

H Y D E TM
B E A C H

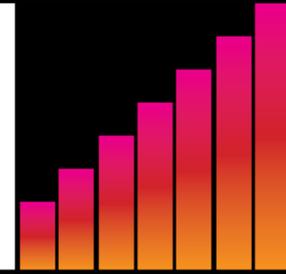
KITCHEN + COCKTAILS



sbe OVERVIEW

Founded in 2002

The largest West Coast lifestyle F&B organization and currently expanding into new markets, both domestically and internationally



500
Corporate accounts
and growing daily

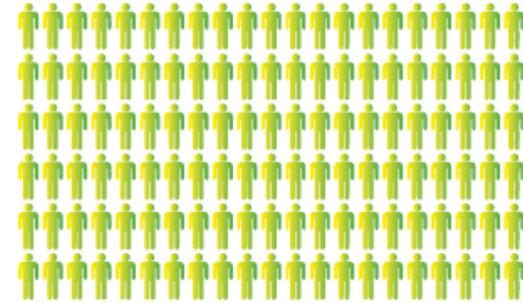
82 Total Outlets as of 2015*

*Including Umami Restaurant Group Outlets

Pipeline Locations: Bahamas, New York, Philadelphia, South Florida, Orange County California, Seattle, Los Angeles, Mexico

100 Corporate Staff

5,500 Employees



Current assets and in-development pipeline will provide more than

3.5M

annual guest touch points within key gateway markets

Exclusive partnerships with world-renowned design and culinary icons including Philippe Starck, José Andrés, Matthew Rolston, Lenny Kravitz and Katsuya Uechi



Institutional Partnerships

STOCKBRIDGE
REAL ESTATE FUNDS

RELATED



Distinctive Strategic Position

sbe is a fully integrated hospitality and real estate development company that is uniquely positioned to capture synergies across four verticals, offering an unparalleled guest experience.

HOTELS & RESIDENCES

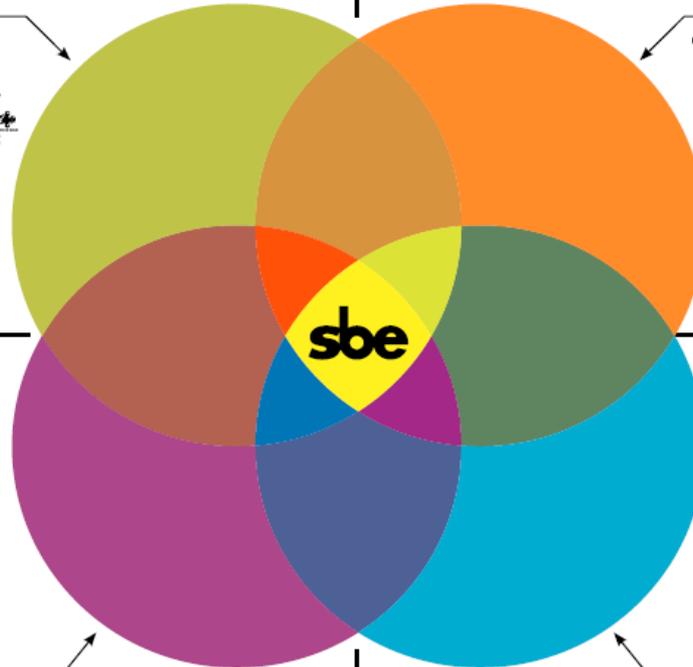


RESTAURANTS



SLS HOTEL & CASINO®
LAS VEGAS

CASINOS



Company Growth Strategy



Key Target Markets

- Domestic: Los Angeles, New York, Las Vegas, Miami, Chicago, Seattle, Philadelphia, Washington DC, Texas, San Francisco
- International: London, Bahamas, Mexico, other GCC Countries



SAM NAZARIAN

Founder, Chairman & CEO

As the founder and chief visionary, Sam leads sbe entertainment and each division in innovative and revolutionary redevelopment of real estate, asset management, partnership, entrepreneurial experience, service, standards, guest management, employee development, and superior hospitality operations, which is the embodiment of sbe. Creating a platform of unique, performance-driven models, he has adeptly positioned sbe hospitality and its diversified business as the leader in the industry. He is also co-founder of Platinum Wireless, a leading Nextel distributor.

