

Symmons Evolution

Water Management Platform



80 Years of Improving How Water is Experienced



Family Owned Business Since1939



Trusted by plumbers and contractors U.S. Based Manufacturer



Pioneered the Pressure-Balancing, Anti-Scald shower valve



U.S. Based Manufacturer





Value Proposition

BUILT TO LAST,
DESIGNED TO STAND OUT,
AND BACKED BY A
CUSTOMER-FIRST CULTURE.

Keeping your residents happy and you happier.

Built to last

Temptrol Shower Valve Technology

Durability/Sustainability











- Legendary valve made from brass, bronze and stainless steel
- Unmatched Durability
- Sustainable Products

Designed to stand out





- Products that range from the basement to the penthouse
- Commercial products
- 17 product collections
- Custom product through Design Studio

Backed by a customer-first culture





- U.S. manufacturer
- Nationwide distribution
- Exceptional Customer Service



The World is Changing. So Are We.

We are building the future of digital plumbing.



OUBER











At Symmons, our purpose is to reimagine how the world uses and manages water...

To do that we will bring data and intelligence to water management...

The Benefits for your team:

- Reduce Operational Costs & Investments
- Avoid Catastrophic Water Events
- Ensure the Guest Experience is Delivered



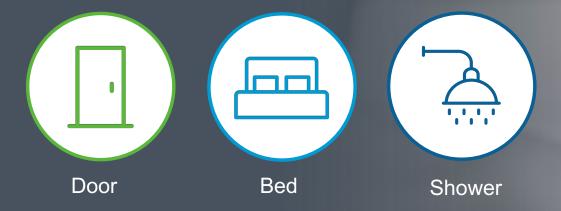
The Problem



Expectations on the Fundamentals are High, Hotels Can't Get Them Wrong

"There are two reasons why a guest would leave – a bad bed or a bad shower."

- GM, Hilton Garden Inn



"Every hotel sells three things. They sell a door for security, they sell a bed for sleeping, and they sell a shower for cleaning."

- GM, Homewood Suites



Reputation is a Key Success Factor and Guest Reviews are "Currency" in the Hospitality Space

If a hotel increases its review scores by 1 point on a 5-point scale (e.g., from 3.3 to 4.3), the hotel can increase its price by 11.2 percent and still maintain the same occupancy or market share - Cornell Hospitality Report • November 2012

Negative guest reviews have cascading negative impacts.



