

MINDCLICK

Product Intelligence for a Healthy World

MindClick's Product Intelligence ensures every product and material used to furnish and supply hotels is chosen with sustainability and health in mind, promoting a healthier world for people and planet.



A modern office interior featuring a lounge area with black leather sofas and a coffee table, a reception desk with two computer monitors, and a wall with a gold hexagonal pattern. The ceiling has exposed ductwork and several pendant lights.

Enhancing Asset Value through Product Intelligence

MindClick goes beyond the typical data company. We provide the sustainability information needed to support the success of your hotels including – guest and employee engagement, financial gain, risk management, and regulatory reporting.

01 GUEST AND EMPLOYEE ENGAGEMENT

Enhanced Experiences

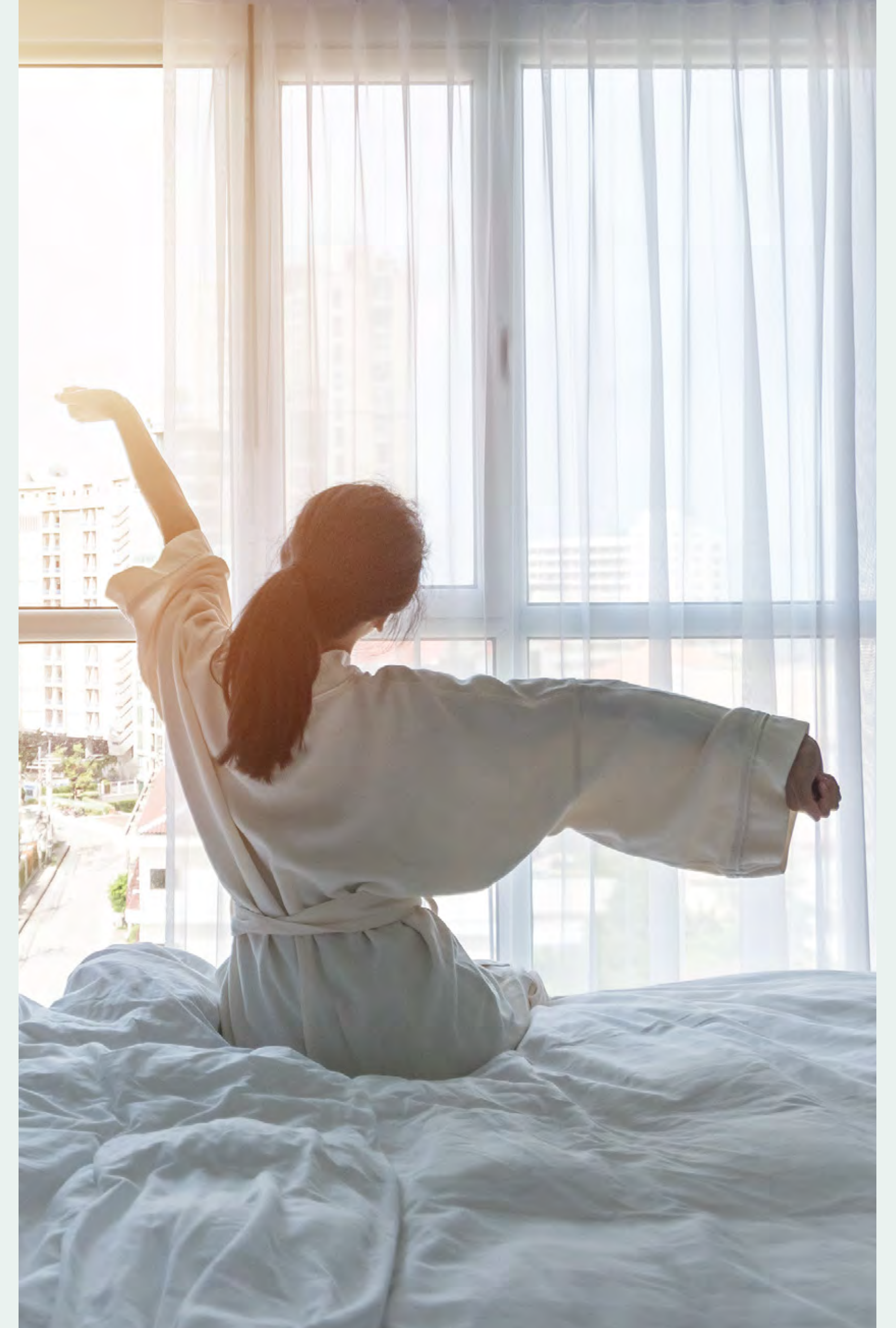
MindClick's Product Intelligence provides hotels with compelling stories that resonate with today's travelers and help create memorable guest experiences. The impact is powerful, increasing guest loyalty and retention by over 150%.