AWARDS AND DISTINCTIONS

2014 Fortune's 40 Under 40 List

2013 HotelChatter.com Hotelier of the Year

2012 HotelChatter.com Hotelier of the Year

2012 Mondavi Wine & Food Award

2009 Commissioner Los Angeles World Airports

2009 Cedars-Sinai Humanitarian Award

2007 Dream Developer Award Hollywood Life Magazine

2006 The Influentials, Los Angeles Magazine



RICHARD ACOSTA
Chief Financial Officer

10+ years experience in complex operations and financial restructuring including monitoring several of Colony Capital's portfolio companies as well as developing investor relations in the Middle East.



ARASH AZARBARZIN
President, Hotels

20+ years of hospitality and F&B experience, including numerous senior positions within Starwood Hotels & Resorts and W Hotels.



SCOTT KREEGER
President & CEO, SLS Las Vegas

20+ years experience in the hospitality and gaming industries, spanning several senior executive positions for leading global companies including MGM/Mirage and Stations Casinos.



JOE FAUST
President, Dakota Development

20+ years of hospitality and F&B development experience, including over \$1 billion of new and renovated constructions for Hyatt/Pritzker family.



COSTAS CHARALAMBOUS
President, Nightlife

10+ years of nightlife experience including lead role in development and management of the sbe nightlife platform.



DEIRDRE McCREADY
VP, Special Events

15+ years of event production and sales experience including the development of sbe's event and catering platform.



JOHN KOLASKI
Chief Operating Officer, Restaurants

15+ years Hospitality Management Experience, including lead roles with Four Seasons Hotels & Resorts, Montage, Starwood, Hilton and Wyndham Hotels.



Lauren Levin
SVP, Marketing and Communications

12+ years in digital marketing and communication experience including lead roles with Kimpton Hotels & Restaurants, Starwood Hotels & Resorts and Google.



SBE'S AWARD-WINNING RESTAURANT BRANDS PROVIDE GUESTS WITH UNFORGETTABLE DINING EXPERIENCES COMPLETE WITH INSPIRED CUISINE, ENERGETIC DESIGN AND WARM AND ATTENTIVE SERVICE.





sbe Miami



RESTAURANTS

With a passion for providing the ultimate dining experience, the sbe Restaurant Group remains committed to culinary excellence, enlivening design and an approach to service that's both energetic and unassuming. As a result, sbe has established one of the country's premier Restaurant Groups, beautifully illustrated by award-winning concepts that have reinvented the art of dining in Southern California, Las Vegas, Miami, Dubai, Kuwait, and more cities to come.





THE BAZAAR®

BY JOSÉ ANDRÉS

★★★★ “A rare four-star restaurant review”
- *Los Angeles Times*

“The Hottest Reservation in Town”
- *Bon Appétit*



The Bazaar by José Andrés is a groundbreaking culinary experience from the innovative artistry of James Beard award-winning Chef José Andrés and the prodigious mind of visionary designer Philippe Starck. Andrés redefines modern dining by masterfully re-imagining Spanish cuisine, taking visitors on a wild sensory adventure in a bold, multifaceted atmosphere where anything is possible.

Beverly Hills, South Beach, Las Vegas



勝

KATSUYA[®]
by S+ARCK



“A Starck-styled seduction”

- Los Angeles Times

“Southern California’s Best Sushi Restaurant”

- Los Angeles Times



Featuring the dynamic pairing of Master Sushi Chef Katsuya Uechi and design impresario Philippe Starck, Katsuya by Starck is truly a feast for the senses. The sophisticated, stimulating and high-energy, yet comfortable approach creates an ambiance that is a chic and casual celebration of food and drink. Chef Katsuya, whose acclaimed Los Angeles sushi bars have been recipients of top Zagat ratings for years, unleashes his culinary artistry into the Katsuya concept with a menu of innovative sushi and robata dishes that are uniquely adapted to match the desires of the American palate.

Brentwood, Glendale, Hollywood, L.A. LIVE, South Beach, The Bahamas, Las Vegas, Dubai, Kuwait



Cleo®



#4 Best New Restaurant - *Los Angeles Times*

#5 Hottest Restaurant in the U.S.
- OpenTable Diners' Choice Awards

Cleo opens the door to another world. From the moment you step inside, the intoxicating aroma of the nouveau Middle Eastern cuisine of Executive Chef Danny Elmaleh's open kitchen envelopes your senses. The effervescent decor playfully marries classic Tinseltown style with a relaxed Mediterranean charm. The splendid cocktails, sumptuous small plates and warm, inviting atmosphere create an intimate, unforgettable experience out of any occasion.

