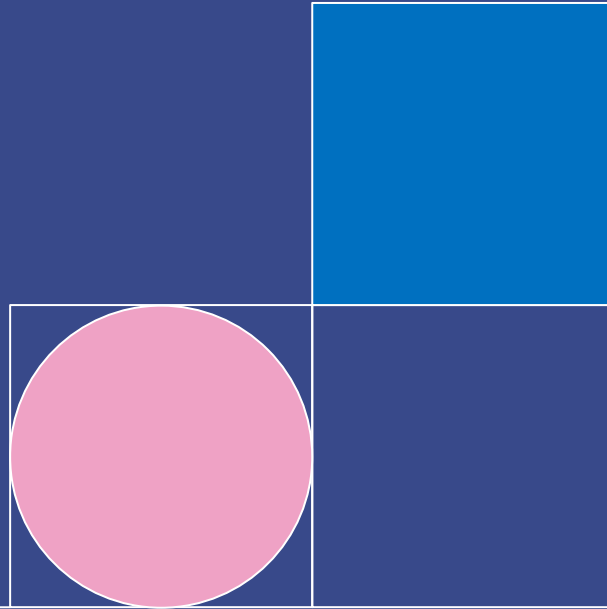




Selina
CULTURE!

EXPECTATIONS FOR TODAY



Go to www.menti.com and
use the code **91 36 47**



¿WHO IS SELINA?

We want to lift the barriers between people, places, and cultures. We select only the most incredible destinations across the world, combining the natural environment of our locations with local activities, food, wellness, community, technology, fun and work.

Rafael Museri
CEO & CO-FOUNDER



Selina

One of the **world's fastest growing** hospitality brands

Each Selina property is designed in partnership with local artists and creators, promoting **local art**

Growing at an average of a new property **each week**

Rapid expansion across **Europe and United States**, targeting 100 locations and 100,000 beds by 2021

Custom built for today's nomadic traveler, Selina provides guests with a global infrastructure to seamlessly **travel and work abroad**

Founded in **Latin America** in **2015**

Selina currently operates 50+ locations throughout **Latin America, USA and Europe**

Blending beautifully-designed **accommodation with coworking, recreation, wellness, and local experiences**

Turning existing buildings into interesting locations **around the world** (from urban cities to remote beaches and jungles)



Visit
www.selina.com or
check out [@selina](https://www.instagram.com/selina)
on Instagram or
Facebook

Selina
Antigua, Guatemala

Visit
www.selina.com or
check out [@selina](#)
on Instagram or
Facebook

Selina
Antigua, Guatemala



Visit
www.selina.com or
check out [@selina](#)
on Instagram or
Facebook

Selina

To inspire **authentic**
and meaningful
connections with
people, places and
communities around
the world



OUR MISSION



OUR VISION

Selina

Through the curation of inspiring physical spaces, the development of a dynamic platform and creation of holistic stay, work and live products

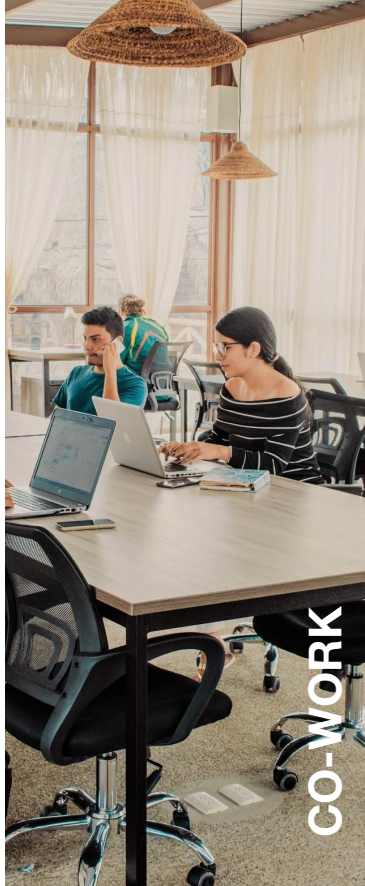
- we provide our guests with seamless global access and fully enable their nomadic lifestyles

THE SELINA ECOSYSTEM IS MADE OF



HOSPITALITY

Selina's goal is to mix travelers from all walks of life, so we have accommodation choices for all budgets. You'll always find a perfect fit. From hammocks to suites, and everything in between



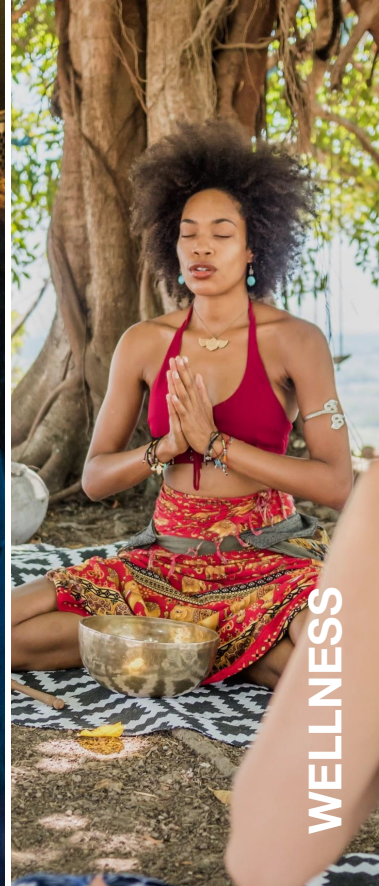
CO-WORK

We know the best work is done in an inspirational environment. That means we offer our guests and community the ability to work remotely from some of the most spectacular office locations



MUSIC & ART

Our DNA and cultural backbone for product uniqueness, voice and content creation



WELLNESS

Wellness is the foundation upon which all other values are built. It's not just about being healthy in body and mind, but also being in harmony



Selina
Jaco, Costa Rica

THE SELINA
ECOSYSTEM
IS MADE OF



FOOD & BEVERAGE

We're all about local, fresh, and sustainable and that's why whenever possible there will be a kitchen garden to grow our own herbs, green leaves and sprouts.