Employee Satisfaction

With MindClick's Product Intelligence, your teams learn how the products used to build, furnish and supply your hotels support the health of people and the planet. The outcome is stronger alignment with employees' values, and a positive workplace culture.

 **150%** increase in guest loyalty and retention¹

¹ Based on results of digital marketing campaign and guest satisfaction study





02 RISK MANAGEMENT

Positive Environmental and Social Impact

MindClick's Product Intelligence is created through in-depth analysis and ratings of the products used to furnish and supply your hotels. We seamlessly integrate our Product Intelligence into hotel design and purchasing. The outcome is beautiful, high performing hotels with a lower carbon footprint, healthier interiors, and reduced waste.

Mitigate Risk

Understanding product-based risks helps ensure your hotels open on time and on budget, and operate effectively. MindClick's Product Intelligence and analytics helps guide decisions to meet the challenges of climate change and safeguard your hotel's reputation.

03

VALUE AND IMPACT ENGINEERING

Responsible Sourcing

With MindClick's Product Intelligence, your teams access product ratings and comparative analytics to guide specification, contracting, and purchasing. We're helping over 6,000 hotels in North America benefit from healthier interiors, lower scope 3 carbon emissions, and reduced waste.

Value

Hoteliers are facing new financing requirements-ensuring use of funds supports a positive impact on people and planet. MindClick's Product Intelligence is making it easier to purchase more sustainable FF&E for new builds and renovations without increased costs, project delays, or operating risk.

6,000 hotels served in
North America



04

FINANCIAL AND REGULATORY REPORTING

Compliance Assurance

MindClick's Product Intelligence comes from audited and verified data provided by the vendors whose products furnish and supply your hotels. Based on comprehensive life-cycle analysis following globally recognized standards, MindClick's Product Intelligence provides the data needed to ensure your hotel is meeting environmental and social responsibility requirements.

Simplified Reporting

Whether delivering benchmarking and performance data and analytics through customized dashboards or integrated data flows, MindClick's Product Intelligence makes internal and 3rd party reporting easy.



WHY CHOOSE MINDCLICK?

MindClick is the preferred partner for hotel brands and owners committed to value enhancement through sustainability. For more information, visit:

mindclickESG.com/AboutMindClick

MindClick's Product Intelligence Applied

6,000+ HOTELS NORTH AMERICA



& INDEPENDENTS

20 DESIGN & PURCHASING PROJECTS IN 2 YEARS

Partial client list:



FOUR SEASONS



HIGHGATE



OWNED AND MANAGED

Featuring guest room and public space FF&E and OS&E with:

- Sustainably sourced and healthier materials
- Lower embodied carbon
- Reduced construction waste
- Circular product solutions
- Locally sourced products
- Qualified diversity suppliers

Notable projects:

- Four Seasons Toronto
- Hyatt Regency San Francisco Downtown SOMA
- Hyatt Regency Irvine
- Kimpton Hotel Theta 8th Ave New York
- Twin Fin Hawaii
- Boston Renaissance
- Hyatt Hub Latin America
- Monterey Beach, A Tribute Portfolio Hotel
- Residence Inn World Trade Center
- Hyatt Regency Gainey Ranch, Scottsdale AZ

