

HOTELS & RESORTS

# Investor Presentation

auto L

October 23, 2024

The Mining Exchange, a Registry Collection Hotel Colorado Springs, Colorado, USA *Opened August 2024* 

## Introduction to Wyndham Hotels & Resorts

Largest hotel franchisor worldwide<sup>(a)</sup> Leading brands in the resilient select-service segment Asset-light business model generating significant free cash flow

Primarily leisure-focused, "drive to" portfolio of hotels

~9,200 Hotels ~893,000 Current Rooms

~248,000

Rooms in the Pipeline 95+ Countries

25 Brands ~112M Loyalty Members ~90% Drive to Destinations ~70% Leisure Guest Mix



2

### WH Investment Thesis

ASSET-LIGHT, HIGHLY-RESILIENT, FEE-BASED FRANCHISE BUSINESS MODEL GENERATING HIGH MARGINS AND PRODIGIOUS FREE CASH FLOW

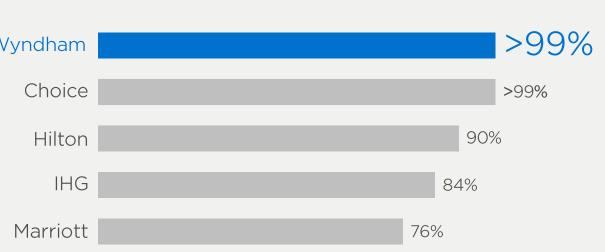
Wyndham Garden Mazatlán Marina Mazatlán, Mexico Opened July 2024



WYNDHAM GARDEN

# World's Largest Hotel Franchisor with Minimal Exposure to Asset Risk

### NUMBER OF HOTELS WORLDWIDE PERCENT OF FRANCHISED HOTELS 9,200 Wyndham 9,100 8,300 Choice 7,500 Hilton 6,500 IHG Marriott IHG CHOICE **WYNDHAM** Hilton Marriott. HOTELS & RESORTS HOTELS & RESORTS

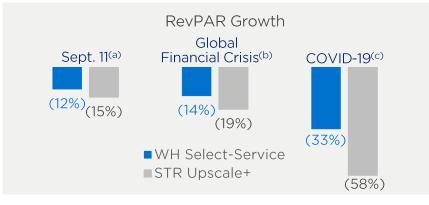


Asset-light requiring average capital expenditure spend of less than 5% of fee-related and other revenues

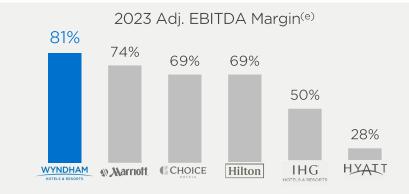


### Highly-Resilient Business Model Outperforming Peers and Delivering Significant Shareholder Return

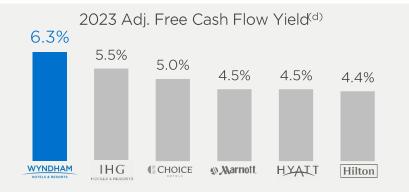
### History of WH outperformance in economic downturns



# WH business operates at best-in-industry margins



# WH Free Cash Flow yield exceeds peers



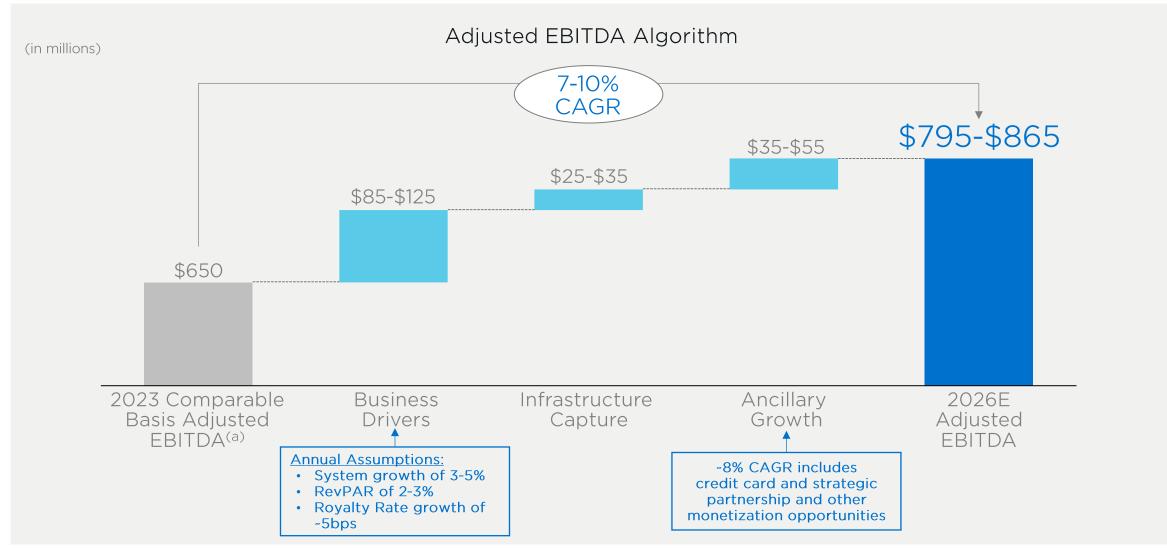
# History of WH significant capital return to shareholders



