



Regus Partnership

ExecuStay Exclusive Experience



PRESENTED BY

Lisa McDonough, ExecuStay Brand Manager
May 21 & 22, 2014

Agenda

- The ExecuStay brand
 - ExecuStay and Regus
- National promotion
 - Promotional channels
- Partnering with Regus locally
- Offer and fulfillment details
- Tools, templates, resources
- Appendix

ExecuStay Value Proposition

ExecuStay®, an Oakwood Worldwide® brand, is the **rewarding choice** for fully furnished extended stay accommodations across the United States.

Our locally managed and community-focused locations make it easy for guests to connect with everything they need – personally and professionally. And, as the only corporate housing brand to offer **Marriott Rewards® points**, our **personalized housing solutions** are ideal for **consultants, relocating executives and frequent travelers** looking for an even more rewarding extended stay experience.

Why Are We Partnering With Regus?

- We have complementary target audiences and value propositions
 - Our housing and work solutions help our guests be productive on the road
- We can reach new customers
 - Our incentives appeal to first-time guests of either brand
 - Regus has 2800 followers on Facebook and over 1.5 million customers
- We improve ExecuStay brand value
 - Regus is a leading brand to be partnered with
- We differentiate our offerings
 - This is an exclusive deal to ExecuStay guests; not available to Oakwood guests
 - We strengthen ExecuStay's value and customer loyalty in a crowded corporate housing market

We Help Our Guests Live And Work At Their Best!

ExecuStay	Regus
<ul style="list-style-type: none">8,000 locations across all 50 United States	<ul style="list-style-type: none">2,000 locations in 750 cities in 100 countries
<ul style="list-style-type: none">Fully furnished studio, one-, two- and three -bedroom apartments give guests the space to stretch out and stay focused	<ul style="list-style-type: none">Fully furnished offices for daily, monthly or yearly use and virtual offices to create the right image at the right price
<ul style="list-style-type: none">All utilities and Wi-Fi set up and ready to go upon arrival	<ul style="list-style-type: none">Plug-in-ready business lounges and professional meeting rooms

Who is Regus?

Regus is the world's leading provider of flexible workplace solutions, offering 2,000 business centers across 750 cities in 100 countries across the world.

Office solutions

Fully furnished offices with administrative support and flexible terms



Virtual office solutions

Lets members work from home or wherever business takes them while maintaining a professional local image



Meeting and training rooms

Featuring state-of-the-art A/V equipment, free internet access, catering options and hourly pricing



Video communications

The world's largest network enables meetings with clients and colleagues around the world without the associated travel costs and lost time



Business lounges

Access to business lounges and cafés to support the mobile professional



Admin and IT support

Reception team to answer calls, plus mail handling, packing and shipping, document printing and binding, and on-hand technical support.



Business networking

A way for customers to network with like-minded professionals and promote their businesses



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Regus and ExecuStay Offers

Starting May 27, 2014 through June 30, 2015, ExecuStay and Regus customers will receive these great offers:

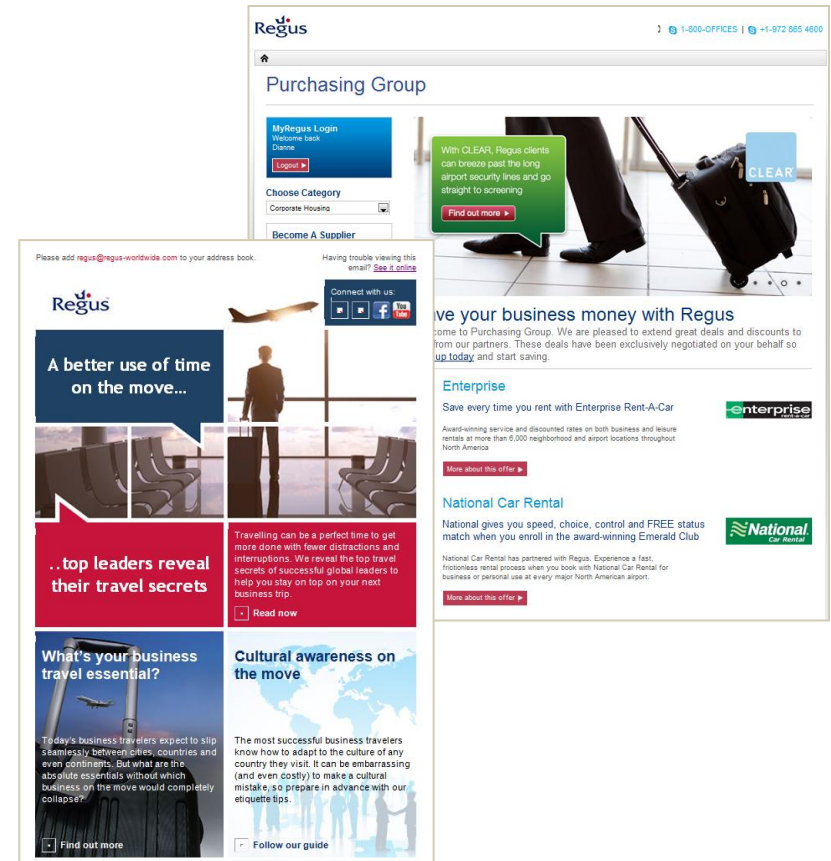
ExecuStay offer to Regus customers ¹	Regus offer to ExecuStay Clients & Guests ²
<ul style="list-style-type: none">• 5,000 Marriott Rewards Bonus Points for 30+ day stays• Offer is valid with other promotions	<ul style="list-style-type: none">• Complimentary 12-month Businessworld Preferred membership that includes:<ul style="list-style-type: none">• Ten free visits to over 1,500 internet-equipped business lounges in 750 cities worldwide• Two free business lounge guest passes• One complimentary Day Office booking in the U.S. or Canada• One month free on a Full Time Office with a minimum 12-month term• One month free on any Virtual Office Program with a minimum 12-month term

¹ Regus customer must make reservation by May 31, 2015 with arrival by June 30, 2015. | ² ExecuStay clients & guests must activate membership by June 30, 2015

Promotional Channels to Regus Customers

Regus customers will learn about the ExecuStay offer through these channels:

- Regus eNewsletter – June Issue
- Flyers posted in all Regus U.S. Centers
- Regus Purchasing Group website
 - Home Page
 - Corporate Housing Category
- Regus Social Media
 - Facebook
 - Twitter



Promotional Channels to ExecuStay Customers

ExecuStay customers¹ will learn about our Regus partnership and offer through these channels:

- ExecuStay.com Partnership page
- Press Release
- BOD Promotional Flyer
- Social Media
 - Facebook
 - Twitter



The screenshot shows the ExecuStay website with a header navigation bar including links to Oakwood.com, ExecuStay Home, Site Map, and Help. A search bar with the text "find an apartment" is visible. Below the navigation bar, there are tabs for ABOUT EXECUSTAY, SEARCH APARTMENTS, TOUR AN APARTMENT, REWARDING OFFERS, and MARRIOTT REWARDS. The main content area features a headline "ExecuStay® and Regus™ – Helping Travelers Conduct Business Better" and a sub-headline "Get Right to Work with an ExecuStay Exclusive, Complimentary Regus Offer". The text describes the partnership and the benefits of the offer, including complimentary 12-month Regus Businessworld Preferred membership. A list of benefits is provided, such as ten free visits to over 1,500 internet-equipped business lounges in 750 cities worldwide, two free Regus Business Lounge guest passes, a voucher for a free Regus Day Office booking in the U.S. or Canada, one month free on a Regus Full-Time Office with a minimum 12-month term, and one month free on any Regus Virtual Office Program with a minimum 12-month term. A photograph of a modern business lounge interior is shown on the right. The Regus logo is displayed at the bottom right of the content area.

EXECUSTAY®

find an apartment

ABOUT EXECUSTAY SEARCH APARTMENTS TOUR AN APARTMENT REWARDING OFFERS MARRIOTT REWARDS

Home > ExecuStay® and Regus™ – Helping Travelers Conduct Business Better

ExecuStay® and Regus™ – Helping Travelers Conduct Business Better

For extended stay business travelers, the need to be comfortable and productive on the road is paramount. That's why ExecuStay has partnered with Regus, the world's largest provider of workplace solutions. Together, ExecuStay and Regus provide personalized living and work environments in convenient locations so you can perform at your very best wherever you go.

