
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

December 27, 2022

SELINA HOSPITALITY PLC

**6th Floor, 2 London Wall Place
Barbican, London EC2Y 5AU
England
Tel: +44-1612369500**
(Address, Including ZIP Code, and Telephone Number,
Including Area Code, of Registrant's Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): ☐

On December 27, 2022, Selina Hospitality PLC (the “Company”) made available an updated investor presentation, which is attached hereto as Exhibit 99.1. The fact that the presentation is being made available and furnished herewith is not an admission as to the materiality of any information contained therein. The information contained in the presentation is being provided as of December 27, 2022 and the Company does not undertake any obligation to update the presentation in the future or to update forward-looking statements to reflect subsequent actual results.

The information furnished in this Report on Form 6-K, including exhibit 99.1 attached hereto, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liability of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SELINA HOSPITALITY PLC

Date: December 27, 2022

By: /s/ JONATHON GRECH

Jonathon Grech
Chief Legal Officer and Corporate Secretary

INDEX TO EXHIBITS

<u>Exhibit No.</u>	<u>Description</u>
99.1	<u>Investor Presentation</u>



	<i>Selina</i>	MANAGEMENT PRESENTATION
	December 2022	○●●●

Disclaimer

Forward-Looking Statements

This presentation includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally relate to future events, and include terms such as “may,” “should,” “expect,” “intend,” “will,” “estimate,” “anticipate,” “believe,” “predict,” “potential,” or “continue,” or the negatives of these terms or variations of them or similar terminology. In particular, statements in this presentation regarding the size of our potential market, and the likelihood that our products will be accepting to our target customers, our beliefs regarding the efficiency of our business model, our continued ability to scale, our ability to leverage our scaled infrastructure into product offerings, and our path to profitability. Such forward-looking statements are subject to risks, uncertainties (some of which are beyond our control), and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon estimates and assumptions that, while we consider reasonable, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, without limitation: potential negative impacts on our financial results as a result of changes in travel, hospitality, and real estate markets, including the possibility that travel demand and pricing do not recover to the extent anticipated, particularly in the current geopolitical and macroeconomic environment; the potential inability to meet our obligations under our commercial arrangements and debt instruments; delays in or cancellations of our efforts to develop, redevelop, convert or renovate the properties that we own or lease; challenges to the legal rights to use certain of our leased hotels; risks associates with operating a significant portion of our business outside of the United States; risks that information technology system failures, delays in the operation of our information technology systems, or system enhancement failures could reduce our revenues; changes in applicable laws or regulations, including legal, tax or regulatory developments, and the impact of any litigation or other legal or regulatory proceedings; possible delays in sustainability initiatives; the possibility that we may be adversely affected by other economic, business and/or competitive factors, including risks related to the impact of the ongoing COVID-19 pandemic, including the Omicron variant or future variants and further governmental and other restrictions (including travel restrictions) resulting therefrom; and other risks and uncertainties described under the heading “Risk Factors” contained in the Registration Statement on Form F-1 that we filed on November 30, 2022 and any subsequent amendments thereto. In addition, there may be additional risks that Selina does not presently know, or that Selina currently believes are immaterial, that could also cause actual results to differ from those contained in the forward-looking statements. Nothing in this presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. Except as may be required by law, we do not undertake any duty to update these forward-looking statements.

This presentation includes Adjusted EBITDA, which is not prepared in accordance with the international financing reporting standards issued by the International Accounting Standards Board (“IFRS”). We believe that this non-IFRS financial measure provides useful information to investors about our business and financial performance, enhances their overall understanding of our past performance and future prospects, and allows for greater transparency with respect to metrics used by our management in its financial and operational decision making. We are presenting this non-IFRS financial measure to assist investors in seeing our business and financial performance through the eyes of management, and because management believes that this non-IFRS financial measure provides an additional tool for investors to use in comparing results of operations of our business over multiple periods with other companies in our industry. There are limitations related to the use of this non-IFRS financial measure and other companies may calculate non-IFRS financial measures differently or may use other measures to calculate their financial performance and therefore, our non-IFRS financial measure may not be directly comparable to similarly titled measures of other companies. Thus, this non-IFRS financial measure should be considered in addition to, and not as a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to any measures derived in accordance with IFRS. Our investors and others are encouraged not to rely on any single financial measure, including Adjusted EBITDA. Adjusted EBITDA is defined as EBITDA, excluding (i) non-operating income (expense), such as gain on net monetary position, share of profit/(loss) in associates, other non-operating income / (expense), and income from COVID-related concessions, (ii) impairment losses, (iii) non-cash stock-based compensation expense, (iv) non-recurring public company readiness costs, and (v) provision for tax risks that are non-income tax related. By applying IFRS 16, the impact on P&L of leases is reflected as Depreciation on right of use assets and interest expense is recognized on lease liabilities in Finance Costs, net, not impacting EBITDA. Our investors and others are also encouraged to review the related IFRS financial measures and the reconciliation of Adjusted EBITDA to its most directly comparable IFRS financial measures.