HOTELS & RESORTS

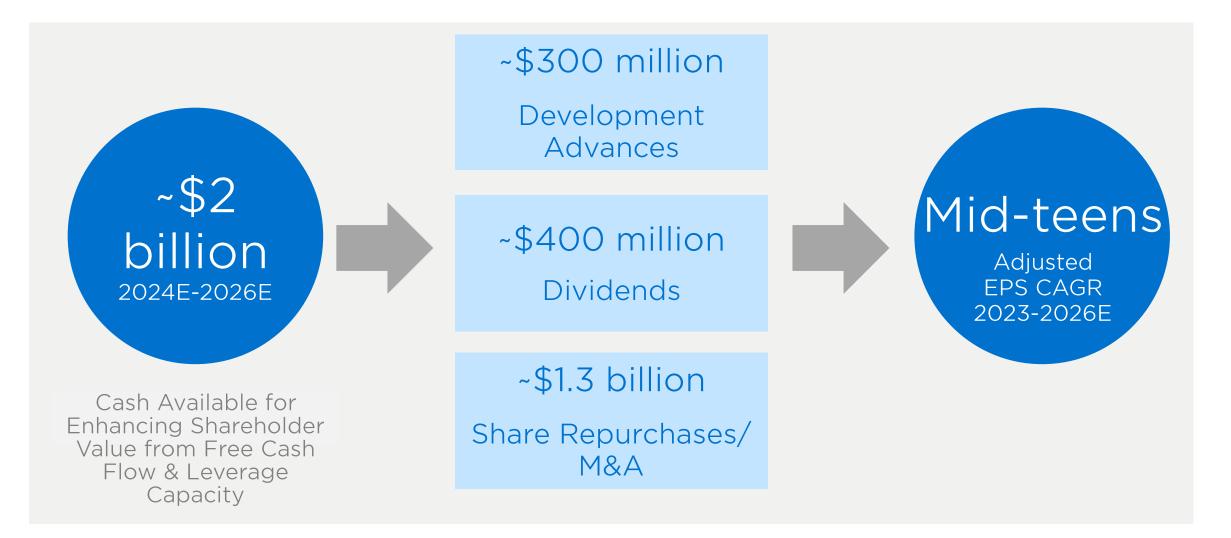
5

# Long-term Growth Opportunity





# Capital Deployment Will Further Enhance Growth

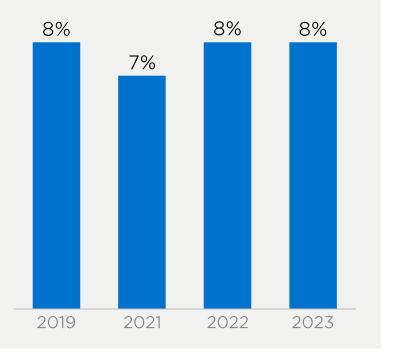


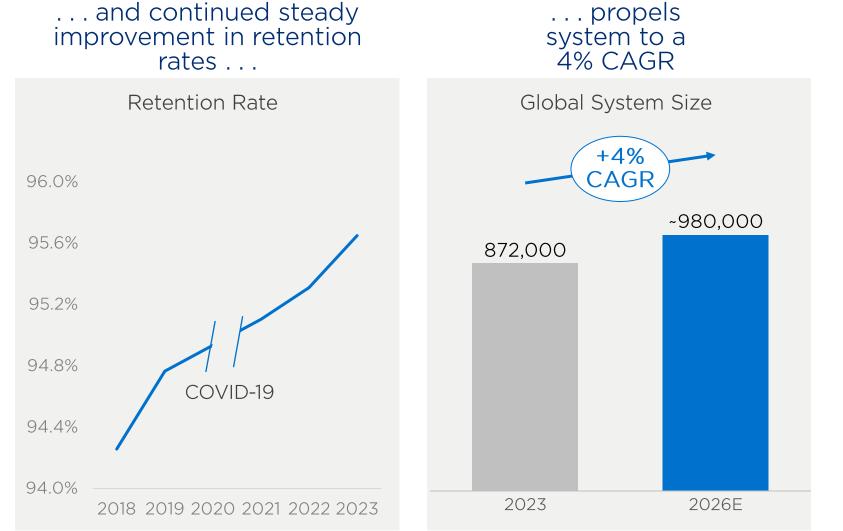


## Long-term Growth Opportunity: System Growth Acceleration



Room Openings as a % of Beginning System



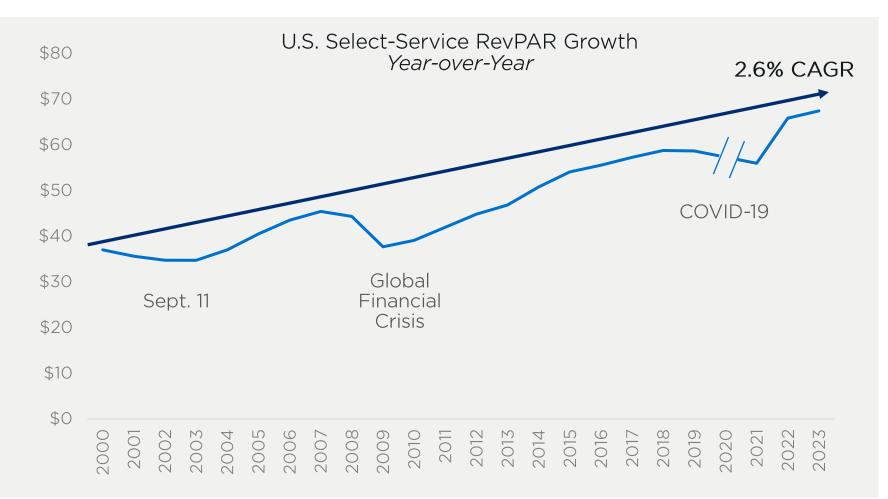


**WYNDHAM** 

HOTELS & RESORTS

### Long-term Growth: RevPAR Performance Over Time

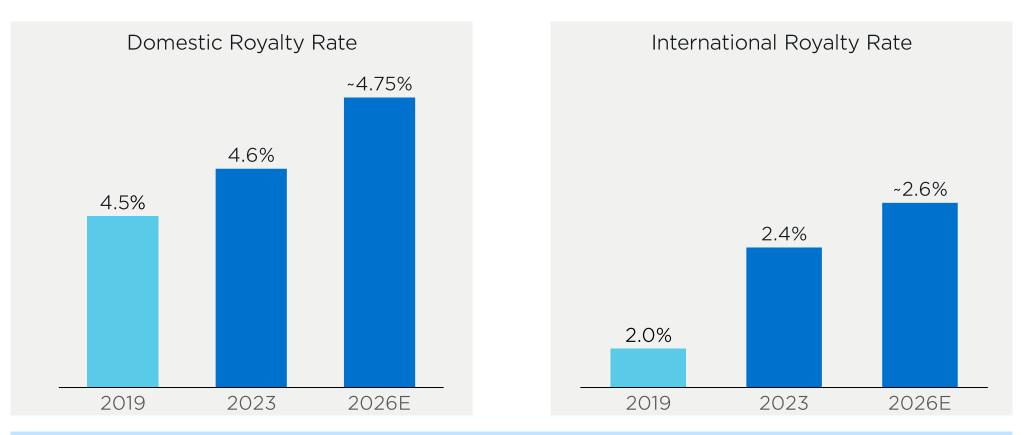
### Over multiple lodging cycles, U.S. select-service RevPAR grows 2-3%





# Long-term Growth Opportunity: Growing our Royalty Rate

Proven track record of expanding royalty rates with significant runway for continued improvement

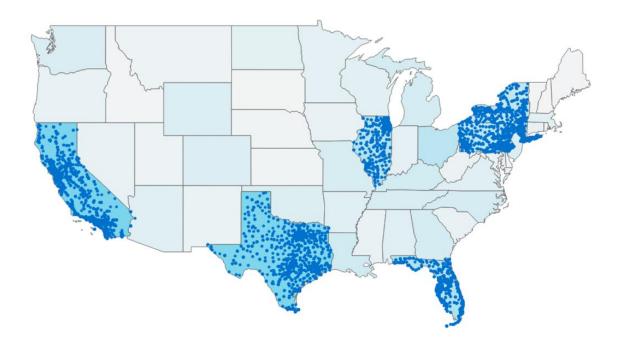


Global rate increases ~5 bps, yielding incremental ~\$15 million adjusted EBITDA opportunity by 2026



# Long-term Growth Opportunity: Infrastructure Bill

# Strong overlap of WH footprint and infrastructure spend markets . . .



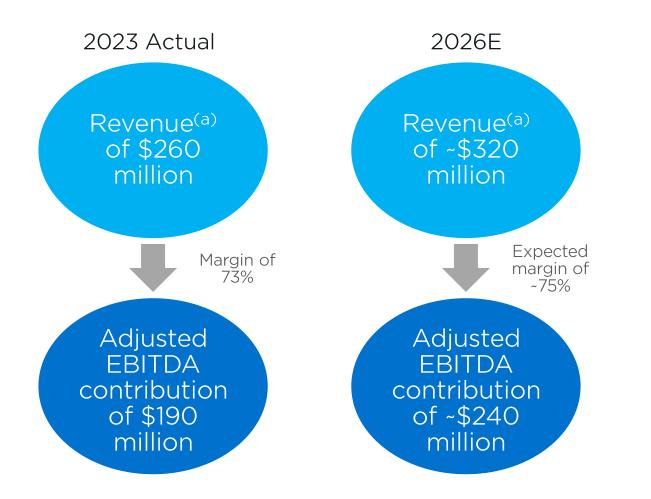
# ... WH well-positioned for future growth opportunity

- In 2019, the federal government spent \$71 billion on infrastructure; the 2021 Infrastructure Act & 2022 CHIPS Act provide a total of ~\$1.5 trillion in infrastructure spend over eight years
- WH is well-positioned to capture expected hotel demand in markets receiving the largest infrastructure dollars
- Represents ~\$3.3 billion opportunity to WH owners and \$150 million+ to WH over the spend period



# Long-term Growth Opportunity: Ancillary Fee Streams

### Multiple opportunities propel ancillary fee growth to an ~8% CAGR



### NEAR-TERM GROWTH DRIVERS

- Wyndham Business
- Wyndham Connect
- Blue Thread with TNL (License Fees)
- New co-branded card products

