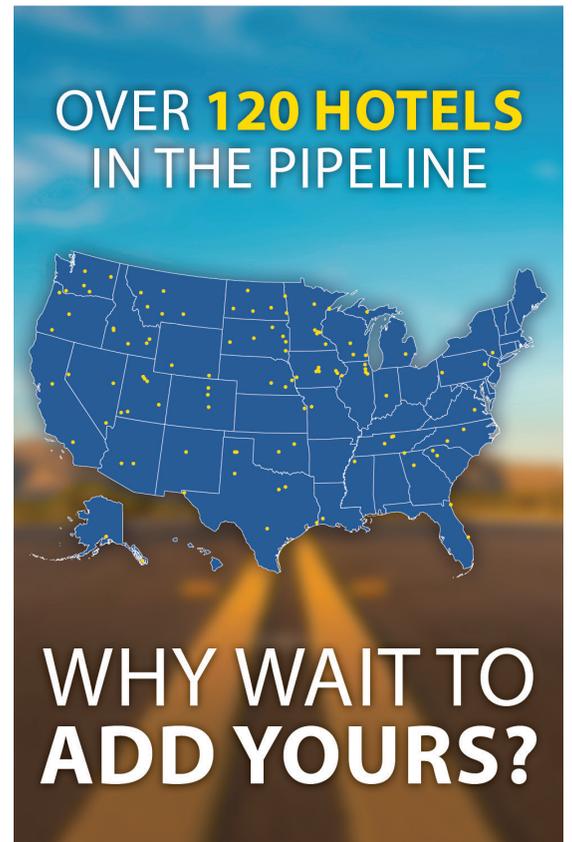


Join a true partnership with My Place Hotels



When you partner with My Place, your success becomes the objective of our comprehensive and aggressive growth plan. Treating our franchisee's success as our own is a cornerstone of the My Place philosophy, and it's with that spirit that we have achieved no shortage of success as a trusted franchisor. Since launching our franchise system in 2014, our pipeline has grown to 120 hotels from coast to coast, and our footprint isn't all that's quickly expanding.

REPUTATION: WE HAVE THE RIGHT ONE

Guests have not only validated but continue to substantiate the My Place niche we set out to define from the very beginning. While extended stay

continues to lead overall industry performance, quality and efficiency continues to define brands within the segment and the value they provide to guests and franchisees.

Among many achievements in service, our TripAdvisor average ranking continues to lead the industry and Expedia Group recently recognized 96% of our eligible properties with the coveted Loved by Guests award. While nearly half of our newest locations were too new to be eligible yet this year, the award is given to "those who go the extra mile to delight travelers" and celebrates hotels that guests are truly excited to talk about.

Guests aren't the only people excited to talk about My Place either. With 60% of My Place franchisees having executed multiple agreements, there's no room to doubt our reception or unwavering commitment to our franchise partners. Here's a take from Bill Folkerts, a multi-unit developer and My Place franchisee.

"We've developed a number of properties over the years, so we are familiar with a number of different franchisors and experienced the good, bad, and the indifferent," Bill said. "What caught my attention at My Place is the simplicity, the support, and the guest experience—the last being most important."

THE BEST IS YET TO COME

As lifelong hoteliers, we also believe in measuring every refresh and implementation in terms of dollars and cents to your bottom line. For My Place President and CEO Ryan Rivett, that means listening to and evaluating input from both franchisees and guests as well as growing and adapting for everyone's benefit.

"As we listen, we find it truly amazing how franchisees and guests alike have grabbed hold of our

story, gravitated towards our product, and made their own decision about what My Place is and in so doing, they have substantiated the niche space we aspired to define," Ryan said. "Consistently, we find that our franchisees and guests have elevated the My Place product well above our competitors and value My Place as a great option for any length of stay."

As My Place matures into what we envision to be an American staple, we recognize the impossibility of such a feat without our partners in franchising and operations. That's why direct access and support from My Place leadership is inherent to us, and a benefit to all who join us. With a team that is growing as rapidly as My Place, our unique ability to address the individual needs of our owners and operators is one that truly excites us.

In addition to My Place's comprehensive Brand Management structure, the suite of brand resources has seen recent additions and ongoing developments, allowing direct access to a My Place National Sales team, a strategic Revenue Management offering, and a robust Social Media Management team, to name a few. With the upcoming launch of our first-ever loyalty rewards program still on the horizon, we, along with our franchise family are just as excited by our performance as our potential.



MY PLACE HOTELS

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