# WYNDHAM

#### **HOTELS & RESORTS**









































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#### Forward-Looking Statements

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## Wyndham Hotels & Resorts Overview

#### What We Do

1

We license our hotel brands to hotel owners to help them attract guests

2

We manage hotel properties on behalf of third-party owners 3

We provide a brand at every price point for our franchisees and guests

#### Who We Are



Iargest hotel franchise company in the world



A leading hotel management company

## Our Investment Thesis

Asset-light, fee-based business model drives consistent earnings and cash flow growth

## Our Mission

Wherever people go, Wyndham will be there to welcome them

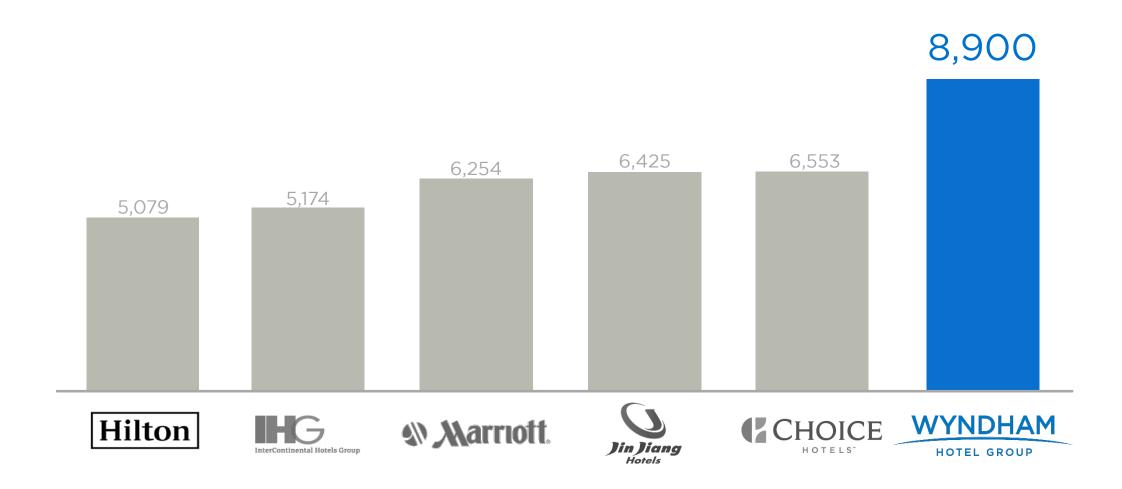
#### Core Strengths

- World's largest hotel franchisor
- 2 Strong portfolio of well-known brands
- Market-leading position in the attractive economy and midscale segments
- 4 Industry-leading loyalty and technology platforms
- Proven ability to create value through acquisitions
- Strong and experienced management team