Hollywood, Las Vegas, South Beach,
The Bahamas

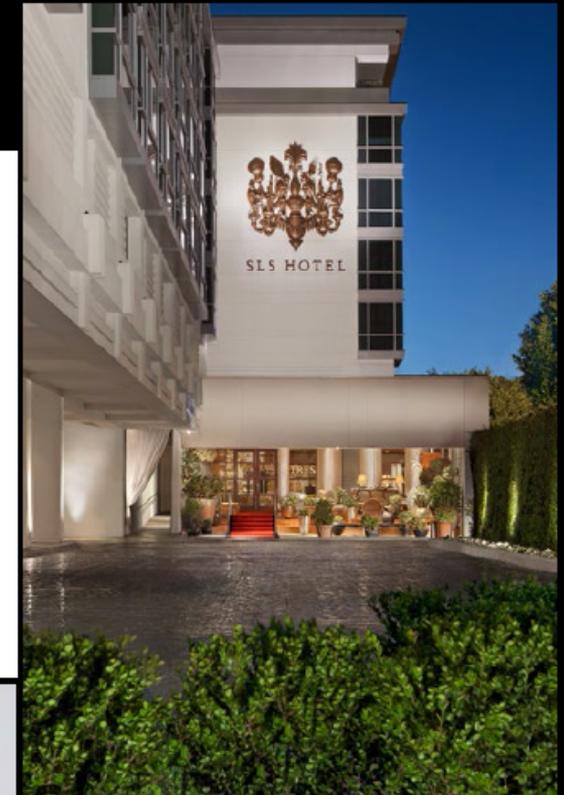


HOTEL & RESIDENCES



HOTELS

Since the launch of SLS Hotel at Beverly Hills, sbe Hotel Group has emerged as one of the most transcendent forces in hospitality. Through a fully integrated approach and partnerships with creative visionaries such as Philippe Starck, José Andrés, Lenny Kravitz and Matthew Rolston, sbe has expanded to include nearly two dozen new properties currently operating or in development in Los Angeles, Miami, New York, Las Vegas, Seattle, Philadelphia, The Bahamas and throughout Asia.





'Miami's 10 Hottest Hotels'

– USA Today

'Wallpaper's Best Business Hotels 2012'

– Wallpaper

'Best Hotel Opening of 2012'

– Hotel Chatter

'We're going to remember this like it was the first night of Art Basel'