AGENDA

Introduction

Business Model

Strategic Roadmap

Financial Highlights

Selina



INTRODUCTION

Selina Jaco, Costa Rica

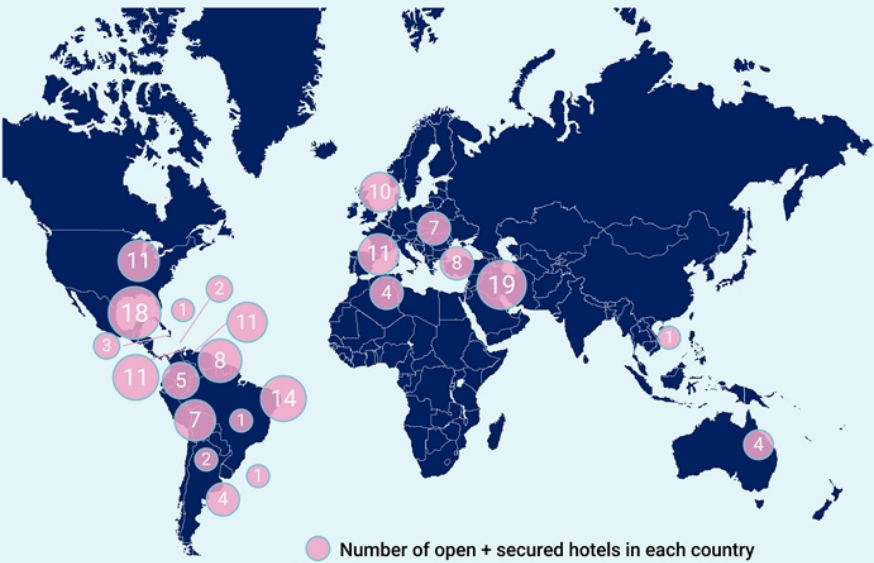
What is Selina

Selina is the world's largest lifestyle and experiential hotel business built to address the desires of **Millennial and Gen Z travelers**

We enable travelers to make **real and meaningful** connections with people, places and communities by creating **unique destinations** around the world

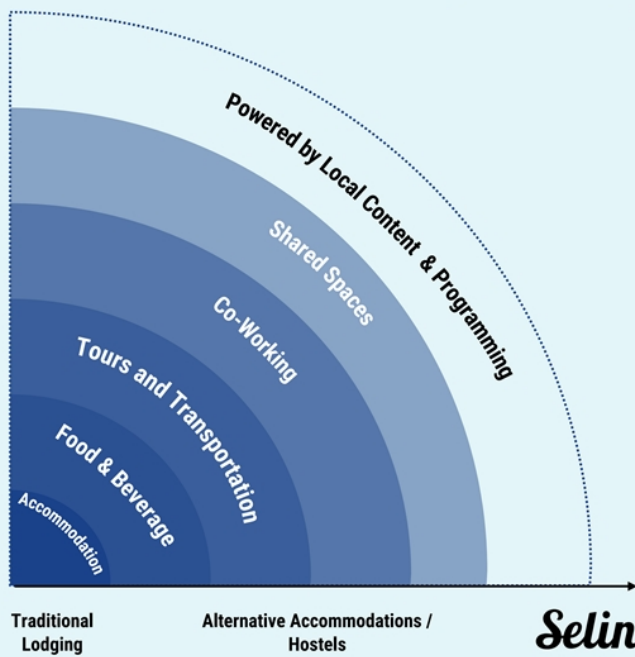
Our portfolio currently consists of **112 open locations¹ and approximately 27,500¹ open bedspaces², across 25 countries and 6 continents**

Map of Selina Locations Around the Globe



¹ As of September 30, 2022. Does not include any locations or bedspaces that are secured for future openings.
² "Bedspaces" is a metric used by Selina to measure the sleeping capacity of a property. Every 5.5 m² of accommodation (sleeping room) area in a property equals one bedspace. This measure is used, instead of physical beds, to give a static measure of property capacity, by avoiding misleading fluctuations that would arise from changing room mixes in any given property.