### LONGER-TERM GROWTH DRIVERS

- Alternative payment solutions
- Additional loyalty partnerships
- Improved co-branded card economics
- International cards and partners



# Q32024 Performance Recap

WYN

Wyndham Tai'an West Tai'an, China 13 Opened September 2024



### Third Quarter 2024 Performance Recap

+1% Global RevPAR vs. 2023<sup>(a)</sup> +4%

Net room growth YOY

+10%

New U.S. deals signed YOY +5% Global pipeline growth YOY

\$208M Adjusted EBITDA<sup>(b)</sup>

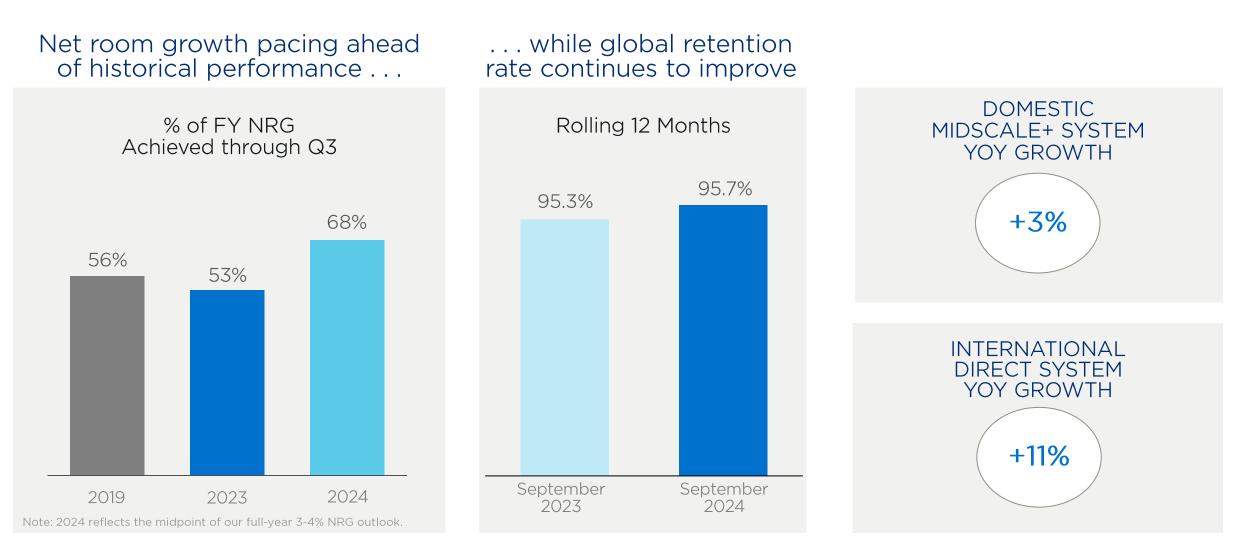
\$267M

YTD adjusted free cash flow<sup>(c)</sup>

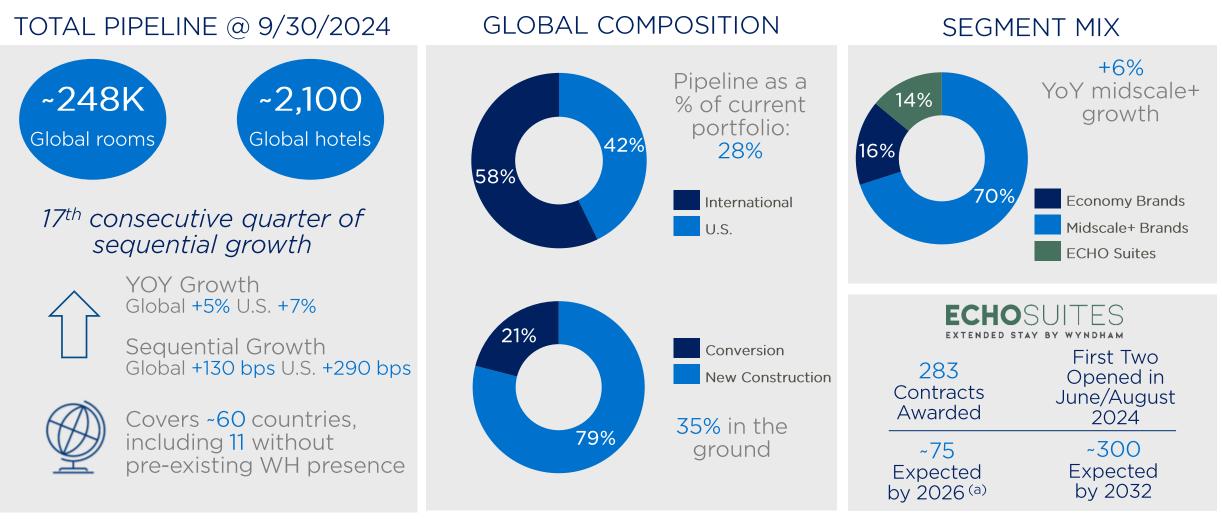
\$377M YTD capital returned to shareholders



## System Growth In Line with Expectations



# Pipeline Expanded to Another All-Time High



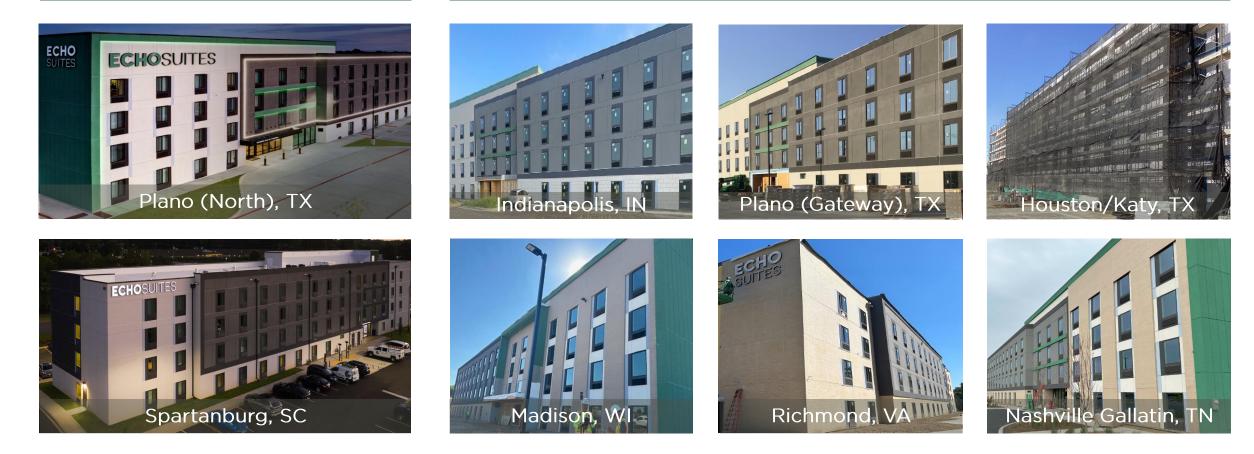


### ECHOSUITES Extended stay by wyndham

# Development Momentum Continues

### Open for Business

### Under Construction and Coming Soon





Mulberry, a Wyndham Hotel Vicksburg, Mississippi **Opened August 2024** 

Days Inn by Wyndham Istanbul Arnavutkoy Istanbul, Turkey **Opened August 2024** 

Esplendor by Wyndham San Luis Potosi San Luis Potosi, Mexico **Opened September 2024** 