Service

Spa

Room View

Bar

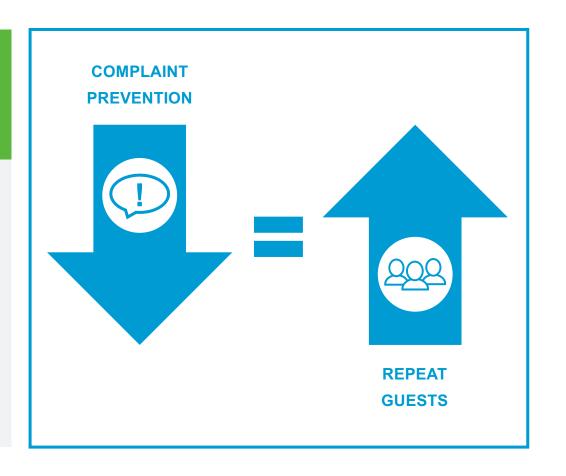


Uncomfortable bed

Noise

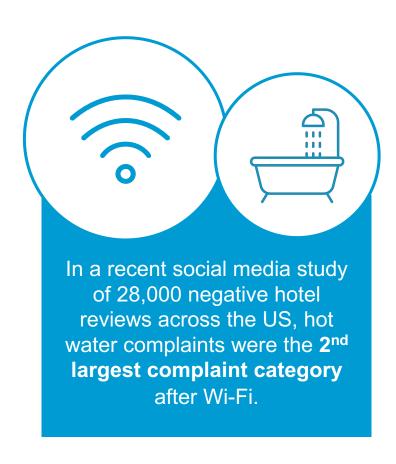
Water pressure

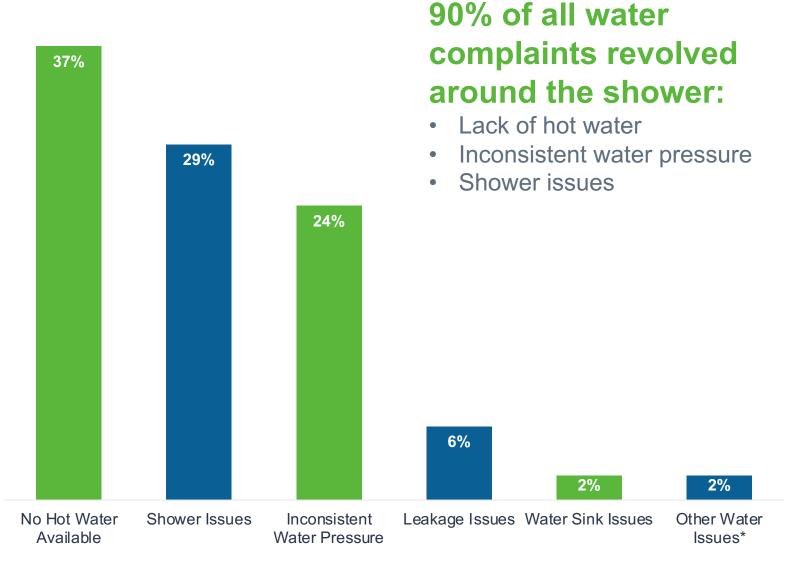
Cleanliness





Hot Water is a Hot Button.







Focus on the 96%...

- Customer churn is driven by Customer Service and not Price – Accenture 2008
- Dissatisfied Customers tell between 9 15 people – White House Consumer Affairs
- A 5% reduction in customer defection rate can increase profits
 5 95% Bain & Company

The Exponential Impact of a Negative Guest Experience

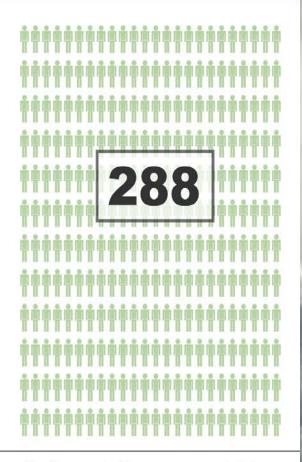
96% of unhappy customers won't complain to you, but will tell on average 12 friends.







of guests # of guests that complain that DON'T complain



of people the non-complaining guests told about their bad experience with your property



You're Working Against a Stacked Deck.

Even though a great shower is one of your top priorities, achieving this is deceptively difficult.



Deficit from Day 1

Amid the pressure and rush to open, corners are often cut in the construction process, leaving you with "cracks" in the plumbing systems from day one.



Operating Blind

Every building's infrastructure is unique, with piecemeal, and often undocumented, repairs over the years, requiring steep learning curves for identifying, troubleshooting & fixing problems.



Guest Feels it First

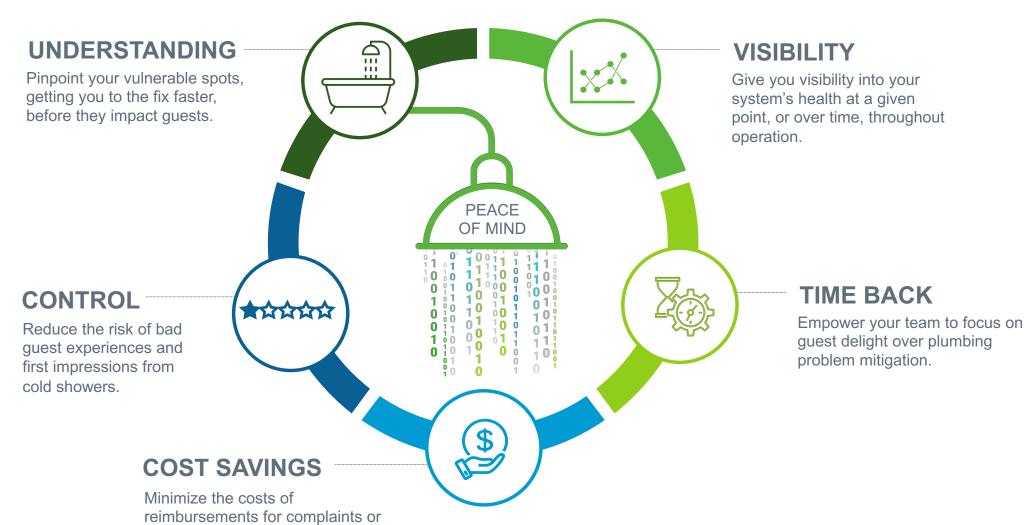
You don't know it's a problem until your guests tell you. You don't have history with the system to know what, or where, the problem could be so takes time to track it down & diagnose.



