SHR

Keeping Hotels Competitive.

Company Overview

CORPORATE SNAPSHOT

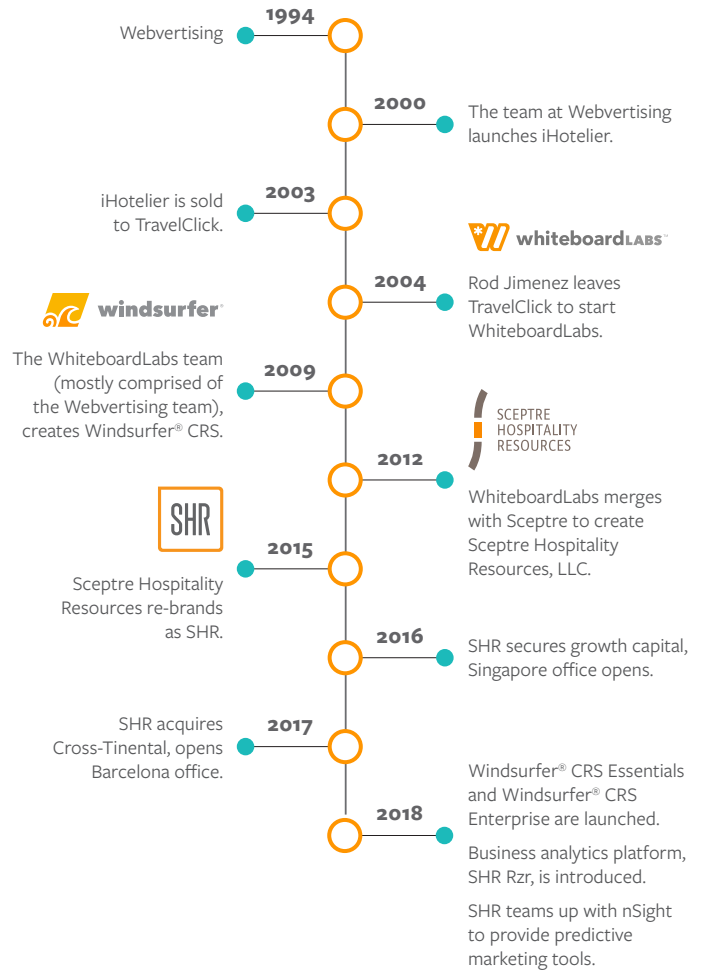|	
Headquarters	1900 West Loop South, Suite 700, Houston, TX 77027, USA
Satellite Regional Offices	3 International Business park #05-12 Nordic European Centre, Singapore 609927
	8-10 Josep Tarradellas 4rt, 2a 08029 Barcelona, Spain
Primary Business	Provider of distribution technology to independent hotels and chains.
Mission Statement	To simplify the complex world of hoteliers with innovation and superior service.
Products and Services	Windsurfer® CRS Essentials, Enterprise, Booking Engine, and Revenue Management for Hire
Number of Countries	80+

WHY SHR?

With so much chatter swirling around modern hospitality technology today, it can leave hoteliers feeling confused. Just another customer—just another number.

Headquartered in Houston, Texas, with offices in Europe and Asia-Pacific, SHR, Sceptre Hospitality Resources, cuts through the noise by offering hoteliers the world over one of the most advanced and highly-configurable distribution and booking engine platforms in the industry. Paired with a caring, hotelier-based staff, SHR clients enjoy a better overall experience with products they can rely on and the support to back it up.

Windsurfer® CRS Essentials can have independent hotels selling rooms to millions of potential guests while hoteliers manage their entire distribution portfolio—rates, inventory, and channel mix—with cloud-based control. **Windsurfer® CRS Enterprise** includes a choice of standard or fully-customized booking engines, plus professional account management on different levels and in multiple languages, tailored to each hotel's needs.

Windsurfer® Booking Engine is fully-optimized for single property independents, multi-property groups, and chains, and offers many unique features, including a responsive design, shopping cart-style booking, and persuasive messaging.

SHR also provides an outstanding **Revenue Management for Hire** for properties of any size, dedicated to finding revenue solutions that work for each hotel's specific situation.

Timeline

1994 — Webvertising

2000 — The team at Webvertising launches iHotelier.

2003 — iHotelier is sold to TravelClick.

2004 — Rod Jimenez leaves TravelClick to start WhiteboardLabs.