Expanding Globally in Key Markets

**WYNDHAM** 

**HOTELS & RESORTS** 

Dolce by Wyndham Barcelona Resort Barcelona, Spain Opened July 2024

Wyndham Garden Louisville East Louisville, Kentucky **Opened September 2024** 

Wingate by Wyndham Libo Center Libo, China **Opened September 2024** 

3 au 1





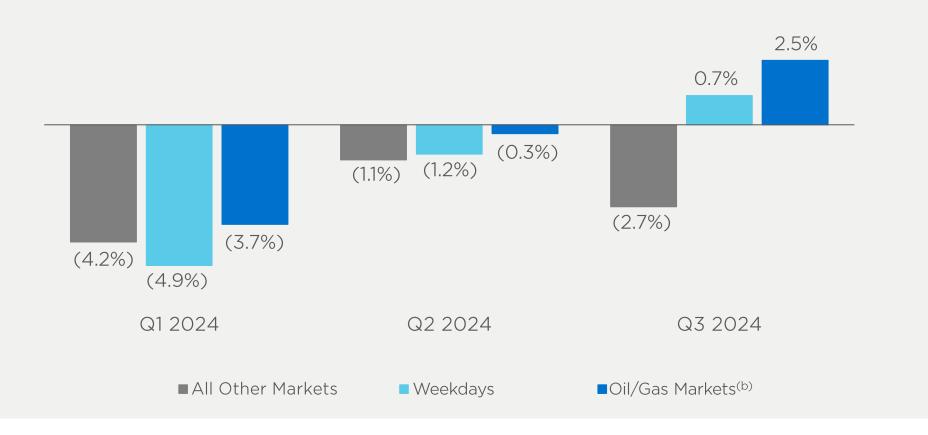




### Infrastructure Green Shoots Driving RevPAR Outperformance

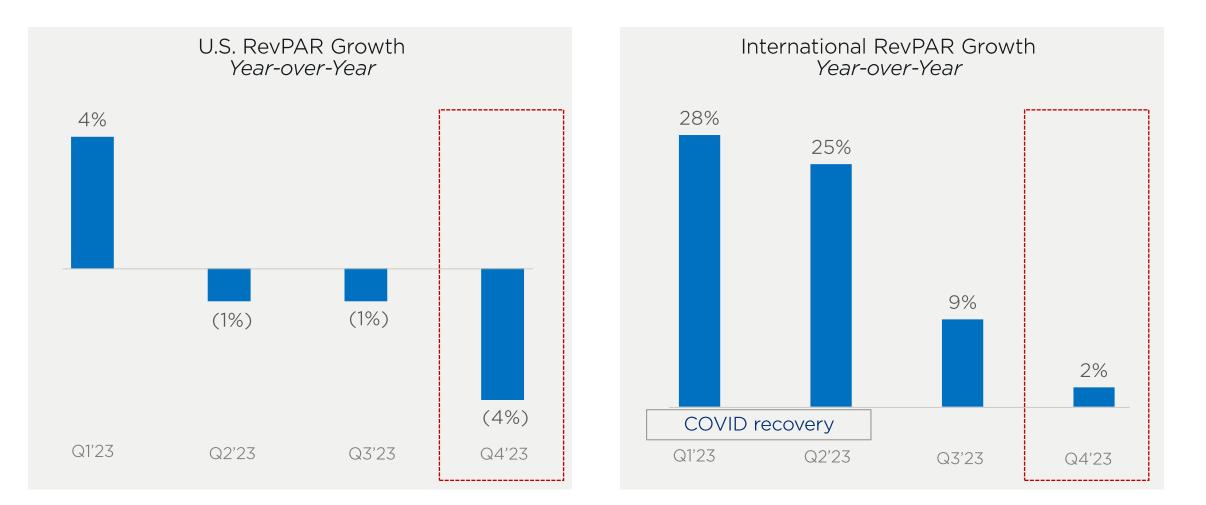
Weekdays and oil/gas markets, on a normalized basis, are outperforming

Year-Over-Year Normalized U.S. RevPAR Growth<sup>(a)</sup>



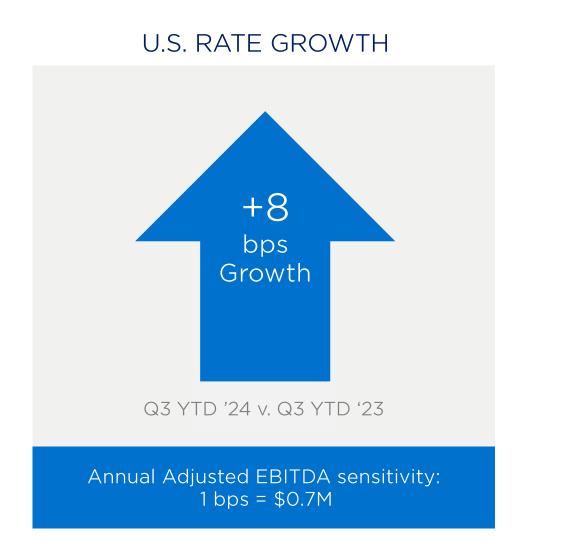


### Global RevPAR Poised to Accelerate with Favorable Fourth Quarter Comparisons

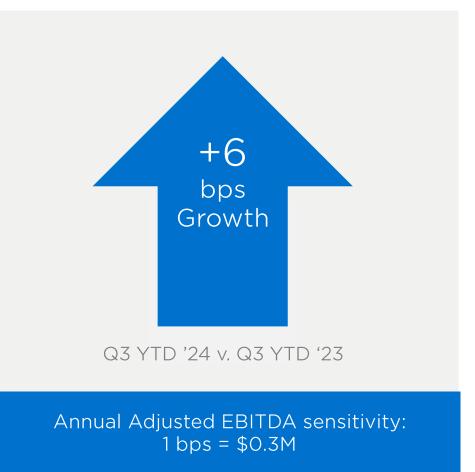




# Executing on Royalty Rate Growth Strategy

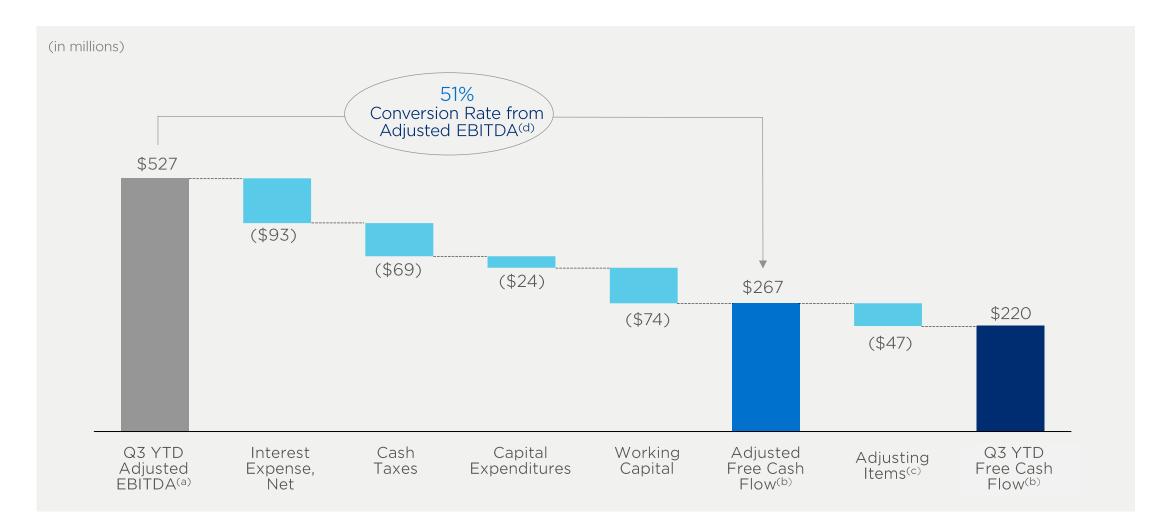


### INTERNATIONAL RATE GROWTH





### Asset-Light, Franchised Model Generates Strong Free Cash Flow





### 2024 Key Priorities

Grow direct franchise system 3-4% in 2024, including continued improvement of retention rate and investment in our brands