Get Right to Work with an ExecuStay Exclusive, Complimentary Regus Offer

Through this partnership, ExecuStay guests receive a complimentary 12-month Regus Businessworld Preferred membership (\$300 value). Upon activation, guests will receive:

- Ten free visits to over 1,500 internet-equipped business lounges in 750 cities worldwide
- Two free Regus Business Lounge guest passes
- A voucher for a free Regus Day Office booking in the U.S. or Canada
- One month free on a Regus Full-Time Office with a minimum 12-month term
- One month free on any Regus Virtual Office Program with a minimum 12-month term

Two Brands Working Together for Your Comfort and Productivity

ExecuStay offers:

- 8,000 locations across all 50 United States
- Fully furnished studio, one-, two- and three-bedroom apartments give guests the space to stretch out and stay focused
- All apartment utilities and Wi-Fi activated prior to arrival

Regus offers:

- 2,000 locations in 750 cities in 100 countries
- Fully furnished offices for daily, monthly or yearly use and virtual offices create the right image at the right price
- Plug-in-ready business lounges and professional meeting rooms

Regus is the perfect complement to ExecuStay's move-in ready extended stay housing solutions. Make an ExecuStay reservation for 30 days or more by May 31, 2015 and move in by June 30, 2015 and you'll receive information on how to activate your complimentary Regus Businessworld Preferred membership. Offer ends June 30, 2015.

Regus


¹ This "public" messaging, does not include membership activation information.

Promotional Channels to ExecuStay Customers, (Continued)

ExecuStay customers¹ will learn about our Regus partnership and **will receive offer activation information**, through the following channels:

- ExecuStay In-unit promotional flyer
 - All ExecuStay In-house guests
- Email
 - Monthly to managed market In-house guests
 - Quarterly to all ExecuStay customer¹

EXECUSTAY®



Activate Your FREE Regus® Businessworld Preferred Membership Today!

Thank you for choosing ExecuStay®. We know productivity is the most important part of your stay, which is why we are proud to partner with Regus, the world's largest provider of workplace solutions and a popular choice among business professionals.

Get Right to Work with Complimentary Regus Business Lounge Access

As an ExecuStay guest, enjoy a complimentary twelve-month Businessworld Preferred membership with Regus (\$300 value). Upon activation you will receive:


- 10 free visits to over 1,500 internet-equipped business lounges in 600 cities worldwide.
- A voucher for a complimentary day office booking in the U.S. or Canada
- One month free in a full-time office with a minimum 12-month term
- One month free in any Virtual Office program with a minimum 12-month term

Regus Helps ExecuStay Guests Conduct Business Better

Whether you need a convenient place that's fully equipped to handle business, or a distraction-free environment where you can fully focus, Regus is the perfect place to maximize productivity. Regus operates over 1,800 business centers across 600 cities in 100 countries, offering fully furnished, equipped and staffed offices, world-class business support services, meeting rooms, day offices and the largest network of public video communication studios.

How to Activate Your Complimentary Membership

Simply go to www.regus.com/execustay and enter promo code EXSPRE30. Upon activation, you can redeem your one-month free offer on a full-time office. To redeem your one-month free offer on a Virtual Office program, visit www.regus.com/execustayvo. For questions, please reference the contact information on either site. Offer ends June 30, 2015.

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¹ ExecuStay customers are defined as: current guests, past guests, clients who have booked ExecuStay and ExecuStay contacts (those on the legacy ExecuStay contact list)

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Partner With Regus Locally

Regus has business centers across the U.S. Find the location near you and make the connection!

- Exchange contact information and market locations
- Refer business to each other
- Visit [www.regus.com/business-centers/United States](http://www.regus.com/business-centers/United-States)