#### Global Footprint



#### We Franchise More Hotels than Anyone Else



### Why Scale Matters



#### Strong Portfolio of Well-Known Brands































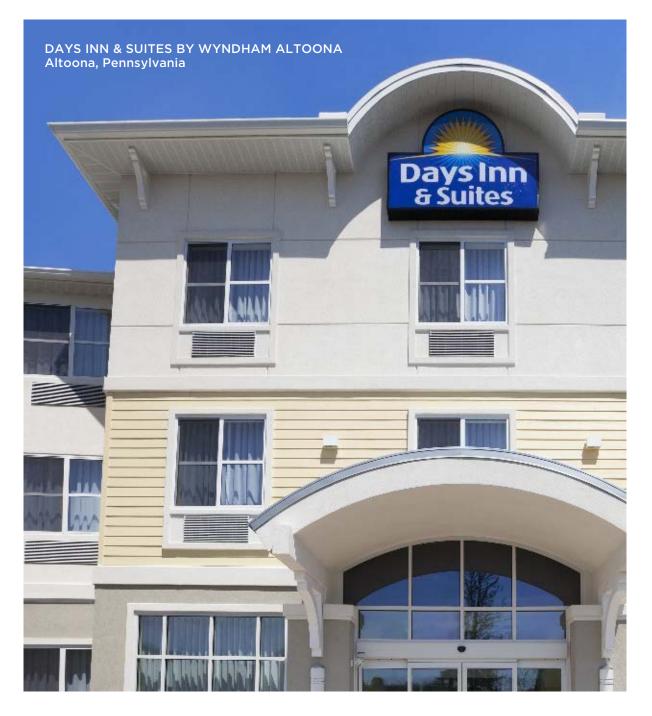




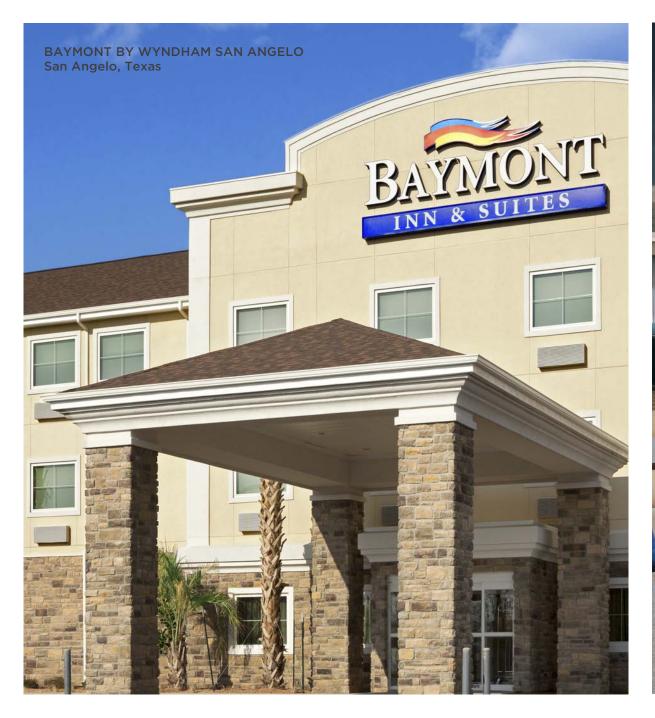


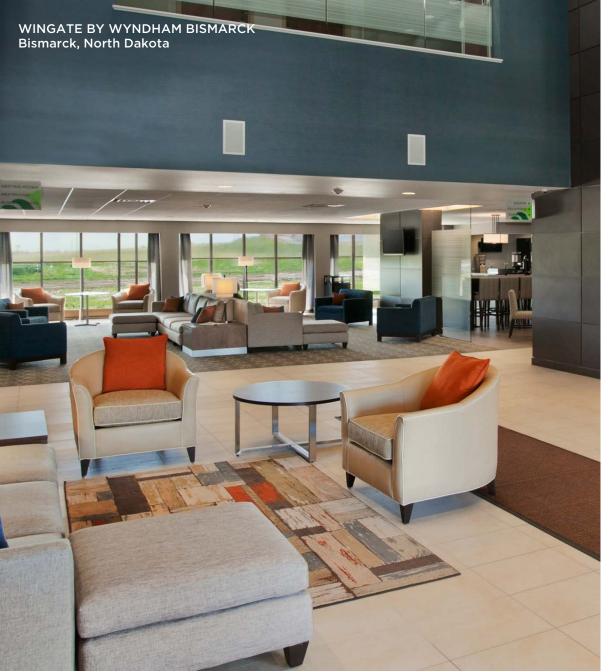


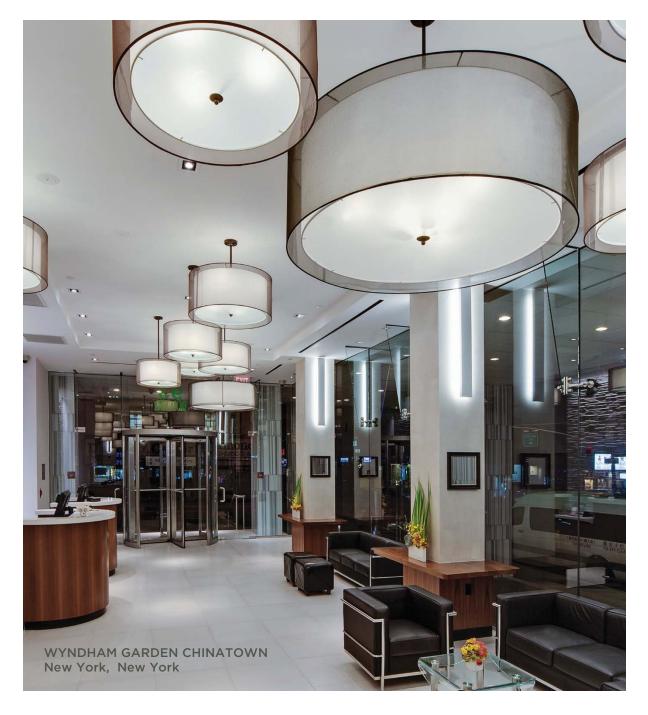


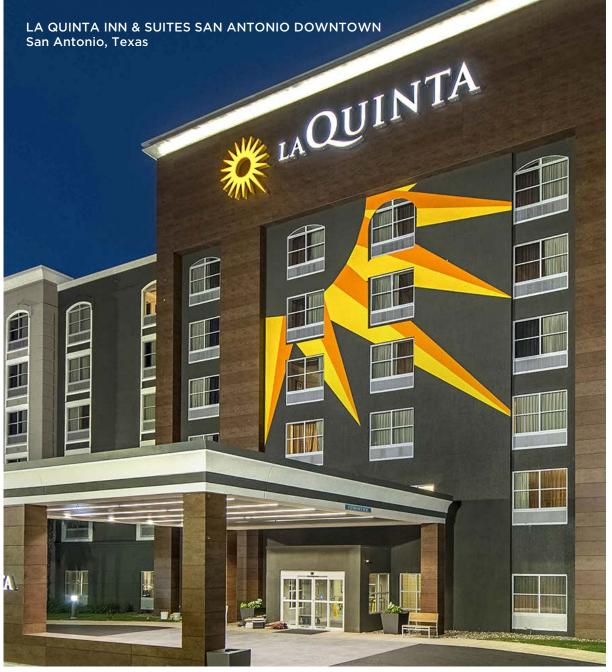


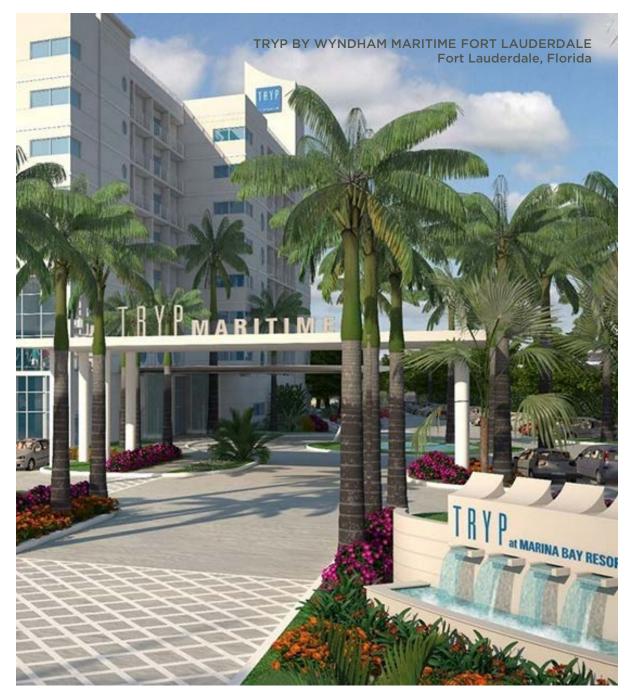






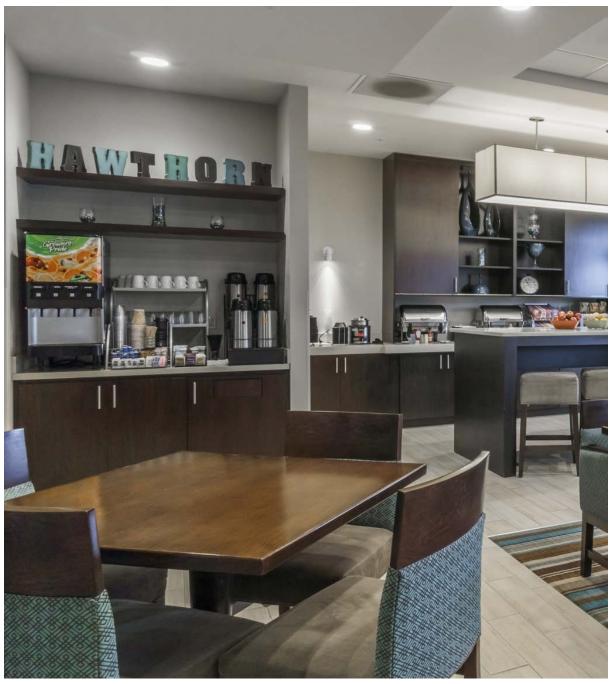


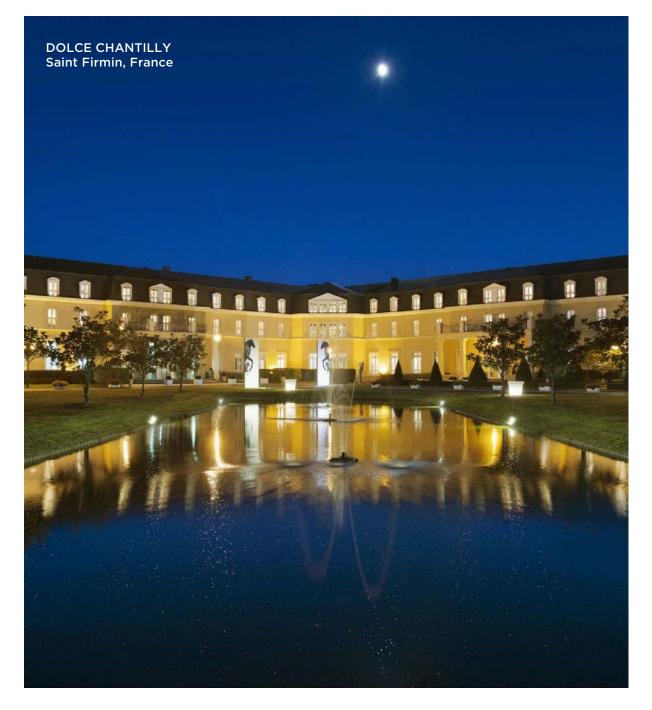






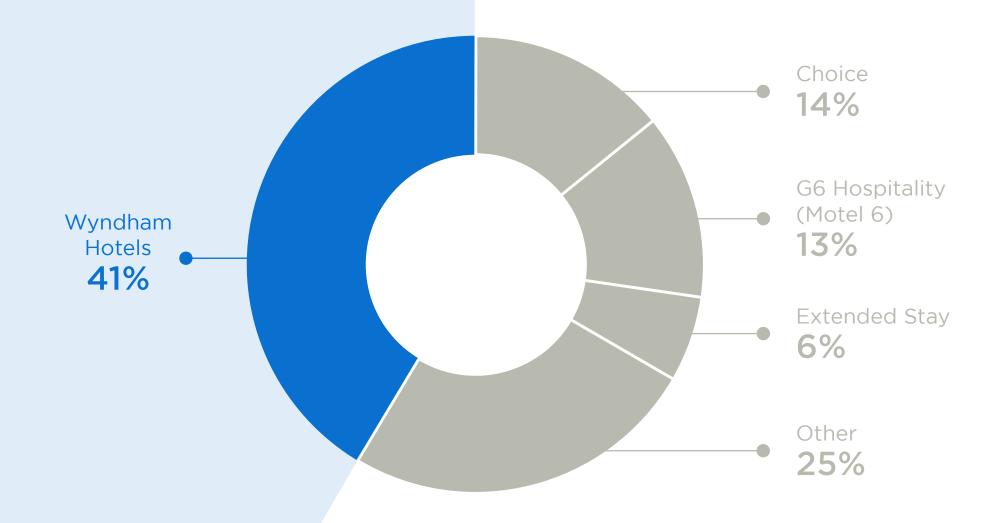








### Global Leader in Attractive Economy Segment



#### Top-Ranked Economy Brands in the 2017 J.D. Power Guest Satisfaction Survey

BY WYNDHAM

4 out of top 5 economy brands.

