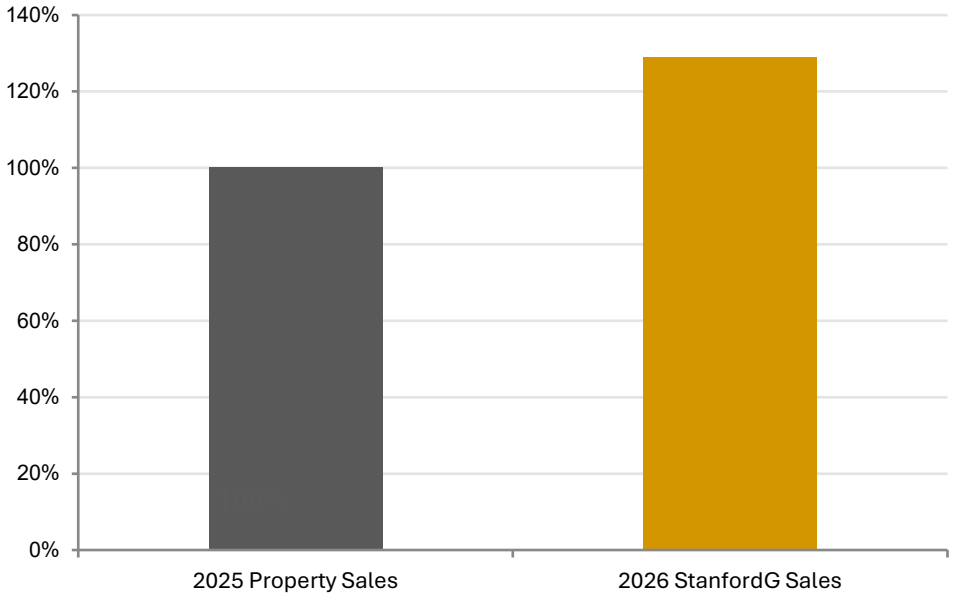
IN-YEAR SALES PRODUCTION: STANFORDG VS. PRIOR-YEAR PROPERTY SALES

Booked in the year and consumed in the year • Comparable branded-hotel portfolio • Dollar amounts intentionally withheld

Portfolio Production Index

2025 Property Sales = 100



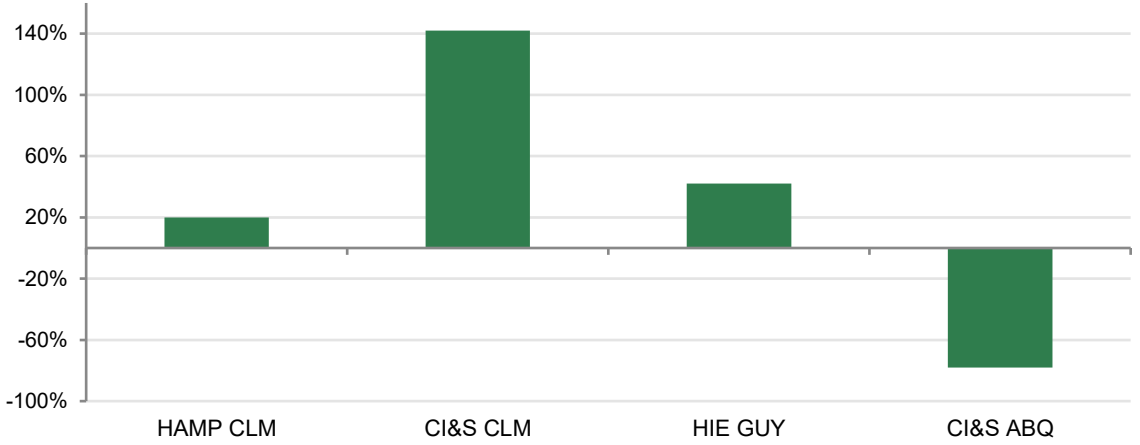
+29%

PORTFOLIO REVENUE LIFT

2026 StanfordG sales compared with the same in-year 2025 property-sales period

Property-Level YoY Change

Abbreviated hotel names protect account-level source detail



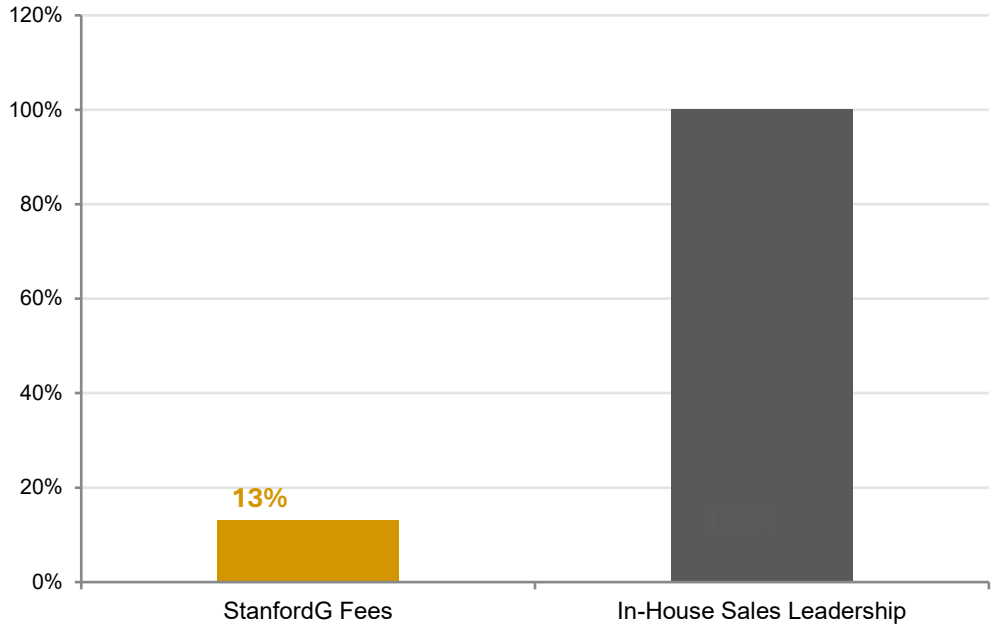
This view preserves the performance story without exposing account-level dollar production.

COST LEVERAGE: STANFORDG MODEL VS. IN-HOUSE SALES LEADERSHIP

Indexed comparison only • Dollar amounts intentionally withheld to protect the portfolio economics

Sales Leadership Cost Index

In-house sales leadership = 100



The Portfolio Leverage Story

+29% Revenue Lift

87% Lower Cost

1 Portfolio

Branded hotels in primarily Midwest and Southwest tertiary markets.

87%

LOWER SALES-LEADERSHIP COST

StanfordG fees represented approximately 13% of the modeled in-house cost

+29%

REVENUE LIFT

Same-period in-year production increased while sales-leadership cost declined

Performance takeaway: higher in-year revenue production paired with a materially lighter sales-leadership cost structure.