The Solution



Our Smart Water Management Solution Will Provide ...



reduced ADRs due to poor reviews.

Features of the Solution



Symmons Plumbing Map



Web Based Dashboard



Mobile Application (iOS, Android)



Text Message Alerts – Real Time



Water Detection Anomalies Alerts



Catastrophic Water Event Alerts



Time Based Water Data Views (48 hours, 30, 60 day, 1 year)



Health Center – Solutions Repository



Proprietary Artificial Intelligence Analytics

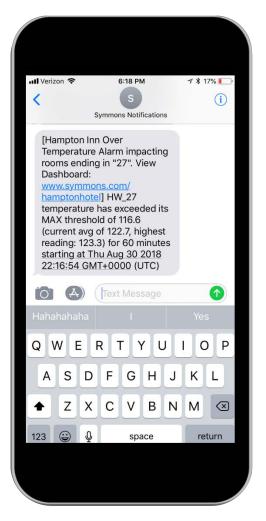


Dedicated Customer Success Manager



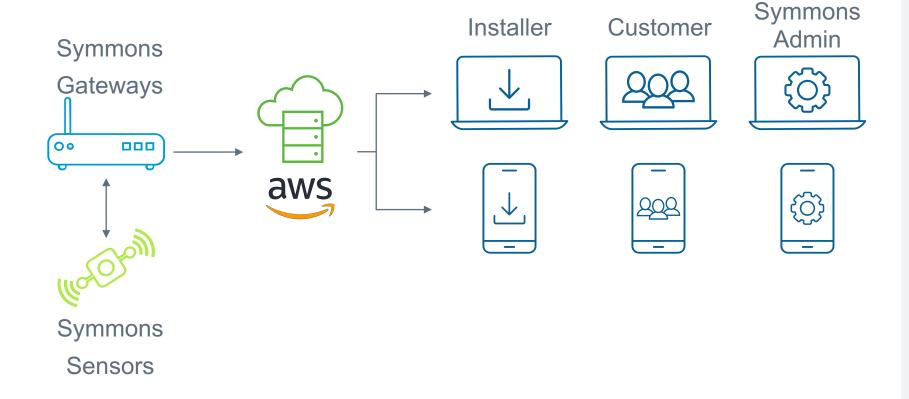
Leak Detection

Real Time Alerts



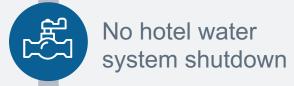


How It Works...



We Make It Easy



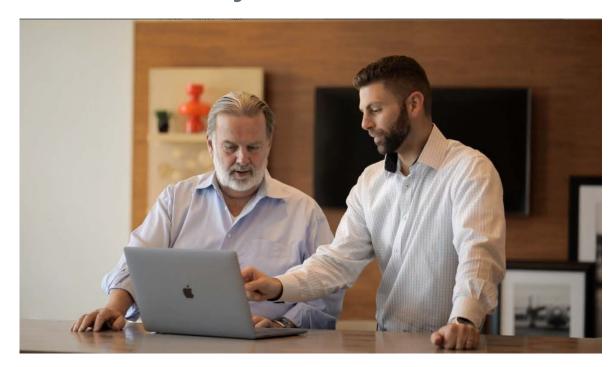








We are on your Team – Dedicated Resources



- Dedicated Customer Success Manager
- 24/7 Monitoring Water Issues
- Health Center Solutions Repository



- Analysis and Water Issue Reviews
- Data Science Drive new Solutions



Additional Engineer on your Team

- Engineering Turnover Rate 60%+
- Property Water History in Platform
 - Train and Onboard New Team Members
- Diagnosis Time Reduced 75%
- Manage 3rd Party Contractor
 - Faster Resolution Times



