

The background is a collage of geometric shapes, primarily triangles, in various colors and patterns. The colors include teal, orange, dark blue, red, pink, and black. Patterns include polka dots, swirls, and wavy lines. The overall style is modern and artistic.

**#MAKEITYOURS**

**MISOCIAL**

**HOTELS**



PARIS

**Current and Upcoming Locations:**

Current Locations

AUCKLAND

TIMES SQUARE  
NEW YORK

PARIS

SINGAPORE

Upcoming Locations

LONDON

DOWNTOWN  
NEW YORK

PHUKET

SILICON VALLEY  
USA

SUZHOU



SINGAPORE

**M SOCIAL**

Contents

**ALL THE  
WORLD'S  
OUR STAGE**



AUCKLAND

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PLAYFUL

# VIBRANT

Created by Millennium Hotels and Resorts (MHR) with the global nomad in mind, M Social lifted the curtains on our first property in Singapore in 2016, and has continued making our mark in more cities, capturing the richness of lifestyles both contemporary and traditional, building a narrative that celebrates diversity.

Weaving its footprints in every country it enters, M Social pays homage to each local context and draws inspiration from the surrounding neighbourhood, allowing guests to experience the local culture through immersive moments.

Vibrant in its presentation and aesthetics, M Social appeals to individuals who are seeking stylish and meaningful encounters. Today you can find M Social in Auckland, New York, Paris, and of course, Singapore, with many more urban and resort destinations in the works.

M Social advocates an ambience of inclusiveness and multiculturalism, where uniqueness is celebrated. Ours is the place for gathering and sharing wonderful experiences.

Come, be part of our story.



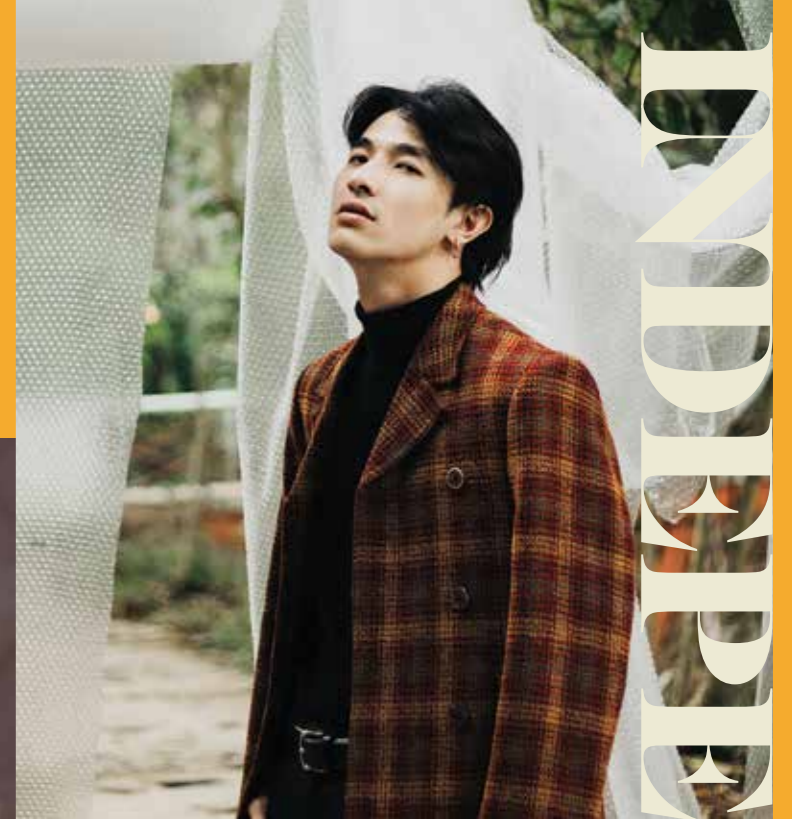
# Stylish

Whether one believes that birds of a feather flock together or opposites attract, M Socials are destinations that encourage enrichment through interaction. Exuding playfulness, we thrive on the buzz from our guests and lively locations.

Ours is a setting for people to vibe with other fascinating souls, discovering fresh insights through the mixing of outlooks. We pride ourselves on being on the pulse, creating the most alluring experiences for our guests, helping them to capture and amplify their stories and build a community that speaks with authenticity, opens minds and engages with heart.