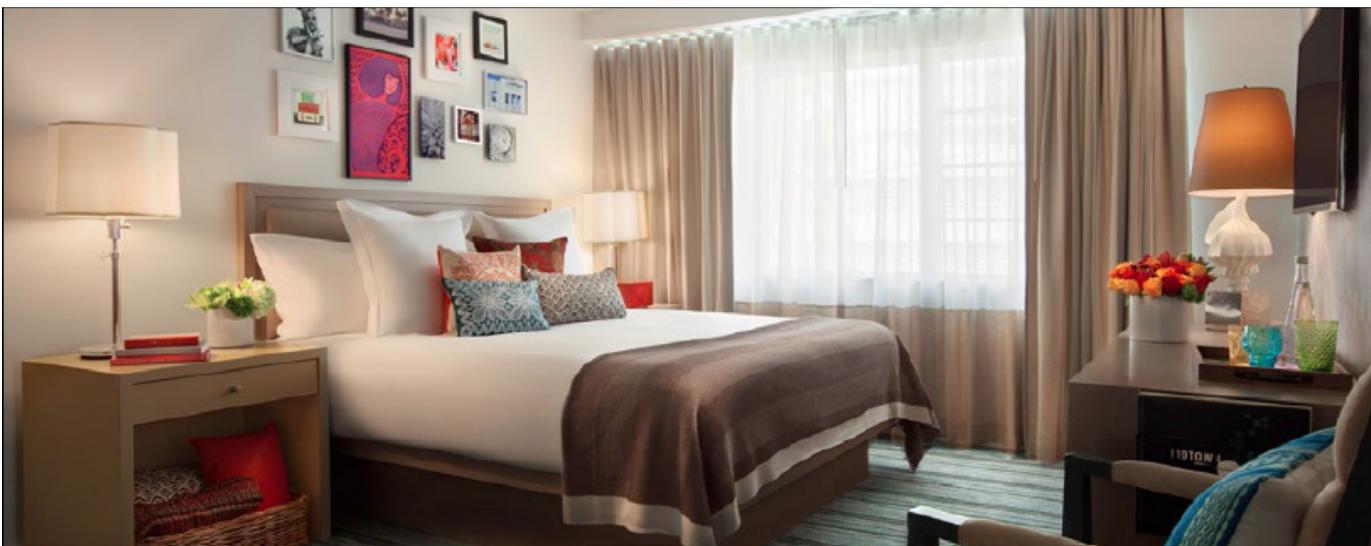
– New York Post



SLS SOUTH BEACH®



LOCATION	1701 Collins Ave Miami Beach, FL 33139
ROOM COUNT	140
DESIGNER	Philippe Starck Lenny Kravitz (Bungalow Suites)
OPENING DATE	2012
F&B OUTLETS	The Bazaar by José Andrés Katsuya by Starck, Hyde Beach
OTHER AMENITIES	Pool deck with cabanas, hair salon, fitness center, 1.4 acres of beachfront access



The Redbury^{sbc}
SOUTH BEACH



The Hot List 2014

- Conde Nast Traveler

If List: The Best New Hotels

- Travel+Leisure

Hotel and Lodging Standard of Excellence

- 2014 WebAward

Redbury Heads to South Beach

- New York Post

LOCATION 1776 Collins Avenue
Miami, FL 33139

KEY COUNT 69

OPENING DATE 2013

F&B OUTLETS Cleo

OTHER AMENITIES Rooftop Pool Deck



THE RALEIGH

SOUTH BEACH

Top 10 Romantic South Beach
Vacations

- *Vacationist*

Our Definitive Guide To Miami

- *Travel+Leisure*

See The Most Breathtaking Resort
Pools

- *E! Entertainment Online*

12 Over-The-Top Pools

- *Forbes*



LOCATION	1775 Collins Ave Miami Beach, FL 33139
ROOM COUNT	105
OPENING DATE	2012 (as sbe managed)
F&B OUTLETS	Restaurant Michael Schwartz, Martini Bar, Coffee Bar
OTHER AMENITIES	Pool deck with cabanas, Spa & Fitness Facilities, Private Beach Access





SLS BRICKELL®

LOCATION	1300 S. Miami Avenue Miami, FL 33130
KEY COUNT	124 Keys, 453 residential
DESIGNER	Philippe Starck
F&B OUTLETS	Michael Schwartz Dining, sbe Fine Dining, 3-Meal Restaurant, Hotel Lounge
OTHER AMENITIES	Ciel Spa & Fitness, Pool Deck & Bar, 13,000 sf of meeting space



SLS LUX[®]
BRICKELL

- KEY COUNT** 84 Keys, 450 Residential
- DESIGNER** Yabu Pushelberg/
Arquitectonica
- F&B OUTLETS** Katsuya by Starck, S-Bar
- OTHER AMENITIES** Ciel Spa & Fitness Center,
Pool Deck, 10,000+ sf of
retail & restaurant space



HYDE™

RESORT & RESIDENCES
HOLLYWOOD, FLORIDA

- LOCATION** 2801 E. Hallandale Beach Blvd. Hallandale Beach, FL 33009
- KEY COUNT** 300 Resort Condominiums
- DESIGNER** Debra Aguiar / Arquitectonica
- F&B OUTLETS** Hyde Beach Club, 3-Meal Restaurant
- OTHER AMENITIES** Pool Deck, Spa & Fitness Center