IMPACT & EDUCATION

Selina commits 2% of labor time so our staff can volunteer in Selina Gives Back activities.



RETAIL

Our DNA and cultural backbone for product uniqueness, voice and content creation.



SURF & TRAVEL

Wellness is the foundation upon which all other values are built. It's not just about being healthy in body and mind, but also being in harmony with the elements around us



CO-LIVE / STUDIO APARTMENT

CO-LIVE

Some locations offer co-live apartments, in these locations we offer complete living accommodation for longer-term guests.

STUDIO APARTMENT

Nothing feels more open and spacious than a large studio apartment. Plenty of natural light, modern and minimal decor and your own private kitchen to make anything from eggs to a four-course meal. These rooms are all insulated and sound-proofed to ensure a private, peaceful and productive coliving experience.



1,2,3 BED APARTMENT

1,2,3 BED APARTMENT

Whether you are traveling with friends, family or just prefer to spend longer periods of time in each location, these accommodation choices will provide the perfect home away from home experience.

SELINA ACCOMMODATION



Selina
San Jose, Costa Rica

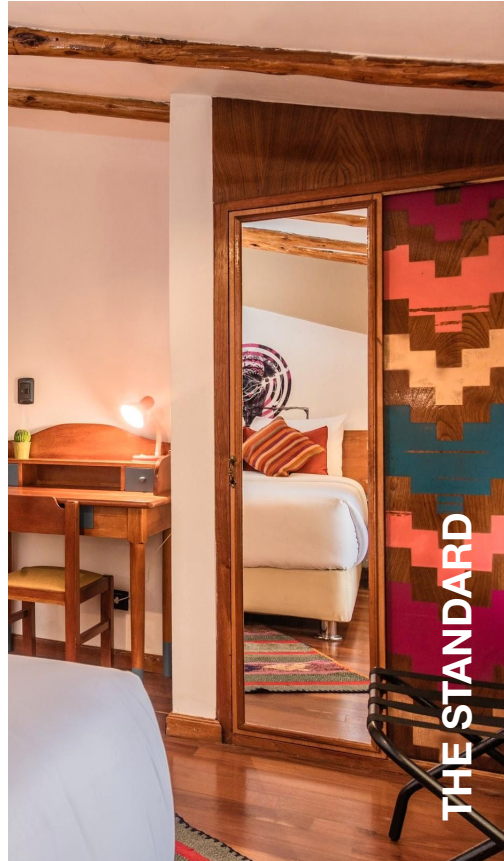




RELAX

RELAX ROOM

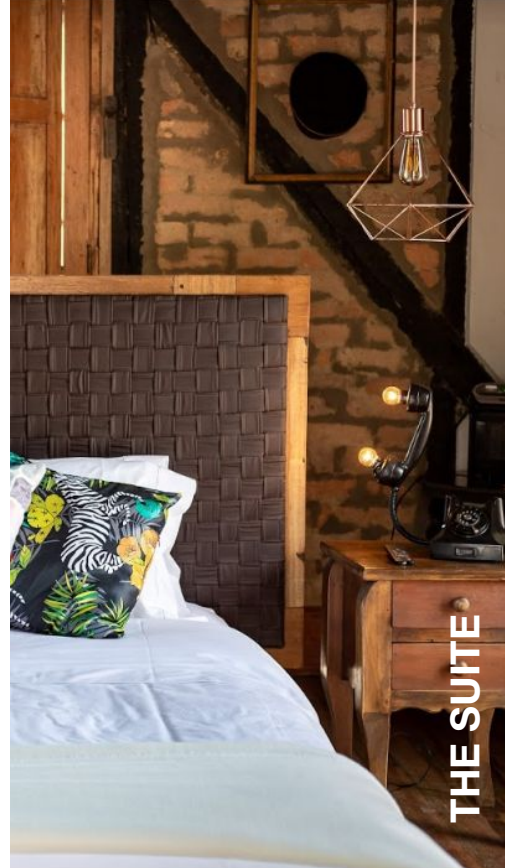
In these rooms you'll always find luxury finishes, a breathtaking view, a private balcony, and many surprise features. Insulated and sound-proofed walls guarantee a good-night's sleep. Enough space for a sofa and lounging area and a super-sized bed. Your private oasis within Selina.



THE STANDARD

THE STANDARD

This room has a queen size bed and provides all essentials. Travelers in these rooms will have a private bathroom and a basic private space. You'll be able to have a good night rest, but we encourage you to spend the rest yourstayinour Bar & Restaurant, CoWork, Common Kitchen and Home.



THE SUITE

THE SUITE

A one-of-a-kind option for travelers that want plenty of space and a concept-based design. It's not about size or luxury, it's all in the details and experience. Insulated and soundproof walls guarantee a peaceful rest. In this suite you will find a record player and selected local vinyl collection to listen to at your leisure.

SELINA
ACCOMMODATION

LIFESTYLE

Selina
Antigua, Guatemala

Selina was born out of a desire to celebrate the **nomadic lifestyle**: to experience our planet's most beautiful places, to build community, to connect with locals and fellow travelers, to work and enjoy new adventures. This is how **Selina embraces the world.**

Selina

Tamarindo, Costa Rica



DATA MUNCH!

A LOOK INTO THE FUTURE

Younger generations are here to show us they can re-shape the world we live in. They know the value of exploring, sharing, connecting, and being passionate about life.