MindClick's Product Intelligence Defined

MINDCLICK'S WIDE RANGE OF SUPPLIERS AND PRODUCTS

- Global brands, small, and diverse suppliers
- Thousands of products across 30+ categories

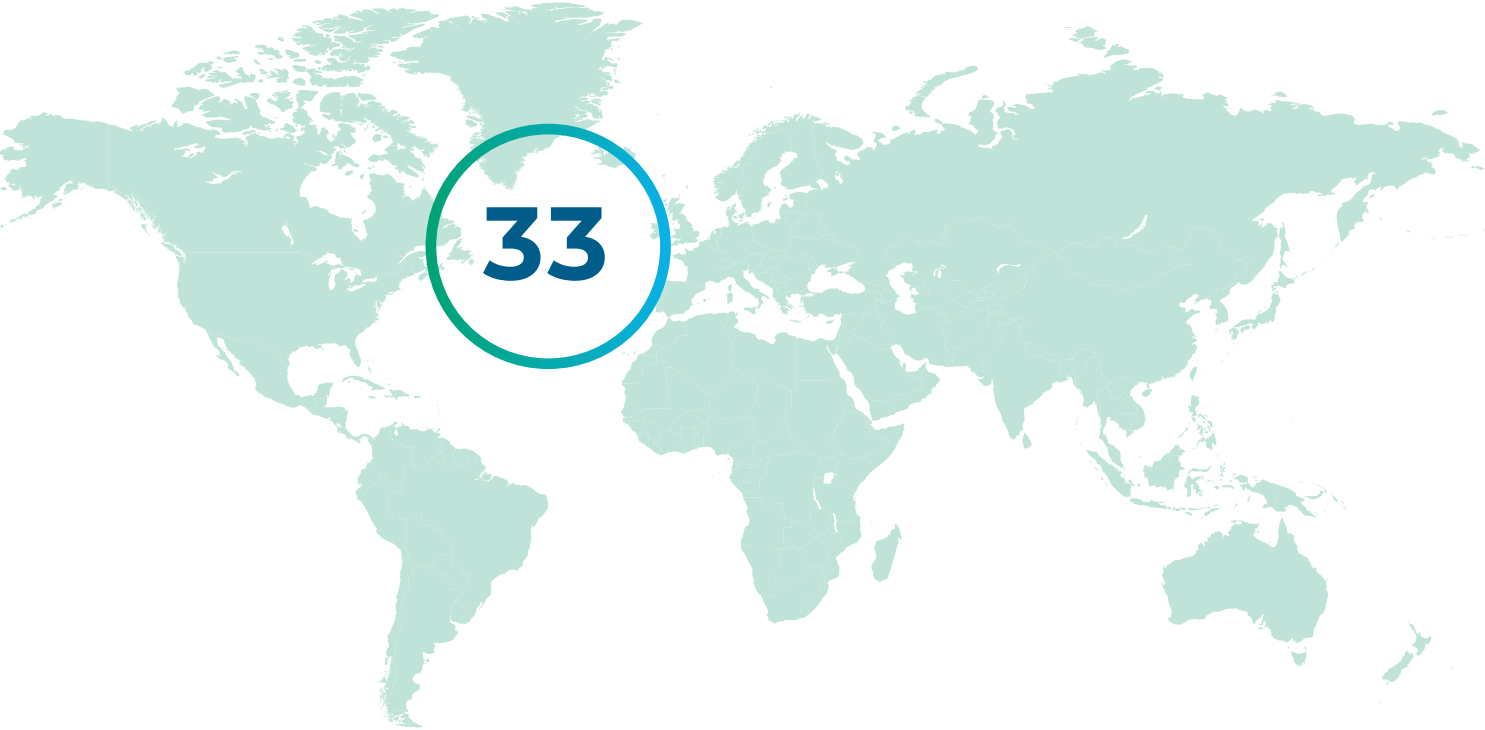
Environmental and social impact ratings throughout the product life cycle



500+ FACTORIES WORLDWIDE

Efforts underway to reduce GHG emissions:

COUNTRIES REPRESENTED:



GHG REDUCTIONS EQUIVALENT TO:

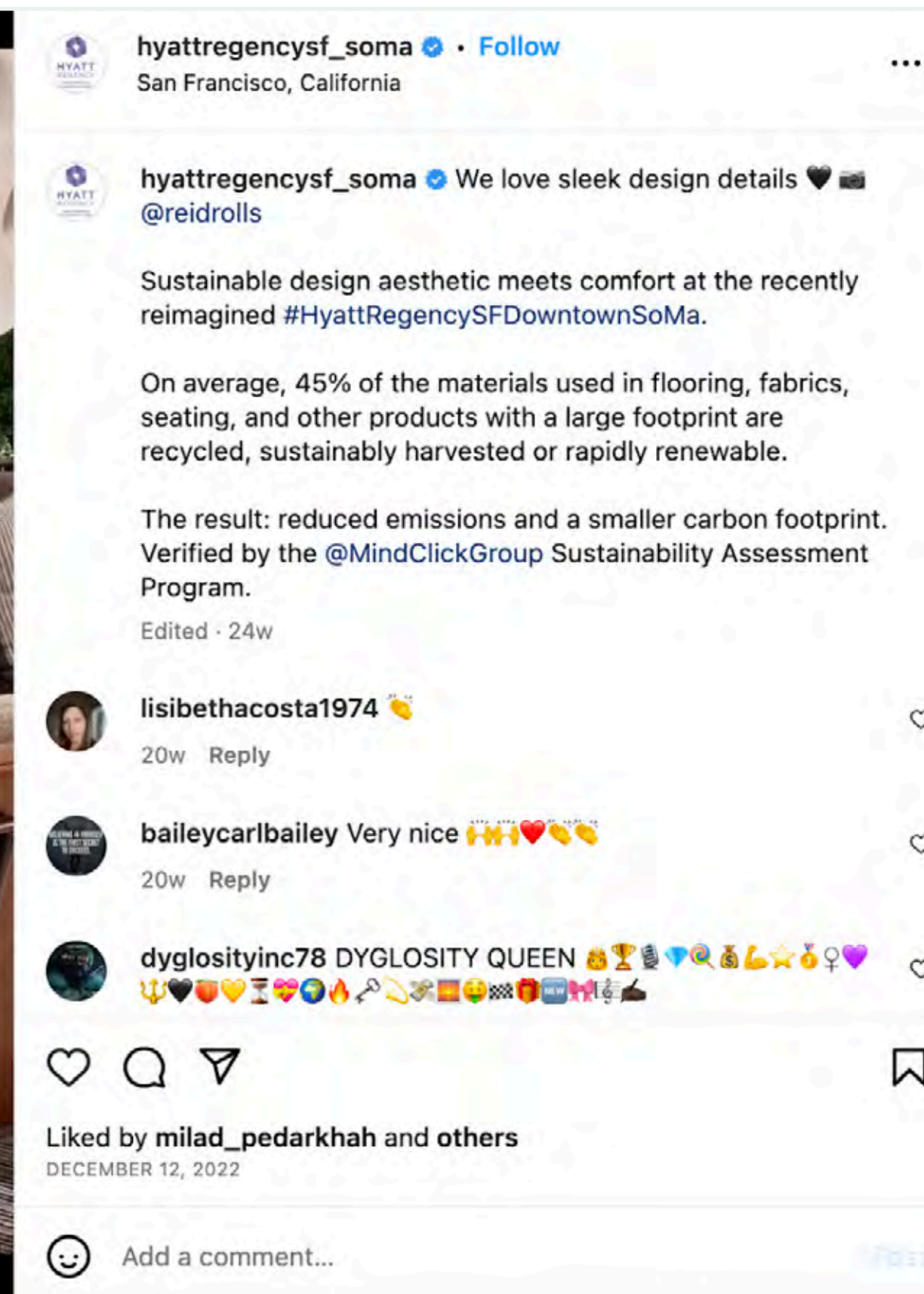


An aerial photograph of the San Francisco skyline. The Transamerica Pyramid is the central focus, standing tall with its distinctive pyramid shape. To its right is the dark, rectangular Transamerica Tower. The foreground is filled with a dense grid of smaller, multi-story buildings. The sky is a clear, bright blue. A semi-transparent teal banner is overlaid on the left side of the image, containing the text 'MindClick Case Studies' in white.