Continue momentum of ECHO Suites brand by successfully opening newly constructed hotels and supporting developers to progress pipeline projects

Target new development efforts in high FeePAR (RevPAR + royalty rate) brands and regions

Expand portfolio reach across adjacent segments and geographies

Optimize franchisees' top-line and market share through continued digital innovation and best practices

Capitalize on growing government spend tied to the Infrastructure & CHIPS Acts

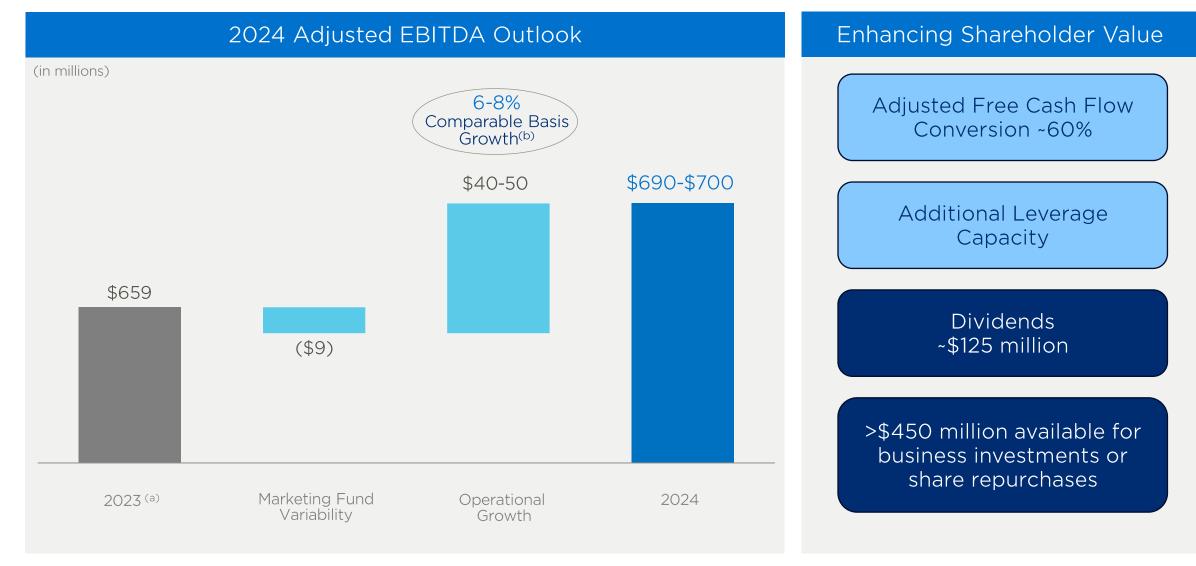
Reduce on-property labor and operating costs through state-of-the-art, owner-first technology solutions that streamline franchisee operations and elevate the guest experience

Capture ancillary revenue growth opportunities, including credit card products and strategic marketing partnerships

Disciplined approach to capital allocation: nvestment in business, M&A and capital return



# Wyndham on Track to Deliver 2024 Commitments





# Maximizing Capital Allocation For All Stakeholders

### MAINTAIN STRONG BALANCE SHEET

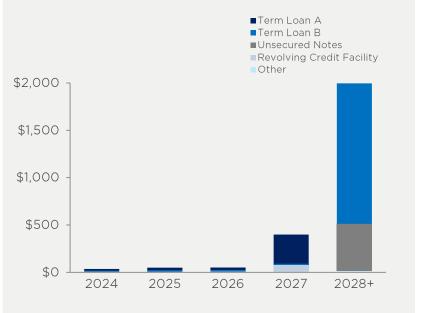
\$750 million of liquidity

Total leverage at 3.5x, midpoint of 3-4x range

Weighted average maturity of 6 years

~20% of debt is variable-rate

Significant room under all debt covenants



### **INVEST IN BUSINESS**

Strategic deployment of capital to accelerate growth in higher RevPAR, midscale+ hotels

Continued investment in profitable and brand-enhancing prototypes and system refresh programs

Continued digital innovation to drive franchisees' top and bottom lines

Disciplined approach to strong ROI strategic transactions/acquisitions



### RETURN EXCESS CAPITAL TO SHAREHOLDERS

Targeting mid-30s dividend payout ratio

Targeting ~\$400 million for share repurchases

~\$560 million of remaining share repurchase authorization

~\$2.3 billion of capital returned to shareholders since spin-off (~39% of market cap at spin-off) including \$377 million YTD 2024



# Appendix

I

10.000

La Vie Do'r Hotel & Resort, Trademark Collection by Wyndham Hwaseong-si, South Korea 26 Opened August 2024

1 In

-

10

IN IN



# 2024 Planning – Revenue Sensitivities

Adjusted EBITDA S (in millions)		
Driver Based vs. 2023	<b>1 Point</b> (RevPAR & NRG)	<b>1 Basis Point</b> (Royalty Rate)
U.S. royalties and franchise fees	~\$3.4	~\$0.7
International royalties and franchise fees	~\$0.8	~\$0.3
Marketing, reservation and loyalty fees		
Ancillary Areas vs. 2023		
point change in license fees	~\$1.0	▲ Not RevF overall tr. million flo
point change in other revenue	~\$1.0	Ancillary to RevPA



## Compelling Value Proposition for Franchisees.

Wyndham's industry-leading central reservation systems deliver nearly \$8 out of every \$10 to U.S. franchisees

Industry's #1 hotel loyalty program with approximately 112 million enrolled members

On-property technology tools drive operating efficiencies and reduce hotel labor costs

Continuous guest-facing digital innovation enhances guest experience

Trusted brands with segment-leading consumer awareness and market share

Global marketing funds in excess of \$575 million

World's largest hotel franchisor leverages pricing power to deliver on-property savings for franchisees

Efficient prototypes designed to maximize owner ROI

2<sup>nd</sup> most brands among hotel franchisors included in the 2024 Franchise 500 ranking in Entrepreneur Magazine

WYNDHAM

HOTELS & RESORTS

Owner-first, customer-centric approach with ~450 field support team members dedicated to our franchisees' success

28

### ... That Continues to Deliver Strong Returns





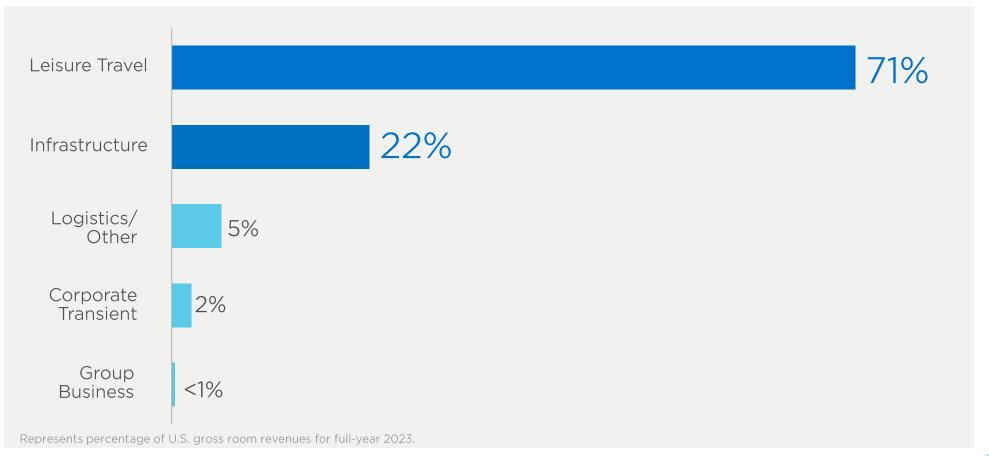
Cost per room	~\$93,000
Loan-to-value	~70%
Franchisee Investment	\$3,500,000
RevPAR	\$60.00
Revenues	\$2,716,000
Operating expenses	\$815,000
Brand fees	\$231,000
Interest expense @ 7.25%	\$585,000
Hotel EBTDA	~\$1,100,000