LIFESTYLE

Social creatures online and offline

High Connectivity the first Digital Natives

Late to Marriage and Home ownership

WORKFORCE

Millennials make up the majority of the workforce

About to reach their peak earning and spending years

Want to work in a “Third Space” - not office or home

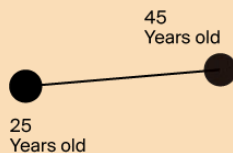


Selina
Montanita, Ecuador

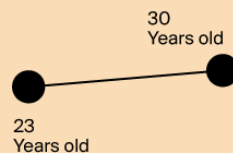
DATA MUNCH!

PASSIONATE TRAVELERS

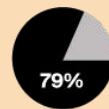
86% of millennial travelers said “I plan to travel as much of the world as I can in my lifetime” 87% of millennial travelers said “I consider travel a very important part of my lifestyle”.



PEAK HOME-BUYING¹



MEDIAN MARRIAGE AGE¹



79% of Millennials would consider quitting their regular job and working for themselves in the future²

A man with a shaved head, wearing a dark sweater, is sitting at a wooden desk on the left, smiling while working on a silver laptop. Behind him is a large wooden shelving unit with various items like plants, a colorful helmet, and a baseball. On the right, a woman with curly hair and glasses, wearing a light denim jacket over a grey top, is sitting on a cushioned bench, focused on her laptop. The background is a wood-paneled wall.

Selina

Quito, Ecuador

Both employee preferences and employer trends
are aligning to make way for **AN ECONOMY OF
FREELANCE REMOTE EMPLOYMENT**

WORK-LIFE BALANCE OVER MONETARY COMPENSATION

58% want more flexibility at work
because they want to travel

RISE OF ENTREPRENEURS

52% of millennials think
“corporate loyalty is outdated -
pros are successful if they craft
their own path

INTEREST IN WORKING ABROAD

71% expect and want to do an
overseas assignment during their
career

REMOTE WORKER TRENDS

41% of managers plan to
increase their hiring of freelancers
in the next five years



FOOTPRINT



Selina
La Fortuna, Costa Rica

Selina
Medellin, Colombia



ORDER
HERE

MENU	
capuccino	\$4,500
americano	\$3,500
espresso	\$3,500
iced latte	\$6,000
water	\$4,000
soda	\$4,000

MANICURE
PEDICURE
GEL
COLOR
BALAYAGE
HIGHLIGHT
WASH
CUT

Selina

Maderas, Nicaragua





Selina
La Fortuna, Costa Rica



Selina
Playa Venao, Panama



Selina
Cuzco, Peru





Selina
Amazon Tena, Ecuador



Selina
Antigua, Guatemala



Selina

CULTURE!




ASK &
LISTEN

ANALYZE
& PLAN

IMPLEMENT
& ITERATE

TIME FOR ACTION

By June 2017, Selina had grown from 5 people to 700. In July of that year, it was obvious the time had come to re-envision the company culture.



To cultivate a cohesive and collaborative group while undergoing explosive global growth, we had to do some soul-searching around our company culture

What is our current culture, and what is our desired culture?

How does our culture shape our actions, formally and informally?

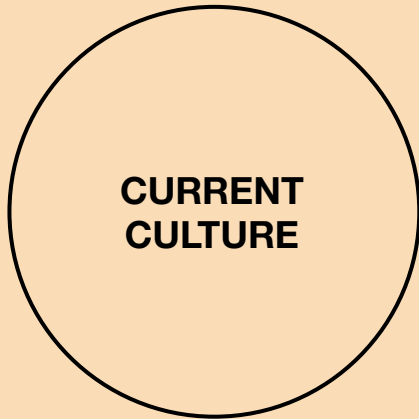
How does this culture influence our internal relationships and those with partners and collaborators?

What does our culture mean for the Selina experience we want to share with the world?

Selina
Cusco, Peru

**VALUES
MOTIVATORS
CORE BEHAVIORS**

**HOW WAS
SELINA
CULTURE
DEFINED?**



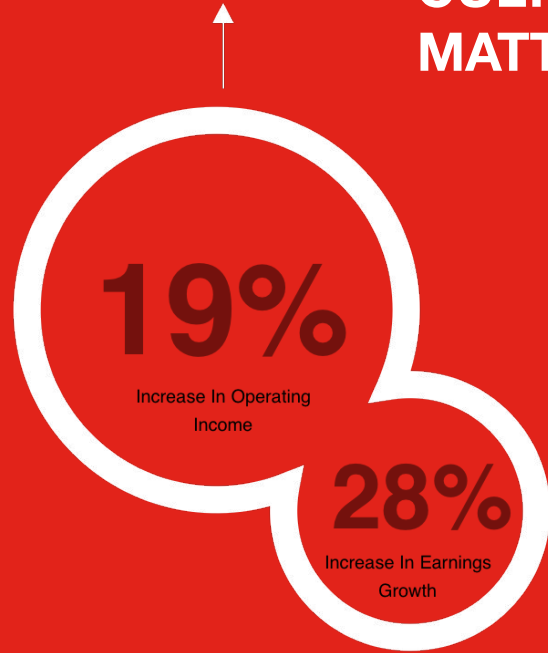
How do we transform





In fact, low-level engagement within companies results in a 33 percent decrease in operating income and an 11 percent decrease in earnings growth, whereas companies with high-level engagement have a 19 percent increase in operating income and a 28 percent increase in earnings growth. ENGAGEMENT COMES PRIMARILY FROM A HEALTHY CULTURE

WHY DOES CULTURE MATTER?



gallup the state of the global workplace 2016

Hospitality is

LOVE

in Action

- Alexander Strauch, "The
Hospitality Commands"

