



Better Planning. Greater Success.



Your 360° Hospitality Financial BI Solution
Where planning meets profit



Make informed financial decisions with Fairmas

360° Insight

- Intuitive dashboards for clear views of your hotel business' performance
- Multiple in-depth analysis: Forecast & Budget, Actual, On-the-Books, What-If, KPIs, competitor analysis & more
- Make process-driven decisions: Customize your own workflows and receive better data

Integrated Planning

- Integrated planning for all revenues and costs
- Budget planning, rolling forecast and What-If planning for alternative scenarios based on individual P&L
- Automatic planning functions via driver and planning assistant

Efficient & Effective Reporting

- Reporting for all levels of management and stakeholders
- Operational consolidation
- Web-based software that is accessible from anywhere at any time

GOP - Gross Operating Profit Monthly



Gross Operating Profit Total Year



NOP - Net Operating Profit Monthly



Net Operating Profit Total Year





The Fairmas Management Team

About Fairmas

Only a hotelier can truly understand what a hotel needs to grow.

In 2003, a group of curious hoteliers in Berlin set out to solve the challenges they knew firsthand. With their deep industry insight, they created Fairmas - a trusted BI hospitality software provider, with tailor-made hotel software designed for smarter financial planning and forecasting. Most of the Fairmas employees come from years of hospitality experience. This unique hospitality background helps our employees connect to the needs of the customers on a very personal level.

Today, Fairmas is a trusted global partner, shaping the future of hospitality through innovative BI solutions with customers & employees from all over the world.





Integration - System Landscape

Escape data chaos through seamless integrations
with 200+ partners



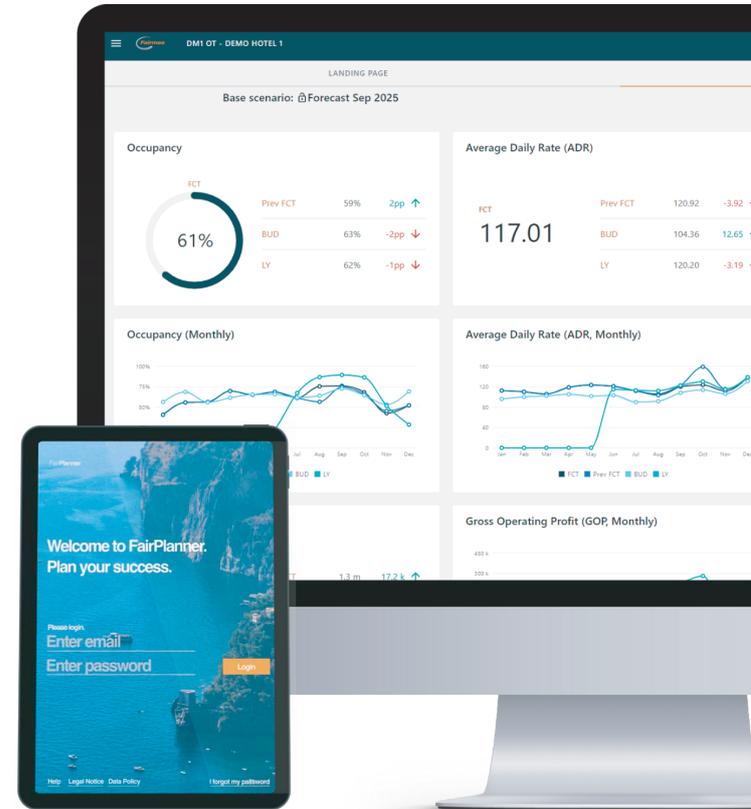


FairPlanner

Your forecast and budget P&L planning software

Features

- Intuitive dashboards for clear view of hotel performance and 360° insights
- Easy data integration: PMS, Accounting System / ERP, RMS, Document Management System, Rate Shopping, Benchmarking
- Cost and time savings through standardization of the entire planning and reporting process
- Integrated planning for all revenues and costs of all hotel departments
- Flexible planning scenarios: Budget, Forecast, What-if, Long-range, automatic planning via drivers
- Customer-specific hotel P&L (e.g. USALI) as a basis for key figures and extensive reporting (Email, PDF, Excel)
- Flexible consolidation (e.g. group level, hotel brand, region, etc.) plus flexible currency conversion
- Personnel cost planning according to staffing plan (optional)
- Workflow management and comment function for better collaboration
- Easy to integrate with other Fairmas Modules