Combining an urbane confidence with dynamism and accessibility, M Social is artfully infused in its surroundings while serving up every creature comfort one would expect – agile spaces in which to relax, work, eat, meet and greet.

M Social is a gathering of independent spirits, a bold and stylish stage for vibrancy and inspiration.



# BOLD

INDEPENDENT

M Social shows us how we can experience life to the fullest. Epitomizing genuineness and a movement that guests can live, trust, and believe in, M Social believes in making every moment count.

At the core of M Social is a sense of freedom: we wish to empower everyone to let loose and be themselves. M Social creates inviting environments where guests feel welcome and at ease in their surroundings.

With our ability to interact and share ideas, inspiration, and ideologies at a time when physical borders are becoming meaningless and diversity and differences are celebrated, M Social champions experimentation, innovation and is always seeking the interesting and exciting.

We believe in the power of collaboration as an explosive force for good, for one people, one planet. We provide the stage for our guests to become their best selves.

connected

CURIOUS

Engaging



Upon entering an M Social property, guests are immersed in a metaphorical theatre that conveys the story of the location through its design elements. The same narrative continues across all of the destination's hallmarks, including in our service.

Our consistent signature across all M Socials is the social lobby with its spaces for gathering alongside an integrated bar. This creates a compelling social energy.

The essential elements of an M Social include:

**The Hub -**

Our signature expansive communal space welcomes guests and encourages social interactions.

**Creative Dining Concept -**

Our individually-branded concepts combine interactive mixology programmes and fusion culinary creations for an unforgettable dining experience.

**Guest Rooms -**

Adaptive spaces that make transitioning from work to rest to play intuitive and seamless.

**Advanced Technology -**

To enhance efficiency and excitement for an interesting guest experience.