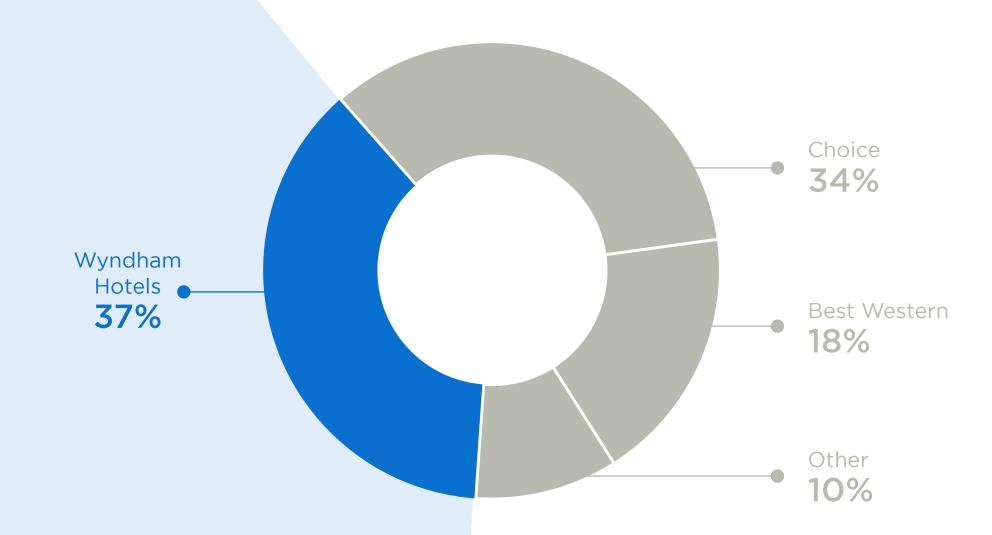
Microtel has been the leading brand in the economy segment 14 of the last 16 years.



BY WYNDHAM

#5

### Global Leader in Attractive Midscale Segment



# Top-Ranked Midscale Brands in the 2017 J.D. Power Guest Satisfaction Survey

4 out of top 5 midscale brands, including La Quinta.

Wingate led the midscale segment for the third consecutive year.















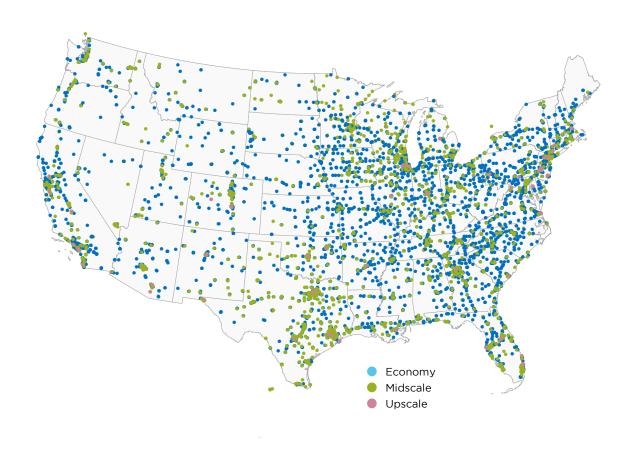


We work through our franchisees.



#### We Have a Diversified, Stable Franchisee Base

- More than 5,700 franchisees in 80 countries on six continents
- Most franchisees own only one hotel
- No significant concentration
- Long-term franchise agreements typically 10-20 years
- Retention of 94% annually



#### Our Franchisees Grow With Us...



# ... Leading to Strong Returns on Their Equity...

Cost per room	\$68,000	RevPAR	\$44.00
Number of rooms	85	Hotel revenue	\$1.4 million
Total cost	\$5.8 million	Operating expenses	\$553,000
Loan-to-value	70%	Brand fees	\$134,000
Franchisee investment	\$1.7 million	Hotel EBIT	\$686,000

#### Return on Equity of 24%



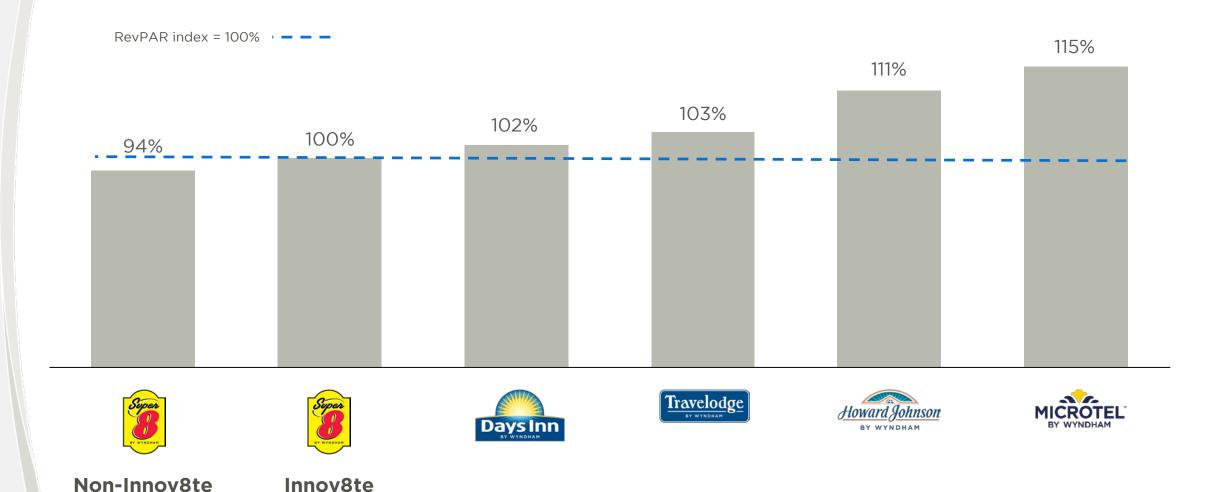
OVER

56 MILLION MEMBERS

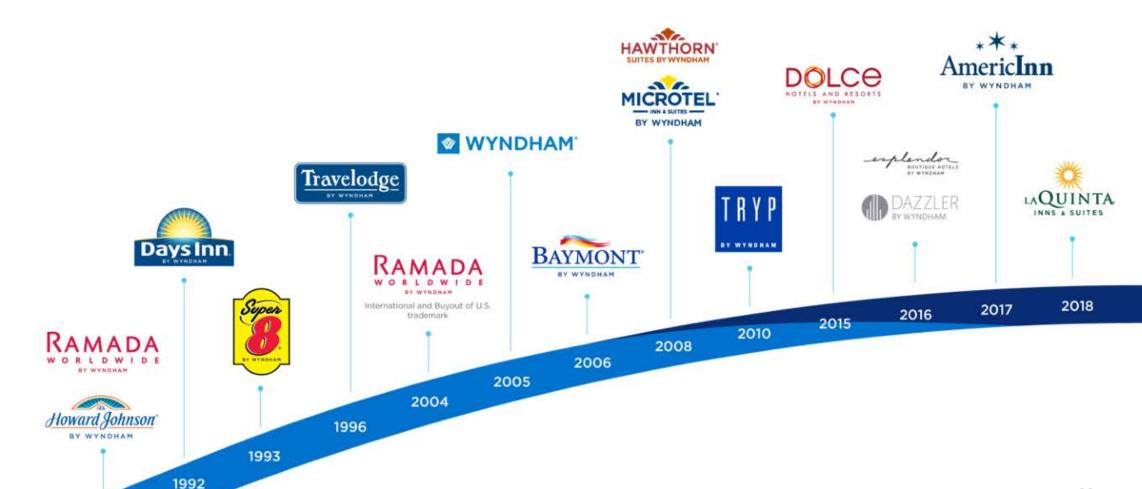




## At Industry-Leading RevPAR Indices



# Wyndham Has a Long and Successful History of Buying and Growing Hotel Brands



# Proven Ability to Create Value Through Acquisitions

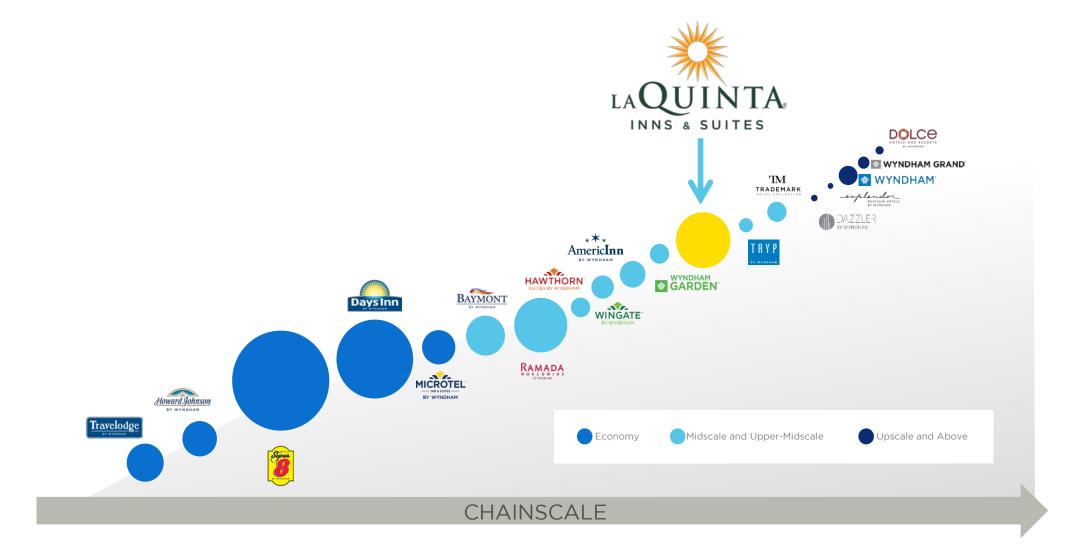








#### La Quinta Bolsters Our Midscale Presence









### AmericInn is a Tuck-In Prototype for Us; La Quinta is Larger, but Strategically Similar





LStabilished, Well-Perceived Dian	Established,	well-perceived	brand
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Growth opportunities in existing and adjacent markets