2009 — The WhiteboardLabs team (mostly comprised of the Webvertising team), creates Windsurfer® CRS.

2012 — WhiteboardLabs merges with Sceptre to create Sceptre Hospitality Resources, LLC.

2015 — Sceptre Hospitality Resources re-brands as SHR.

2016 — SHR secures growth capital, Singapore office opens.

2017 — SHR acquires Cross-Tinental, opens Barcelona office.

2018 — Windsurfer® CRS Essentials and Windsurfer® CRS Enterprise are launched. Business analytics platform, SHR Rzr, is introduced. SHR teams up with nSight to provide predictive marketing tools.

REPRESENTATIVE SHR CLIENTS

Major Independents
Wynn Las Vegas, Sundial Beach Resort & Spa

Chains
WoodSpring Suites, Red Lion Hotels, Millennium Hotels and Resorts · Millennium · Copthorne, Universal Orlando Resort

Management Companies
Pyramid Hotel Group, Broughton Hotels, Classic Hotels & Resorts, Real Hospitality Group, Marcus Hotels & Resorts, KRC Kennebunkport Resort Collection

Expansion, News, and the Client Experience

GROWTH AND REVENUE

SHR has seen rapid movement in 2017. In August, SHR acquired Cross-Tinental, a well-known leader in the European hospitality tech consultancy sector, opening a new EMEA headquarters in Barcelona, Spain, serving to immediately jump start the company's already growing European presence.

On the product front, SHR unveiled Windsurfer® CRS Essentials and Enterprise, three new global PMS integrations, plus a powerful new direct connect with one of the largest OTAs in Europe, HRS. SHR also began providing predictive marketing and business analytics tools for all of its clients, as well as digital marketing and custom web design for the European market.

Reflecting the company's growth and continued expansion, SHR upgraded its Houston headquarters, currently occupying the entire 7th floor of their previous address in a completely fresh, streamlined office space.

In 2017, transactional revenues grew significantly, with some channels achieving year over year growth of approximately 45%. The company posted cumulative Net Revenues for the Q1 2018 period that are 11% higher than revenues achieved in the same period of 2017.

Moving into 2018, SHR continues to gain momentum in the CRS market space, growing on average 25% year over year. With SHR's acquisition of Cross-Tinental, the expansion into the European market is on target to contribute 15% of the company's overall revenue growth in 2018. SHR continues to consistently exceed its revenue goals with increased sales each year by over 30% since 2012.

PRESS HIGHLIGHTS

May 31, 2018
SHR introduces SHR Rzr, a powerful business analytics reporting platform, helping clients formulate and execute better pricing strategies.

April 3, 2018
SHR teams up with nSight, providing SHR clients access to world-class predictive marketing tools, helping hotels track their competition share for better revenue strategies and enhanced profitability.

January 22, 2018
SHR announces Windsurfer® CRS Essentials and Windsurfer® CRS Enterprise, three new global PMS integrations, plus one of the most popular European Direct Connects, HRS.

August 21, 2017
SHR expands its global reach by acquiring European hospitality tech consultancy firm Cross-Tinental, bolstering SHR's already growing European presence.

August 17, 2017
SHR is named to the Inc. 5000 list for the sixth time in a row.

June 22, 2017
SHR and protel hotelsoftware announce the first-ever CRS/PMS whisper technology alliance, making SHR the first CRS provider to have such deep data integration via a service bus concept.

WHAT SHR CLIENTS ARE SAYING

"I highly recommend SHR—the best in the industry!"
— Greg Mount, President & CEO, Red Lion

"It doesn't surprise me that SHR is growing rapidly. They provide a top-tier distribution platform backed by unparalleled service, something their competitors struggle with."
— Brett Lindsay, Director of Sales and Marketing, Sundial Beach Resort & Spa

"We believe in a holistic approach to our guest experience, and that translates over to our expectations for our technology choices as well. SHR helped bring all the pieces together."
— Wendy Norris, Corp. Director of RM and E-Commerce, Valencia Group

"Year over year with Windsurfer, we've gone up about 20% in direct bookings, and our occupancy rate has soared from 50% to 80% as well."
— Hatta Othman, Manager of Corporate Sales and E-Commerce, Izumi Hotel Bukit Bintang

"Without a real revenue manager, we would have chaos. There are too many channels, group rates, and relationships out there to manage on our own. With SHR, it's all under control."
— Tim Reed, GM, El Tropicano Riverwalk Hotel