THE HUB

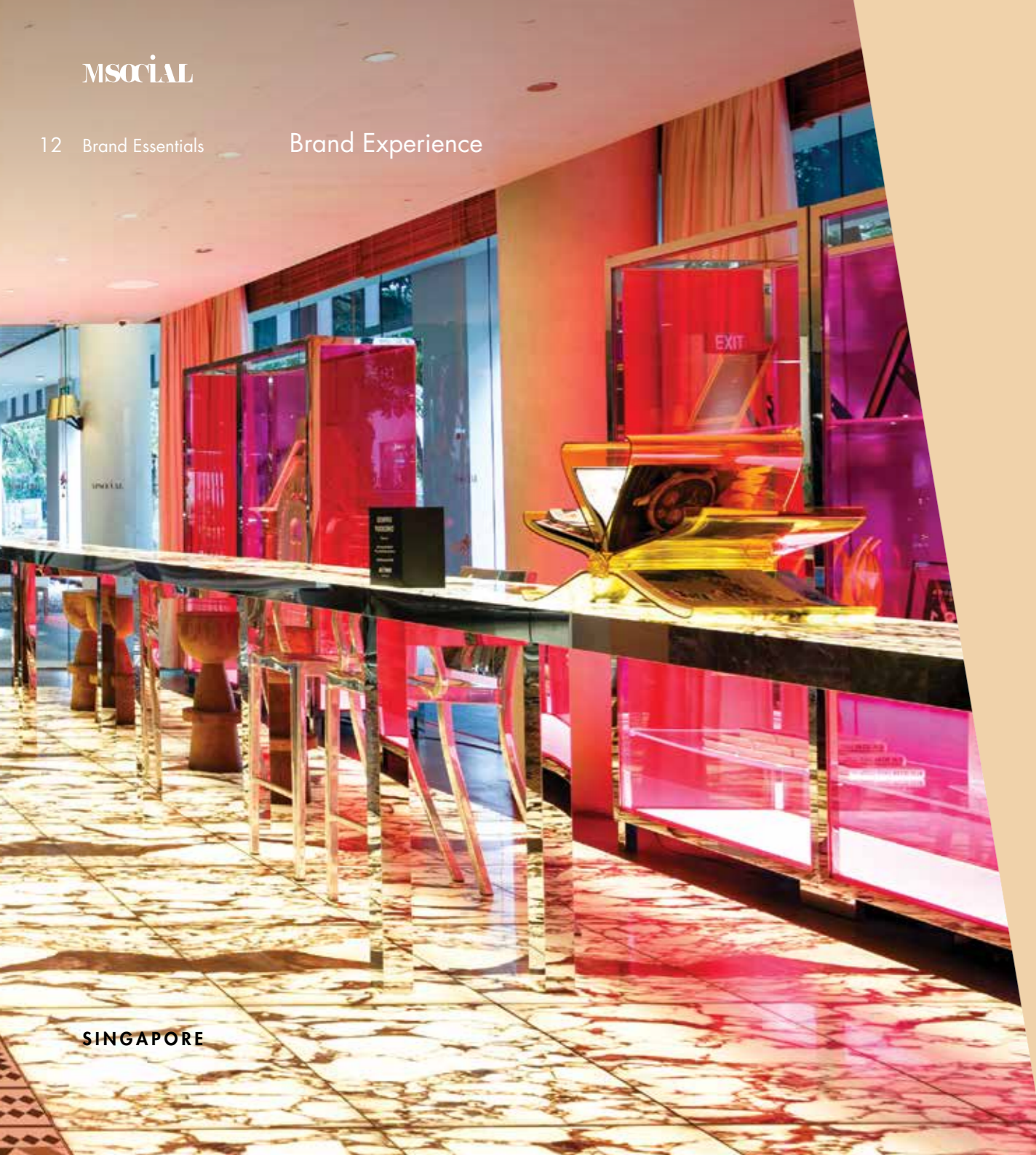


RESTAURANT & BAR



GUEST ROOMS

**SOCIAL IS  
IMMERSIVE**



### The Hub

A defining impression for any hotel is the sense of arrival – that WOW feeling one gets upon crossing the threshold. At M Social, this sense of arrival is beautifully orchestrated with communal spaces that serve as a theatre to narrate the unique story of each destination.

Catering to a diverse audience who are energetic, trendy, youthful, and social media savvy, The Hub - our social lobby - is an open, inclusive zone with communal tables for interacting or unwinding in a space filled with good vibes, music choices curated for day and night, lighting that evokes the right moods for work and play, and a signature scent that emotionally engages the guest and reminds them there's no place like M Social.

Whether travelling for leisure or adventure, the social setting allows individuals to meet others and, in turn, discover a new sense of self.



### Creative Dining Concepts

As the adage goes, the kitchen is the heart of the home. The kitchen and dining area represent a true reflection of our lives. These are places where we gather and bond, a stage for swapping stories both familiar and fresh.

We put a slice of heart into every plate and tippie. Our approach to the bar and dining experience draws inspiration from our surroundings, spanning classical architecture to the bright lights of a bustling metropolis, celebrating local flavour and cuisine.

Dishing out comforting meals and exquisite drinks while offering a vibrant ambience for social interactions to flourish, our concepts such as Beast & Butterflies blend strong social energy with a dynamic gastronomic lifestyle where artisanal cocktails and culinary delights turn into Instagram-able moments.

# Calm

*intimate*

# Curated

## Guest Rooms

While the public spaces within M Social are spaces that attract people to M Social for inspiration and a sense of belonging, all that changes when you venture into our guest rooms.

The pace and energy take on a lighter note, and in a good way – away from the hubbub, the guest room is calm and intimate. All guest rooms are furnished to make one's stay memorable.

Envisaged as fully appointed sanctuaries, every room is designed with dedicated areas for entertainment, rest and work, while distinctiveness takes the form of our locally-curated welcome gift and one-of-a-kind design features. Strategic collaborations with specially curated cult-branded toiletries provide an elevated sensorial experience.



## Our Capabilities: Millennium Hotels &amp; Resorts

M Social is the leading creative brand within the Millennium Hotels and Resorts portfolio. Founded in Singapore, the group owns and operates more than 130 properties across the globe. With a multi-cultural background and a wealth of expertise developed through decades of experience, the group is well positioned to deliver unique, location-specific offerings in global gateway cities.