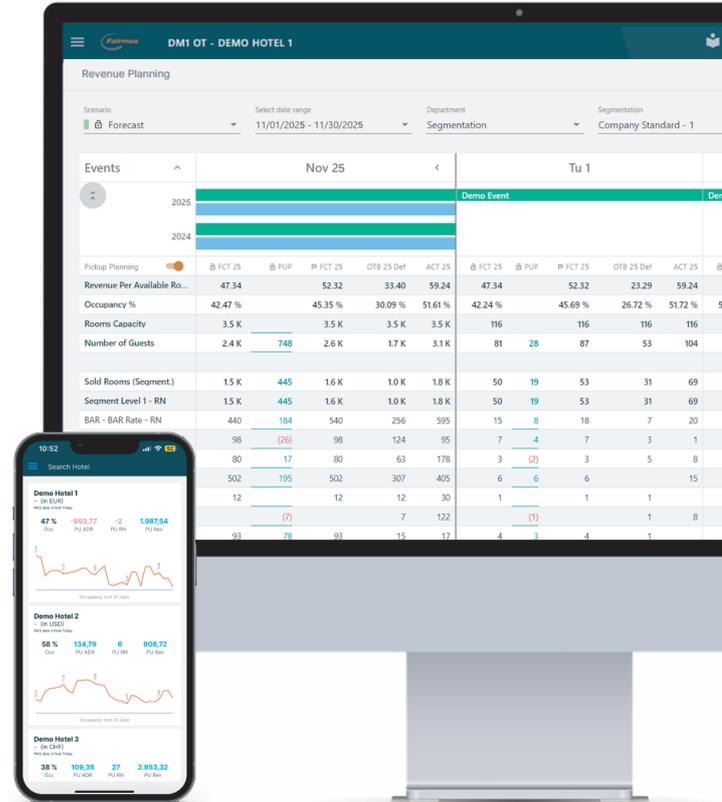


Revenue Planning & Analytics

Your precise revenue planning and performance analytics software

Features

- Interfaces from several PMS
- Planning per market segment and profit center on daily or monthly basis
- Analysis of reservations OTB and their pickup per market segment
- Data import from several Revenue Management & Rate Shopping Systems (e.g., IDeaS, Duetto, Lighthouse, HQ Revenue)
- Link to FairPlanner for automated transfer of driver-based accounts (e.g., rooms revenue, number of sold rooms) to the monthly P&L
- Numerous reports and analyses (e.g., deviations OTB to forecast, budget or last year, pace analysis, annual comparisons, KPI report) and report scheduler
- Revenue Planning Assistant
- Flexible event calendar with different categories
- Additional smartphone App