Our Product is a Complete Experience at a Democratized Price



Selina Tel Aviv Beach, Israel



Selina Camden, United Kingdom



Selina Lisbon, Portugal



Selina New York, USA

We provide a **fully programmed experience** at a **democratized price point** that is more accessible to Millennials and Gen Z than traditional lodging options

Company Highlights



Lifestyle at Scale

112 / ~27,500

Locations¹ / Bedspaces¹

25

Countries¹



Secured Pipeline for Steady Growth

~\$373mm²

Commitments from Capital Partners to Fund ~41K Additional Bedspaces

~90%

of Hotel Conversion Funded by Capital Partners³



Loved by Guests And Locals

54 / 74%

NPS Score,⁴ 74% Higher Than Peers⁵

61%

of F&B Revenue from Local Communities⁶



Path to Profitability

116%

9M '22 Revenue growth over 9M '21

(\$6.0m)

Adj. EBITDA in 9M '22



Long-Term Strategic Roadmap

3

Owned, asset-lite brands to enhance experiential offering at Selina locations⁸

~2.3m

Estimated unique guests and locals visit to Selina in '22⁷

Selina

¹ Open location, bedspaces and countries as of September 30, 2022. Does not include any properties that are secured for future openings.
² As of end of December 31, 2021. Assumes price per bed of \$9,094 which implies ~41,000 new beds from the \$373 million commitments from Capital Partners.
³ In each of Selina's Capital Partner contracts, Selina is only responsible for funding, at most, pre-opening costs, which are generally 15% of development costs.
⁴ As of September 2022 for all locations.
⁵ Peers include: Hilton, Hyatt, Radisson, IHG, Marriott, Airbnb, and Accor; median NPS score of 31 for peer set, data as of September 2022.

⁶ Based on Q1 2021. Measures revenue from non-guests.
⁷ Company estimate.
⁸ Refers to Remote Year, SIMS, Mantra.