15% -20% Time Re-allocated from Water Issues

Annual Savings \$15,000 - \$25,000*

*Based on 200 Room Hotel



The Results – Our Customers



Case Study 3 - Guest Satisfaction is Critical

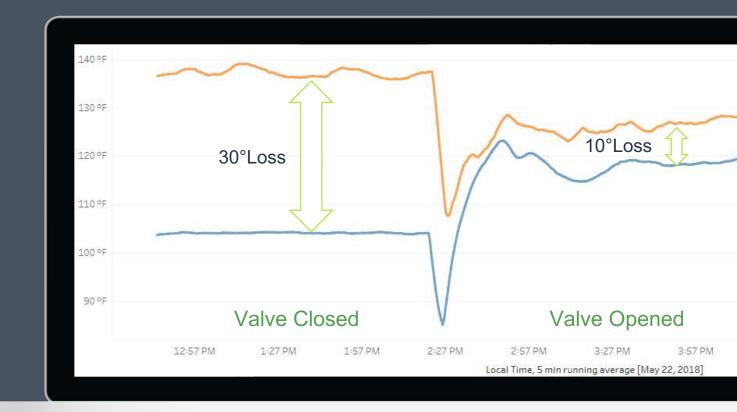
TIME BACK AND COST SAVINGS

Data immediately showed an increase in riser return temperature from 105° to 120°

Eliminated guest complaints from twenty rooms and provided a safer temperature for rooms closest to riser return.

"Before the data I had nothing. All I could do is sit here and say, I know my pipe's obstructed. Now I don't waste my time trying to find out where the problem is. It is not a 'needle in haystack' situation anymore."

Chief Engineer - Luxury Independent



Event Costs: Energy \$900 - \$1,500 (6 months)

Reimbursement \$16,200 - \$28,000 (6 months)



Case Study 1 - Cross-Over: Cold Water Hides in the System

Guest Complaints Increase

Fluctuations in Water temperature drove guest complaints. After analyzing 3 risers (supply & return) Symmons Water Management diagnosed the issue:

Cross Over from a Diaphragm Shower Valve

Diagnosis Time: 60 minutes vs. 14 – 21 Days without Symmons Water Management.

"Before the data I had nothing. Now I don't waste my time trying to find out where the problem is. It is not a 'needle in haystack' situation anymore."

Chief Engineer



Event Costs: Diagnosis Time: 3 week reduction - \$3,000 Room Reimbursement \$1,800 - \$3,000



Case Study 2 - Alerts Drive Action

TAKE CONTROL OF WATER ISSUES

At 6pm Symmons Water Management triggered an alert that both Water Heater 1 and Water Heater 2 had failed. Chief Engineer, at home, calls to the team at hotel to review the situation.

Within 1 hour all systems were restored with no impact to the customer.

Diagnosis Time: Less than 5 minutes vs guest complaints on the next showers (morning)

"No kidding, you don't have to sell me on this anymore, just show me the data, this is obvious that everyone will have this system soon – I'm getting killed, let's just find the problems now"

Chief Engineer – 3 Star Hotel



Event Costs: Room Re-Imbursement - \$2,500 - \$4,000



Reduce the Impact of Water Issues...

Category	Description	Savings
Guest Reimbursements	3 guest Complaints per month \$150 per reimbursement	\$6,000
Customer Churn	Water Issue: 98 degree water 1 Riser (10 guests) 7-10 Events per year	\$13,500
Opex Savings	SWM Improves Engineering Team Efficiency by 15%	\$25,000
3 rd Party Plumbing Services	SWM Reduces contracted services by 30%	\$5,000
Rogue Water Events	SWM Prevents 1 Rogue Water – Leak Damage	\$15,500
Total Savings	Savings from reducing water issues	\$65,000
Symmons Water Management Subscription	\$100 per room annual (200 Rooms)	\$20,000
Savings (Net of Subscription)	Savings net of subscription fee	\$45,000
Return for each \$1 invested	Dollars in savings, efficiency and rogue event prevention	\$3.25 for each \$1



One Water Event and the System Pays for Itself

Symmons Water Management Gives you Peace of Mind

Understanding

- Plumbing Map
- Spend your \$ on the right fixes

Control

- Use Data to Change How You Operate
- Protect your Reputation

Cost Savings

- Reduce Reimbursements
- Avoid Unexpected Costs from System Failures

Time Back

- Focus your time on the right areas
- Symmons is on your team

Visibility

- Pinpoint Issues impacting the 96% of customer who don't complain
- Prevent Issues before the impact