## Sales &amp; Scalability

A client-first and customer-centric approach ensures consistent, reliable sales performance. With a central sales organisation across the group, only a single point of contact is required for strategic account management and aligned customer messaging across the brands. Leveraging on scale and distribution, the group is equipped to adopt a customisable approach designed to increase share, support customers and optimise account coverage.

## Revenue &amp; Distribution

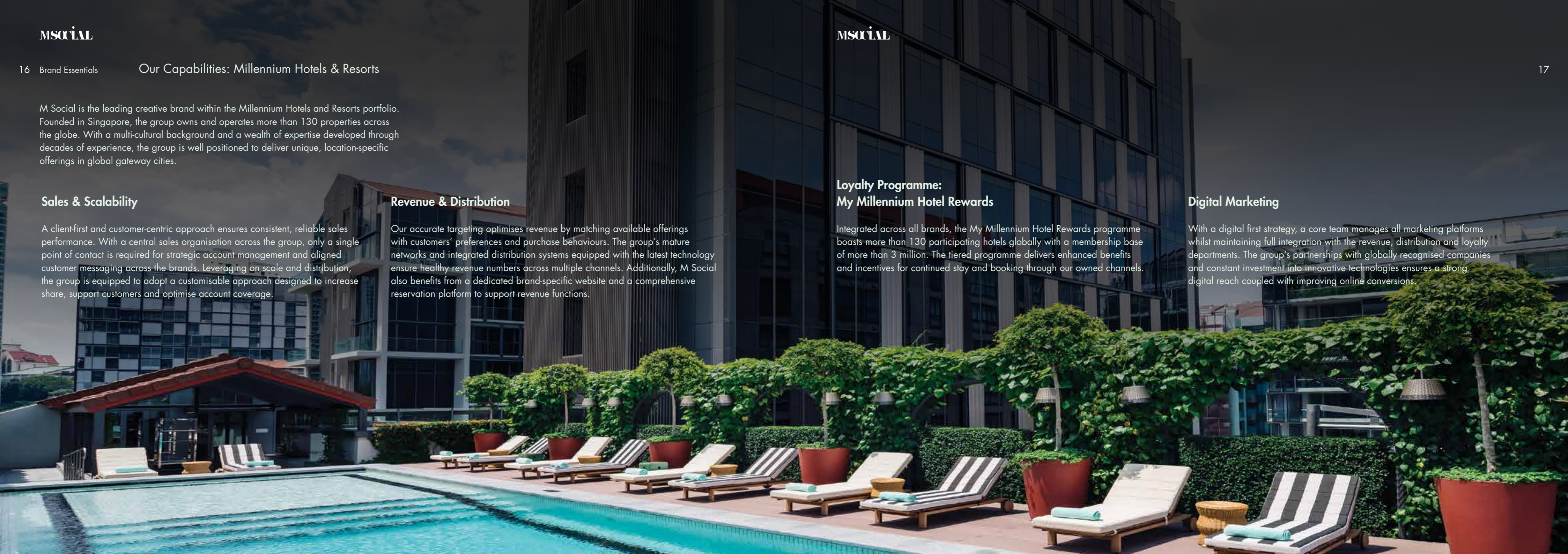
Our accurate targeting optimises revenue by matching available offerings with customers' preferences and purchase behaviours. The group's mature networks and integrated distribution systems equipped with the latest technology ensure healthy revenue numbers across multiple channels. Additionally, M Social also benefits from a dedicated brand-specific website and a comprehensive reservation platform to support revenue functions.

Loyalty Programme:  
My Millennium Hotel Rewards

Integrated across all brands, the My Millennium Hotel Rewards programme boasts more than 130 participating hotels globally with a membership base of more than 3 million. The tiered programme delivers enhanced benefits and incentives for continued stay and booking through our owned channels.

## Digital Marketing

With a digital first strategy, a core team manages all marketing platforms whilst maintaining full integration with the revenue, distribution and loyalty departments. The group's partnerships with globally recognised companies and constant investment into innovative technologies ensures a strong digital reach coupled with improving online conversions.





Every stay is an experience. To capture a sense of each locale, key touchpoints should be made much more memorable. Even if one is ensconced in the property all day, the interior experience from the public spaces to the guest rooms play a role in creating positive impressions and memories.

