

sbe®

Hotels & Residences • Restaurants • Nightlife • Events & Catering

Distinctive Strategic Position

sbe is a fully integrated hospitality company that is uniquely positioned to capture synergies across four verticals, offering an unparalleled guest experience.

HOTELS & RESIDENCES

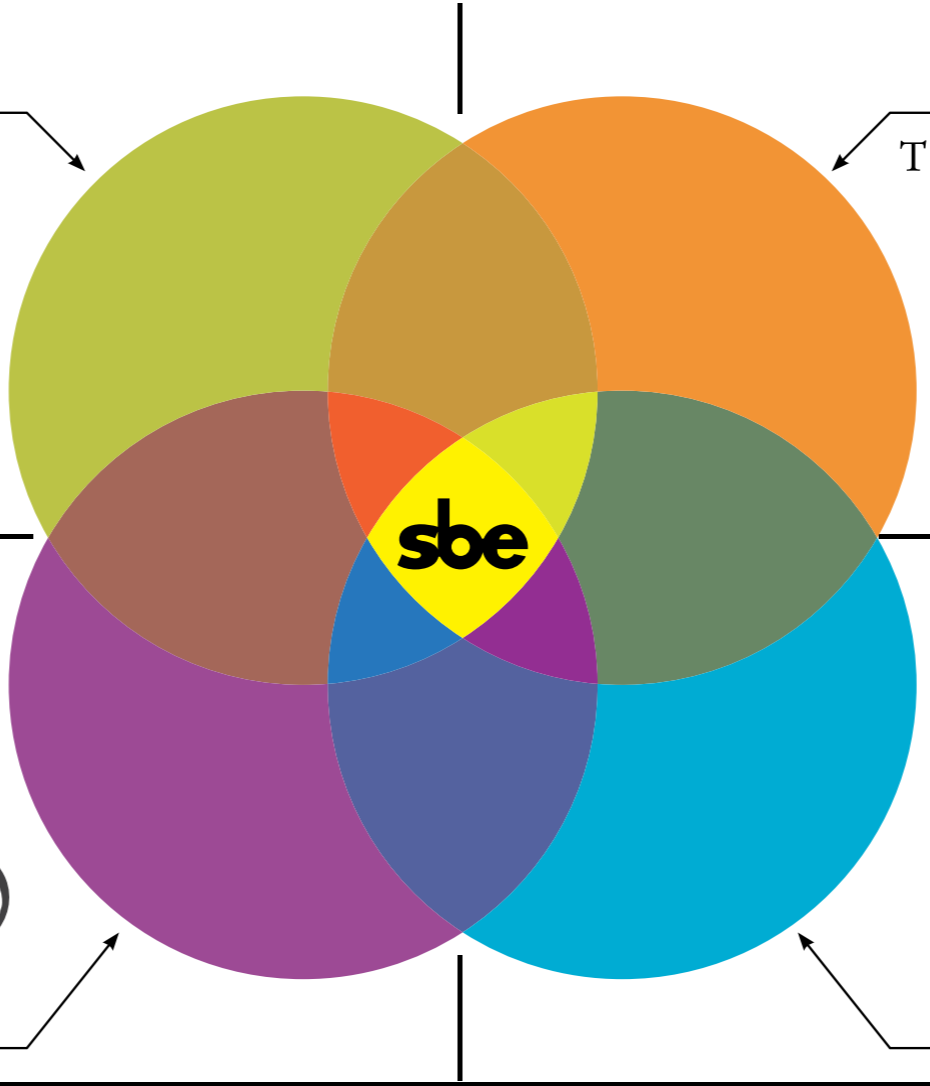


RESTAURANTS



SLS HOTEL & CASINO[®]
LAS VEGAS

CASINOS



THE sbe CUSTOMER IS...



SUCCESSFUL

Average HHI for core customers
of \$232K



ACTIVE & INFLUENTIAL

60% higher engagement in
outgoing social activities (eg: fine
dining, live music, bar/club lounge)



TRENDY & DISCERNING

Fashionable brand and style
seekers with vocal,
Informed opinions

Source: Hudson Crossing study comparing Survey Sampling internationals high-income dataset: ("mainstream") at respondents age 25-54 from NYC, Chicago, Miami, LA and San Francisco (n=1,925) to sbe's dataset ("sbe") of PREFERRED program respondents (n=951) in similar age range.