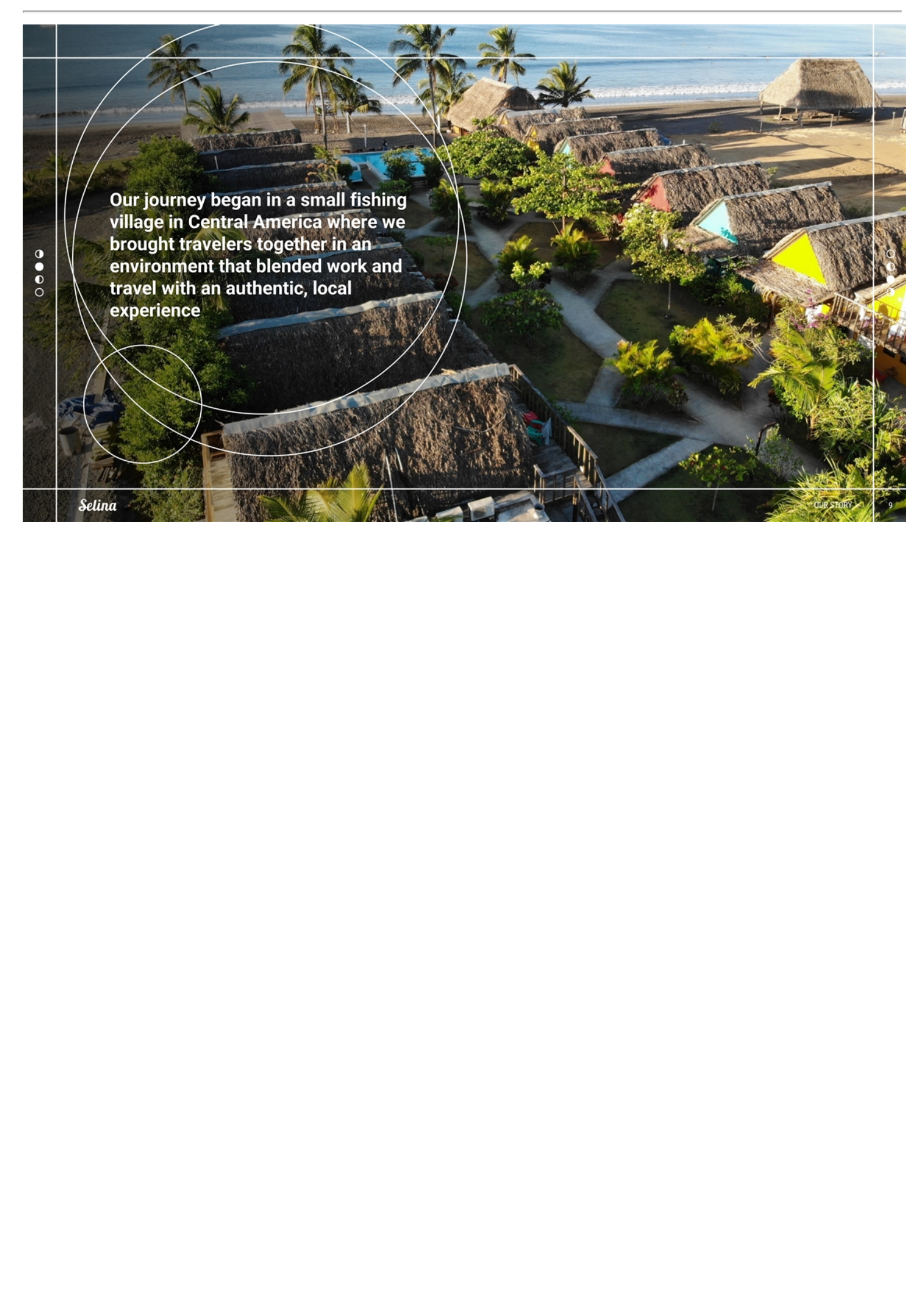
INTRODUCTION

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Selina Lapa Rio de Janeiro, Brazil

BUSINESS MODEL



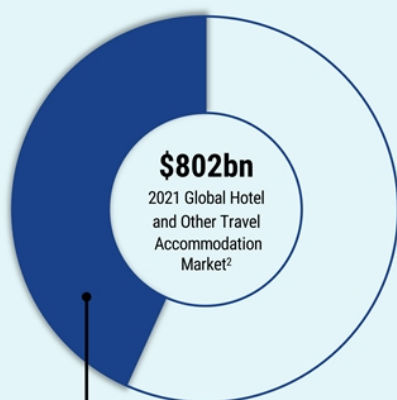
Our journey began in a small fishing village in Central America where we brought travelers together in an environment that blended work and travel with an authentic, local experience

Selina

OUR STORY

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Selina is Positioned at the Center of a Growing Market With Niche Preferences



Millennials and Gen Z spend ~\$350bn per year on travel¹



Current Offerings Do Not Cater to the Demands of this Generation...

Global Hotel Brands

Minimal experiential capabilities
Misaligned pricing



Hostels

Limited amenities
Poor guest experience



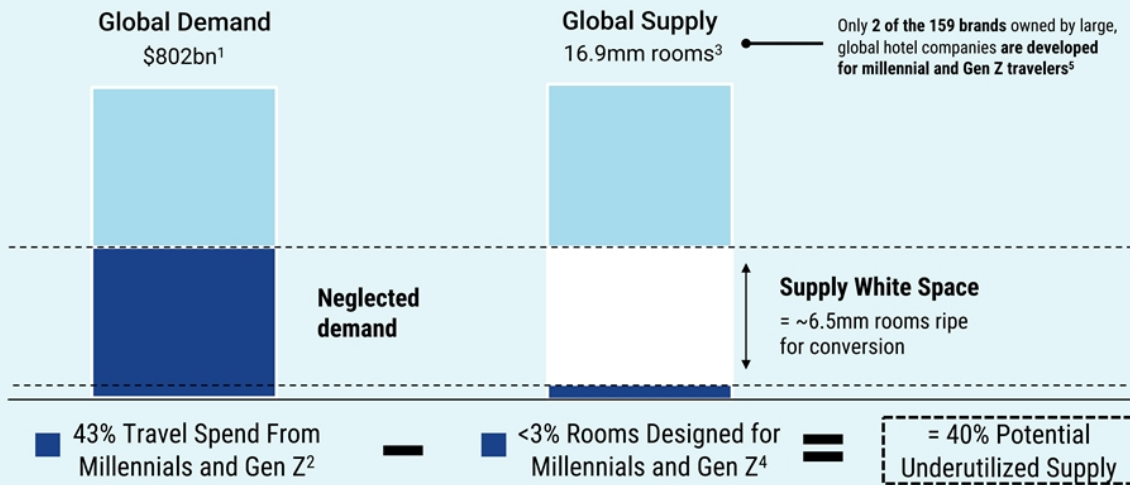
Short-Term Rentals

Minimal opportunity to connect with others
Inconsistent quality



...Which Has Created What We Believe is a Significant Market Opportunity

We believe there is a significant opportunity to convert existing, poorly appointed room supply to bespoke experience driven destinations developed specifically with the Millennial and Gen Z traveler in mind