MindClick Case Studies

RENOVATION

\$70M Reimagination: Hyatt Regency San Francisco Downtown SOMA



SOCIAL MEDIA PROMOTION

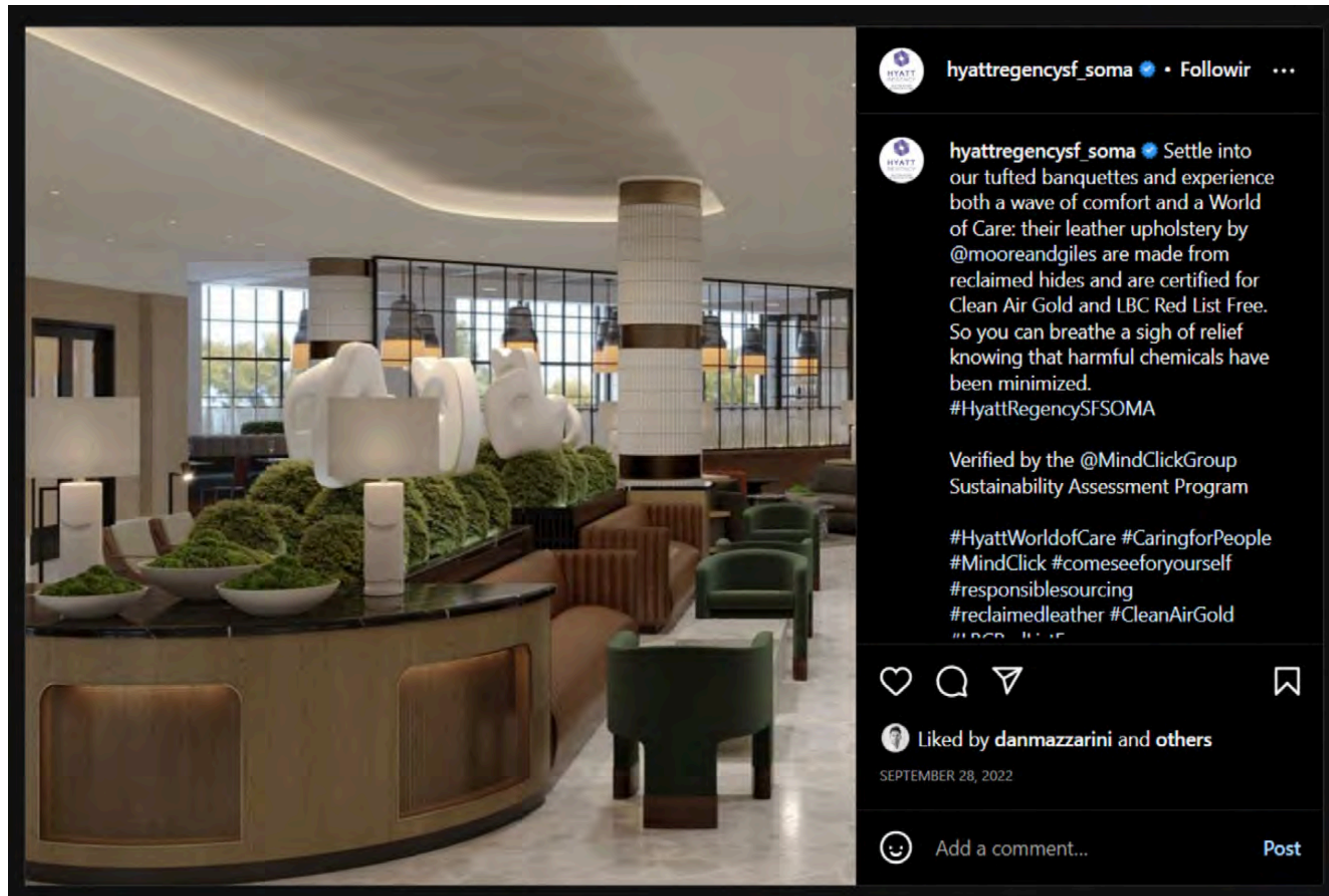
RENOVATION HIGHLIGHTS

- Project on time and on budget
- No cost increases for products with positive impact to health of people and planet
- Seamless integration into design and purchasing process
- Social media content sharing the story

