



Agenda



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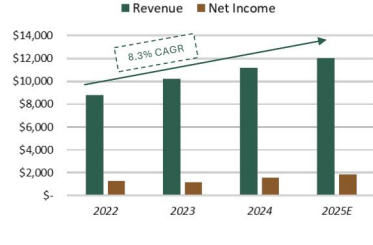
Business Overview & Valuation



Company Profile

- Hilton Worldwide Holdings Inc. (NYSE: HLT) is a leading hospitality company, with **8,457** properties across **140** countries and territories
- Premier brand portfolio includes luxury, lifestyle, economy, and timeshare properties
- Engages in managing, franchising, owning, and leasing hotels and resorts
- 211M** Hilton Honors members

Financial Performance



Brand Portfolio



Industry & Economic Outlook

- Weakened travel industry growth in '25-26 as tariff concerns weigh on sentiment
- Emerging markets driving growth as rising disposable incomes boost spending on leisure travel and luxury experiences
- Growing appetite for experiential travel, seeking unique and memorable getaways

Projected Market Cap	\$73.1B
Current Market Cap	\$51.8B
Return Potential	41%

Key Considerations

- Aggressive expansion efforts, with a **record 973** hotel openings in 2024
- Particular emphasis on Lifestyle/Luxury properties (**nearly 50%** of system-wide openings), as well as emerging markets (notably CALA and APAC)
- Hilton Honors* a vital engine for repeat business. Expected to surpass **500M** members by 2035
- Automation and streamlining to boost operating margins near industry peers

Hilton Solace



A fully immersive wellness hotel brand focused on mind-body balance, luxury, and science-backed health.

Concept Overview

- Hilton's 1st wellness-focused hotel brand
- Designed for the post-pandemic demand for mental and physical well-being
- Luxury meets science-backed health practices
- Scalable across urban hubs and resort markets

Key Features

- Wellness Rooms**
 - AI-optimized sleep, circadian lighting, aromatherapy, mindfulness, and soundproofing
- Holistic Facilities**
 - Spa, cryo, flotation, yoga, breathwork, licensed wellness coaches
- Personalized Programs**
 - Sleep, Detox, Stress Relief, Fitness, Mental Health
- Mindful Dining**
 - Plant-based, anti-inflammatory menus designed by chefs & nutritionists
- Digital Integration**
 - "Wellness Mode" via Hilton Honors app + post-stay insights

Wellness as the Core Product, not an amenity

- Mental Health Built-In**
 - On-site counseling, journaling, support groups
- Hilton Honors Integration**
 - Wellness treatments redeemable with points
- ESG-Aligned**
 - Eco-conscious design & sourcing
- Scalable Innovation**
 - Leverages Hilton's global infrastructure to scale wellness beyond niche resorts

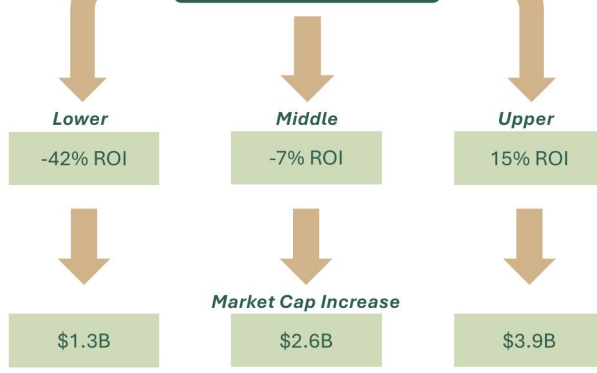
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Financial Benefits



A premium wellness brand delivering material financial impact, starting with just 2 properties

	US Solace	APAC Solace
Investment:		
Build Cost	\$300-400M	\$100-200M
Wellness Facilities	\$5-10M	\$4-8M
AI Wellness Tech	\$200-300K	\$200-300K
Return:		
ADR	\$1200-2500	\$1500-3000
Occupancy	70-80%	70-80%
Revenue	\$46-88M	\$57-130M
Profit Margin	20-30%	30-40%
Annual Profit	\$9-26M	\$17-52M



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Potential Risks



- Market Adoption Uncertainty**
 - Wellness is trending, but not every traveler prioritizes it
 - Traditional guests may opt for conventional Hilton offerings
- High Capital Expenditure**
 - Wellness design elements raise construction & maintenance costs
 - Higher costs per room vs typical Hilton rooms
- Operational Complexity**
 - Specialized staff and training are necessary (ex: yoga instructors, therapists, etc.)
 - Managing a team globally is an operational shift
- Tech Dependence**
 - Reliant on Hilton Honors "Wellness Mode" and other digital tools
 - Glitches in technology

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Increasing Hilton's Value



Captures High-Growth Market Demand

- Taps into the booming global wellness tourism market, projected to exceed \$1.5 trillion by 2030
- Meets rising demand for mental health-focused travel and holistic wellness experiences

Premium Brand Extension

- Enables premium pricing through luxury wellness positioning
- Creates a differentiated, experience-driven offering in a crowded hospitality landscape
- Appeals to affluent Gen Z, Millennials, and Gen X consumers who prioritize well-being

Expands Market Reach

- Scalable to urban, resort, and retreat markets
- Adds value to Hilton's portfolio through strategic segmentation and diversification
- Creates new revenue streams via corporate wellness retreats and digital nomad extended stays

First-Mover Advantage in Mental Wellness

- Makes mental health a core offering and not just an add-on
- Integrates science-backed wellness and personalized programs as standard
- Positions Hilton as the first U.S.-based mainstream wellness hotel brand

Tech-Enhanced Experience

- Enhances loyalty through Hilton Honors Wellness Mode and post-stay digital engagement
- Builds deeper customer relationships with customized, data-driven wellness journeys

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