

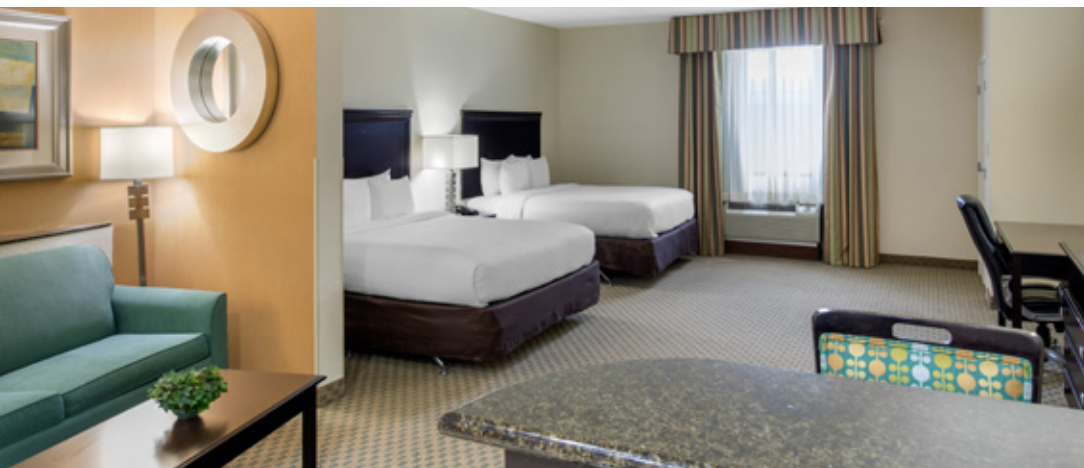


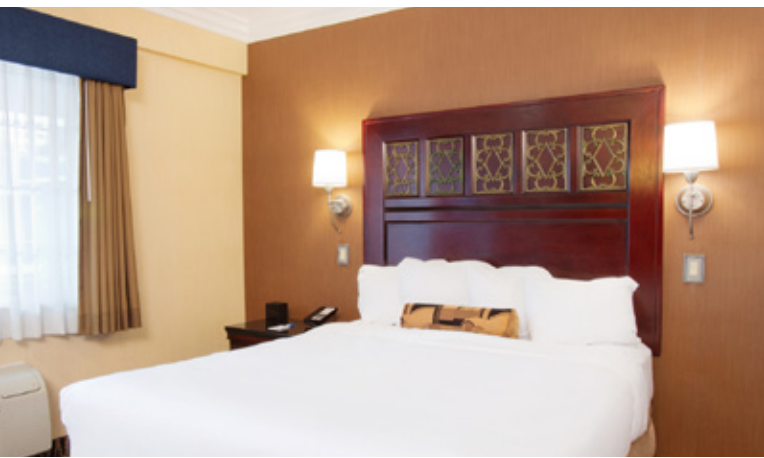
The Practical Budget Brand with National Recognition

- ✔ A cost-effective brand that embraces a variety of product types and limited operational requirements
- ✔ Delivers an affordable stay with basic services and amenities to meet guests needs and optimize costs
- ✔ Strong system-size – 500+ hotels open or under development globally
- ✔ Backed by Choice Hotels® – 55.5% total Choice Enterprise Contribution

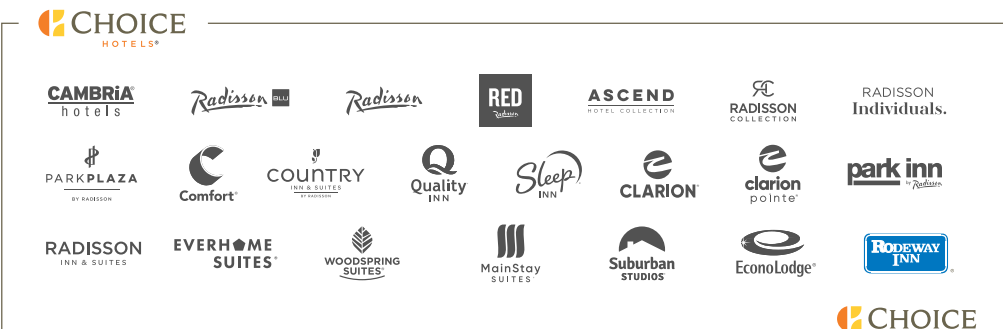
FAST FACTS

CATEGORY	Economy
TYPE	Conversions
TOTAL SYSTEM SIZE	500+ hotels open or under development worldwide





At Choice Hotels, what unites us with our franchisees is our shared belief that tomorrow will be, even better than today. We know that self-determination matters, but that together, we are greater than we are alone. That you can be in business for yourself without being by yourself. Today, Choice Hotels offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform. And the **Choice Privileges** rewards program from a growing base of **65 million members**. From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world class resources to help them maximize the return on their investment.



*Source: See Rodeway Inn Disclosure Document dated April 1, 2024, Item 19. Data stated above reflects year-end 2023 figures. For the 414 hotels that were included in the 2023 performance sample, 211 hotels or 51% met or exceeded the Total Choice Enterprise Contribution presented. INDIVIDUAL RESULTS MAY VARY.

Unless otherwise noted, all statistics are from internal data of Choice Hotels International, Inc. This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Rodeway Inn #F-2691. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852 or at Development@ChoiceHotels.com.