### Cash-on-Cash Return up to 31%



### Leisure Guests Power Our Business, Infrastructure-Related Spend Further Supports Growth

### ~70% LEISURE FOCUS; ~20% INFRASTRUCTURE

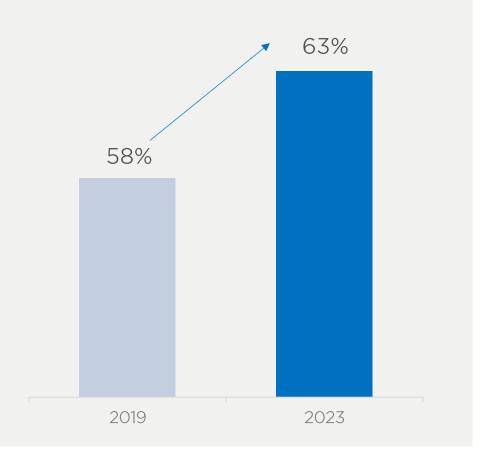




# Our Domestic Guests are Middle-Class and Getting Younger

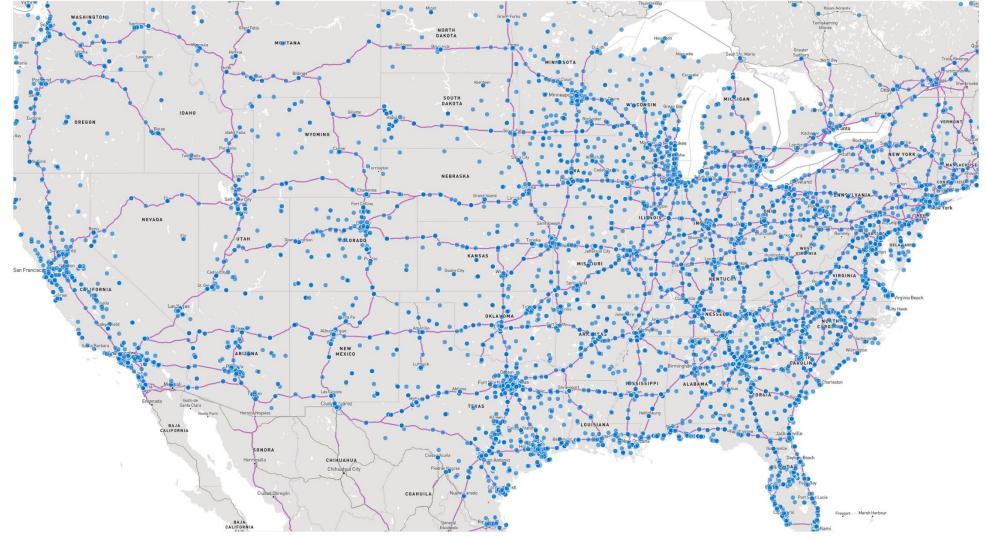
U.S. Household Income						
First Quintile	Second Quintile	Third Quintile	Fourth Quintile	Fifth Quintile		
<\$30,000	\$30,000 - 58,000	\$58,000 - 94,000	\$94,000 - 153,000	>\$153,000		
	WH gr avera house incom \$104	age hold e of				

### GEN X/Y/Z GUESTS AS % OF TOTAL





### U.S. System Well-Positioned Along Highways and Byways and in Drive-to Destinations





# Sustained Commitment & Prioritization of ESG Initiatives

### ESG Highlights

- Named one of the NJBIZ Best Places to Work in 2024 in New Jersey and recognized by Newsweek as one of America's 100 Most Loved Workplaces for the 4<sup>th</sup> consecutive year
- Leading up to the Wyndham Championship, civil rights pioneers, The Greensboro Six, were celebrated by Wyndham Rewards with the unveiling of a mural at historic Gillespie Golf Course in Greensboro, N.C.
- Continued promoting diverse hotel ownership with over 70 Women Own the Room and over 20 BOLD (Black Owners & Lodging Developers) contracts awarded and over 20 open hotels
- Our Affinity Business Groups were elevated to Enterprise Resource Groups which will support the growth and development of our team members and existing groups, introduce new ones, and strengthen our sense of community across our regions
- Wyndham Rewards and its members donated over 192 million points to charitable organizations lifetime
- Hosted Wyndham's 2<sup>nd</sup> annual global virtual volunteer event with Be My Eyes as our team members across the globe helped over 400 Be My Eyes clients navigate daily challenges in multiple languages
- Continued engagement with the Wyndham Green Certification with 10 more hotels achieving Level 5 Expert in 2024







## Strong and Experienced Leadership Team



CHIEF EXECUTIVE OFFICER

35 Years of Industry Experience

- Served as President and Chief Executive Officer of Wyndham Hotel Group (2014 - 2018)
- Served as Chief Executive Officer of Wvndham Destination Network (2008 - 2014)
- Held leadership positions of increasing responsibility at Starwood Hotels & Resorts Worldwide including President of Starwood North America; Executive Vice President, Operations; Senior Vice President, Southern Europe; and Managing Director, Ciga Spa, Italy (1989 - 2008)
- Served as Banking Officer in the Commercial Real Estate Group at the Bank of New England



**MICHELE ALLEN CHIEF FINANCIAL OFFICER & HEAD OF STRATEGY** 24 Years of Industry Experience

- Served as Executive Vice President and Treasurer of Wyndham Hotels & Resorts (2018 - 2019)
- Served as Senior Vice President of Finance for Wyndham Worldwide responsible for budgeting, capital allocation, financial analysis and strategy (2015 - 2018)
- Held varied financial leadership positions of increasing responsibility within Wyndham Hotel Group and Wyndham Worldwide's predecessor (1999 – 2015)
- Began her career as an independent auditor at Deloitte and she earned a CPA



EXECUTIVE VICE PRESIDENT.

21 Years of Industry Experience



MONICA MELANCON CHIEF HUMAN RESOURCE OFFICER NORTH AMERICA FRANCHISE OPERATIONS 26 Years of Human Resource Experience

JOON AUN OOI PRESIDENT, APAC 22 Years of Industry Experience



SCOTT STRICKLAND CHIEF COMMERCIAL OFFICER 32 Years of IT/Digital Experience



**GUSTAVO VIESCAS** PRESIDENT, LATAMC 25 Years of Industry Experience



AMIT SRIPATHI CHIEF DEVELOPMENT OFFICER 15 Years of Industry Experience



**DIMITRIS MANIKIS** PRESIDENT, EMEA 33 Years of Industry Experience



PAUL CASH **GENERAL COUNSEL** 19 Years of Industry Experience



**KRISHNA PALIWAL** PRESIDENT, LA QUINTA **HEAD OF DESIGN & CONSTRUCTION** 21 Years of Industry Experience



## Wyndham Family of Brands

### Wherever people go, Wyndham will be there to welcome them.





35 Vienna House brand acquisition also included Vienna House Easy midscale brand.

### Footnotes

#### Page 2

Data is approximated as of September 30, 2024.(a) Largest hotel franchisor by number of hotels.

#### Page 4

All data as of September 30, 2024

#### Page 5

Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the Appendix. WH Select-Service includes all WH economy, midscale and upper midscale brands; STR Upscale+ includes STR upscale, upper upscale and luxury segments.