SELINA CULTURE | LOVE, EXPLORED

The first duty of love is to listen | PAUL TILLICH



Selina
Arequipa, Peru



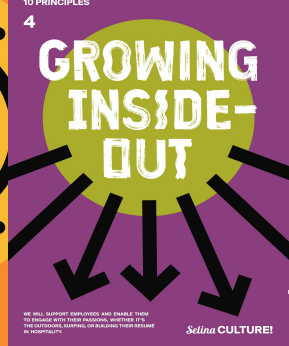
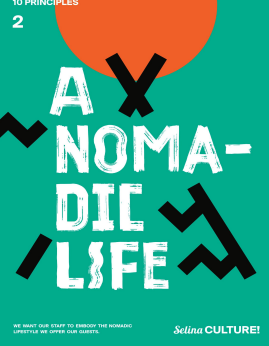
**OUR PREOCCUPATION HAS ALWAYS BEEN TO CRAFT SPACE
IN SUCH A WAY AS TO INDUCE SOCIAL INTERACTIONS THAT
WOULD IN TURN GENERATE A SENSE OF COMMUNITY AND A
CULTURE, BUT STARTING FROM THE VERY IMMEDIATE
ISSUE OF HOW ACTION INFLUENCES PERCEPTION.**

- Larry Harvey, Burning Man Founder



**WE GOT
THE
POWER!**

**Creating our Culture &
Values:
it's on all of us!**



COMMUNITY DEPARTMENT

Input from our existing community

Promote values and cultivating buy-in

HUMAN RESOURCES

Recruit people who align with our culture and respect our values

Communicate our culture and values to new hires

BRAND & CREATIVE

Project our culture and values to the outside world

Create an external look and feel to reflect our priorities

REDIFINING AND EXECUTING

Everybody Top-Down and Bottom-Up

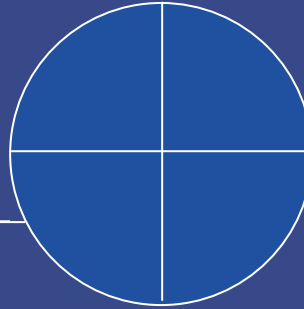


CHALLENGES 2019

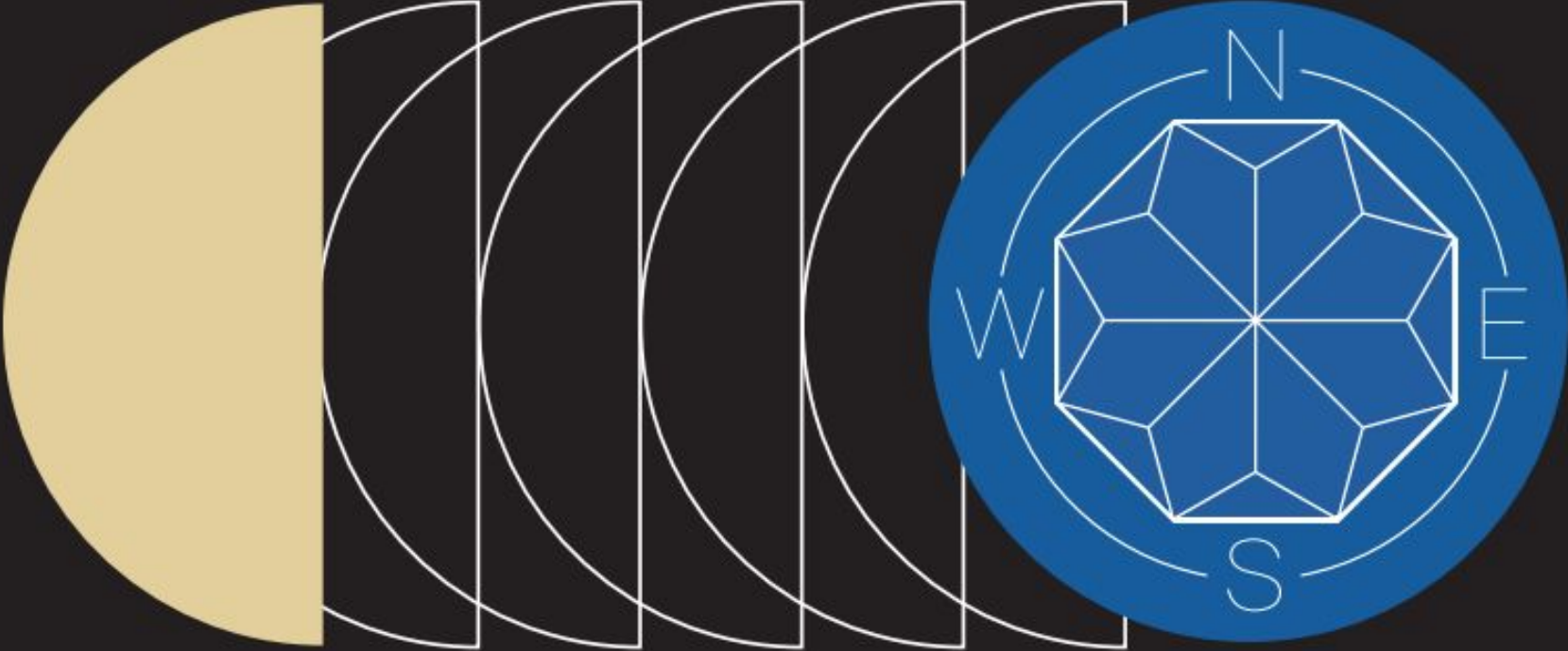
May, 2019



WHERE IS
THE NORTH?

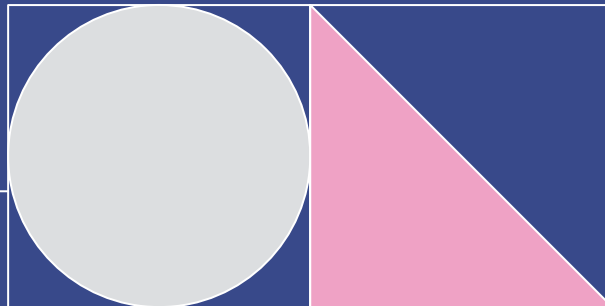


WHERE IS THE NORTH



KAHOOT!