The screenshot shows the Regus website with the navigation bar at the top. The main heading is "Business Centers in California". Below this, there is a grid of 40 city names arranged in 8 rows and 5 columns. The cities listed are: Anaheim, Bakersfield, Beverly Hills, Brea, Campbell, Carlsbad, Cerritos, Chula Vista, City of Ontario, Costa Mesa, Diamond Bar, El Segundo, Emeryville, Encino, Escondido, Folsom, Fresno, Gardena, Glendale, Irvine, La Jolla, La Palma, Laguna Ranch, Laguna Hills, Lancaster, Livermore, Long Beach, Los Angeles, Mountain View, Newport Beach, Oakland, Orange, Oxnard, Palm Desert, Palo Alto, Pasadena, Petaluma, Pleasanton, Rancho Santa Margarita, Redwood City, Riverside, Roseville, Sacramento, San Bernardino, San Bruno, San Diego, San Francisco, San Jose, San Marcos, San Mateo, San Rafael, San Ramon, Santa Clara, Santa Monica, Silicon Valley, Sunnyvale, Valencia, W. Hollywood, and Westlake Village. On the right side of the page, there is a sidebar with a "Talk to one of our Business Advisors at 1-800-OFFICES" button, a "Search all our locations" search bar, and a "Quick Quote" form.

The screenshot shows the Regus website with the navigation bar at the top. The main heading is "Business Centers in Santa Clara". Below this, it says "34 locations found". There are two location cards displayed. The first card is for "California, San Jose Airport" with a photo of a modern building and text describing its location and amenities. The second card is for "California, San Jose - North San Jose" with a photo of a building and text describing its location and amenities. On the right side of the page, there is a sidebar with a "Talk to one of our Business Advisors at 1-800-OFFICES" button, a "Search all our locations" search bar, and a "Quick Quote" form.

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ExecuStay Offer for Regus Customers

5,000 Marriott Rewards Bonus Points

ExecuStay Offer to Regus Customers

ExecuStay is offering Regus customers 5,000 Marriott Rewards Bonus Points. In order for Regus customers to receive this offer, the customer must:

- Book a 30+ day reservation May 27, 2014 – May 31, 2015
- Move in by June 30, 2015
- Reference Source Code 0077 and / or make the reservation by using:
 - 877-379-8287
 - Housing Request Form with source code 0077 imbedded in it
- Inquiries following the designated process will go to the EBC, where the lead will be qualified and coded in Siebel. IAC will:
 - Put **0077** put in the Media Source Code field
 - Put **“Source Code 0077/Regus 5,000 MR Pts”** in Guest Needs, in the Additional Needs field. This note will flow through from Siebel to Oscar.
- Once all coding is done, Siebel oppty will be processed as usual to book:
 - Process as usual to book – Managed Markets
 - Hot hand off as usual to book – Franchise markets
- Markets will need to look out for the **Source Code 0077/Regus 5,000 MR Pts** note and use the Marriott Rewards Points Purchase Request Form to purchase 5,000 Marriott Rewards bonus points for the guest as usual. (Look out for other ExecuStay promotional offers here as well)

Regus Offer For ExecuStay Customers

12-Month Complimentary Businessworld Preferred Membership

Regus Offer to ExecuStay - Details

- Regus is offering ExecuStay guests a complimentary 12-month Businessworld Preferred membership. Upon activation, ExecuStay guests will receive:
 - Ten free visits to over 1,500 internet-equipped business lounges in 750 cities worldwide
 - Two free business lounge guest passes
 - One complimentary Day Office booking in the U.S. or Canada
 - One month free on a Full Time Office with a minimum 12-month term
 - One month free on any Virtual Office Program with a minimum 12-month term
- In order for an ExecuStay guest to active their membership, the guest will need to:
 - Go to www.regus.com/execustay between the dates of May 27, 2014 and June 30, 2015 and enter Promotion Code EXSPRE30
 - Upon activation:
 - Guest will receive membership packet in the mail in 4-6 weeks
 - Guest will need to visit www.regus.com/execustayoffice to redeem one-month free offer on a full time office
 - Guest will need to visit www.regus.com/execustayvo to redeem one-month free offer on a virtual office program

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Tools, Templates, Resources

- For public information about our partnership with Regus go to www.ExecuStay.com/regus-partnership
- For Brand On Demand Sell Sheet template go to:
Brand On Demand > ExecuStay > Create > Vertical Flyers > Regus
- For In-unit Regus Activation Information Flyer go to:
ExecuStay CustomPrint Portal (managed & franchised)
- For this training presentation, activation information and Marriott Rewards Purchase Points Request form go to:
 - SharePoint > Marketing > Reference Materials > Regus Partnership – ExecuStay
 - Franchise Markets – all documents will be posted on Live Wire until you have access to SharePoint
- For questions contact Lisa McDonough at:
lmcdonough@oakwood.com or 240.720.3022

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- FAQs
- Detailed ExecuStay Offer to Regus Customers Fulfillment Process

FAQs

How do markets get the In-unit Regus Activation Flyer?

