



***Sustainable Innovation for the Future  
of Hospitality***

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METRO Xcel*




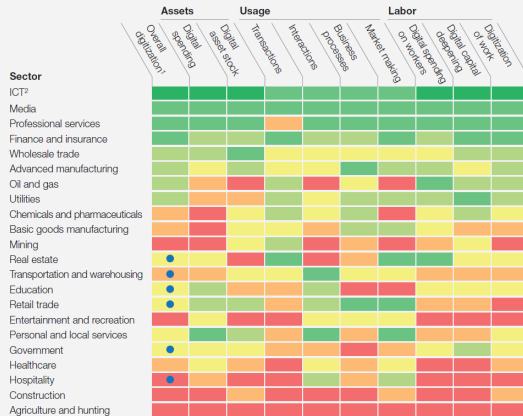
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# Digitisation Adoption Across Industries

McKinsey Global Institute industry digitization index;  
2015 or latest available data

Relatively low digitization  Relatively high digitization

 Digital leaders within relatively undigitized sectors



<sup>1</sup>Based on a set of metrics to assess digitization of assets (8 metrics), usage (11 metrics), and labor (8 metrics).

<sup>2</sup>Information and communications technology.

Source: AppBrain; Bluewolf; Computer Economics; eMarketer; Gartner; IDC Research; LiveChat; US Bureau of Economic Analysis; US Bureau of Labor Statistics; US Census Bureau; McKinsey Global Institute analysis

*„If its (Europe) laggards double their digital intensity, Europe can add €2.5 trillion to GDP in 2025.“ -Mckinsey*

## *Digital Transformation Democratised*

### Who

MELIÀ

- 350 Hotels
- 40 Countries
- 25 Million visitors/ year

### What

- 83% traveller share content on SM
- User Generated Content
- Talent Ambassadors

### Outcome

- Mobile sales grew by 491% - €34mio
- 5 to 6 million follower increase in 6 months
- 17% of total traffic from Social Media

## ***A Holistic Approach to the Mountain Experience***

### **Who**



- 224 km of pistes
- 1 Million visitors/year
- 5 Hotels
- 3 Restaurants

### **What**

- Inside Laax - App
- Digital Ecosystem
- Gamification
- Updates

### **Outcome\***

- 13% increase in Net Revenue
- 17% increase in visitors
- Voted Best Ski Resort in the World – 2018

\* Since App launch in 2016



METRO is the world's biggest Wholesale /  
Cash & Carry and Food Specialist

€30bn

Annual Revenue

100k+

Employees

35

Countries

760+

Stores

**METRO**

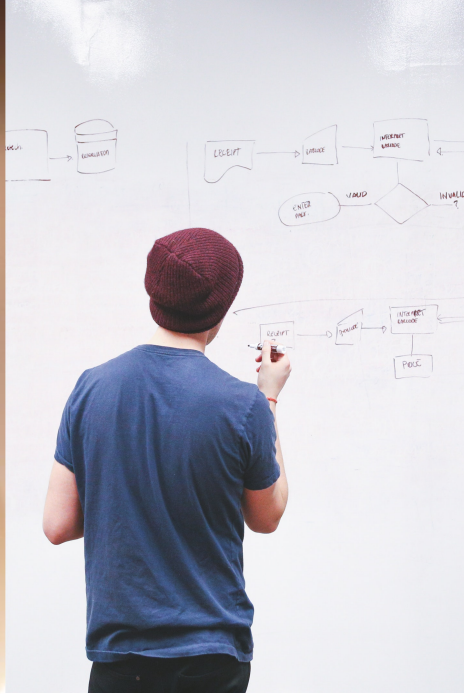


**REALLY?**



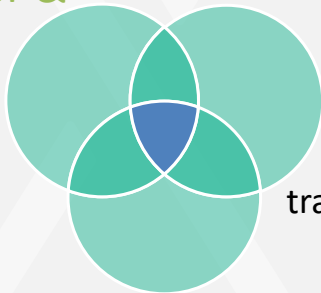
**MXCEL**





## ***Digitisation of Hospitality and Retail***

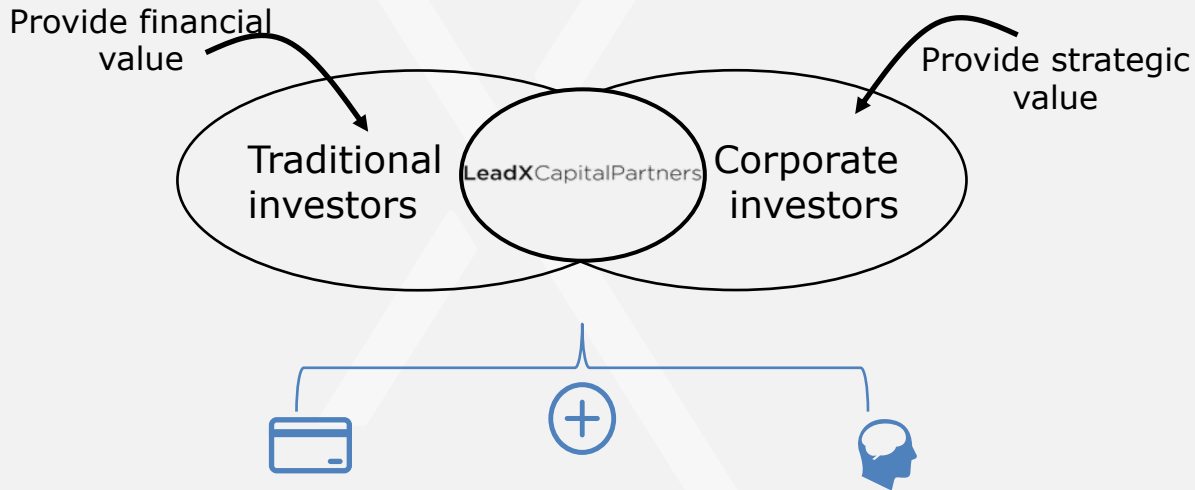
We are an **inventor &**  
**investor**



We focus on the digital  
transformation of **hospitality** and  
**retail**

We are **backed by METRO** and other international Partners

## *We offer the best of both worlds; Corporate & VCs*



# Track record



# Become part of the growing Portfolio & a long term METRO Partner

Hospitality

Retail

The image displays a collection of logos for various companies, categorized into Hospitality and Retail. The logos are arranged in a grid format. The Hospitality section includes logos for APPARIER, tsenso, SOMMIT, Paul, Reputize, hoard, GroupRaise, Lunchio, ROBOPUS, BlendBow, GUESTU, Consierge, KITRO, hyre, ORDERCUBE, ROOMATIC, cheerfy, zenchef, PICKADELI, EASYWAY, pantreeco, nabl, SMUNCH, impala, gofer, rublys, Sentiment Search, Hotelhero, CoffeeCloud, BARRATIO, Jagger, FRESCO, flowtify, waffle, heymojo, IDEE, TRAKBAR, WHOLE SURPLUS, epinium, sensei, mio, SENSEFINITY, Orient, justsnap, LISNR, IAMBOT, CB4, AFRESH, Shelfbucks, perksy, UNTIE NOTS, E/NRIDE, sezzle, RETAILQUANT, DISCOVER DOLLAR, arpalus, NeuroApplied, pazo, xeno, ProtoPixel, KptnCook, COLABRIQ, SHOPEST, and MXC.

***#GoingFurtherTogether***  
***#XcelEntrepreneurs***  
***#ThankYou***

**MXC=EL**