Go to www.kahoot.it



EXPERIENCE

"Today's consumers do not buy just products or services — more and more, their purchase decisions revolve around buying into an idea and an experience." Mc Kenzie

63% of buyers will pay more for a better customer experience



It takes **12** positive experiences to make up **1** unresolved negative experience

Customers who rate you **5** on a scale from 1 to 5 are six times more likely to buy from you again, compared to those who "only" giving you a score of **4.8**



As a group, **Millennials** are willing to spend the most (**21% additional!**) for great customer care

How we experience service is **90%** determined by behavior & interaction and **10%** by product/services & environment

63% Of "customer experience" managers say technology is one of their biggest inhibitors



After one negative experience, **51%** of customers will never do business with that company again

A moderate increase in Customer Experience generates an average revenue increase of **\$823 million** over three years for a company with \$1 billion in annual revenues

75% Of people voluntarily leaving jobs don't quit their jobs; they quit their managers

90% Of leaders think on engagement strategy has an impact on business success but barely 25% of them have one

An inspiring mission is an employee magnet. Over **54%** of consumers of all ages said an **inspiring mission** was the most important attribute of a potential **new job** well above those who chose above average pay or a great boss

It is anywhere from **5 to 25** times more expensive to acquire a new customer than it is to keep a current one

INCREASING CUSTOMER RETENTION RATES BY **5%** INCREASES PROFITS ANYWHERE FROM **25% TO 95%**

HAPPY CO-WORKERS ARE 12% MORE PRODUCTIVE

Generation Y will account for **33%** of the global population by **2020**. They are looking for purpose and relevance. They want to contribute and be recognized

LOW ENGAGEMENT = 33% Decrease in operating income

Companies with highly engaged employees outperform their competitors by **147%**

Companies that invest in employee experience are **4** times more profitable than those that don't

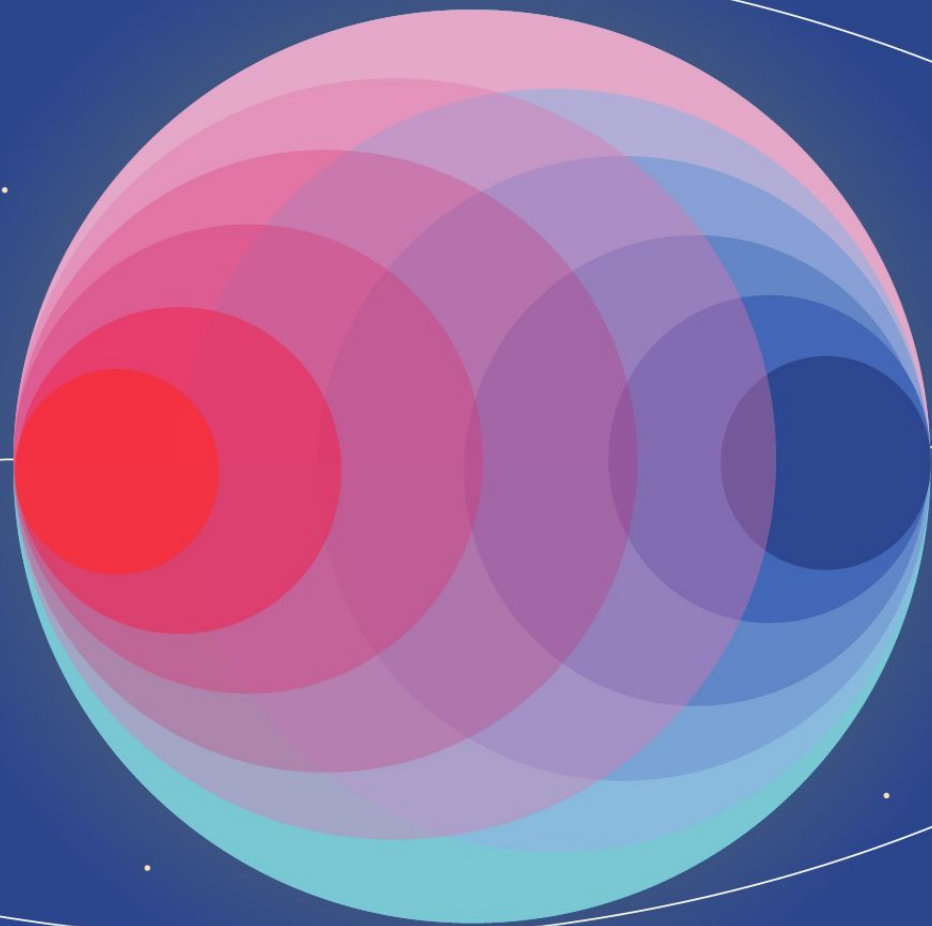
The cost of a disengaged employee? **34%** of his/her salary

Only **13%** of employees worldwide are engaged at work. That means about **1 in 8** are **psychologically committed** to their jobs and likely to be making positive contributions to their organizations



"Culture guides discretionary behavior and it picks up where the employee handbook leaves off. Culture tells us how to respond to an unprecedented service request. It tells us whether to risk telling our bosses about our new ideas, and whether to surface or hide problems. Employees make hundreds of decisions on their own every day, and culture is our guide. Culture tells us what to do when the CEO isn't in the room, which is of course most of the time."