REDUCED CARBON EMISSIONS

- Flooring, fabrics, and seating were made with sustainable materials
- Products were made in factories with lower carbon emissions
- Packaging was lightweight and minimized
- Operations powered by 100% renewable electricity

\$70M Reimagination: Hyatt Regency San Francisco Downtown SOMA



SOCIAL MEDIA PROMOTION

BRINGING A NEW APPROACH TO HOTEL SUSTAINABILITY

Guest review mentioning sustainability for the Hyatt Regency San Francisco Downtown SOMA:

A reviewer from TripAdvisor praised the hotel for its eco-friendly practices, noting, *“I was impressed by the hotel’s commitment to sustainability. They have various green initiatives in place, including an electric vehicle charging station and sustainably sourced materials in their construction and furnishings. It’s great to see a luxury hotel taking such significant steps towards environmental responsibility.”*

Other positive reviews on **Booking.com**, **Trip Advisor** and **Trip Canvas**

Guest Marketing Study Post Renovation Courtyard by Marriott San Bernardino

Guest surveys yielded a 150% increase¹ in satisfaction and loyalty amongst guests made aware of interior furnishings that support people and planet.



“I think that if I was choosing between two hotels, that would definitely be a factor that would outweigh another hotel.”



“I think it’s a great idea. The fact that so much thought was put into the design and incorporation of eco-friendly material. As we move forward, we need to be more conscious of our environment.”



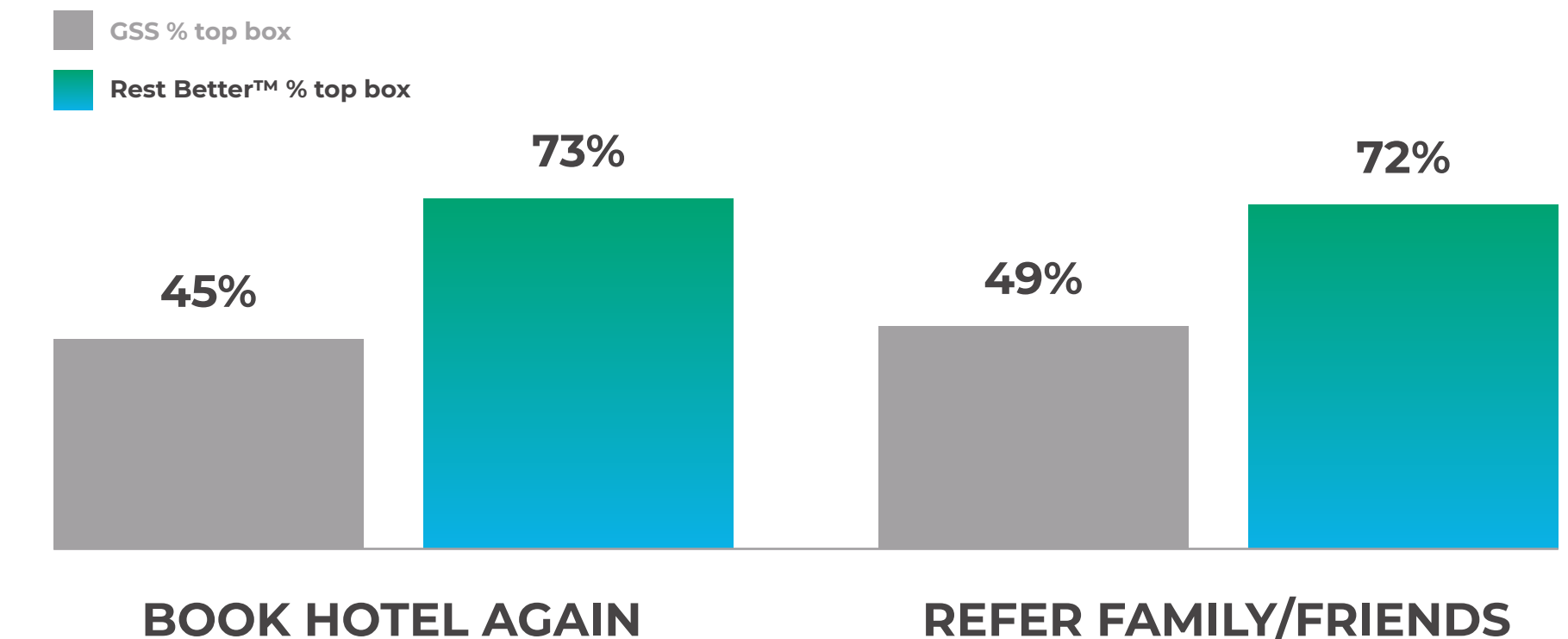
“It’s good to know that everything is good for the environment. You don’t want to stay somewhere and think that you’re harming other people by your vacation.”