Significant synergies

No owned real estate

Strong strategic fit

Immediately accretive to earnings

Manageable impact on net leverage



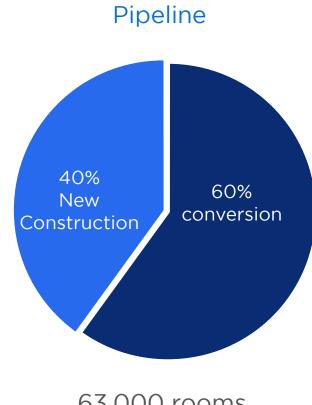
### Growing Our System Size

- Industry-leading franchise sales capabilities
- Long-term relationships with hotel owners
- Proven ability to identify and engage developers
- Positioned to quickly adapt to market changes
- Strong global corporate presence

Executed nearly 1,500 franchise agreements in 2017

### Growth in the United States

- Increase economy density with new-construction prototypes
- Aggressively develop open market tracts for midscale brands
- Expand upscale brand presence in the top urban markets
- Capture soft-branding opportunities
- Grow hotel management portfolio
- Continually enhance franchisee value proposition

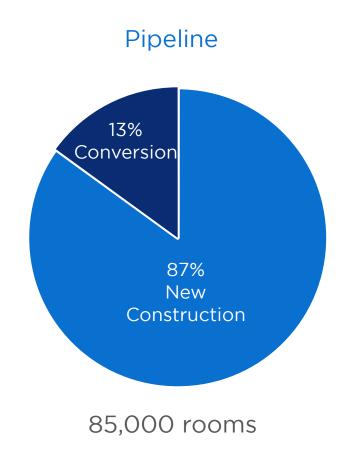


63,000 rooms

Pipeline as of March 31, 2018.

### International Growth

- Rapidly growing middle class driving demand
- Leverage significant brand awareness and recognition
- Introduce existing brands to new markets
- Expand hotel management and franchise opportunities in Asia, Latin America, Europe, India and the Middle East



## Focus: Attract, Develop and Retain Franchisees



Brand Quality and System Growth



Loyalty, Sales and Marketing



Technology Solutions

# Deep Industry Expertise and Leadership Continuity



GEOFF BALLOTTI
CHIEF EXECUTIVE OFFICER
27 years of industry experience



DAVID WYSHNER
CHIEF FINANCIAL OFFICER
17 years of industry experience



BOB LOEWEN
CHIEF OPERATING OFFICER
17 years of industry experience



LISA CHECCHIO SVP GLOBAL BRANDS, 15 years of industry experience



BARRY GOLDSTEIN
CHIEF MARKETING OFFICER,
16 years of industry experience



TOM BARBER
CHIEF STRATEGY AND
DEVELOPMENT OFFICER
8 years of industry experience



MARY FALVEY
CHIEF ADMINISTRATIVE OFFICER,
19 years of industry experience



PAUL CASH
GENERAL COUNSEL,
13 years of industry experience



SCOTT STRICKLAND
CHIEF INFORMATION OFFICER
27 years of IT experience

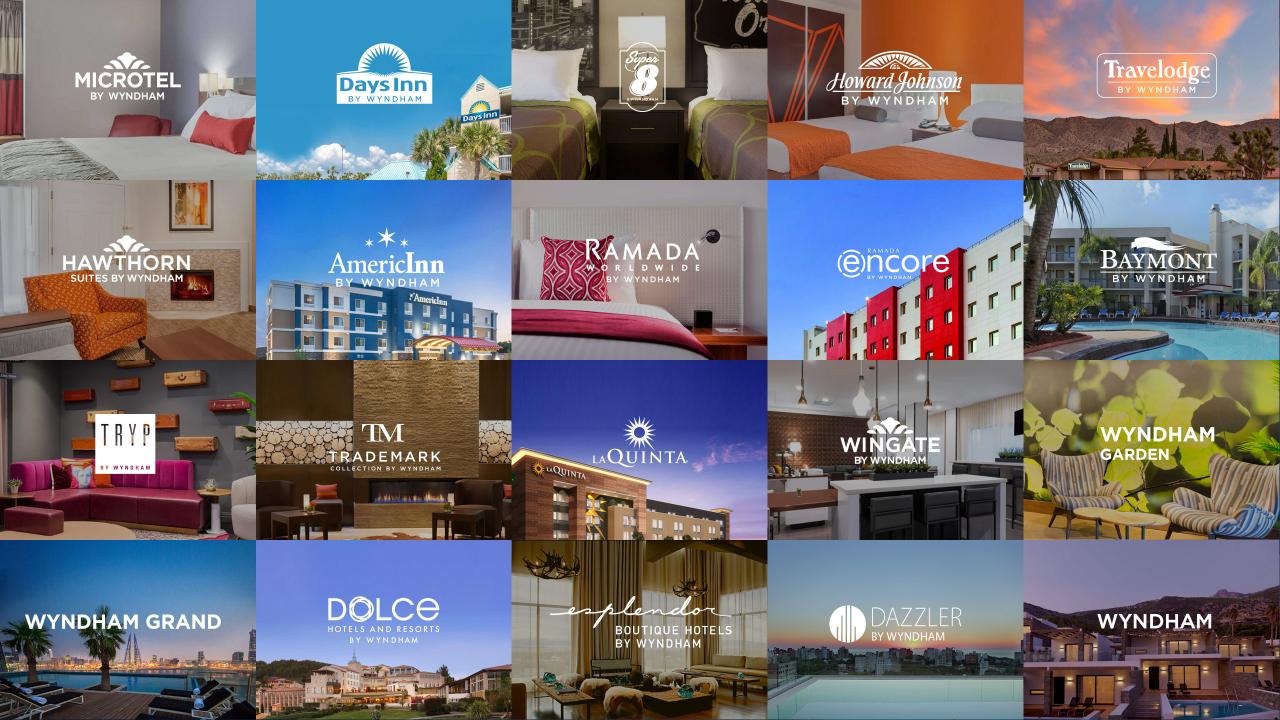


TAD WAMPFLER
SVP GLOBAL SOURCING,
DESIGN & CONSTRUCTION
14 years of industry experience

# Lisa Checchio SVP Global Brands

## Brand Promise

We make hotel travel possible for all, elevating experiences for the everyday traveler regardless of price point



### We Build Brands that have Unique Positions

Brand architecture ensures 'swim lanes' for all brands each with unique high-value customer segments.



- Redefined brand standards
- New guest experiences
- Service culture
- Marketing
- Partnerships
- Public relations/social media
- Guest segmentation

## A FRESH BURST OF ENERGY

WARM
VIBRANT
ENERGY







# Wyndham Hotel Group Unites its Family of Hotel Brands under One Powerful Name

Building on strength of Wyndham Rewards, hospitality leader adds "by Wyndham" label to 12 signature economy and midscale brands



The Future Looks Bright - And Branded 'By Wyndham'

### **Hotel Business**

Making Its Mark, Wyndham Unites Brands Under One Family



Ahead Of Spin-off, Wyndham Hotel Group Puts A New Spin On Its Brand Names

## Harnessing Brand Power with "By Wyndham" Endorsement



### Proven Endorsement Successes









### Brand Exposure



540
Billion

75 Percent

MORE DIGITAL VISIBILITY

# Barry Goldstein EVP & Chief Marketing Officer

## Our Target Customer is Expected to Travel More than Ever

- The global middle class will double in size
- International trips are estimated to increase by 50%
- Millennials favor our brands
- Senior travel population growing rapidly



# We are Delivering Best-in-Class Tools and Programs Focused on the Everyday Traveler







## We Invented the Most Generous and Simple Hotel Loyalty Program in the Industry

- Over 56 million enrolled members
- Growing rapidly
- One simple redemption level
- 30,000+ places to redeem
- Major entertainment partners

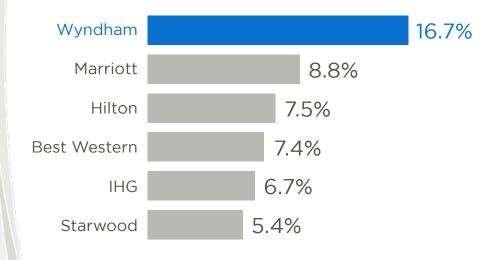




### THE WALL STREET JOURNAL.

### Payback is Rich

Here are the payback rates for six major hotel company loyalty programs.