To indulge guests with a stay to remember, every detail has been given a considerable amount of thought. From specially commissioned designer interiors - including some by A-listers like Philippe Starck - to lighting and music, all elements are an integral part of the hotel's design and play their part to invoke the senses.

The journey to the room, via elevator and corridor, exudes a feeling of ease via lighting treatment, design finishes, and acoustical qualities, while great hospitality and service impart a sense of bliss. Through the spatial and sensory experience, M Social contributes to the feeling of discovery and change of scenery that the guests seek.

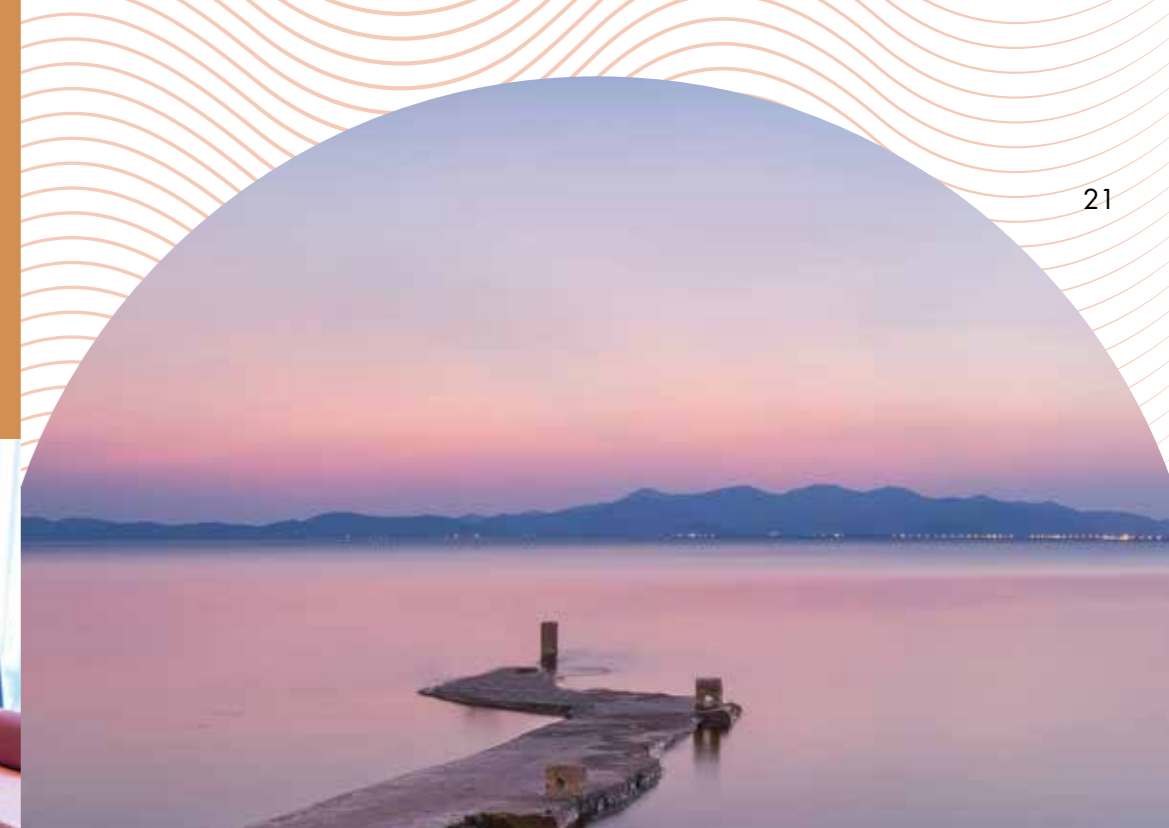
M Social design is not just about creating a "trendy" hotel but it is a home away from home and a haven where one is welcomed back. Intent on integrating with each location and its surroundings, the M Social brand will draw one into its embrace time and again, because it forges an experience, engages emotions, and becomes part of our guests' life story.

# LIVE INSPIRED



To evoke the spirit of each destination, our team curates accent colours that reflect the local culture. These are evidenced across that property's touchpoints, giving each M Social a sense of freshness and authenticity.

Visual graphics enhance the interiors and create a cohesive visual thread uniting both public and private spaces for a seamless stay experience.