THE sbe CUSTOMER IS...(CONT)



DIVERSE IN AGE, YOUTHFUL MINDSET

Meaningful representation of consumers from 20's through 30's

CITY DWELLER

Dominant markets of residence include Los Angeles, NYC, Miami, Chicago, San Francisco

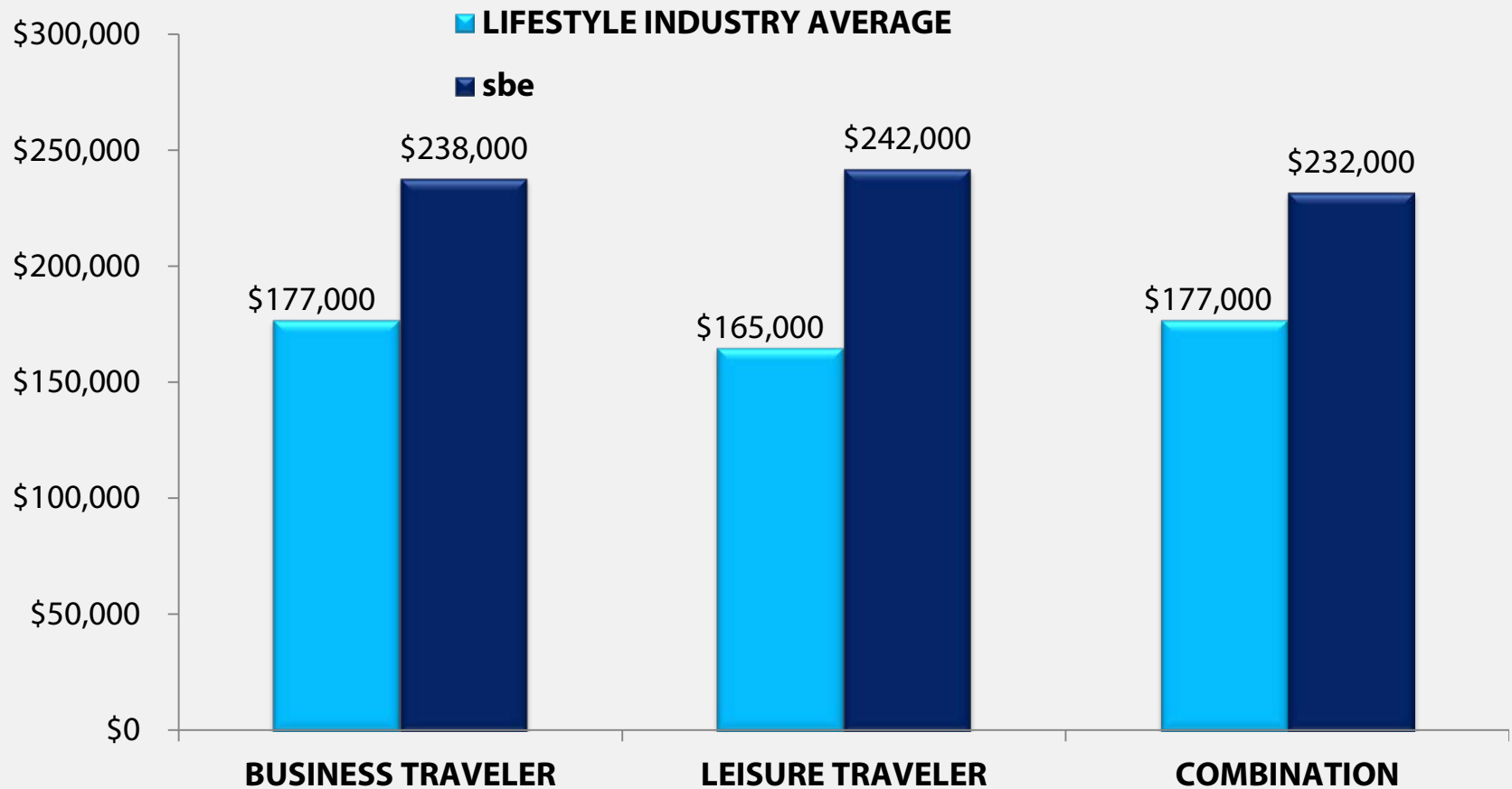
FREE & SINGLE

77% unmarried vs. 49% for US adults overall

OUR RELATIONSHIP

Our guests look to sbe as their lifestyle curator and for a pulse on the next big thing. Because of their deep relationship with our brands and experiences, aligning with sbe is a powerful way for our partners to engage with this high value base of customers