Source: IdeaWorksCompany Inc.

### **Skift**

# Wyndham Rewards Loyalty Program Provides the Most Payback on Guest Spending

Source: Deanna Ting, Skift - Oct 05, 2017

# Our Franchisees Benefit from Wyndham Rewards

Increased member occupancy

 Members stay longer and spend more

Redemptions further boost occupancy

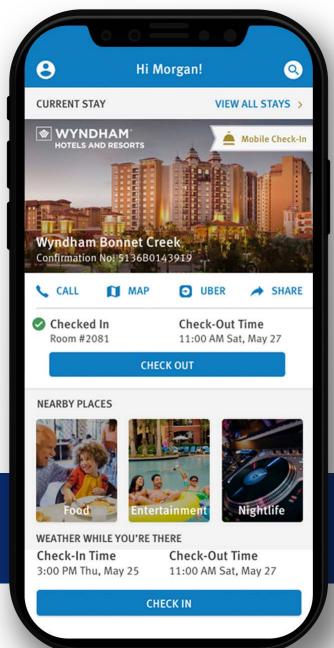
 Members sample additional Wyndham brands



## We Have Been Transforming Our Digital Platforms

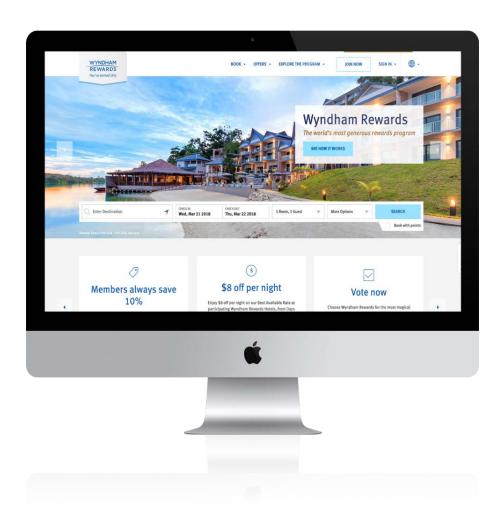
- New platform enables faster integration of new brands
- Personalization for the everyday traveler driving conversion
- Mobile check-in and check-out for all brands

Mobile room nights have grown by 75% year-over-year



### Driving Direct Bookings is a Key Focus

- Member loyalty rates drive over 35% of direct bookings
- Direct bookings have grown by 210 basis points this year

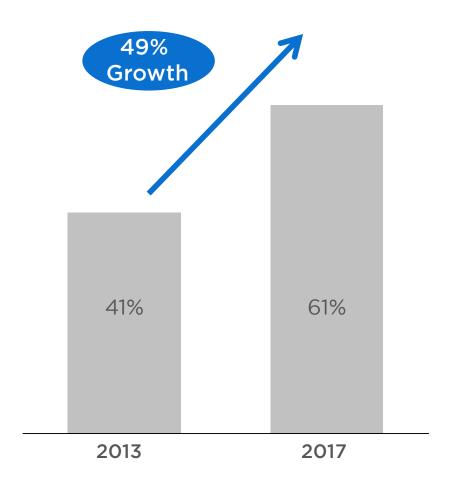


## Increasing Revenue through Growing Our Distribution

- New state-of-the-art Central Reservation System
- Increased online conversion and revenue
- More connections to online travel agents and global sales channels



## Central Contribution Has Grown by Nearly 50%



# Scott Strickland Chief Information Officer

## Technology

Wyndham Hotels is out in front of a developing trend

### Technology: Outsourced and Cloud-Based

Wyndham has cloud-based platforms leveraging best-in-class software and partnerships across the key aspects of the guest and franchisee experience



Digital Content + Web



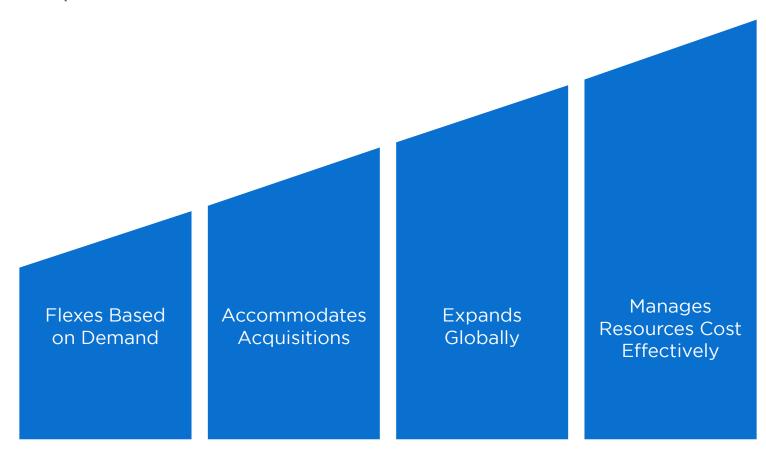
**Central Reservations** 



Property Management

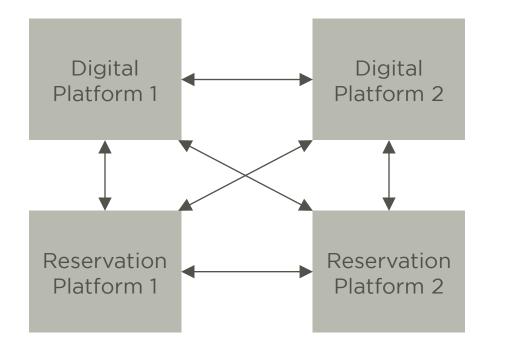
## Benefits of the Platform: Scalability

Wyndham's investment in scalable partner platforms has been proven through rapid growth and implementations

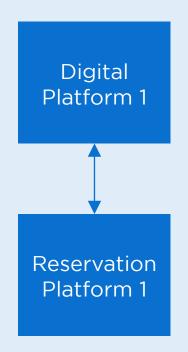


### Speed of Integration

### TYPICAL COMPETITORS



### WYNDHAM



VS.

### Case Study



Reduces Integration Points Increases Speed to Market Leverages Improvements across Brands Consolidates
Power across
Partner
Advisory
Boards

Reduces Cost of Delivery

# David Wyshner Chief Financial Officer

## Agenda

### Our Business

Recent Results and Outlook

Free Cash Flow and Balance Sheet

Substantial Growth Opportunities

## Our Investment Thesis

Asset-light, fee-based business model drives consistent earnings and cash flow growth

### Overview



Generating asset-light, annuity-like earnings



Delivering solid results



Producing significant cash flow



Seizing growth opportunities

### Our Asset-Light Hospitality Business Generates Stable, Recurring Earnings

## RECURRING, FEE-BASED INCOME

- √ 90% of revenue is fee-for-service
- ✓ Primarily from long-term agreements

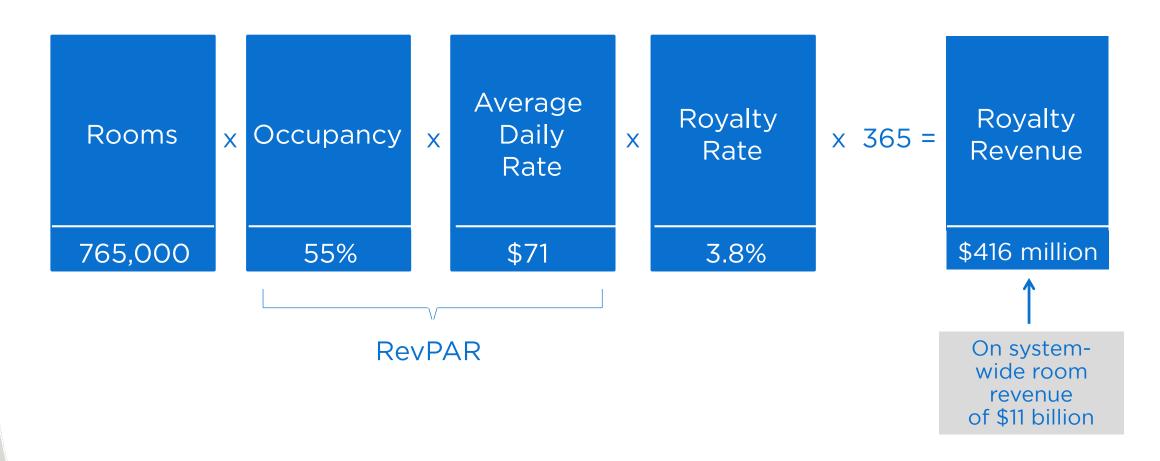
## HIGH OPERATING MARGINS

√ 90% margin on franchise and royalty fees

## MINIMAL CAPITAL REQUIREMENTS

- ✓ Capital expenditures are less than 10% of adjusted EBITDA
- ✓ We only own two hotels