The in-unit Regus Activation flyer will be available to order on the CustomPrint Portal by May 30, 2014.

When do Regus Activation Flyers need to be in ExecuStay units?

Managed and franchised markets must order this additional ExecuStay item and put it in the welcome folder in all ExecuStay units by June 6, 2014.

Will there be a cost to the market to order the Regus Activation Flyer from the CustomPrint Portal?

There is no cost to the market, managed or franchised, to order the Regus Activation flyer.

The training material says the Regus offer ends June 30, 2015, does the complimentary Regus Businessworld Preferred membership end on that date?

No, the membership just needs to be activated by June 30, 2015. Once activated the guest will have full use of the offer as indicated.

FAQs (Continued)

What do I do if an ExecuStay customer (guest, former guest, client who books the ExecuStay brand), has not received Regus Businessworld preferred membership access information?

- If the ExecuStay guest is in-house, please provide them with a Regus in-unit activation flyer ordered from the CustomPrint Portal.
- The Regus Activation flyer will also be posted in SharePoint: Marketing > Reference Materials > Regus Partnership – ExecuStay.
 - You can send this to your ExecuStay customer.
 - This is for ExecuStay customers only.

Can my Oakwood guest receive this Regus Offer?

No, this Regus offer is ExecuStay exclusive in order to ensure ExecuStay guests receive a more personalized experience.

If the guest activates the offer in one city, is he/she only able to use the Regus Business Lounges in that city?

No, once the ExecuStay guest activates their membership, they can use their 10 free visits to Regus Business Lounges all over the world.

Detailed ExecuStay Offer to Regus Customers Fulfillment

Step #1:

In order for a Regus customer to receive the ExecuStay offer, the reservation request needs to come to the EBC via one of the following ways:

- Regus Designated Phone Number 877-379-8287 (w/source code 0077)
- Regus Designated Contact a Representative form sent to EBCExecuStayLead@Oakwood.com (w/source code 0077)
- General reservation method with source code 0077 mentioned when making request

The IAC who receives the lead needs to determine if the Regus member is eligible for the offer:

- Reservation is being made between May 27, 2014 and May 31, 2015 with move in on or before June 30, 2015
- Stay is for 30+ days
- Lead came in through a Regus designated channel and/or source code 0077 is mentioned with general reservation method

If all these qualifications were met, the Regus customer is eligible for the offer. If the inquiry came in by phone, an oppty needs to be created in Siebel and source code 0077 needs to be put in the Media Source Code field. If the oppty came in through the designated Contact a Representative form, the IAC need to double check that source code 0077 is in the Media Source Code field and if not, add it there.

Once the oppty is created in Siebel (either automatically or by IAC), the IAC also needs to include notes that will flow through from Siebel to Oscar. This needs to be done in Guest Needs. Click on Guest Needs and put in "Source Code 0077/Regus 5,000 MR Pts" in the Additional Needs field . Once all coding is done in Siebel as indicated above, oppty needs to be processed as usual to book:

- Process as usual to book – Managed Markets
- Hot hand off as usual to book – Franchise markets

Step #2:

Market AC's should be directed to look out for the "**Source Code 0077/Regus 5,000 MR Pts**" in the "Additional Needs" field in Siebel.

- For Managed Markets, this information in the "Additional Needs" field in Siebel will feed directly into "Reservation Notes" in Oscar
- For Franchise Markets, please make **sure** "**Source Code 0077/Regus 5,000 MR Pts**" is entered in to your Reservation system under notes for the guest

Step #3:

The Regus Marriott Rewards bonus points offer must be fulfilled in the market. Marriott Rewards points must be posted by the 15th of the month following guest arrival. Use the Marriott Rewards Points Purchase Request Form to purchase 5,000 Marriott Rewards bonus points for the guest (cost to market is \$42.50). Submit form to

Connie.johansen@marriott.com

Step #4:

At the end of the Regus Offer, June 30, 2015, we will be able to review reporting for Source Code 0077 to determine the success of this promotional offer.