THE sbe CUSTOMER IS...(CONT)



Source: Study performed by Hudson Crossing 2013

THE CODE: HOSPITALITY'S ONLY LIFESTYLE PLATFORM

The Code will be the world's first lifestyle program. sbe's current database consists of 3.0mm guests with a goal to obtain 5.0mm guests after launch.





HOTELS

Since the launch of SLS Hotel at Beverly Hills, sbe Hotel Group has emerged as one of the most transcendent forces in hospitality. Through a fully integrated approach and partnerships with creative visionaries such as Philippe Starck, José Andrés, Lenny Kravitz and Matthew Rolston, sbe has expanded to include nearly two dozen new properties currently operating or in development in Los Angeles, Miami, New York, Las Vegas, Seattle and throughout Asia.



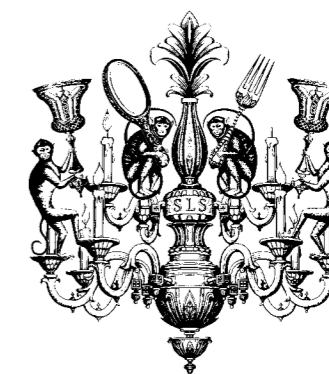
LOCATION	465 S. La Cienega Blvd. Los Angeles, CA 90048
ROOM COUNT	297
DESIGNER	Philippe Starck
OPENING DATE	2008
F&B OUTLETS	The Bazaar by José Andrés
OTHER AMENITIES	Ciel Spa, fitness center, over 30,000 sf of flexible meeting space

AAA Four Diamond Rating & Four Diamond Award
2012 Tourbook

2011 Magellen Award – Pool & Tres Restaurant Design

It List: The Best New Hotels 2009 – *Travel+Leisure*

The Hot List 2009: *Conde Nast Traveler*



SLS BEVERLY HILLS®



HOTELS





'Wallpaper's Best Business Hotels 2012'

– *Wallpaper*

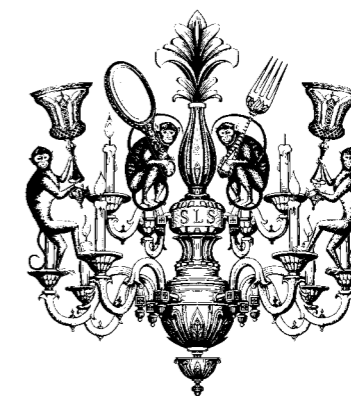
'Best Hotel Opening of 2012'

– *Hotel Chatter*

'We're going to remember this like it was the first night of Art Basel'