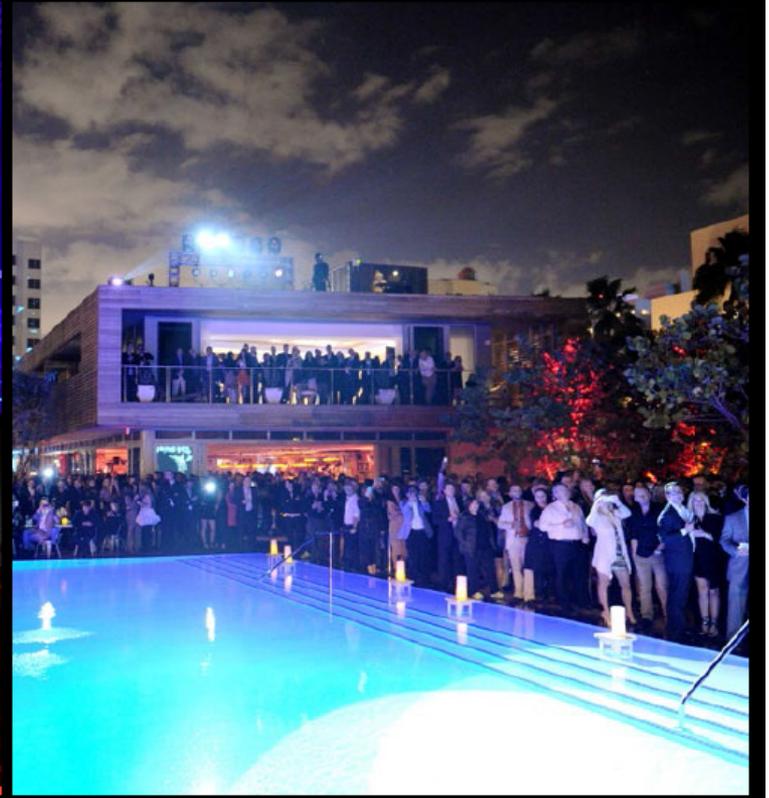
HYDE™

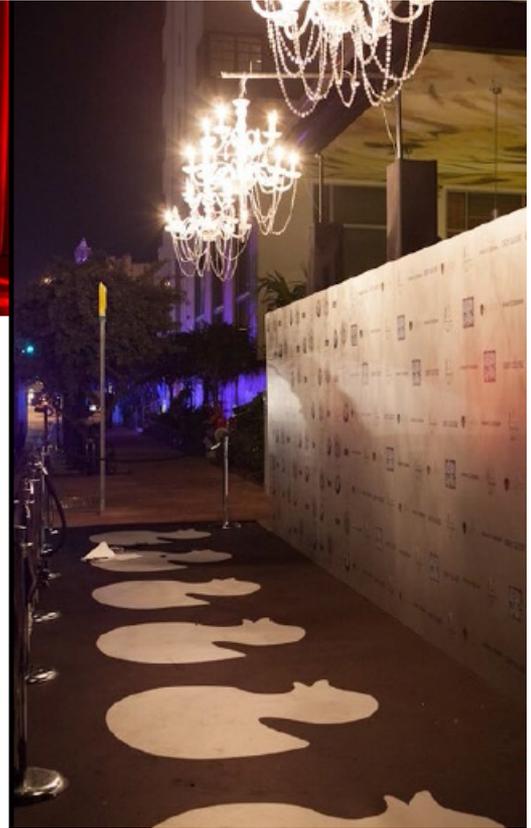
HOTEL & RESIDENCES
M I D T O W N _ M I A M I



LOCATION	Midtown Ave & 34th Street
KEY COUNT	80
DESIGNER	David Rockwell
OPENING DATE	2016
F&B OUTLETS	A collection of award winning sbe food and beverage experiences
OTHER AMENITIES	Pool Deck, Spa and Fitness Center, Executive Board Room

EVENTS





EVENTS

sbe Events and Catering is where brand integration meets culinary innovation and premium mixology, and impeccable service meets curated decor and alluring entertainment. From an intimate dinner for friends or a blockbuster movie premiere, our team will custom-tailor your event, creating unique and unforgettable experiences for our guests.

sbe Event Highlights

- Kardashian Kollection Launch, *The Colony*
- MTV Official VMA After Party, *The Colony*
- Maxim Hot 100 Party, *Eden*
- J. Lo's American Music Award After Party, *Greystone Manor*
- US Weekly Style Issue Party, *Greystone Manor*
- PEOPLE Magazine Pre-Grammy Event, *The Sayers Club*
- GQ Cover Launch, *The Sayers Club*
- Billboard Power 100 Event, *Cleo/The Library*
- LL Cool J Pre-Grammy Dinner, *SLS Beverly Hills*
- FOX X-Factor Top 16 Event, *The Bazaar Beverly Hills*
- Ferrari/Hublot Art Basel Dinner, *SLS South Beach*
- Rico Love/Roberto Cavalli Fashion Show, *SLS South Beach*
- Miami Heat Championship Event, *Hyde Beach*
- Weinstein Post-Golden Globe Party, *Catered by The Bazaar, Katsuya, Cleo, Mercato di Vetro, & sbe Catering*



