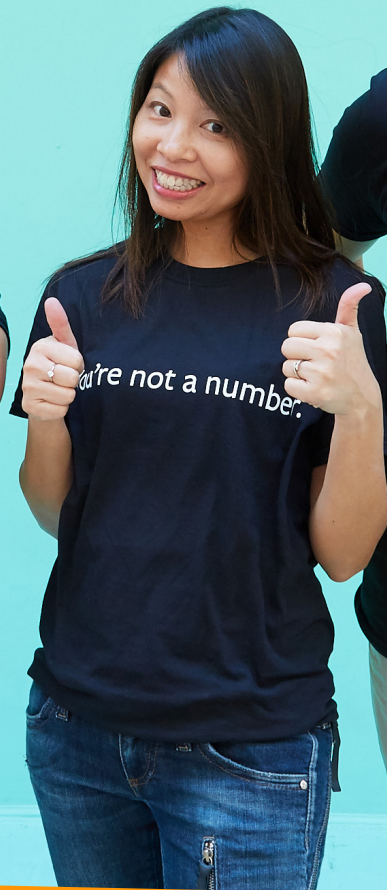# SHR

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 advanced revenue generation 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, SHR Rzr, Wave™ RMS, and Revenue Management for Hire.

Number of Clients
2,000+ in 80+ countries.

WHY SHR?

Headquartered in Houston, Texas, with offices in Europe and Asia-Pacific, SHR, Sceptre Hospitality Resources, offers hoteliers the world over advanced and highly-configurable revenue generation technology platforms, paired with caring, hotelier-based staff.

Windsurfer® CRS Essentials can have independent hotels selling rooms to millions of potential guests, and helps manage their entire distribution portfolio. **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.
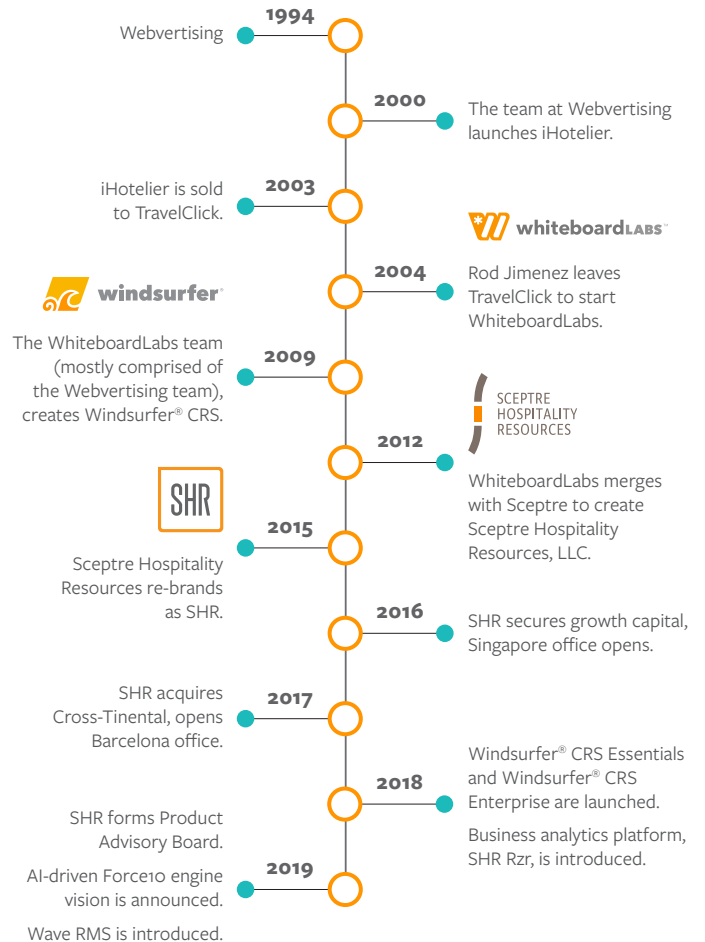
Windsurfer® Booking Engine

Our Booking Engine gives a responsive design, shopping cart-style booking process, persuasive messaging, room upgrading, and many other unique features, for single property independents, multi-property groups, and chains.

Wave™ RMS

Where artificial intelligence and human intelligence converge, Wave allows Revenue Managers to break free from solely trusting the traditional 'black box' of typical RMSs. Wave's unique Strategy Builder lets you create a custom pricing strategy framework powered by AI.

Revenue Management for Hire

SHR provides outsourced revenue management for properties of any size, dedicated to finding revenue solutions that work for your 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.

2019 — SHR forms Product Advisory Board. AI-driven Force10 engine vision is announced. Wave RMS is introduced.

REPRESENTATIVE SHR CLIENTS

Major Independents
Wynn Las Vegas, Sundial Beach Resort & Spa

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

Management Companies
Pyramid Hotel Group, Broughton Hotels, Valencia Group, 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 2018 and 2019, which always includes the voices of hoteliers. This was evidenced with the company's creation of a special client-centric Product Advisory Board made up of twelve strategically diverse hotel business clients from around the globe, all to provide SHR a better understanding of the products and services hoteliers want and need.

On the product front, SHR unveiled Windsurfer® CRS Essentials and Enterprise, five new global PMS integrations, a direct connect with one of the largest OTAs in Europe, HRS, plus SHR Rzr, a powerful new business analytics tool.

Reflective of their substantial investment and belief in artificial intelligence (AI) as a meaningful enhancement to traditional hospitality technology platforms, SHR rolled out its new Revenue Management System, Wave™ RMS. Wave is part of SHR's larger vision of the Force10 engine; a combination of SHR hospitality and technology knowledge, plus AI.

2018 was another milestone year for SHR as we achieved record revenue with growth of 25% year-over-year in both transactional and non-transactional channels.

Moving into 2019, SHR continues to gain momentum in its market space, posting cumulative net revenues for the Q1 2019 period that were 61% higher than revenues achieved in the same period of 2018. The company expects revenue growth to continue during FY2019 based on the additional business development resources deployed in the US, Spain, and Asia, along with the product developments made in Q1 2019.

PRESS HIGHLIGHTS

May 20, 2019
SHR rolls out Wave™ RMS, combining the best of machine learning with human intelligence to optimize hotel revenue strategies.

May 13, 2019
SHR CEO, Rod Jimenez, lays out his vision for Force10, the engine behind an evolving AI-powered suite of applications that will provide unheralded recommendation feedback, ultimately creating more revenue for SHR hotel clients.

April 29, 2019
SHR enters into an exclusive business agreement with the Spanish data science group, Algorth, specialists in customized Artificial Intelligence (AI) for the hospitality technology market.

April 11, 2019
SHR holds the first of a year-long series of meetings for its new client-centric Product Advisory Board in a move to assure the continued inclusion of hoteliers in the hospitality technology conversation.

January 24, 2019
SHR announces Megasys and SmartHotel integrations, reinforcing the company's commitment to bringing only meaningful integrations to its hotel clients.

WHAT SHR CLIENTS ARE SAYING

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

"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. 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. Prior to joining the company, Estella worked directly in the hospitality industry, leading implementations and support for a hotel management company, and internal services at major hotel chains. She holds a Bachelor's degree in Graphic Design from Universidad Autonoma de Guadalajara, an Associate's degree in Computer Animation from the Art Institute of Houston, and a Master's degree in Technology Commercialization from the University of Texas at Austin, McCombs School of Business.

SHR