Selina Built an Efficient Business Model to Address this Market Opportunity



Source

Identify underperforming hotels through proprietary technology

80%+ of deals executed off-market and without brokers¹

20%+ discount to market lease prices²



Convert

Local experience boards create **hyper-local concepts**

~140 days to convert³

Increase density of beds per location

Add new revenue generating products such as co-working and F&B



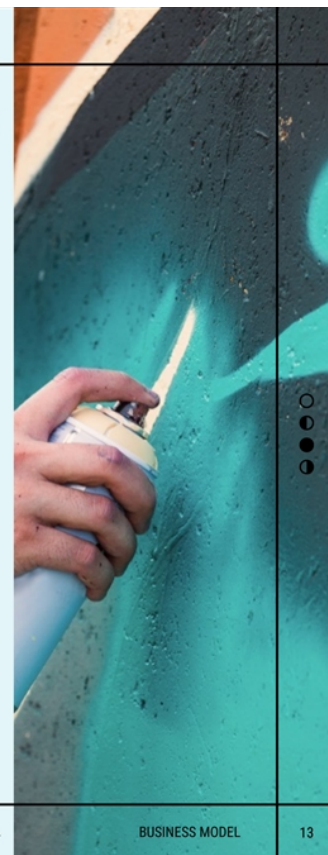
Activate and Operate

Plug converted destination into Selina's **hospitality technology platform**

Partner with local F&B providers to attract locals and experience seeking travelers

Activate programming and content strategy

43% of location revenue generated from non-room products (e.g., co-work, experiences, and F&B)⁴



Selina

1. Based on 169 deals since 2014. 80% includes deals sourced by Selina employees.

2. Market lease rates based on internal analysis done prior to Selina closing transactions on the last 27 deals from mid-2019 to April 23, 2021.

3. Average of last 20 locations opened between March 2020 - June 2021. Conversion time is the time between Selina receiving keys to begin Selina's own conversion, and opening, excluding months where development could not occur due to COVID-19 restrictions.

4. Based on Q1 and Q2 2022. Calculated as F&B and Experience revenue divided by total revenue.

BUSINESS MODEL

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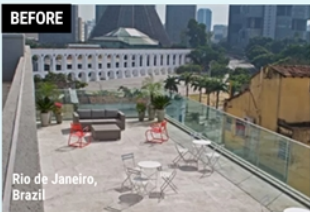
Our Capabilities Have Enabled Selina to Scale Rapidly over 6 Years



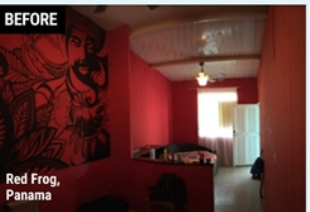
We Have Proven the Ability to Improve Existing Supply through a Value-Add Conversion Process

We convert old, tired hotels into exciting, contemporary locations that generate, on average, a 2.4x¹ increase in revenue compared to prior hotel operators