WINS



11% INCREASE
WEB INQUIRIES



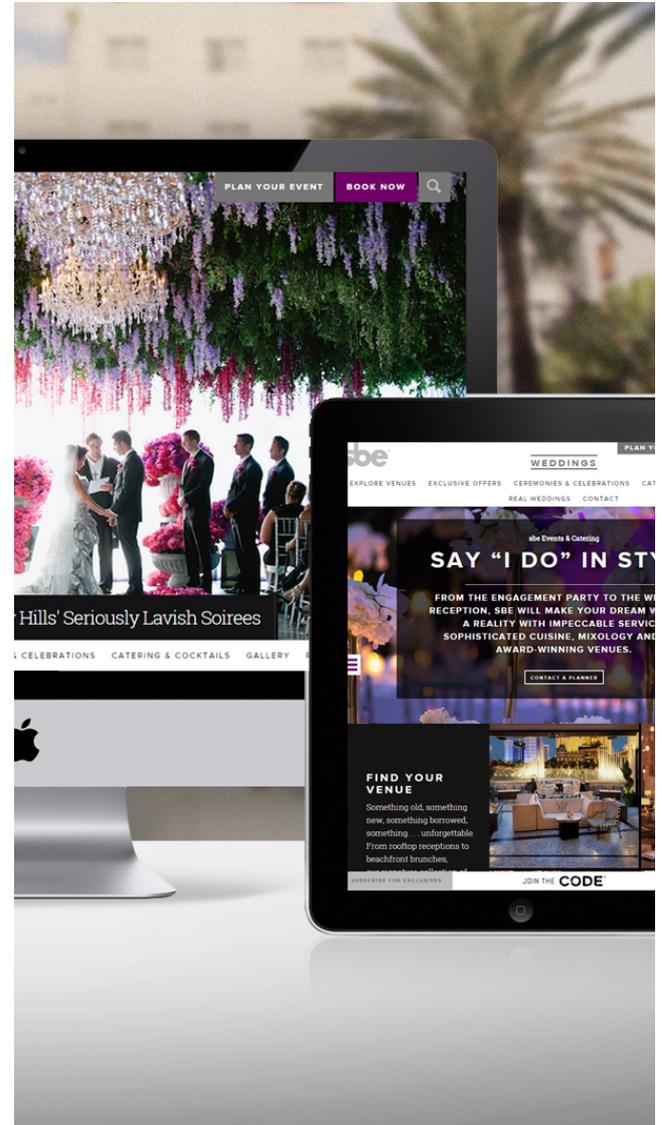
BEAT \$19 MILLION
BUDGET
BY \$3 MILLION!



117% MORE
INSTAGRAM
FOLLOWERS



4,684% MORE
WEB VISITORS
Q1 2015 vs
Q1 2014





WE'RE GROWING!

OUR TEAM INCLUDES



50+

OF THE EVENT INDUSTRY'S TOP TALENT.

CLIENT ROSTER INCLUDES:

150

of the companies listed on the

FORTUNE

500

HOSTING OVER

3,000

EVENTS NATIONWIDE

WHO THE A-LIST BOOKS:

SBE EVENTS AND CATERING IS THE TRUSTED EVENT PARTNER FOR HOLLYWOOD'S A-LIST.



GWEN STEFANI



SETH MCCARLEM



FERGIE



MARIO LOPEZ

ON SET

FILMING & PHOTO SHOOTS AT SBE VENUES

Drop & Field On SBE



The Mindy Project
RE DISTRICT MANSION



A Little Party Never Had Nobody
THE SHEDDEN THEATRE



Scandal
AT OLI O

CREATED OVER 30,000 CUSTOM MENUS FOR CLIENTS



BRAND & CREATIVE DEVELOPMENT

EVENTS HOLIDAY CARD



WEDDING SALES CATALOGUE



EVENTS & CATERING BROCHURE



EVENTS & CATERING OOH





H Y D E TM

B E A C H

KITCHEN + COCKTAILS







CONCEPT OVERVIEW







BRINGS A MEDITERRANEAN FLAIR TO HALLANDALE

Infusing Mykonos-style dining experience with
sbe Restaurant Group's award-winning service

Hyde Beach Kitchen + Cocktails will attract locals,
hotel guests and residents alike

FIRST FLOOR



BEACH CLUB

1st Floor



approachable "Fast Casual" concept served bar-side with Mediterranean-style panini, flatbreads and bites



