



The Rove NFT Collection

- Rove Hotels has introduced a new Web3 initiative aimed at empowering guests.
- Nine NFTs have been created, each with a theme based on the neighborhood identity of one of Rove Hotels' properties in Dubai.
- Guests, referred to as "Rovers," will be able to collect the NFTs upon check-in at the hotels.
- Rewards will be available for those who collect a minimum of three NFT tokens.
- In addition, guests will have the opportunity to create their own NFTs and share them with family and friends.
- The entire process is being facilitated using the Palm Blockchain, which is one of the greenest platforms available and will not incur any cost to the guests.

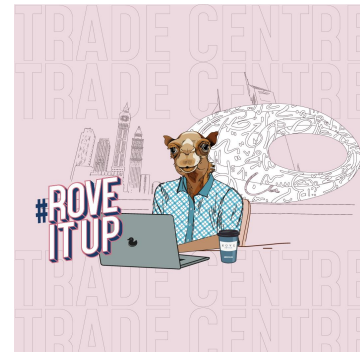
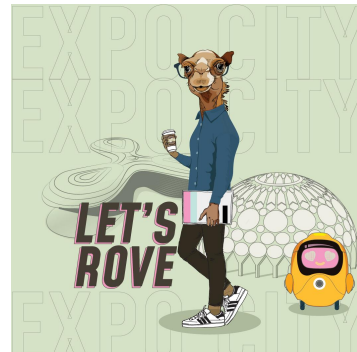
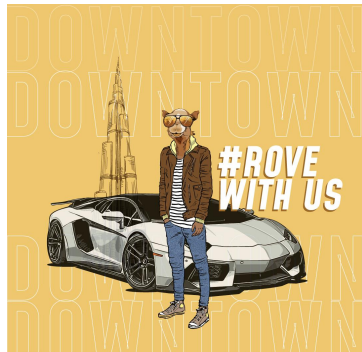
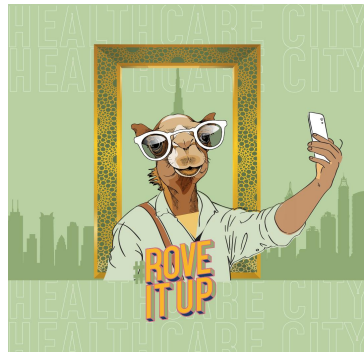
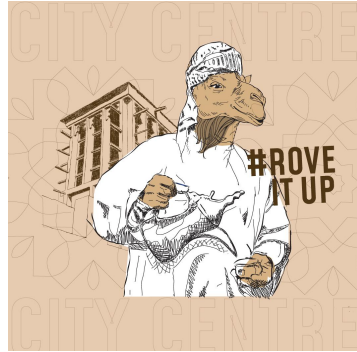
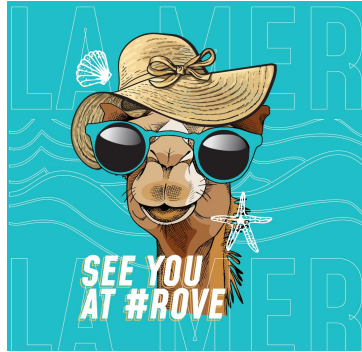
THE ROVE NFT COLLECTION

Objectives

- To increase brand awareness by interacting with both new and current guests.
- To position Rove as a leader in the web3 technology space.
- To enhance customer relationships and interact with guests on a higher level.



THE ROVE NFT COLLECTION



CLAIM YOUR PROOF OF EXPERIENCE NFT

Allowing guests to scan QR codes to claim their free NFTs

- Rove Hotels guests were invited to claim a 100% free of cost NFT as a souvenir of their stay at the hotel.
- QR codes were displayed at different hotel locations to encourage guests to claim their scanned QR codes and were redirecting visitors to a Rove branded NFT minting page hosted at <https://nft.rovehotels.com/>



Allowing guests to claim a free digital collectable from Rove Hotels

- After scanning the QR code, guests were claiming their Rove NFTs based on their hotel location
- This NFT was accessible via email address (using a semi-custodial wallet) or via direct minting using the guest's crypto wallet.
- Basic sharing via social media was facilitated (FB and Twitter allow the implementation of URL-based sharing APIs)
- Rove Hotels also extended this to other areas of a hotel (Cinema, Restaurant / Bar)