Urban



Remote



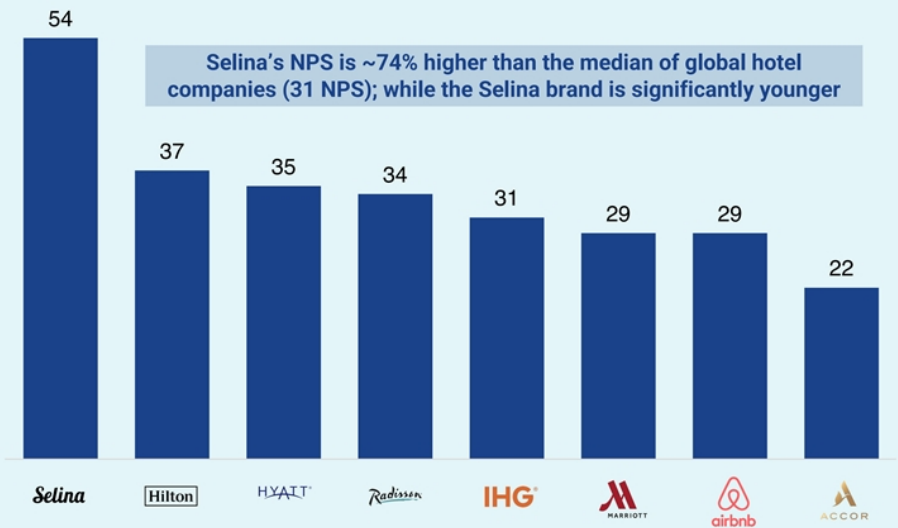
Selina

1. Calculated as total revenue uplift over previous operators based on sample of 32 hotels from Guatemala, Costa Rica, Panama, Mexico, Peru, UK, Portugal, Ecuador, Argentina, Colombia, and Israel for properties for which we are able to source pre-Selina revenue figure. Pre-Selina revenues provided by landlord, and are last full year of operations pre-Selina. Selina figures are 2019 FY (if open for less than full year then revenue is annualized) or 2021 FY for properties opened in 2020.
2. Based on 2019 Selina Unit-Level Revenue divided by pre-Selina Unit-Level Revenue.

BUSINESS MODEL

Our Brand is Loved by Guests And Locals Alike

NPS Benchmarking¹



~32%

Of Guests in YTD '22 Are Return Bookers²

61%

Of F&B Revenue from Local Communities³

62%

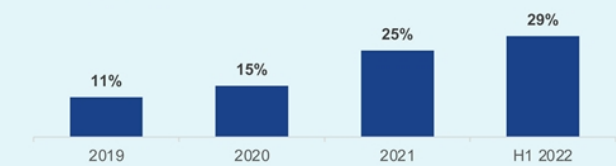
Of Guests Say They Made a Friend⁴

Selina

1. Source: Company data and Comparably.com. NPS for September 2022.
2. Defined as customers who have checked into a Selina in the past. YTD '22 means as of September '22.
3. Based on Q1 2021. Measures revenue from non-guests.
4. Data for YTD September 2022.

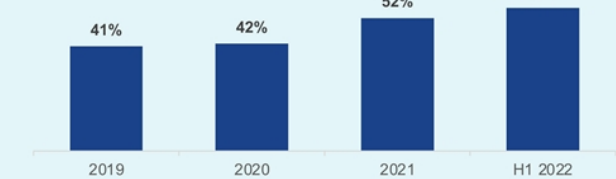
Guests Are Seeking Out Our Destinations, Which Is Driving Growth in Our Direct Sales Channels

Web and App % of Room Revenue

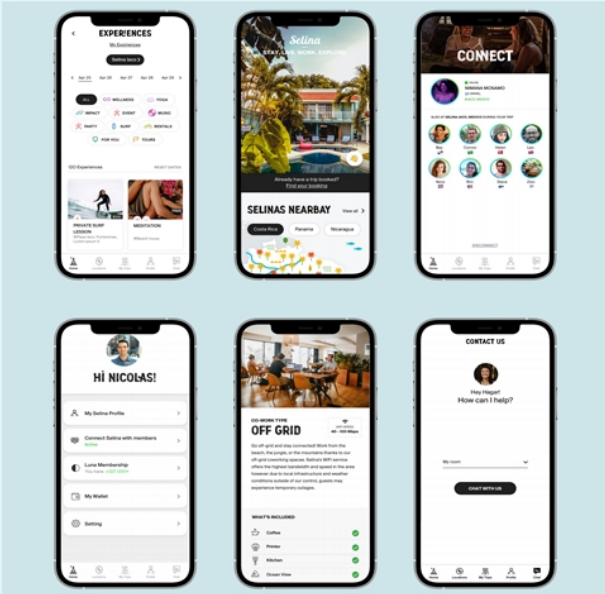


Web and App share of room revenue has grown over **2x** since 2019 as we continue to make major improvements to our booking experience

Direct Sales % of Room Revenue



Direct sales share of room revenue has grown to over **55%** as OTA dependence falls



We are Backed by Strong Real Estate Partners

- **\$373m of allocated capital¹**, indicating confidence of our investors to grow the brand globally
- Backed by a **set of strong real estate partners** who have **deployed capital into buying and renovating** their properties to Selina specifications
- Through COVID, Selina **did not exit any operating location** and worked collaboratively with our landlords and investors to maintain its operations despite limited revenue