- (a) STR 2002 vs 2000
- (b) STR 2009 vs 2008
- (c) STR 2020 vs 2019
- (d) For IHG, adjusted free cash flow as defined in their 2023 Annual Report. For WH and other peers, calculated as FY 2023 net cash from operating activities excluding development advances (or otherwise referred to as "contract acquisition costs" or "franchise agreement acquisition costs"), less capital expenditures divided by FactSet market capitalization as of 12/31/23. FY 2023 development advances (or otherwise referred to as "contract acquisition costs") for Choice, Marriott and Hilton were \$98 million, \$221 million and \$233 million, respectively. Hyatt does not disclose development advances (or otherwise referred to as "contract acquisition costs") and therefore there was no exclusion of such for their calculation. FY 2023 net cash from operating activities for Choice, Marriott, Hyatt and Hilton was \$297 million, \$3.2 billion, \$800 million and \$1.9 billion, respectively. For WH, net cash from operating activities yield for 2023 was 5.7%.
- (e) Represents adjusted EBITDA margin. Calculation excludes the impact of cost reimbursement and marketing, reservation and loyalty fees (or otherwise referred to as "other revenues from managed and franchised properties", "revenues for reimbursed costs", "system fund and reimbursable revenues" or "other revenues from franchised and managed properties"). FY 2023 impact of cost reimbursement and marketing, reservation and loyalty fees (or otherwise referred to as "other revenues from managed and franchised properties"). FY 2023 impact of cost reimbursement and marketing, reservation and loyalty fees (or otherwise referred to as "other revenues from managed and franchised properties", "revenues for reimbursed costs", "system fund and reimbursable revenues" or "other revenues from franchised and managed properties") for Marriott, Choice, Hilton, IHG and Hyatt was \$17.4 billion, \$765 million, \$5.8 billion, \$2.5 billion and \$3.0 billion, respectively amount estimated for Choice using disclosed net reimbursable deficit/other revenues/other expenses from franchise and managed properties. For WH, operating income margin for 2023 was 36%.
- (f) Calculated as the sum of share repurchases plus dividends paid from FY 2019 to FY 2023 divided by FactSet market capitalization as of 12/31/18 (IHG market capitalization adjusted to negate the impact of January 2019 share consolidation).

#### Page 6

Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the Appendix.
(a) Net income for 2023 was \$289 million. Comparable basis excludes marketing fund variability.

#### Page 9

Select-service is defined as STR economy, midscale and upper midscale.

#### Page 12

(a) Represents ancillary revenues, which is the summation of the license and other fees line item and other revenues line item per the income statement.

#### Page 14

Data as of September 30, 2024. Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the Appendix. All data

- (a) In constant currency.
- (b) Net income for third quarter 2024 was \$102 million.

(c) Net cash from operating, investing and financing activities for the nine months ended September 30, 2024 was \$156 million, (\$40 million) and (\$100 million), respectively.

#### Page 16

(a) Expected to be open or under construction by 12/31/26.

#### Page 19

- (a) Adjusted for the impact of the solar eclipse in Q2 and the calendar shift in the Easter weekend from second to first quarter in 2024.
- (b) Represents 12% of WH U.S. portfolio.

#### Page 22

Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the Appendix. (a) YTD 2024 net income was \$204 million.

- (b) Net cash from operating, investing and financing activities for YTD 2024 was 156 million, (\$40 million) and (\$100 million), respectively.
- (c) Represents costs related to the Company's successful defense of a hostile takeover attempt.
- (d) YTD 2024 net cash provided by operating activities conversion rate was 76%.

#### Page 24

Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be found in the Appendix.

- (a) Net income for full year 2023 was \$289 million.
- (b) Represents a comparison eliminating the year-over-year variability of the Company's marketing funds.

#### Page 25

- (a) Based on 2022 and 2023 actual adjusted net income and annualized \$0.32 for 2022 and \$0.35 for 2023 per share quarterly dividend.
- (b) Based on 2024 estimated adjusted net income and annualized \$0.38 per share quarterly dividend, consistent with current quarterly cash dividend policy.

#### Page 27

Does not include potential bad debt impacts from uncollectible accounts, if any, in the event of a distressed environment, which cannot be predicted.

#### Page 28

Wyndham Rewards member enrollment as of September 30, 2024, all data as of December 31, 2023. World's largest hotel franchisor based on number of hotels; chainscale market share as per most recent Franchise Disclosure Documents.

#### Page 29

Data is not brand specific. RevPAR and revenue results are indicative for a 124-room new construction Wyndham-branded extended stay hotel in the United States on a full-year current post-COVID basis. Cost per room excludes land costs. Operating expenses are based on current post-COVID STR HOST select-service industry data, adjusted for wage inflation, and are not based on individual hotel performance. Return on invested capital assumes a loan interest rate of 7.25%.

#### Page 31

Represents average WH U.S. guest demographic data in Q2 2024.

All data as of December 31, 2023.



### Non-GAAP Reconciliations

The following tables reconcile certain non-GAAP financial measures. The presentation of these adjustments is intended to permit the comparison of particular adjustments as they appear in the income statement in order to assist investors' understanding of the overall impact of such adjustments. We believe that adjusted EBITDA provides useful information to investors about us and our financial condition and results of operations because adjusted EBITDA is among the measures used by our management team to evaluate our operating performance and make day-to-day operating decisions and because adjusted EBITDA is frequently used by securities analysts, investors and other interested parties as a common performance measure to compare results or estimate valuations across companies in our industry. Explanations for adjustments within the reconciliations can be found in our third quarter 2024 Earnings Release at investor.wyndhamhotels.com.

	Three Months Ended September 30, 2024				Year Ended December 31, 2023	
Net income	\$	102	\$	204	\$	289
Provision for income taxes		35		66		109
Depreciation and amortization		17		54		76
Interest expense, net		34		93		102
Early extinguishment of debt		-		3		3
Stock-based compensation		10		30		39
Development advance notes amortization		6		18		15
Transaction-related		1		46		11
Separation-related		1		(11)		1
Restructuring costs		2		11		-
Impairment		-		12		-
Foreign currency impact of highly inflationary countries		-		1		14
Adjusted EBITDA	\$	208	\$	527	\$	659
			-			

	Year Ended December 31, 2023		 Ended er 31, 2022
Net income	\$	289	\$ 355
Adjustments:			
Acquisition-related amortization expense		27	31
Transaction-related		11	-
Early extinguishment of debt		3	2
Separation-related expenses		1	1
Gain on asset sale, net		-	(35)
Foreign currency impact of highly inflationary countries		14	 4
Total adjustments before tax		56	3
Income tax provision		4	 (2)
Total adjustments after tax		52	5
Adjusted net income	\$	341	\$ 360



### Non-GAAP Reconciliations

The following table reconciles certain non-GAAP financial measures. We believe free cash flow to be a useful operating performance measure to us and investors. This measure helps us and investors evaluate our ability to generate cash beyond what is needed to fund capital expenditures, debt service and other obligations. Notwithstanding cash on hand and incremental borrowing capacity, free cash flow reflects our ability to grow our business through investments and acquisitions, as well as our ability to return cash to shareholders through dividends and share repurchases or even to delever. Free cash flow is not a representation of how we will use excess cash. A limitation of using free cash flow versus the GAAP measure of net cash provided by operating activities as a means for evaluating Wyndham Hotels is that free cash flow does not represent the total cash movement for the period as detailed in the condensed consolidated statement of cash flows.