Benefits

Secure your hotel's financial future



Automated data import



Process-driven standardization



Easy to implement in 10-12 weeks



Web-based software



For all management levels

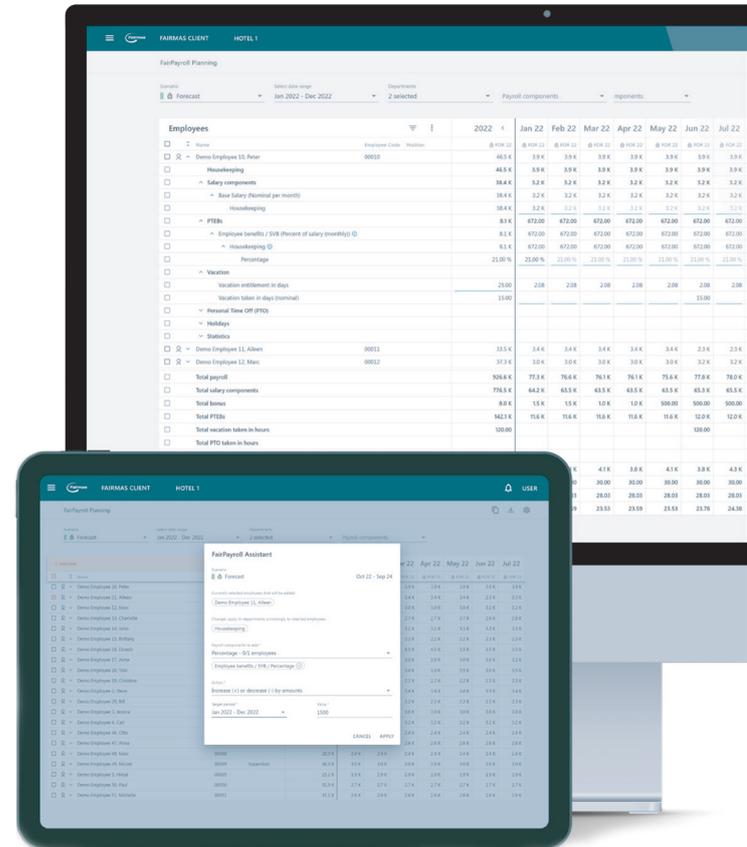


FairPayroll

Your all-in-one employee payroll planning solution

Features

- Budget, Forecast and What-if scenarios available
- Interface to P&L planning (FairPlanner)
- Planning per employee, multiple employees or groups of employees
- Assistant feature for bulk editing
- Manning guide with department filter
- Employee benefit (PTEB) calculation
- Incentive and bonus calculation
- EFTE / FTE calculation
- Planning with productivity benchmarks (base / variable manning)
- Vacation accrual and sick pay

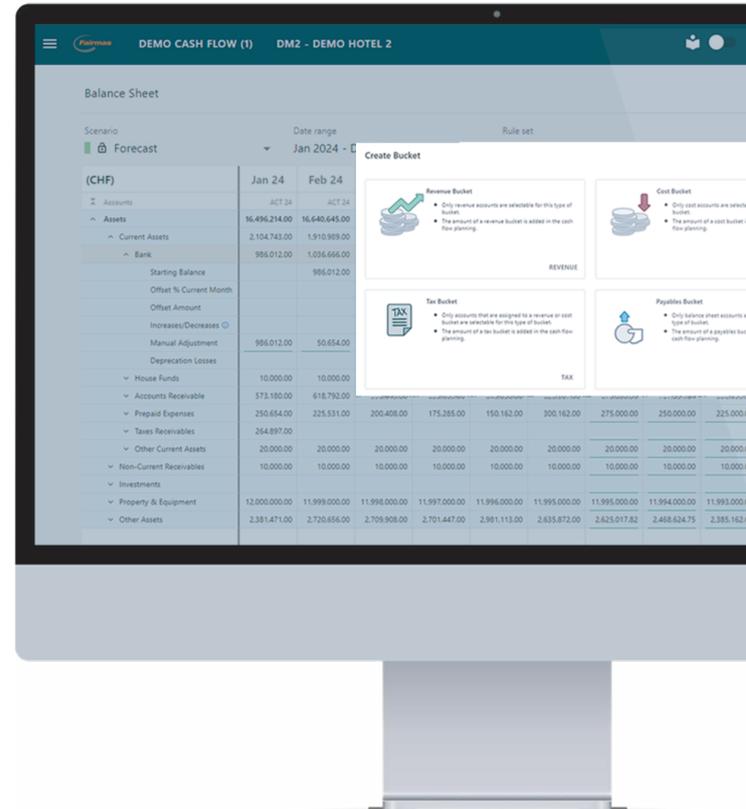


Cash Flow Planning

Your operating cash flow planning module for hospitality

Features

- Designed for planning of working capital (operating cash flow)
- A customizable balance sheet layout designed for maximum flexibility
- Starting balance and operating cash flow values for actual scenarios can be imported from accounting systems / ERPs
- Flexible rule sets in place to connect your P&L planning scenarios (e.g. Forecast, What-if) to balance sheet accounts with adaptable time offsets to optimize cash flow efficiency
- Dynamic categories available to simplify rule-based planning (e.g. Revenues, Costs, Taxes, Payables & Receivables)
- Balance sheet values can be adjusted on the fly
- Direct export function to Excel for efficient reporting
- Currency conversion feature for global adaptability
- Property-specific balance sheet and cash flow planning with customizable rules tailored to individual property