Select Landlord and Real Estate Partners

Backed by world-class landlords and real estate partners, maintaining strong relationships

Investor	Description
 Hagag Group 	Publicly traded in Israel; one of the largest developers and managers of real estate projects in the country and abroad
	 One of Mexico's most innovative real estate and financial advisory services firm
	 Independent Investment Manager in Brazil with various publicly traded real estate funds under management in the country
	  Third largest listed real estate company in Europe with over €24bn of unencumbered real estate managed within Germany, Netherlands and other parts of Europe



STRATEGIE ROADMAP

Selina Isla Mujeres,
Mexico

Where We Are Today

On our way here

- ✓ Highly differentiated, locally authentic product
- ✓ Global scale (30+ countries)

Uniqueness of Experience



Operational Excellence at Scale

We Intend to Leverage Our Scaled Infrastructure into a Creative Portfolio of Experiential Offerings

Experiential Capabilities

On-site experiences

- Tours, wellness, surf, ski, live music, workshops, co working



- Extended stay programs and membership (including Selina CoLive product)
- Many Remote Year members sleep and work in Selina locations during their programs



New!

- Production of music festivals and large scale events
- Majority of SIMs events will be produced in Selina venues



New!

- Wellness retreat operator for B2B and B2C
- Majority of Mantra retreats will be produced in Selina venues

Benefits to the Sales Ecosystem

- We are creating products that offer experiences at our locations but operate in an asset-lite manner with no long term liabilities or inventory
- This allows us to activate our hotels with these offerings during shoulder seasons and off seasons
- Ultimately, this strategy leads to increased occupancy and TrevPOBs across our portfolio
- By expanding our experiential offerings we will also expand the size of our community and capture a larger share of their wallets

How We Will Evolve into a Community Ecosystem

Selina will leverage its strong physical and experiential layers to capture frequent and long term recurring interactions with its community of guests and locals

Our guests want more than just rooms to stay in and demand constant content; so, we are currently expanding our experiential offerings to meet this need

We have successfully delivered locally inspired hospitality offerings in sought after destinations that are loved by our guests





FINANCIAL HIGHLIGHTS

Selina Puerto Viejo,
Costa Rica

Key Financial Highlights

Proven Track Record of Growth, Despite COVID Impacted Years

Leading to a Diversified and Unique Portfolio of Assets

With Improved Operational Performance Y-o-Y

And Strong Economies of Scale Opportunities

Resulting In A Clear Path to Profitability

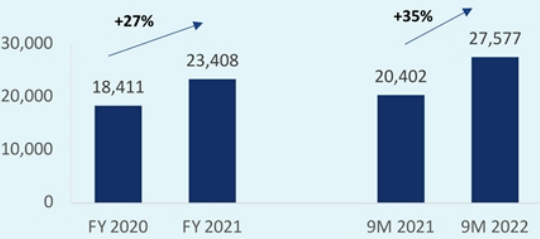
Proven Track Record of Growth

All figures are unaudited

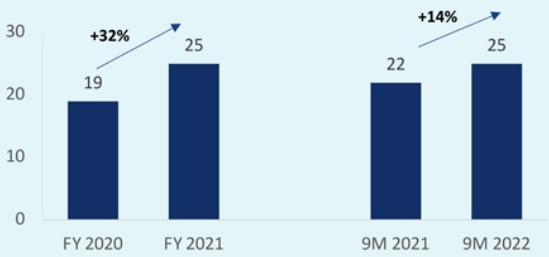
Steady pipeline of properties sourced for development coupled with support from local capital partners

Past experience enables successively higher rate of growth in new locations and additional bedspaces even during industry downturn resulting from COVID