# LOCAL ACCENTS



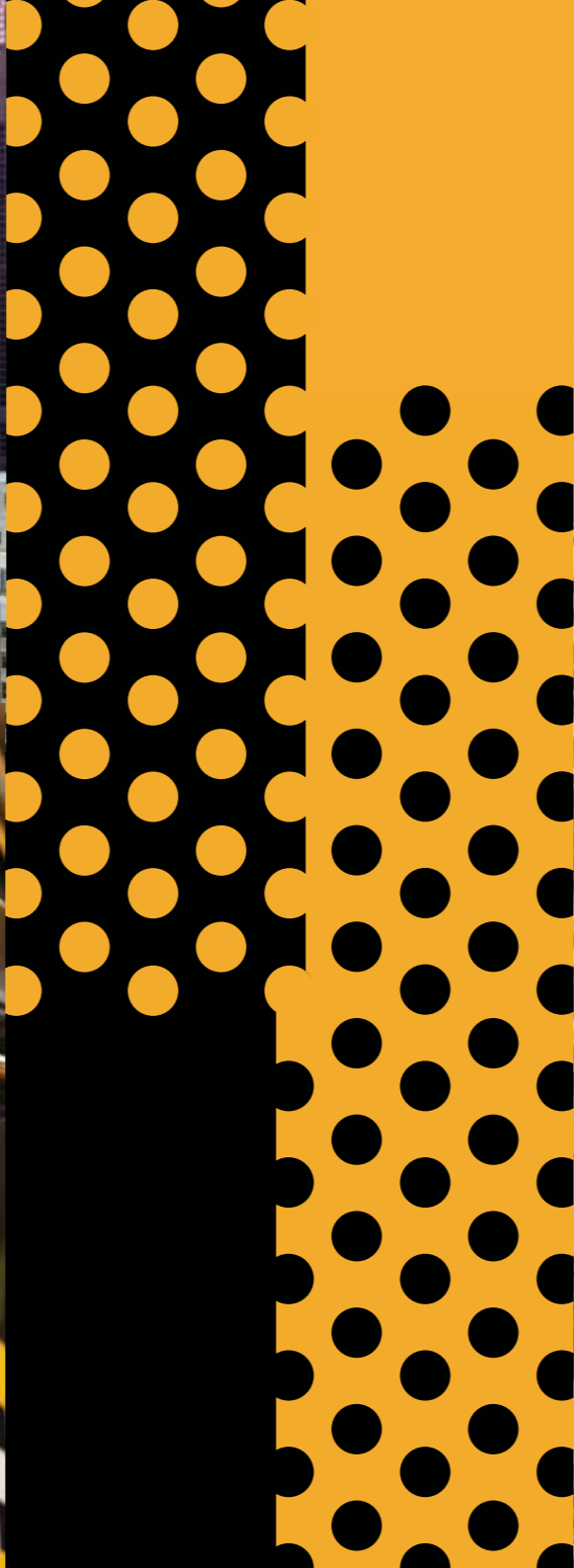
MSOCIAL

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MSOCIAL  
HOTEL • NEW YORK



NEW YORK



MSOCIAL

MSOCIAL  
HOTEL • PHUKET

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PHUKET

We're advocates for the possibilities that technology offers, and are always looking out for new ways that tech advancements can improve both the guest experience and hospitality management capabilities. We're pushing the envelope to obtain smarter, safer and more sustainable outcomes. The current generation demands that everything be technology driven, and who can blame them? Tech advancements make life more convenient, allowing one to live smarter, safer and more sustainably.

M Social is a class apart with cool, tech-enabled solutions such as a unique secure contactless check-in process, credit card authorization, and more. Our Check-in Kiosk expedites routine tasks and boosts process efficiency.

But more than mere efficiency, M Social places a high importance on safety and sustainability. Employing the latest technology, electrical systems such as switches and controls are user friendly and designed for low friction.

Doors lock with RFID and Bluetooth Low Energy technology, allowing the use of RFID keys and smartphone mobile keys.

Understanding that communication and cleanliness are two pivotal factors that make a hotel experience that much better, M Social uses a housekeeping service system so that these processes can be optimised. HOTSOS, our centralised information platform, streamlines communication so the operations team is updated on guests' needs and preferences. There is even a robot butler in selected properties.