150% INCREASE IN RETENTION AND REFERRAL

HOW LIKELY ARE YOU TO

- book this hotel again the next time you visit this area?
- refer this hotel to friends, family or business associates?

“HIGHLY LIKELY”



¹ Based on results of digital marketing campaign and guest satisfaction study

Survey of 215 guests who viewed Rest Better™ communications from 9/23/13-12/31/13 at Courtyard Rancho Bernardo, CA. Respondent profile: 74% male, median age 52. GSS average results 10/1/13-12/31/13 (n=181).

An Independent Hotel Project in New York City

RENOVATION WITH A POSITIVE SUSTAINABILITY IMPACT



IMPACT WINS



Carbon Emissions Reduction (Supply Chain)

15.9M - kg CO2e

Based on factory carbon emissions reductions



Healthy Interiors

84% - Rated products certified to support healthier spaces through avoidance of toxins.



Circularity

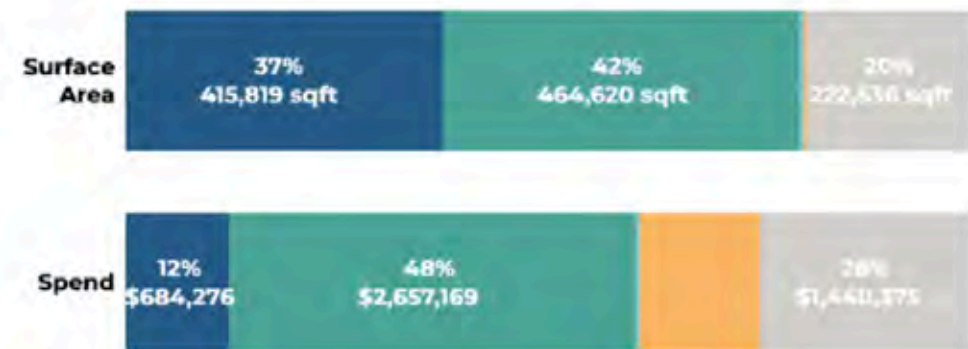
83% - rated products can be re-used, recycled, or are biodegradable, reducing construction waste.



PROJECT SCORE
145 / 200

Project Score based on rated products

Analysis based on 161 rated products of 496, and 21 rated vendors of 127



IMPACT WIN: REDUCED CARBON WITHOUT COST INCREASES

Carbon Impact Analysis



GHG Emissions Reductions of 15.9M kg CO2e

Reduction Equivalent to:

1.8M GALLONS OF GAS

270K TREE SEEDLINGS GROWN

8.2 YEARS

OF HOTEL OPERATING CARBON EMISSIONS BASED ON GREENVIEW AVERAGE CARBON ROOM NIGHT FACTOR FOR A 4-STAR URBAN HOTEL IN NEW YORK

*GHG emissions reduction achieved in factories where products from Romer's Hells Kitchen were made

SUSTAINABILITY REPORTING

Examples from Hyatt, Marriott, and Highgate

HYATT: MAKING IT EASY TO SUPPORT CUSTOMERS' RESPONSIBLE SOURCING GOALS

RESPONSIBLE SOURCING
We are increasing responsible sourcing with a focus on human rights, climate change, deforestation, waste, public health, resource scarcity, biodiversity and animal welfare.