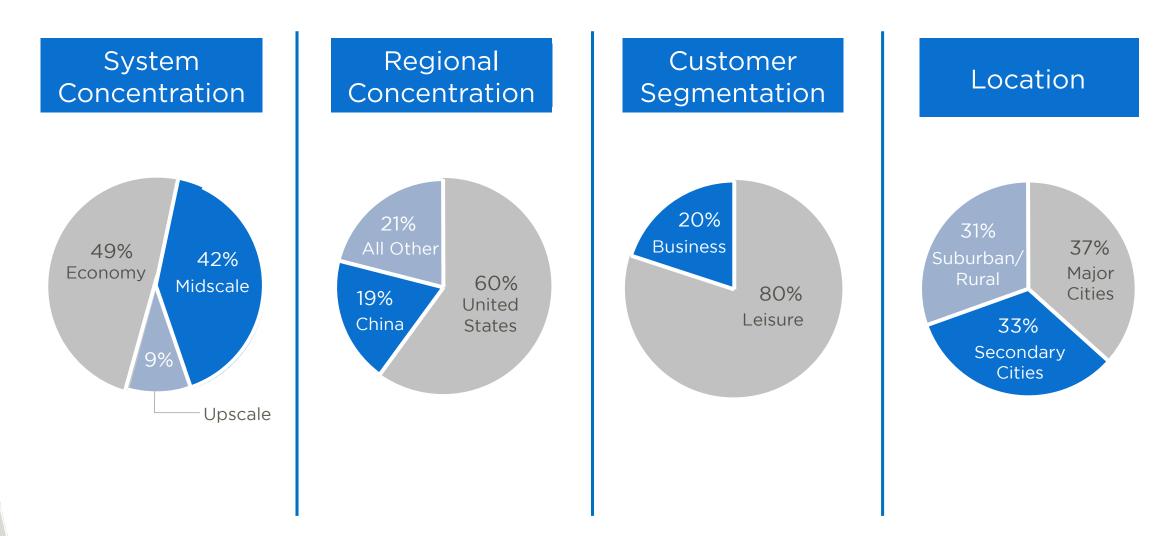
# We Use Our Brands to Generate Recurring Royalty Revenues



# We Generate Over 80% of Our EBITDA from Recurring Royalty Fees

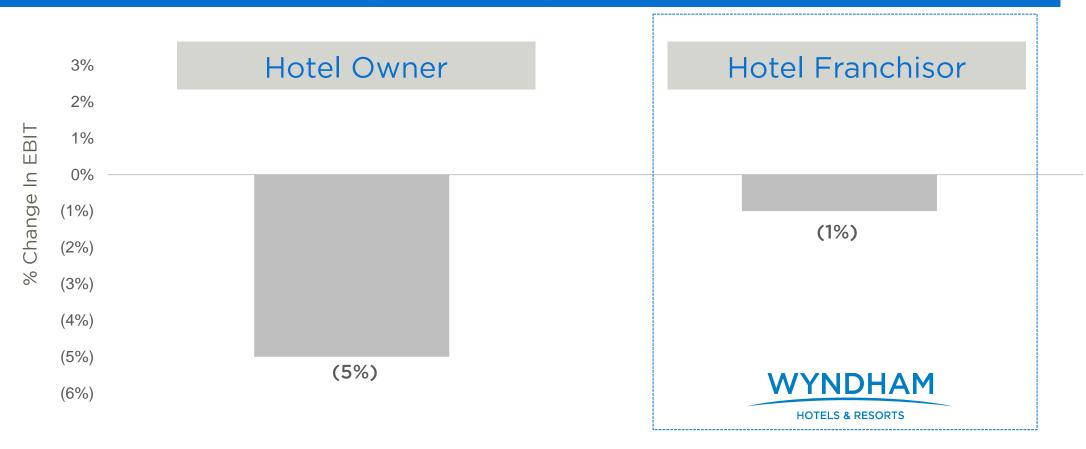
(\$ in millions)	Revenue		Margin	EBITDA Contribution	
Royalty	\$416	X	87%	=	\$362
Wyndham Destinations royalty	\$98	X	95%	=	\$93
Marketing, reservations & loyalty	\$543	X	1%	=	\$5
Cost reimbursement revenue	\$627	Х	0%	=	\$0
Other franchising revenues	\$195	X	69%	=	\$134
Hotel management fees	\$161	X	24%	=	\$39
Corporate & other					(\$69)
Total	\$2,040		28%		\$564