"To say that Windsurfer has been instrumental in our confidence level is an understatement. Just looking at 2015 to 2016, we've seen bookings grow 23% YOY, and revenue grow 28% YOY."
— Niki Gross, Managing Director, Whitney Peak Hotel

Key Executive Bios

ROD JIMENEZ
CEO

Rod Jimenez has a long history in the hospitality technology space, starting with Webvertising, the company that created the iHotelier Central Reservations System (CRS). In 2004, Rod co-founded Whiteboard Labs, which produced the Windsurfer® CRS in 2009. In 2012, Whiteboard Labs merged with Sceptre to create SHR, and Rod has been successfully leading the new company through great growth since then. Prior to his time in the technology sector, Rod spent 10 years in the banking industry where he advised many companies in a wide-range of industries and countries. During this time, Rod was a Vice President in the Latin American corporate banking group for Bank of America, and also served as Vice President and Client Advisor in the International Department of the Chase Manhattan Bank in Houston. In that capacity, he advised subsidiaries of multinational companies in corporate finance and investment banking matters. Rod is a graduate of the Financial Management Program at Stanford University, and was a participant in the 1999 Focused Financial Management Series at Harvard Business School. He holds a B.B.A. in Marketing and an M.B.A. in International Business and Finance from the University of Houston.

DAYANG DAI
Chief Software Architect

In his role as Chief Software Architect, Dayang Dai oversees the development work for all SHR technologies. Prior to joining SHR, he led the team at Webvertising that built the iHotelier CRS, and when he later joined Whiteboard Labs, he oversaw the development of Windsurfer. Dayang has ample experience in overall system and hardware design, and systems integration. Two design patents were awarded for his work with the Advanced Server design team at Compaq Computer Corporation in Houston, and while working at Proportional Technologies, Inc., he oversaw the development and manufacturing of the PT2400, a medical gamma ray camera for imaging of the human heart. Dayang started his career at Invocon, Inc. where he was a member of the Wireless Data Acquisition team. There, he was responsible for the architecture design of the communication network, and the design of the entire digital subsystem. He holds an M.S. in Electrical Engineering from the University of Houston, plus a B.S. in Electrical Engineering and B.S. in Applied Mathematics from Shanghai Jiaotong University in Shanghai, China.

JIM WHITNEY
SVP of Innovation

As Senior Vice President of Innovation, Jim Whitney, a long-time innovator and early adopter of game-changing technology concepts, leads the SHR team in the development of future hospitality technology. Prior to working in the hospitality tech sector, Jim worked at Lockheed as a research engineer at the NASA Johnson Space Center in the Hypervelocity Impact Test Facility. There, he designed ballistics tests to investigate impact phenomena at very high velocities, then analyzed and reported the resulting data. In 1993, Mosaic, the first public web browser, was introduced. Within weeks of its introduction, Jim had built a website for his research laboratory at NASA—one of the first websites ever built. Recognizing the potential for bringing the internet into the mainstream, Jim left NASA in 1994 to start Webvertising, the company that ultimately created the iHotelier CRS. Jim holds a B.S. in Engineering from Trinity University, and an M.S. in Mechanical Engineering from Rice University.

ESTELLA HALE
Chief Product Evangelist

As CPE, Estella Hale is the voice to SHR's vision to be the most trusted brand for hoteliers, working to inform, persuade, and convert her colleagues as well as the hoteliers she serves toward the best in hospitality technology. Her current role is a direct response to SHR's belief in the evolution and redefining of the CRS as it exists today. Before being named CPE, Estella served as Vice President of Product for SHR starting in 2015. Her main responsibility was setting and fulfilling the strategic vision for all SHR products, including overseeing successful product implementation—from conception through launch and completion. Estella originally joined Whiteboard Labs in 2006 to focus on support for Windsurfer® CRS. After the merger with Sceptre Hospitality Resources in 2012, she became the Product Manager for Windsurfer. In that role, she was responsible for all aspects of Windsurfer product development, including support, systems operations, and client management services. Prior to joining the company, she worked directly in the hospitality industry, leading implementations and support for a hotel management company. In addition, Estella has worked in several roles concerning guest and internal services at major hotel chains. She holds a Bachelor's degree in Graphic Design from Universidad Autonoma de Guadalajara, and an Associate's degree in Computer Animation from the Art Institute of Houston.

MEDIA CONTACT

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