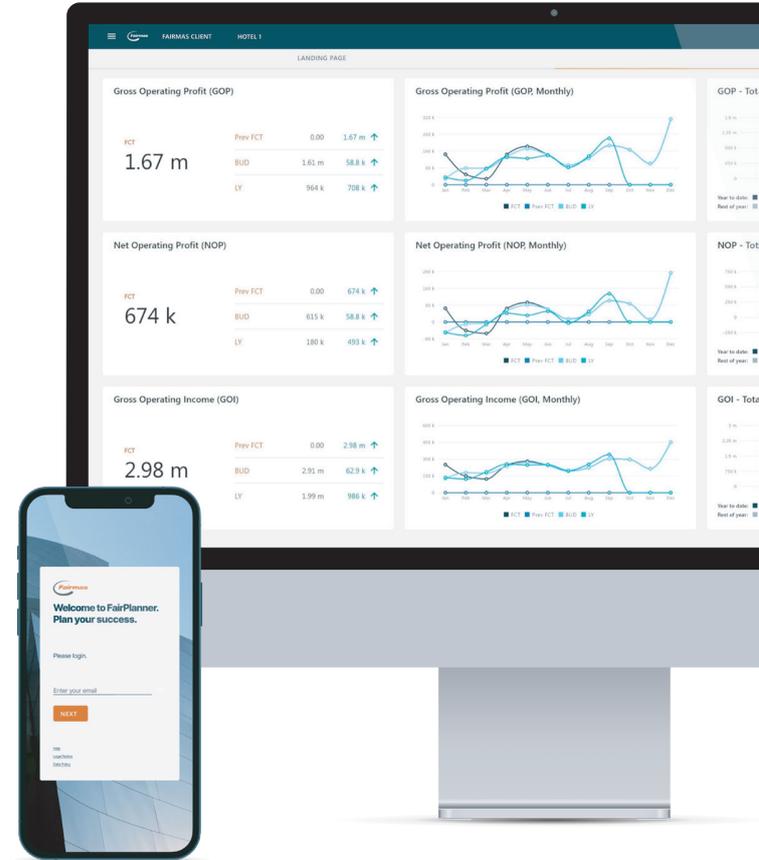


Fairmas Services: Hotel Asset Reporting

Your web-based services for Portfolio Performance Reporting

Features

- Standardization of the Portfolio Performance Reporting
- Scenario reporting (Actual, Budget, Forecast, On the-Books, Long-range)
- Profit & Performance review options
- KPI reporting & analytics available
- Scheduled reports
- Cluster functionality & consolidation for better reviews
- Comparability of operator brands
- Currency conversion
- Fast data access via web-based software
- Available 24/7



Some of Our 5,500+ Customers



BÜRGENSTOCK



LINDNER HOTELS & RESORTS



smartments®



WHARF HOTELS



BOREALIS HOTEL GROUP





Some Customer Testimonials

IHG

HOTELS & RESORTS

DENNIS GAWLIK

Director - Hotel Planning &
Business support

"Working with Fairmas and their products this past 20 years have improved the overall streamlining of our financial planning processes – be it in each individual property and as a group. The standardized chart of accounts and planning drivers have saved our hotels a lot of time and effort."

TIDAN

CHRISTINE LAROCQUE

Director of Accounting,
Hospitality Division

"I highly recommend Fairmas. Their unwavering commitment to every customer, new or long-standing, is remarkable. Their software is easy to use, fast, and allows for instant comparisons of data. Fairmas has significantly improved our financial planning and analysis processes, making it an invaluable tool for our ongoing success."

**Crystalbrook
Collection**

HENRY OH

Finance and Accounting
Services Manager

"Thank you and your team again for the great support! As a quality service provider in the field we operate in, we truly appreciate it as a customer too!"

Cycas
HOSPITALITY

RICK STOBBE

Group Director Finance &
Business Control

"Fairmas takes the complexity out of the financial planning process. The team at Fairmas provide excellent customer service and it is refreshing to work with an organisation that proactively listen to their customers' requirements."

ODYSSEY
HOTEL GROUP

JASPER VAN BAAL

VP Commercial

"FairPlanner has helped us to make a significant step forward in integrating our businesses and helped our hotel teams get a grip and be engaged with their numbers."

Barceló
HOTEL GROUP

JACOBO ALVAREZ

Director Barceló Saints

"Thanks to the PickupTracking tool we can efficiently analyze the hotel's situation in the accommodation department. It has helped us become more efficient in the information analysis process. We appreciate the speed in obtaining information, simplicity of use & real time updating of PickupTracking."



Financial BI Software for Hotel Experts from Hotel Experts



5,500+

Properties around the world



2003

Founded in Berlin



115+

Countries



18,000+

Users worldwide



200+

Integrations



20+

Years in the market

Fairmas Germany Headquarters

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