#### We Have a Diversified, Stable Franchisee Base



# Our Business is Less Sensitive to RevPAR Dynamics

#### Illustrative Earnings Sensitivity to a 1% Decline in RevPAR



## Agenda

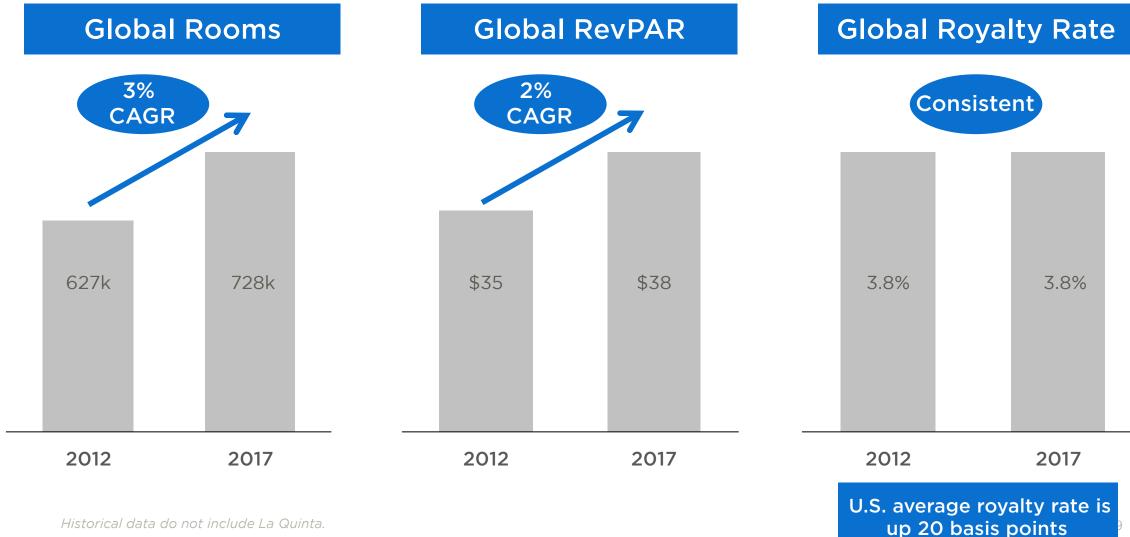
Our Business

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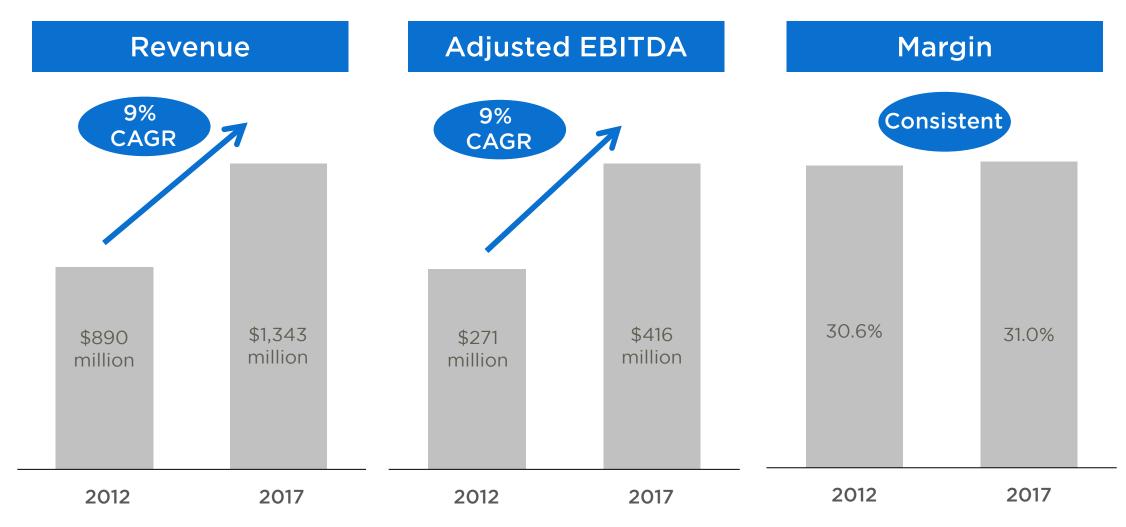
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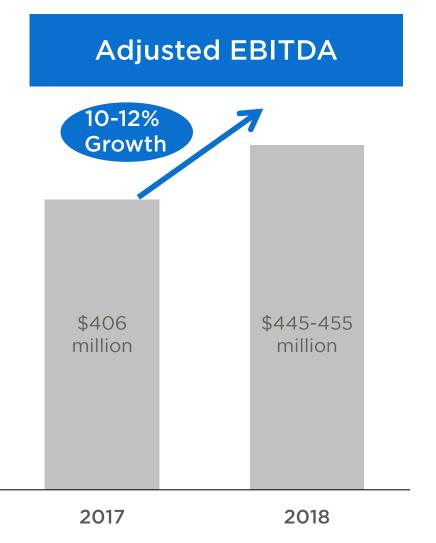
#### Stable and Predictable Operating Performance . . .



# ... Produces Stable and Predictable Financial Performance



#### Full-Year 2018 Outlook excluding La Quinta



2-4%
Rooms Growth

2-3%
Global RevPAR Growth

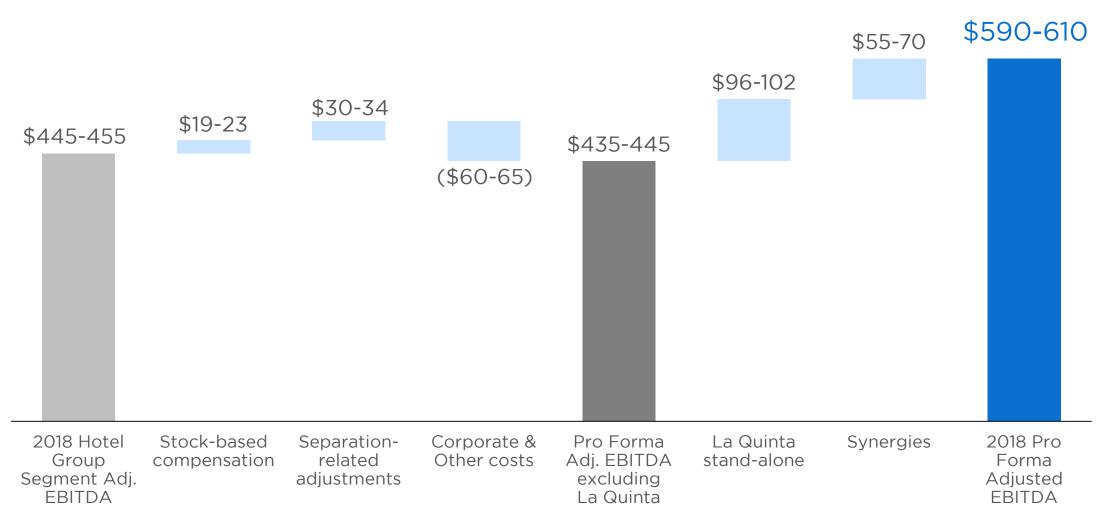
- ✓ Integrating La Quinta
- ✓ Rolling out 'by Wyndham' branding
- ✓ Completing reservation-system migration

#### Pro Forma Financials

- More common definition of Adjusted EBITDA
- Incremental license fee revenues
- Corporate costs
- Acquisition of La Quinta
- Integration of La Quinta
- Expected debt balance and interest expense

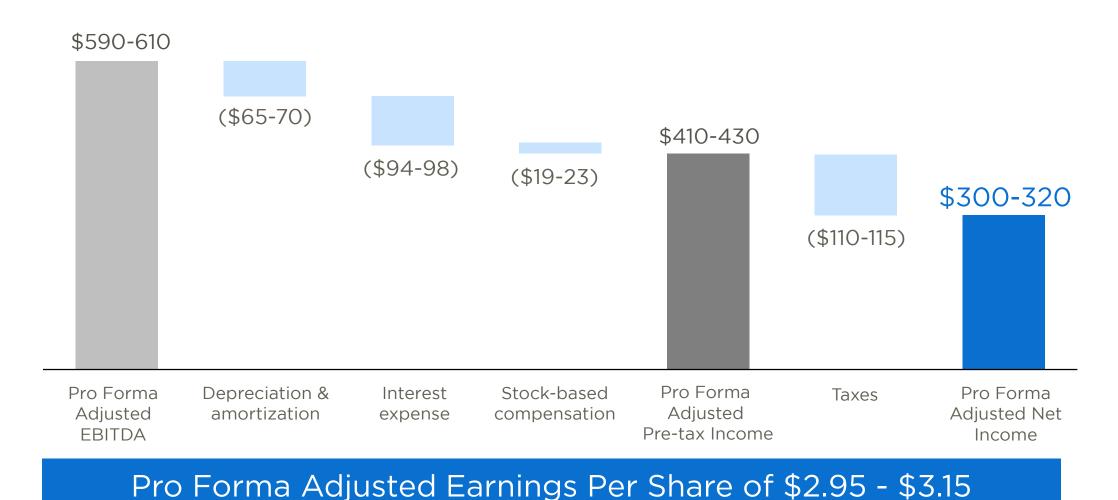
## Pro Forma 2018 Adjusted EBITDA

(\$ in millions)



#### Pro Forma 2018 Adjusted Earnings

(\$ in millions, except per share data)



## Agenda

Our Business

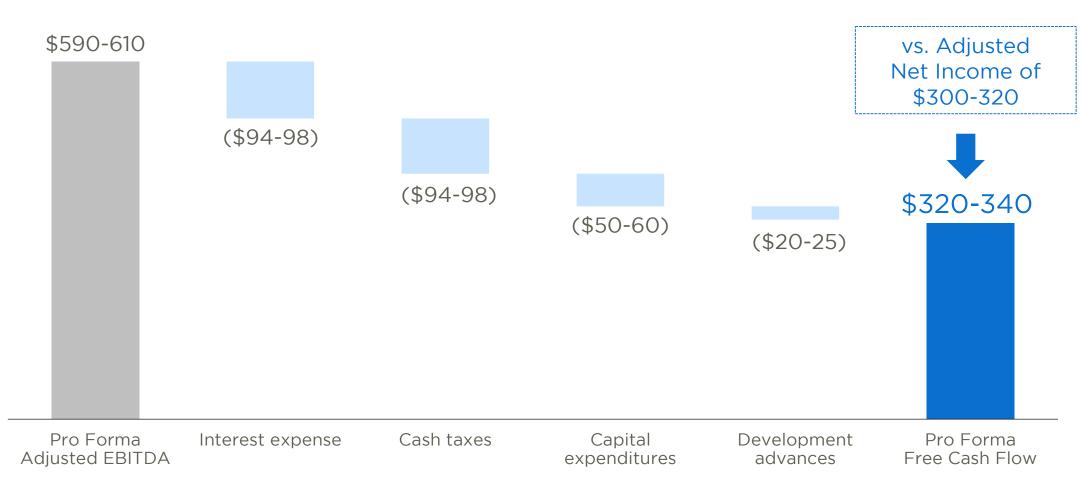
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# Our Cash Flow Approximates Our Adjusted Earnings

(\$ in millions)



Free Cash Flow is defined as operating cash flow less capital expenditures. Development advances are provided to a small percentage of current or prospective franchisees to spur new hotel development with our brands and may be forgiven if certain conditions are met. Capital expenditures exclude approximately \$20 million of hurricane-related spending at our Rio Mar hotel, which is expected to be funded by insurance recoveries.