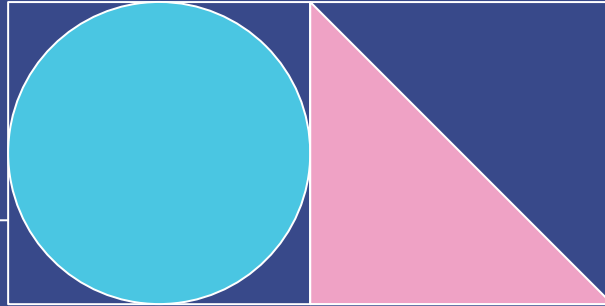
CULTURE



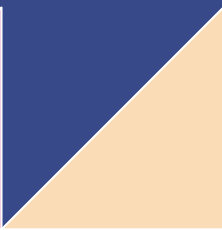
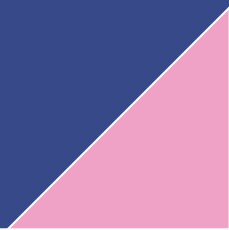
Selina
**CULTURE &
EXPERIENCE**

BLUEPRINT REVOLUTION

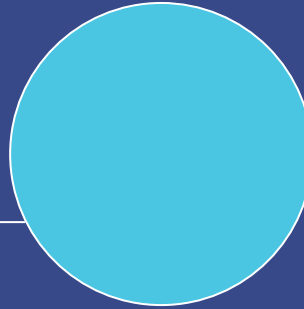
Alignment on the Selina Blueprint



**RAVING
FANS**



TRENDS IN HOSPITALITY



EXPERIENCE PYRAMID

Selina's Purpose: ←
"To Inspire Authentic and Meaningful Connections"

BRAND
PROMISE

DELIGHT

COMPETENCY

BASICS

If we want to connect to our new and existing **RAVING FANS**, while being remembered we will have to consistently exceed expectations

RAVING FANS

SATISFIED CUSTOMERS

If we do not have the basics right, we cannot go above and beyond and exceed expectations

NPS SCORING METHOD

BRAND
PROMOTERS



Up to 2 to 2,5x more sales

10

9

BRAND
PASSIVES



8

7

BRAND
DETRACTORS



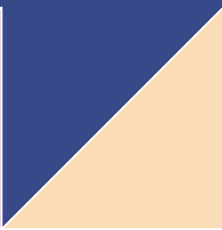
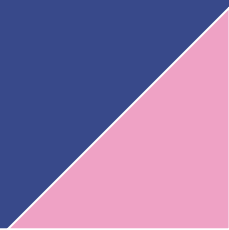
6

0

MEMORABLE
EXPERIENCE

OPERATIONAL
EXCELLENCE

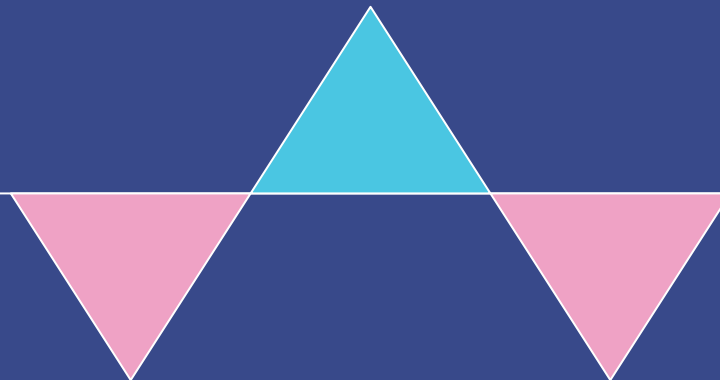
**RAVING
FANS**



Selina

EXPERIENCE

BLUEPRINT





**WE INSPIRE AUTHENTIC
MEANINGFUL CONNECTIONS**

WHY
WE EXIST

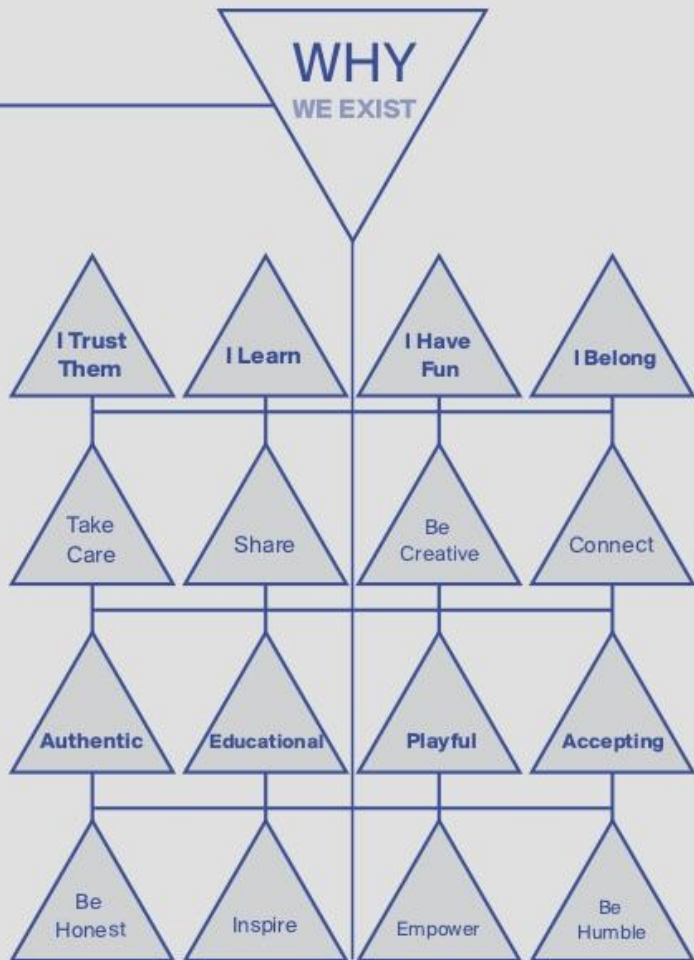
WHO	ARE WE
We are Connectors	
HOW	WE DO IT
Through the curation of inspiring physical spaces, the development of a dynamic end to end platform, and the creation of holistic stay, work and live products, we provide our guests with seamless global access and fully enable their nomadic lifestyles.	
WHAT	WE DO
We connect people, places and communities around the world.	