The unusualness of it all makes M Social fun and extremely modern, with a vibe that's decidedly unstuffy.



**ANTI MICROBIAL COATING –**  
Hinders pathogen and bacteria growth for better sanitation and productivity enhancement

**CHECK-IN KIOSK –**  
Expedites routine tasks and optimises system service delivery

**CLOUD-BASED POS SYSTEM FOR F&B –**  
For real-time table management, operation communications, enhanced productivity and efficiency, data collection and analytics

**CLOUD-BASED PROPERTY MANAGEMENT SYSTEM –**  
For the seamless orchestration of hotel operations, integration with F&B POS and managing of guest preferences to provide an improved stay experience data customisation

**GUEST MANAGEMENT TECHNOLOGIES –**  
These include secure contactless check-in and credit card authorisation

**ROBOT BUTLER –**  
For efficient delivery of guest amenities and as a security patrol during quiet hours

**HOUSEKEEPING SERVICE SYSTEM –**  
To automate and prioritise the housekeeping room assignment process and communicate via WiFi-enabled device

**HOTEL SERVICE OPTIMISATION SOFTWARE (HOTSOS) –**  
Centralised guest information platform to keep operations team updated about guests' needs and preferences and productivity enhancement

**IN-ROOM VOICE AI ASSISTANT –**  
AI-enabled guest rooms for an improved and customised stay experience

**VISITOR MANAGEMENT SOFTWARE –**  
AI-enhanced CCTV public area tracking, data collecting and security team 'live' alerting

**IN-RESTAURANT TECHNOLOGY SOLUTION –**  
Integrated F&B loyalty programme connecting all channels to a single platform for better up-selling results

**NANO TECHNOLOGY COATING –**  
Surface chemical layer application to repel particles and water, saving room-cleaning time

**SMART GCU –**  
Remote monitoring of AC controls via WiFi-enabled devices to enable energy savings and optimisation

# Taking the New 'Verse' by Storm



M Social Decentraland represents Millennium Hotels and Resorts' ground-breaking foray into the metaverse. Being the first hospitality group to own land and build a hotel in the metaverse gives us limitless possibilities for reaching out to new audiences and growing new revenue streams.

Located near Genesis Plaza, at the heart of Decentraland, M Social Decentraland which sits on prime digital land, is modeled after different M Social hotels around the world, and "aims to be a place for all to gather and discover the virtual reality universe of Decentraland".

Launched on 5 May 2022, the new hotel encapsulates M Social's brand essence of being a trendsetting lifestyle. Similar to its real world sister hotels, M Social

Decentraland is positioned as a hub for explorers keen to discover new experiences and connect with like-minded individuals. The virtual hotel flaunts a giant "M" on each of its four sides, with glass exteriors and neon pink accents creating a sleek interior look. Guests who step inside the hotel can interact with an avatar that welcomes everyone in the lobby. The avatar guides guests through the hotel. Besides adding new and creative experiences for guests, M Social Decentraland also functions as a way to bridge the physical and digital worlds; delivering offline utility and benefit through online engagement.

We're all about celebrating innovation. As we sojourn into the future, we believe that hospitality will evolve to keep guests engaged through new immersive experiences.