1st FLOOR SAMPLE MENU ITEMS

7am - 11am	
SKINNY	FAT
SKINNY OATS steel cut oats, banana, strawberry, mango	HAPPY OATS steel cut oats, salted butter, banana, pecans, maple syrup, cinnamon
ORGANIC VANILLA GREEK YOGURT fresh berries, honey nut granola	FRENCH TOAST brioche, mixed berries, mascarpone whipped cream, side of maple syrup
SIMPLY FRUIT honey dew melon, watermelon, strawberry, kiwi	MUSHROOM OMELETTE wild mushrooms, swiss, taleggio, chives. Served with sourdough toast and mixed green salad
EGGWHITE SCRAMBLES (served with mixed greens, whole wheat toast)	BENEDICTS (served with hash browns, mixed greens)
LOX- smoke salmon, guacamole, tomato, red onion, parsley, caper berries	SMOKE SALMON- herb hollandaise, caper berries, tomato, poached egg, English muffin
BAHA- turkey sausage, peppers, red onion, jalapeno, salsa verde, feta	FRENCH HAM- classic hollandaise, sautéed spinach, poached egg, cayenne pepper, English muffin
MARKET- roasted vegetables, kale, blistered cherry tomato, cilantro pesto	PORTABELLA- roast tomato, smoked pepper hollandaise, arugula, poached egg, English muffin
BREAKFAST BLAT- whole wheat bread, egg whites, avocado, tomato, turkey bacon, sprouts served with mixed greens	EGGWICH- sunny side up, bacon, tomato, arugula, chipotle aioli, cheddar, guacamole. Served with mixed greens.
BREAKFAST BURRITO- whole wheat tortilla, egg whites, pico de gallo, bl. Beans, avocado, turkey bacon	BURRITO ROYALE-scrambled eggs, bacon, mixed cheese, pico de gallo, guacamole, sour cream , black beans. Served with mixed greens.
11am - 5pm	
FISH SHACK	
FRIED CALAMARI tartar sauce, marinara	
CRAB CAKE SALAD citrus fruit, mixed greens, Fresno chilies, herbs	
FISH AND CHIPS malt vinegar, sauce grebiche	
ROCK SHRIMP TACO guacamole, pico de gallo, Chicharones, cabbage	
SOFT SHELL CRAB BLT sriracha gastrique, sauce grebiche, thick cut bacon, butter lettuce, tomato, pickles	
LOBSTER ROLL Maine lobster, butter toasted roll, celery, mayo	
PRIME BURGER mustard onions, cheddar cheese, special sauce	
BBQ PORK SLIDERS coleslaw, cilantro, brioche bun	





CIEL SPA

Ciel Spa emphasizes highly intuitive and personalized service in a soothing yet playful setting. Reminiscent of a celestial dreamscape, guests will feel relaxed and at ease among the warm white tones and billowing curtains

Name	60 Min	90 Min
Swedish Bliss Massage	\$150	\$200
Energy Flow Massage	\$150	\$200
Sports Massage	\$165	\$220
Baby Me Massage	\$150	\$200

Couples Massage also available

Allow our therapists to release tension, soothe sore muscles, or relax you with one of our signature massages:

- ❖ **Swedish Bliss:** Relax with a traditional gentle touch massage that increases circulation and soothes the body
- ❖ **Energy Flow:** Release tension from stress-carrying muscles using medium pressure and gentle stretches to remove soreness from cramped muscles
- ❖ **Sports:** Deep muscle work to repair damage to muscles and joints
- ❖ **Baby Me:** Relax the mom-to-be with a massage to increase comfort and relieve stress during all stages of pregnancy