**SELINA
EXPERIENCE**
I MADE NEW FRIENDS

**EMPLOYEE
BEHAVIOR**
WE ARE CONNECTORS

**SELINA
CULTURE!**
WE ARE A MOVEMENT

**LEADERSHIP
BEHAVIOR**
WE ARE ALL
ENTREPRENEURS



“Being authentic will get you where you need and want to go, and it will be your path to building the most meaningful and enriching connections with others.”

— Michelle Tillis Lederman, 11
Laws of Likability





**WE INSPIRE AUTHENTIC
MEANINGFUL CONNECTIONS**

WHY
WE EXIST

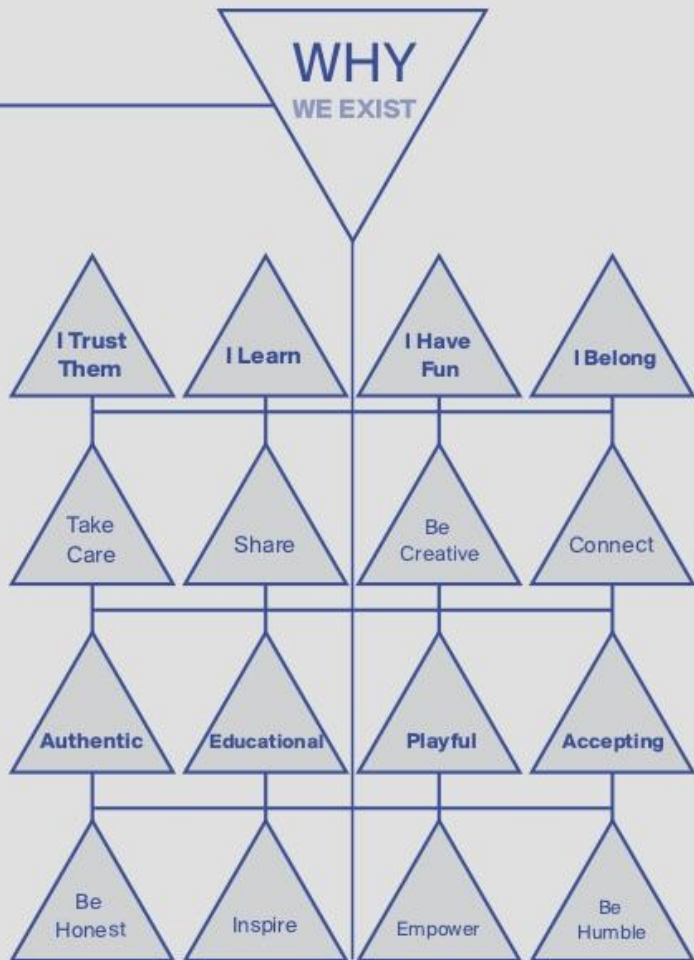
WHO	ARE WE
We are Connectors	
HOW	WE DO IT
Through the curation of inspiring physical spaces, the development of a dynamic end to end platform, and the creation of holistic stay, work and live products, we provide our guests with seamless global access and fully enable their nomadic lifestyles.	
WHAT	WE DO
We connect people, places and communities around the world.	

**SELINA
EXPERIENCE**
I MADE NEW FRIENDS

**EMPLOYEE
BEHAVIOR**
WE ARE CONNECTORS

**SELINA
CULTURE!**
WE ARE A MOVEMENT

**LEADERSHIP
BEHAVIOR**
WE ARE ALL
ENTREPRENEURS



CROSS THE LINE



MODULE DISCOVER



TAKE CARE -> I TRUST THEM





**WE INSPIRE AUTHENTIC
MEANINGFUL CONNECTIONS**

WHY
WE EXIST

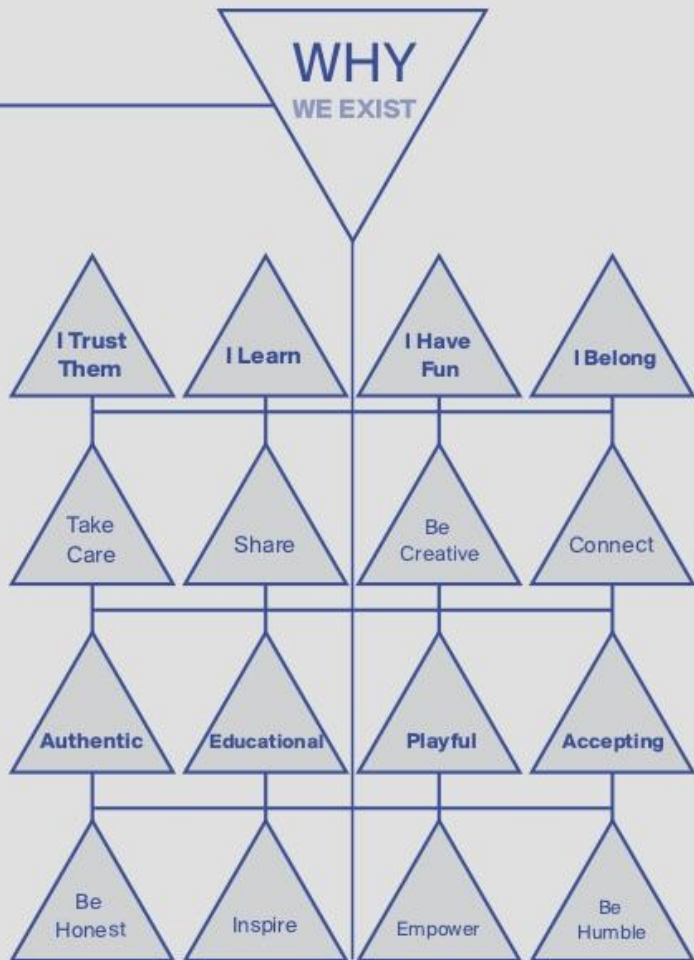
WHO	ARE WE
We are Connectors	
HOW	WE DO IT
Through the curation of inspiring physical spaces, the development of a dynamic end to end platform, and the creation of holistic stay, work and live products, we provide our guests with seamless global access and fully enable their nomadic lifestyles.	
WHAT	WE DO
We connect people, places and communities around the world.	