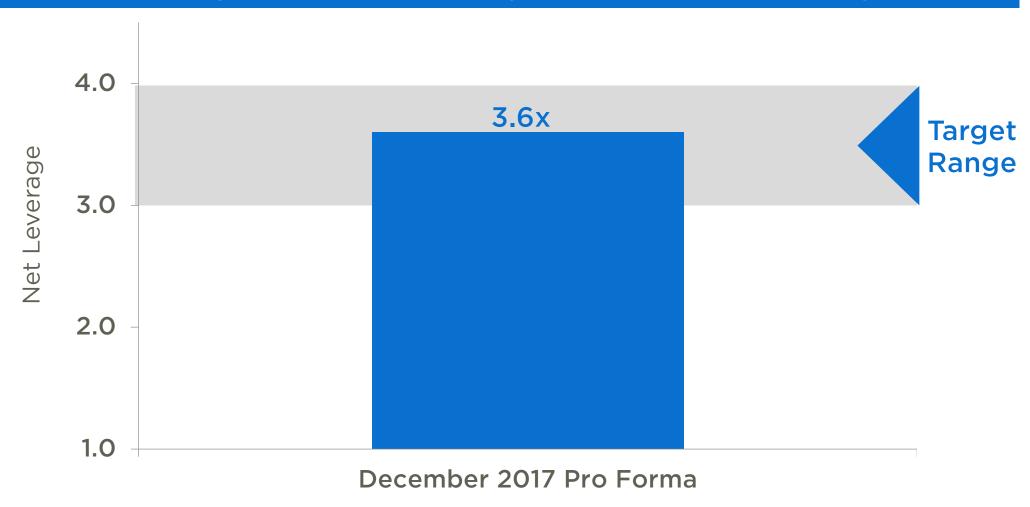
## Simple Capital Structure

(\$ in millions)

Revolving Credit Facility (\$750 million capacity)	\$ O
Term Loan due 2025	1,600
Senior Notes due 2026	500
Capital Leases	68
Total Debt	\$ 2,168

#### Appropriate Net Leverage

#### Debt ratings of Ba1 / BB+ are just below investment-grade



#### Principled Allocation of Capital

#### MAINTAIN HEALTHY, EFFICIENT BALANCE SHEET

- ✓ Preserve liquidity and manage leverage
- ✓ Maintain flexibility to invest in growth

#### INVEST FOR GROWTH

- ✓ Organic opportunities
- ✓ Invest in technology to drive efficiency
- ✓ Tuck-in acquisitions

## RETURN CAPITAL TO SHAREHOLDERS

- ✓ Dividends
- ✓ Share repurchases

### Capital Return to Shareholders

#### Dividends

- \$1.00 annually
- Payout ratio of approximately 30%
- Targeting dividend growth in line with adjusted earnings growth

#### Share Repurchase

- \$300 million initial authorization
- Focus on returning excess cash to shareholders, not on market timing

90

### Agenda

Our Business

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Free Cash Flow and Balance Sheet

**Substantial Growth Opportunities** 

Rooms growth

RevPAR growth

3 International expansion

1 Hotel management

Tuck-in acquisitions

Share repurchases



ROOMS GROWTH



2 Revi

RevPAR growth

3

International expansion

4

Hotel management

5

Tuck-in acquisitions

6

Share repurchases

- ✓ Franchise sales and development
- ✓ New construction
- ✓ Under-represented markets
- ✓ Soft-brand opportunities for Trademark
- ✓ Reduced terminations over time

1 Rooms growth

REVPAR GROWTH



- International expansion
- 1 Hotel management
- Tuck-in acquisitions
- Share repurchases

- ✓ Favorable industry-wide trends
- ✓ Product quality and consistency
- ✓ Digital marketing
- ✓ Loyalty
- √ 'by Wyndham' effects
- ✓ Revenue management

Rooms growth

RevPAR growth

3 INTERNATIONAL EXPANSION

1 Hotel management

Tuck-in acquisitions

Share repurchases

- √ 85,000-room pipeline (growing 9% over last three years)
- ✓ Direct franchising in emerging markets
- ✓ La Quinta in Latin America
- ✓ Under-represented in Europe
- ✓ Rapidly growing global middle class
- ✓ Global technology and distribution platform

Rooms growth

RevPAR growth

International expansion

HOTEL MANAGEMENT

Tuck-in acquisitions

Share repurchases

- ✓ Economies of scale
- ✓ Serve multi-property franchisees
- ✓ Attract non-operator owners
- ✓ Support international expansion
- ✓ Margin growth

- Rooms growth
- RevPAR growth
- 3 International expansion
- 4 Hotel management
- TUCK-IN ACQUISITIONS
- Share repurchases

- ✓ Franchise brands
- ✓ International brands
- ✓ Hotel management

- Rooms growth
  RevPAR growth
  International expansion
  Hotel management
- 5 Tuck-in acquisitions
- SHARE REPURCHASES \$300 million authorization

#### Long-Term Growth Opportunity

	Impact on EPS
Rooms growth	2-4%
RevPAR growth	2-3%
International expansion	0-2%
Hotel management	0-1%
Cash flow deployment	3-5%
Long-term EPS growth potential	8-14%

Rooms growth excludes impact of growing brands in new or under-penetrated markets, the impact of which is reflected within international expansion. Hotel management reflects the overall Incremental growth from faster expansion of, or operating efficiencies within, our hotel management business. Cash flow deployment assumes all free cash flow after dividends is deployed to either acquire businesses or repurchase shares. Long-term EPS growth potential range is "pinched" because various sources of growth are not expected to all be at the high or all at the low end of their individual ranges.

### Key Investment Highlights

Resilient business model drives recurring cash flows

Passionately asset-light

Industry-leading position in economy and midscale

Diversified portfolio of well-known brands

Strong global presence

Experienced management team

Significant organic and external opportunities

Principled capital allocation

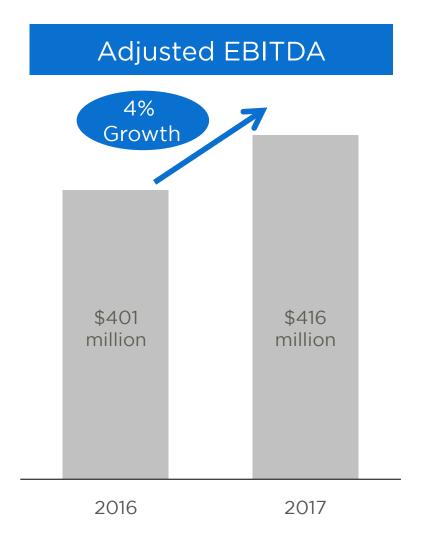
# WYNDHAM

**HOTELS & RESORTS** 



# Appendix

#### 2017 Results



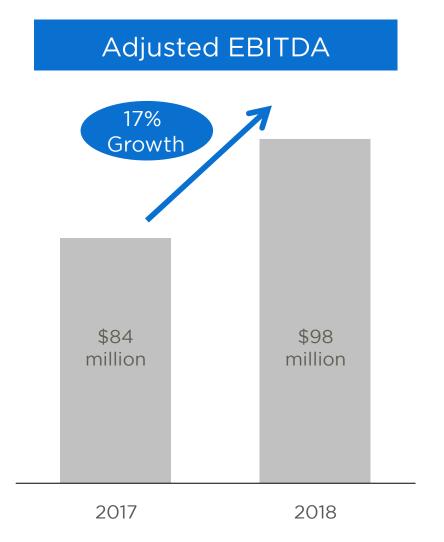
#### 4% Rooms Growth

#### 5% Global RevPAR Growth

(in constant currency)

- ✓ Overcame hurricane effects
- ✓ Introduced Trademark brand
- ✓ Grew Wyndham Rewards 12%
- ✓ Acquired AmericInn

#### First Quarter 2018 Results



3% Rooms Growth

5%
Global RevPAR Growth
(in constant currency)

- ✓ Launched 'by Wyndham' branding
- ✓ Fully integrated AmericInn
- ✓ Agreed to sell Knights Inn brand
- ✓ 6% organic growth in Adjusted EBITDA

#### Non-GAAP Reconciliations

#### Pre-Revenue-Recognition

	Full	Full	Full
	Year	Year	Year
	2012	2016	2017
Net Income	\$ 135	\$ 189	\$ 174
Provision for Income Taxes	90	127	118
Depreciation and Amortization	47	75	76
Interest Expense, Net	(1)	-	-
Separation-related Costs	-	-	3
Transaction-related Costs	-	1	3
Restructuring Costs	-	2	1
Impairment Costs	-	-	41
Contract Termination Costs		7	
ADJUSTED EBITDA	\$ 271	\$ 401	\$ 416

#### Post-Revenue-Recognition

	Full Year 2017	First Quarter 2017	First Quarter 2018
Not Income			
Net Income	\$ 168	\$ 38	\$ 48
Provision for Income Taxes	114	26	17
Depreciation and Amortization	76	19	19
Separation-related Costs	3	-	12
Transaction-related Costs	3	1	2
Restructuring Costs	1	-	-
Impairment Costs	41		
ADJUSTED EBITDA	\$ 406	\$ 84	\$ 98