SECOND FLOOR



DINING ROOM

2nd Floor

incorporating characteristics of
Hyde sister properties in LA and South Beach

lunch, dinner & into the night

beach inspired mixology





SAMPLE MENU ITEMS

• PIZZA •

\$17

MARGARITA

tomato sauce, basil, fresh mozzarella, parmesan, olive oil

PEPPERONI ESPAGNOLA

spanish chorizo, provolone, gruyere, tomato sauce

MUSHROOM PIZZA

roasted mushrooms, taleggio, fresh mozzarella, truffle oil

RAPINI AND SAUSAGE PIZZA

mozzarella, parmesan, fennel sausage, chilies, parmesan

• FISH •

\$28

SALMON

vadouvan, cucumber relish, toasted seeds & spices, red wine reduction

FISH AND CHIPS

served with sauce gribiche, malted vinegar and lemon

GROUPER

spiedini, stewed chickpeas, basmati rice, citrus salad, salsa verde

BRANZINO

cannellini beans, cherry tomato, nicoise olives, artichokes

RAW BAR

OYSTERS	ea	1/2 dz	full dz
BLUE POINT	2.75	15.5	30
KUSSHI	3.5	20	39
KUMAMOTO	3.25	18.5	36
FANNY BAY	2.95	16.7	32.4
NAKED COWBOY	3	17	33
RAW BAR	ea	1/2dz	full dz
JUMBO SHRIMP	2.25	12.5	24
PERUVIAN SCALLOP	2.5	14	27
MUSSELS	1.25	6.5	12
	half	whole	
LOBSTER	17	29	
KING CRAB	18	34	
PLATTER			
SS NORMANDIE	48		
QUEEN MARY	85		





THIRD FLOOR



3rd Floor

rooftop poolside lounge

the perfect place to grab your friends, bask in
the sun, and share bites from a select menu...
then see where the night takes you





DIRECTOR OF OPERATIONS

MEMPHIS GARRETT

Born in Kentucky, “Memphis” Garrett grew up in Tennessee prior to moving to Atlanta, Georgia and then Tallahassee, Florida. After graduating with a degree in Event Management from Florida State in 2007, he landed the sought after opportunity to manage food and beverage outlets for renowned hospitality company sbe entertainment.

Memphis has a proven track record of operating close to 15 of the highest grossing food and beverage locations in Los Angeles and Las Vegas, priding himself on his southern roots and creating long lasting relationships with everyone that walks into his venues. With his extensive experience with the Hyde brand, having opened Hyde Sunset, Hyde Staples Center, & Hyde Mammoth Mountain, Memphis is looking forward to creating an unparalleled experience for the City of Hallandale. This will be an evolution of the brand that he is excited to be a part of for years to come!

Accepting the position of Director of Operations for Hyde Beach Kitchen + Cocktails means coming home to Florida with his wife whom he met while attending Florida State. Memphis and Ashley welcomed their first child in April 2015, a son named River.



CULINARY PARTNER

CHEF DANNY ELMALEH



Chef Danny Elmaleh, the culinary mastermind behind many of sbe's most renowned restaurants, is best known for his award-winning concept, Cleo. Named in LA Magazine's "Best New Restaurants" and recently arriving on the scene as Vegas' newest gastronomic phenomenon, the Mediterranean-inspired concept is debuting new outposts in 2015 in South Beach and the Bahamas.

Drawing on both his childhood and professional life spent around the world, Elmaleh is known for effortlessly blending diverse cuisines to create exotic and sumptuous dishes, that encourage a social dining experience.

SISTER PROPERTIES

HYDE

S O U T H B E A C H

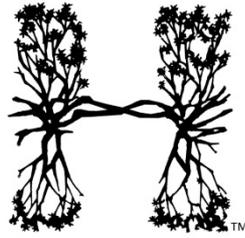
☞ Located in SLS South Beach, Hyde South Beach was Hyde's first Day and Nightlife Oceanfront Location

☞ More than 8,000 Square Feet of Pool, Beach and Indoor-Outdoor Space curated by creative mastermind Philippe Starck

☞ Ultimate poolside party destination

☞ Offers Artful Mixology and José Andrés Cuisine Inspired by the Local Community





HYDE

S U N S E T
KITCHEN + COCKTAILS

- Located on an iconic corner of the Sunset Strip, Hyde Sunset Kitchen + Cocktails represents a welcomed evolution in cuisine and nightlife
- Features fresh seasonal California cuisine by Top Chef Chris Crary
- Signature craft cocktails
- An elegant yet inviting ambiance curated by acclaimed designer Waldo Fernandez





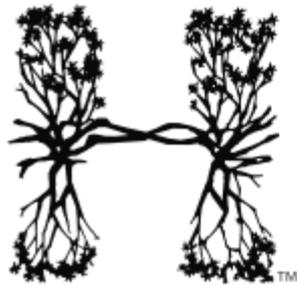
DAY PASS

\$50 / DAY Monday – Thursday

\$75 / Day Friday - Sunday

- Provides access to the first and third floors of the facility
- Provides 10% discount at restaurant, spa bookings, retail store
- Provides for priority (call ahead reservations) chaise and umbrella service at beach
(subject to availability)





HYDE
B E A C H
KITCHEN + COCKTAILS