– *New York Post*

'One Hot Hotel' – *Florida Travel + Life*

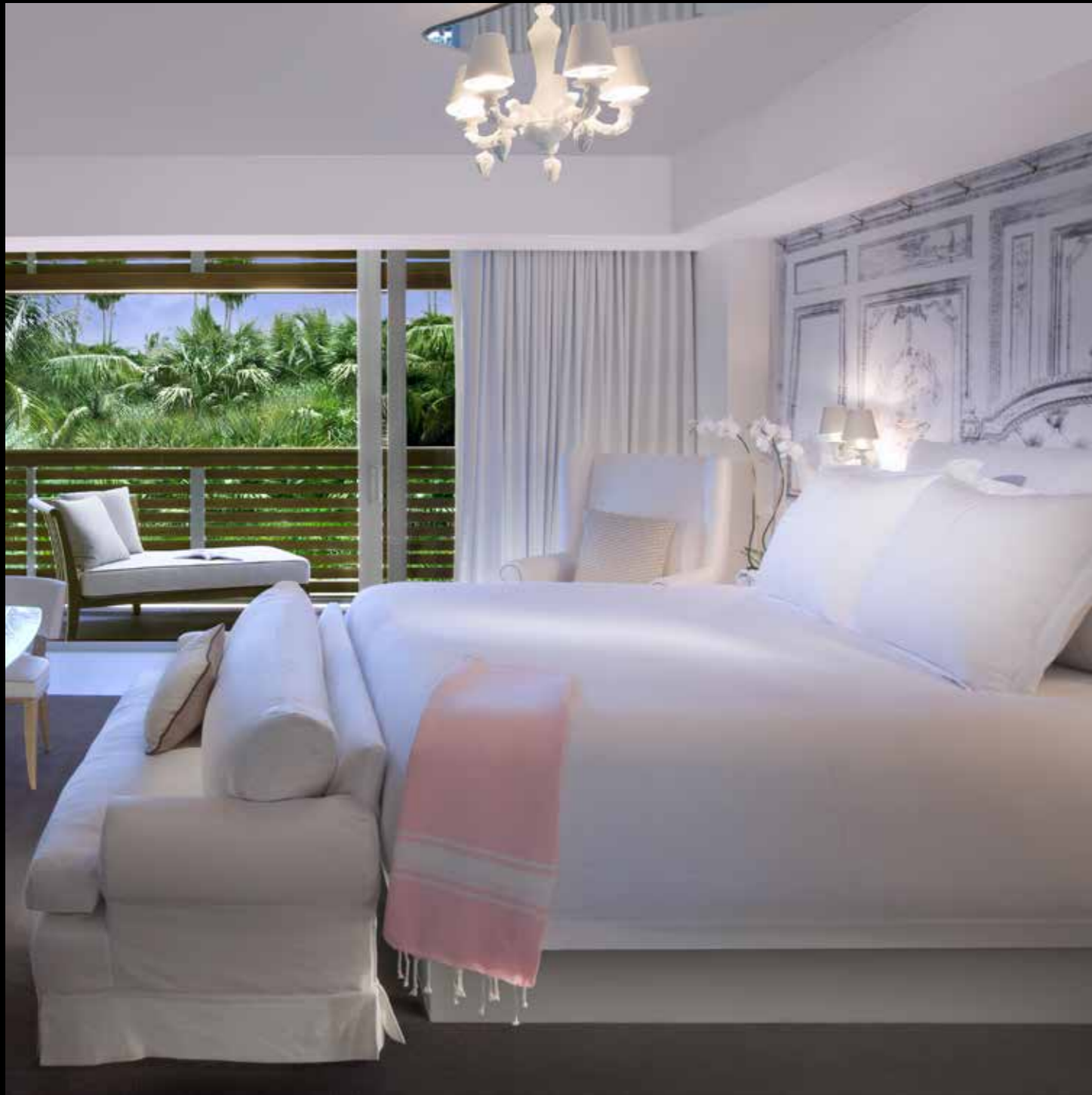


SLS SOUTH BEACH®



LOCATION	1701 Collins Ave Miami Beach, FL 33139
ROOM COUNT	140
DESIGNER	Philippe Starck Lenny Kravitz (Bungalow Suites)
OPENING DATE	2012
F&B OUTLETS	The Bazaar by José Andrés Katsuya by Starck, Hyde Beach
OTHER AMENITIES	Pool deck with cabanas, hair salon, fitness center, 1.4 acres of beachfront access

HOTELS





The Redbury ^{sbe} @HOLLYWOOD and VINE



'Hippest Hotel in Los Angeles'

– USA Today

It List: The Best New Hotels 2012

– Travel+Leisure

The Hot List 2011: Conde Nast Traveler

Best Hotels in Los Angeles: US News

LOCATION	1717 Vine Street Los Angeles, CA 90028
ROOM COUNT	57 (all suite)
DESIGNER	Matthew Rolston
OPENING DATE	2010
F&B OUTLETS	Cleo, Library Bar, Glade Terrace
OTHER AMENITIES	Home-like atmosphere with European-style kitchen and washer/dryer

HOTELS





The Redbury ^{sbe} SOUTH BEACH

LOCATION	1776 Collins Avenue Miami, FL 33139
KEY COUNT	69
OPENING DATE	2013
F&B OUTLETS	Lorenzo by Levy Restaurant Group
OTHER AMENITIES	Rooftop Pool Deck