GOAL Responsibly source key products, including a goal to source 100% cage-free shell eggs and egg products globally by 2025.

COFFEE TEA SEAFOOD EGGS

CAGE FREE

Continued to engage managed and franchised properties on using cage-free eggs while addressing supply chain issues. In 2021, **57%** of the shell eggs and **52%** of the egg products used in managed hotels in the U.S. were cage-free. For managed hotels in Western Europe, **51%** of eggs were cage-free based on available data.

Hyatt Regency San Francisco Downtown SOMA achieved a leading score from the MindClick Sustainability Assessment Program for using sustainably harvested and rapidly renewable materials in property renovations.

"At Highgate, we're ensuring that our design choices enhance the health of people and the planet. I'm so proud of our team for making Hyatt Regency San Francisco SOMA the first custom branded hotel renovation to earn a MindClick Leader score for environmentally and socially responsible interior design, and without increased costs, project delays or compromising our design vision and quality."

Rebecca Weinstein
Vice President of Design

HIGHGATE: MAKING IT EASY TO SUPPORT CUSTOMERS' RESPONSIBLE SOURCING GOALS

"At Highgate, we're ensuring that our design choices enhance the health of people and the planet."

Team used MindClick's product ratings and decision analytics to choose products.

- 60% of products made from sustainably sourced materials (recycled, sustainably harvested, rapidly renewable)
- Reduced scope 3 carbon emissions equivalent to planting 1.1 million new trees
- Products produced in factories following highest standards set by UN Convention on Fair Labor Practices and Human Rights

MARRIOTT: MAKING IT EASY TO SUPPORT CUSTOMERS' RESPONSIBLE SOURCING GOALS

Design for Health
Design for Health by MindClick continues to provide hotel owners and their design teams access to products rated in MSAP to support environmental and social responsibility through design. The program provides access to the environmental and social impact profiles of hundreds of vendors and their products, as well as easy-to-use comparative analytics in support of people and the planet for every design specification.

To further align with Marriott's Sustainability and Social Impact Goals, the Global Design U.S. and Canada Team and contracted design firms are utilizing MindClick's Design Impact Report™ to evaluate the environmental and social responsibility of new builds and renovations based on specified interior furnishings, operating supplies, and equipment products.

The Global Design U.S. and Canada Team is currently piloting MindClick's Design Impact Report for a new build project underway at the Moxie® Virginia Beach Oceanfront (Virginia, U.S.). Using the MSAP data, team members can evaluate the environmental and social impact of FF&E, architectural building products, and operating supplies and equipment to obtain an overall impact assessment, quantifying reductions in embodied carbon and waste, and the contribution to healthy interiors.

2025 FF&E Sourcing Goal

As part of the 2025 Sustainability and Social Impact Goals, Marriott aims to have the **top 10 FF&E product categories sourced in the top tier of MSAP**. Additionally, we aim to have 95% of FF&E products specified for all prototypical brands reach the highest rating in MSAP.

2021 PROGRESS:

- 4,000+** FF&E products evaluated across the top product categories
- 55%** of evaluated FF&E products scored in the "leader" level of MSAP
- 43%** of FF&E products specified for all prototypical brands reached the "leader" MSAP rating

SUSTAIN RESPONSIBLE OPERATIONS

ESG Reporting

- Reduction in carbon emissions
- Waste reduction
- Fair labor practices and human rights
- Leveraging purchasing power to drive improvement from suppliers for healthy environments, globally



WE INVITE YOU TO JOIN US!

mindclickESG.com/AboutMindClick

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