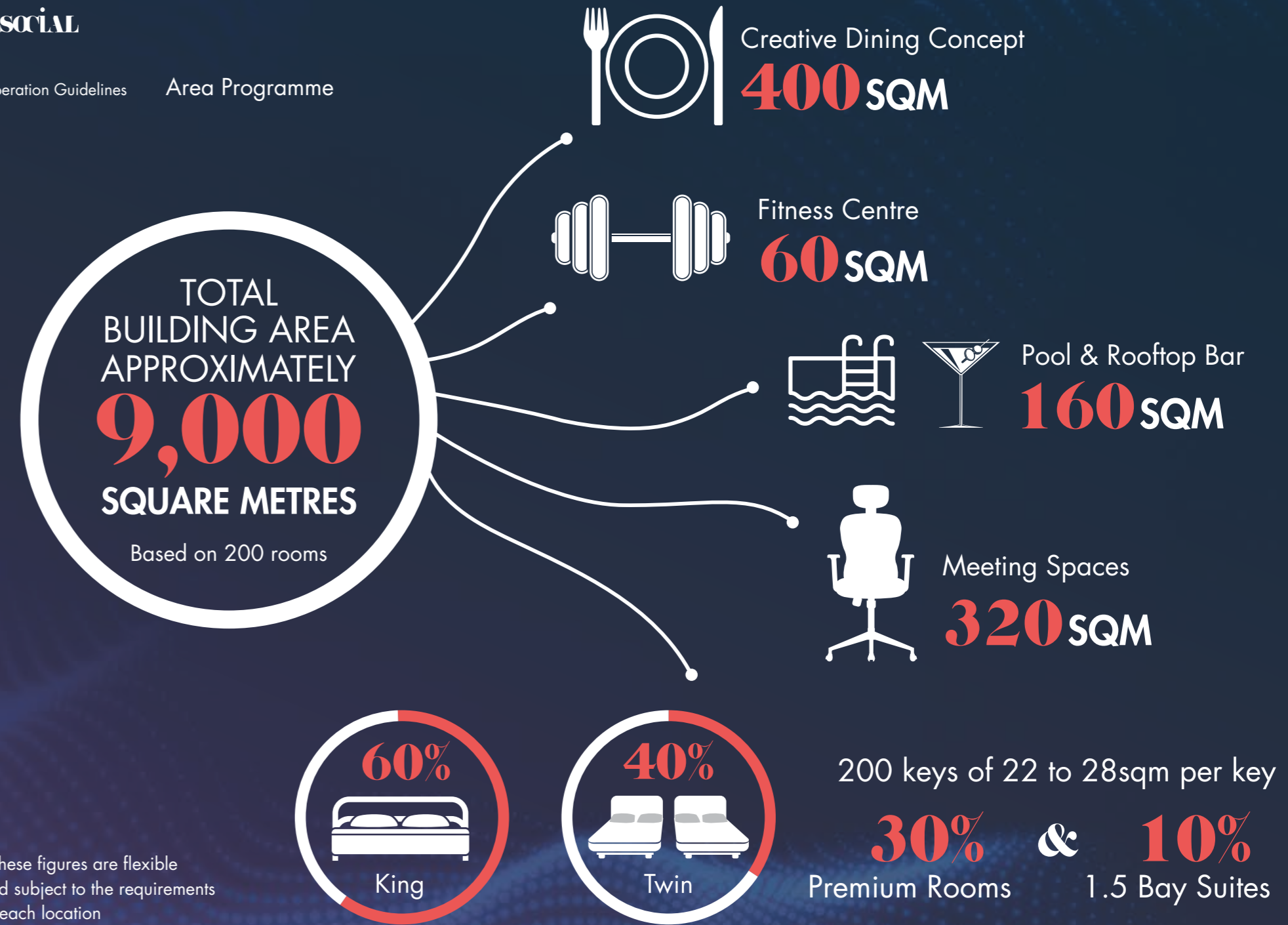
Taking a hands-on approach, the dedicated M Social in-house technical services team will provide expert guidance, support and assistance for the development of every property: from project inception and brief formulation to design and construction supervision through to hotel commissioning and preparation for opening.

**Our capabilities cover:**

- Site Evaluation and Feasibilities Studies
- Property and Infrastructure Survey / Assessment with Proposed Improvement Plan
- Project Management Services
- Development concepts, brand design and construction standards
- Architectural and Interior Design Management
- Engineering and Life Safety Support
- Environmental and Energy Sustainability
- Procurement Services

With experience being both asset owners and management operators, our team adopts an owner-centric and profit-by-design approach to hotel design. We take deliberate action to design, build and engineer the hotels with consideration for the most value adding features that provide best appeal for guests with lower build costs, optimising design functionality, and yet shaping the hotel to be sustainable

and profitable. This helps to ensure that profit is gained right from the inception with a hotel design that is well made and desirable to the market while operationally efficient, sustainable and enduring.



\*These figures are flexible and subject to the requirements of each location

# JOIN THE M SOCIAL FAMILY

**For more information on how an  
M Social destination may benefit  
your development, please contact**

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