	Three Months Ended September 30, 2024		Nine Months Ended September 30, 2024		Year Ended December 31, 2023	
Cash Flow:						
Net cash provided by operating activities	\$	79	\$	156	\$	376
Net cash used in investing activities		(9)		(40)		(66)
Net cash used in financing activities		(68)		(100)		(402)
Effect of changes in exchange rates on cash, cash equivalents and restricted cash		1		-		(3)
Net decrease in cash, cash equivalents and restricted cash	\$	3	\$	16	\$	(95)

	Three Months Ended September 30, 2024		Nine Months Ended September 30, 2024		Year Ended December 31, 2023	
Net cash provided by operating activities	\$ 79		\$	156	\$	376
Less: Property and equipment additions		(8)		(24)		(37)
Plus: Payments of development advance notes, net		24		88		72
Free cash flow		95		220		411
Plus: Adjusting items <sup>(a)</sup>		1		47		-
Adjusted free cash flow	\$	96	\$	267	\$	411

(a) Represents payments related to the Company's defense of an unsuccessful hostile takeover attempt

	Year Ended	
	December 31, 2023	
Total share repurchases and dividends paid, 2019-2023	\$	1,721
Divided: Market capitalization at December 31, 2018	\$	4,450
Total capital return as a % of market capitalization		39%

		Ionths Ended ber 30, 2024
Net cash provided by operating activities	\$	156
Divided: Net income		204
Net cash provided by operating activities conversion rate	9	76%
	Ś	267
Adjusted free cash flow	,	527
Divided: Adjusted EBITDA	\$	
Adjusted free cash flow conversion rate		51%
		ır Ended ber 31, 2023
Net cash provided by operating activities	\$	376
Divided: Market capitalization at December 31, 2023	\$	6,545
Net cash from operating activities yield		5.7%
Adjusted free cash flow	Ś	411
Divided: Market capitalization at December 31, 2023	\$	6,545
Adjusted free cash flow yield		6.3%
		Months Ended per 30, 2024
Net cash provided by operating activities	\$	279
Divided: Market capitalization at October 21, 2024	\$	6,686
Net cash from operating activities yield		4.2%
Adjusted free cash flow	\$	406
Divided: Market capitalization at October 21, 2024	\$	6,686
Adjusted free cash flow yield		6.1%

### **Definitions & Disclaimer**

Adjusted EBITDA: Represents net income excluding net interest expense, depreciation and amortization, early extinguishment of debt charges, restructuring and related charges, contract termination costs, separation-related items, transaction-related items (acquisition-, disposition-, or debt-related), foreign currency impacts of highly inflationary countries, gain/(loss) on asset sales, stock-based compensation expense, income taxes and development advance notes amortization. "Comparable Basis Adjusted EBITDA are formace or financial measures that are not recognized under U.S. GAAP and should not be considered as adjusted EBITDA and Comparable Basis Adjusted EBITDA and provides a better understanding or making performance, which may be recurring or non-recurring and which in our view do not necessarily reflect ongoing performance. We also internally use these measures to assess our operating performance, both absolutely and in comparation to other companies, and provides a better understanding of the results of Wyndham's ongoing ope

Adjusted EBITDA Margin: Calculated as adjusted EBITDA divided by revenues excluding the impact of cost reimbursement and marketing, reservation and loyalty fees.

Adjusted Net Income: Represents net income excluding acquisition-related amortization, impairment charges, restructuring and related charges, contract termination costs, separation-related items, transaction-related items (acquisition-, disposition-, or debt-related), (gain)/loss on asset sales and foreign currency impacts of highly inflationary countries. The Company calculates the income tax effect of the adjustments using an estimated effective tax rate applicable to each adjustment.

Ancillary Revenues: Represents the summation of the license and other fees line item and other revenues line item per the income statement.

Free Cash Flow: Reflects net cash provided by operating activities excluding development advances, less capital expenditures. We believe free cash flow to be a useful operating performance measure to us and investors. This measure helps us and investors evaluate our ability to generate cash beyond what is needed to fund capital expenditures, debt service and other obligations. Notwithstanding cash on hand and incremental borrowing capacity, free cash flow reflects our ability to grow our business through investments and acquisitions, as well as our ability to return cash to shareholders through dividends and share repurchases or even to delever. Free cash flow we will use excess cash. A limitation of using free cash flow versus the GAAP measure of net cash provided by operating activities as a means for evaluating Wyndham Hotels is that free cash flow does not represent the total cash movement for the period as detailed in the condensed consolidated statement of cash flows.

Adjusted Free Cash Flow: Represents free cash flow excluding payments related to the Company's defense of an unsuccessful hostile takeover attempt.

Adjusted Free Cash Flow Conversion Rate: Represents the percentage of adjusted EBITDA that is converted to adjusted free cash flow and provides insights into how efficiently we are able to turn profits into cash available for use, such as for investments (including development advance notes), debt reduction, dividends or share repurchases.

Adjusted Free Cash Flow Yield: Represents adjusted free cash flow as a percentage of market capitalization.

Marketing Fund Variability: Relates to the quarterly timing variances from our marketing funds. Our franchise agreements require the payment of marketing and reservation fees, and in accordance with our franchise agreements, we are generally contractually obligated to expend such marketing and reservation fees for expenses associated with operating an international, centralized reservation system, e-commerce channels such as Wyndham's brand.com websites, as well as access to third-party distribution channels, such as online travel agents, advertising and marketing programs, global sales efforts, operations support, training and other related services. Marketing and reservation fees are recognized as revenue when the underlying sales occur. Although we are generally contractually obligated to spend the marketing and reservation fees earned are generally highest during the summer season when the franchised hotels have the highest occupancy and daily rates. However, the marketing and reservation expenses are recognized to five the higher occupancy in the summer months. Accordingly, the seasonality of the marketing and reservation revenue and expenses result in variability of the marketing fund net surplus or deficit during the quarters throughout the year.

#### Disclaimer:

This presentation and the information contained herein are solely for informational purposes. The information contained in this presentation, including the forward-looking statements herein, is provided as of the date of this presentation and may change materially in the future. Wyndham Hotels & Resorts undertakes no obligation to update or keep current the information contained in this presentation.

The information in this presentation should be read in conjunction with the consolidated financial statements and accompanying notes and "Management's Discussion and Analysis of Financial Condition and Results of Operations" section in Wyndham Hotels & Resorts' Form 10-K, filed with the SEC on February 15, 2024 and subsequent reports filed with the SEC.

#### Forward-Looking Statements

This presentation contains "forward-looking statements" within the meaning of the federal securities laws, including projections, which were not prepared in accordance with public guidelines of the American Institute of Certified Public Accountants regarding projections and forecasts, nor have they been reviewed or audited or otherwise reviewed by the independent auditors of Wyndham Hotels & Resorts. All statements other than historical facts are forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation.

The forward-looking statements are inherently uncertain and are subject to a wide variety of risks and uncertainties that could cause actual results to differ materially from those contained therein, including those specified in the section "Risk Factors" of Wyndham Hotels & Resorts' Form 10-K filed with the SEC on February 15, 2024 and any subsequent reports filed with the SEC. These risks and uncertainties are not the only ones Wyndham Hotels & Resorts may face and additional risks may arise or become material in the future. Wyndham Hotels & Resorts undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, subsequent events or otherwise, except as required by law.

#### Non-GAAP Financial Measures

Financial information contained in this presentation includes certain financial measures that are calculated and presented on the basis of methodologies other than in accordance with U.S. generally accepted accounting principles (GAAP), such as adjusted EBITDA, free cash flow and adjusted free cash flow, which include or exclude certain items from the most directly comparable GAAP financial measures. Any non-GAAP financial measures presented are not, and should not be viewed as, substitutes for financial measures required by GAAP, have no standardized meaning prescribed by GAAP and may not be comparable to the calculation of similar measures of other companies. Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures of be readilationed certain in accordance with reasonable certain items from the most directly comparable certain items from the most directly comparable of the calculation of similar measures of other companies. Reconciliations of non-GAAP financial measures to the most directly comparable GAAP financial measures can be directly comparable certain the source or amount of potential adjustments that may arise in the future during the future during the forward-looking period, which can be dependent on future events that may not be reliably predicted. Based on past reported results, where one or more of these items have been applicable, such excluded items could be material, individually or in the aggregate, to the reported results.