**SELINA
EXPERIENCE**
I MADE NEW FRIENDS

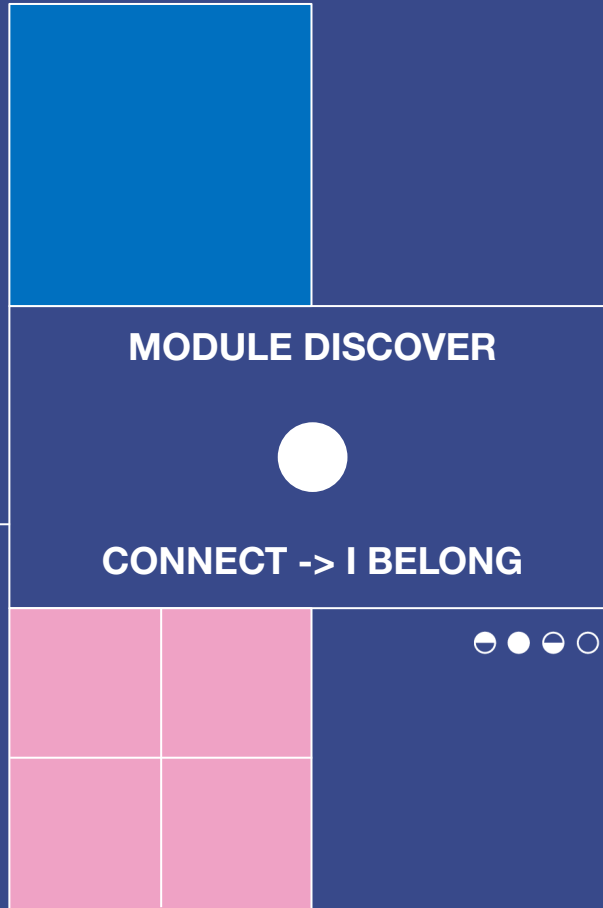
**EMPLOYEE
BEHAVIOR**
WE ARE CONNECTORS

**SELINA
CULTURE!**
WE ARE A MOVEMENT

**LEADERSHIP
BEHAVIOR**
WE ARE ALL
ENTREPRENEURS



CONVERSATION JENGA





**WE INSPIRE AUTHENTIC
MEANINGFUL CONNECTIONS**

WHY
WE EXIST

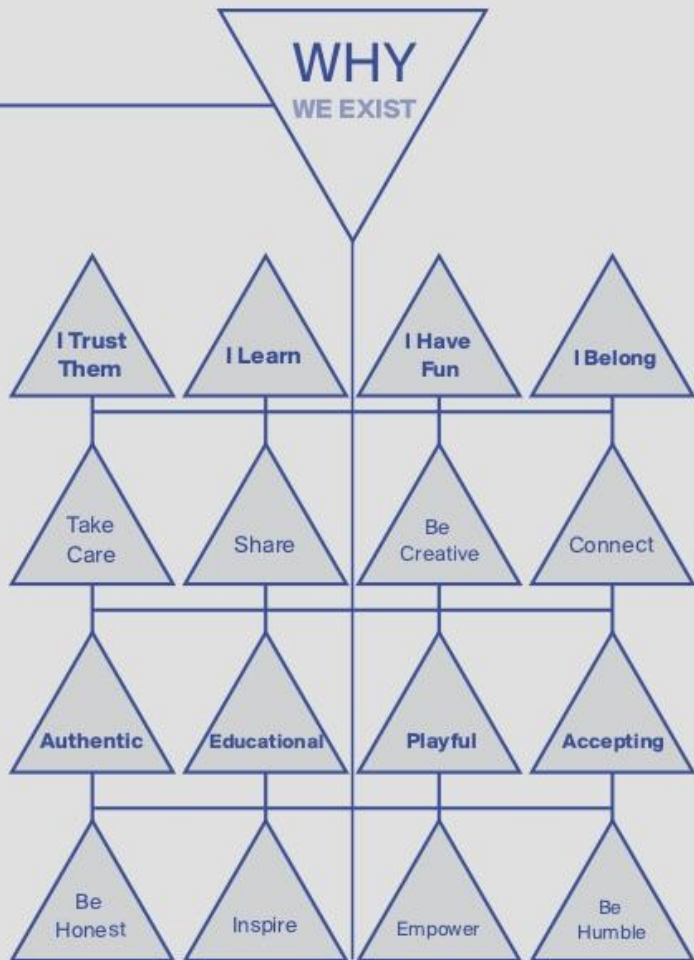
WHO	ARE WE
We are Connectors	
HOW	WE DO IT
Through the curation of inspiring physical spaces, the development of a dynamic end to end platform, and the creation of holistic stay, work and live products, we provide our guests with seamless global access and fully enable their nomadic lifestyles.	
WHAT	WE DO
We connect people, places and communities around the world.	

**SELINA
EXPERIENCE**
I MADE NEW FRIENDS

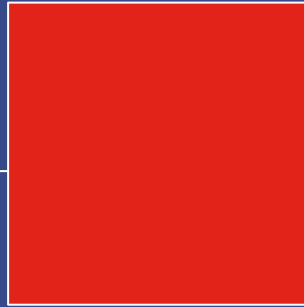
**EMPLOYEE
BEHAVIOR**
WE ARE CONNECTORS

**SELINA
CULTURE!**
WE ARE A MOVEMENT

**LEADERSHIP
BEHAVIOR**
WE ARE ALL
ENTREPRENEURS



HUMAN KNOT



An abstract watercolor background featuring various colorful shapes and textures. The colors include shades of green, dark teal, pink, yellow, blue, and red. A white rectangular box is centered on the image, containing the text "¡THANK YOU!".

¡THANK
YOU!