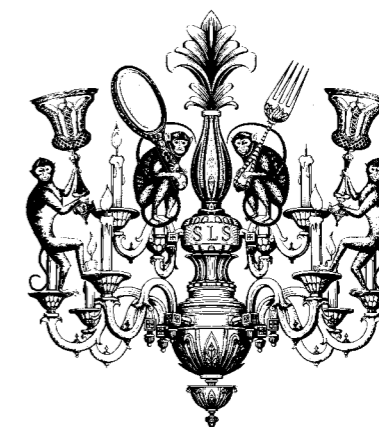
THE RALEIGH

sbe



LOCATION	1775 Collins Ave Miami Beach, FL 33139
ROOM COUNT	105
OPENING DATE	2012 (as sbe managed)
F&B OUTLETS	Restaurant Michael Schwartz, Martini Bar, Coffee Bar
OTHER AMENITIES	Pool deck with cabanas, Spa & Fitness Facilities, Private Beach Access





SLS LAS VEGAS®

'Las Vegas, it's time to break out the champagne...' – *USA Today*

'Sahara Las Vegas Hotel gets \$300Million for Redevelopment'

– *Bloomberg*

'Courageous first move could bring success to north portion of the Strip'

– *Las Vegas Sun*

'SBE Entertainment secures last of \$415 million in financing for Sahara'

– *Las Vegas Review-Journal*

LOCATION 2535 Las Vegas Blvd S
Las Vegas, NV 89109

ROOM COUNT 1,622

DESIGNER Philippe Starck

F&B OUTLETS 11 Restaurants,
4 Nightclubs, 2 Lounges

OTHER AMENITIES Pool deck w/ cabanas,
7,000+ sf retail space,
32,000+ sf Spa & Fitness
facilities

RESTAURANTS





RESTAURANTS

With a passion for providing the ultimate dining experience, the sbe Restaurant Group remains committed to culinary excellence, enlivening design and an approach to service that's both energetic and unassuming. As a result, sbe has established one of the country's premier Restaurant Groups, beautifully illustrated by award-winning concepts that have reinvented the art of dining in Southern California, Las Vegas, Miami, Dubai, Kuwait, and more cities to come.



NIGHTLIFE





NIGHTLIFE

Since the unveiling of its first concept on Sunset in 2002, sbe has had a transformative impact on nightlife worldwide. Composing an unrivaled blend of world-class programming, cutting-edge design, mixology and VIP service, sbe's nightlife collection caters to a community of the most influential figures in film, TV, music, sports and contemporary art.



EVENTS





EVENTS

From off-site catering to intimate dinners to 2,000 person corporate affairs, sbe's full-service special events team handles every detail. Our visually stunning venues, exclusive culinary partnerships, premium mixology program, and full scale event production capabilities ensure we can craft an exceptional and unique event.



sbe Event Highlights

- Kardashian Kollection Launch, *The Colony*
- MTV Official VMA After Party, *The Colony*
- Maxim Hot 100 Party, *Eden*
- J. Lo's American Music Award After Party, *Greystone Manor*
- US Weekly Style Issue Party, *Greystone Manor*
- PEOPLE Magazine Pre-Grammy Event, *The Sayers Club*
- GQ Cover Launch, *The Sayers Club*
- Billboard Power 100 Event, *Cleo/The Library*
- LL Cool J Pre-Grammy Dinner, *SLS Beverly Hills*
- FOX X-Factor Top 16 Event, *The Bazaar Beverly Hills*
- Ferrari/Hublot Art Basel Dinner, *SLS South Beach*
- Rico Love/Roberto Cavalli Fashion Show, *SLS South Beach*
- Miami Heat Championship Event, *Hyde Beach*
- Weinstein Post-Golden Globe Party, *Catered by The Bazaar, Katsuya, Cleo, Mercato di Vetro, & sbe Catering*



sbe PARTNERSHIPS + SPONSORSHIPS

In addition to our plug-and-play event infrastructure, sbe's dedicated sponsorship group integrates brand partners at premier events nationwide.

Corporate



Beverage

