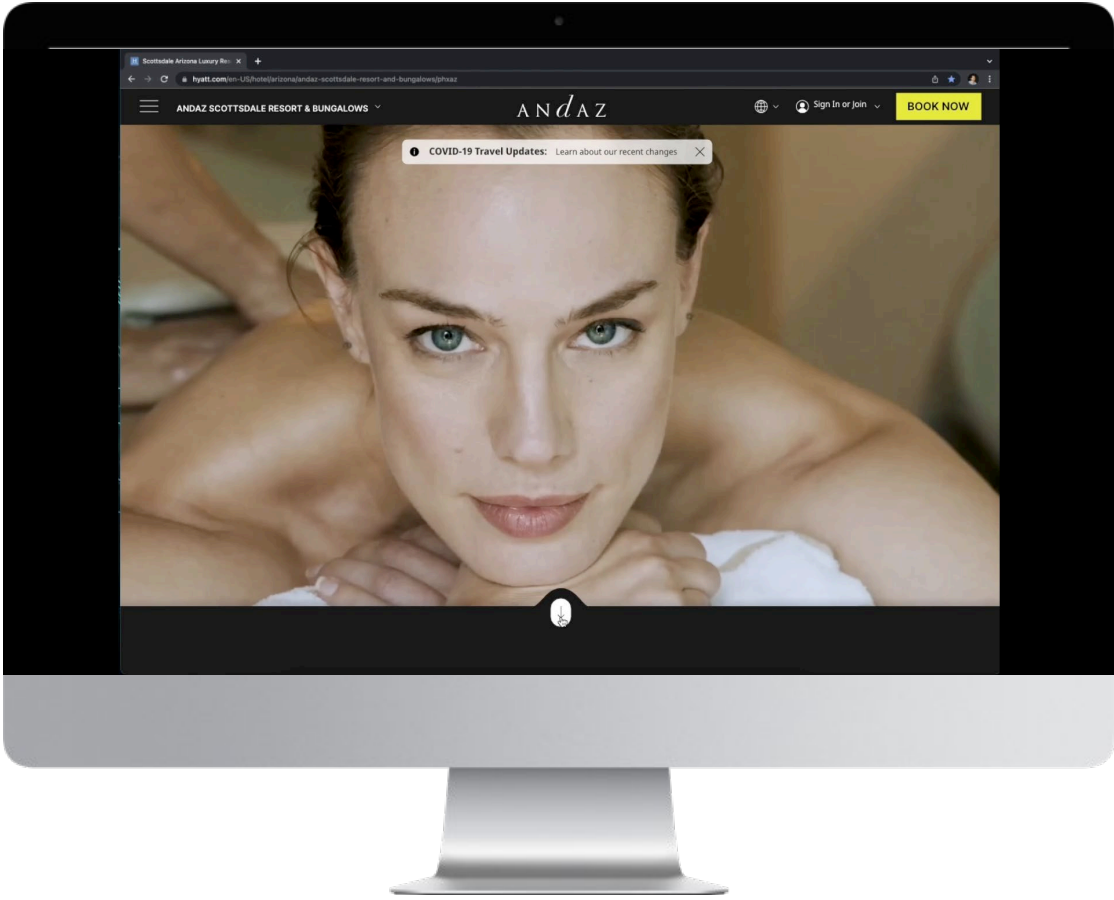
2022

System-Wide

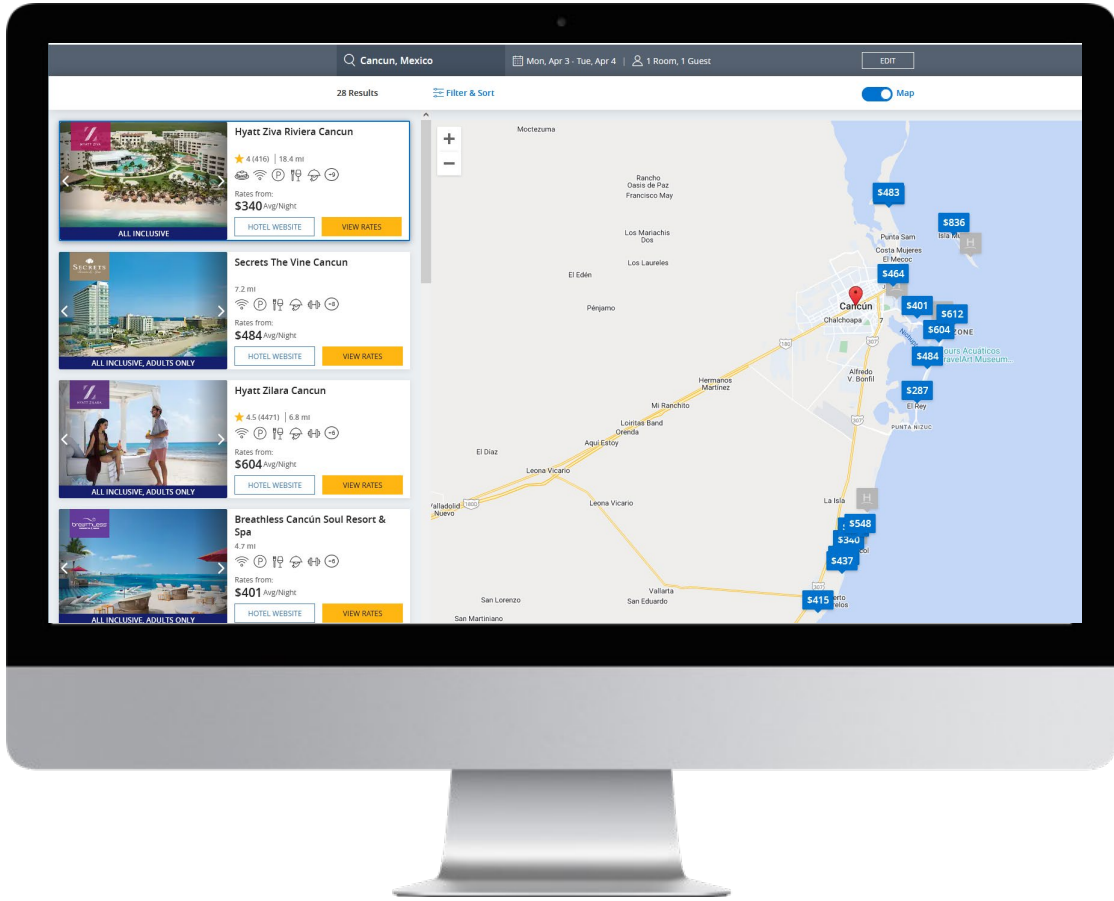
THOMPSON ATLANTA —
BUCKHEAD, GEORGIA

ELEVATING OUR DIGITAL PLATFORMS

PERSONALIZATION



DISCOVERY SEARCH



ELEVATING OUR TECHNOLOGY PLATFORMS



PROFIT- OPTIMIZED

Revenue Management
System



BEST- IN-CLASS

Central Reservations
System



SPEED-TO- MARKET

Integration
Capabilities



KEY AREAS OF FOCUS



**HARNESS
VALUE FROM GROWTH**



**REDEFINE
LOYALTY**



**REIMAGINE SALES,
MEETINGS & EVENTS**



**COMMERCIALIZE
WELLBEING & ANCILLARY**



**ELEVATE DIGITAL
& TECHNOLOGY**