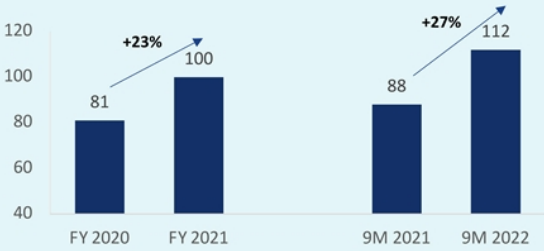
Open Bedspaces¹



Countries¹



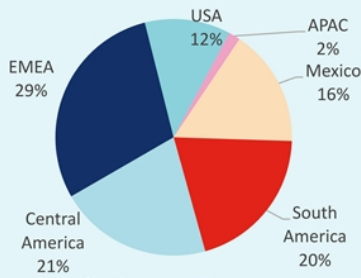
Open Locations¹



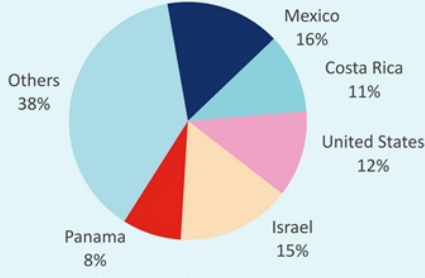
Diversified Portfolio of Assets

All figures are unaudited

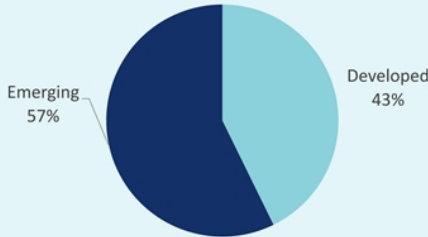
9M 2022 Revenues by Region



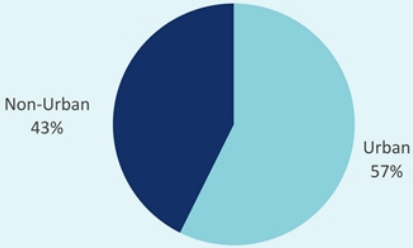
9M 2022 Revenues by Country (Top 5)



9M 2022 Revenues by Country Type



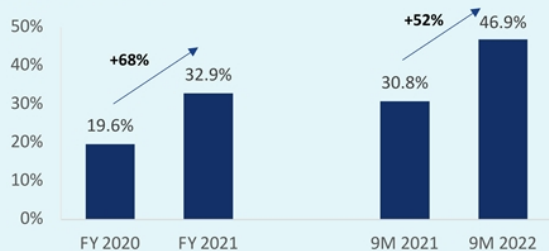
9M 2022 Revenues by Location Type



Steady Growth in Top Line Drivers

All figures are unaudited

Occupancy Rate



Daily Total Revenue Per Occupied Bed (TRvPOB)¹



Daily Total Revenue Per Occupied Bedspace (TRvPOBs)²



Total Annualized Revenue Per Bedspace³



Selina

¹ Defined as total revenue, excluding Remote Year revenue, for any given property, divided by the number of beds sold in that same period.
² Defined as total revenue, excluding Remote Year revenue, for any given property, for any given period, divided by the number of bedspaces sold in that same period. The number of bedspaces sold is determined by multiplying the occupancy rate for any given period by the average of the total number of open bedspaces at the beginning and end of that period.
³ Defined as total annualized revenue, excluding Remote Year revenue, for any given property, for any given period, divided by the average of the total number of open bedspaces at the beginning and end of that period.

FINANCIAL HIGHLIGHTS

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Improved Operational Performance Y-o-Y

Revenue growth continues to be driven primarily by strong increase in same store performance for 9M '22

On a same store basis¹, 9M '22 revenue increased 75% to \$99.8 million for the properties operated in both periods

Adjusted EBITDA improvements continue to materialize as Selina continues to drive top line and control costs at the unit and corporate levels

Net Loss

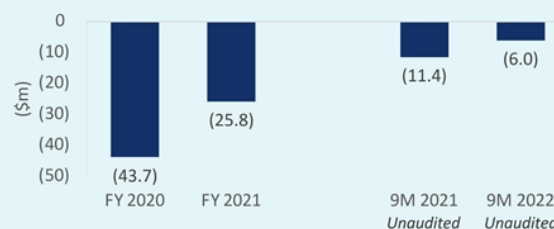
(Includes impact of mark to market finance costs of a convertible loan instrument which converted to equity at time of Selina's public offering)



Total Revenues



Adjusted EBITDA²



Selina

1. Same store results refers to the performance of properties open on or before December 31, 2020.
2. Adjusted EBITDA is a non-IFRS measure. Adjusted EBITDA is defined as EBITDA, excluding (i) non-operating income (expense), such as gain on net monetary position, share of profit/(loss) in associates, other non-operating income / (expense), and income from COVID-related concessions, (ii) impairment losses, (iii) non-cash stock-based compensation expense, (iv) non-recurring public company readiness costs, and (v) provision for tax risks that are non-income tax related. By applying IFRS 16, the impact on P&L of leases is reflected as Depreciation on right of use assets and interest expense is recognized on lease liabilities in Finance Costs, net, not impacting EBITDA. See IFRS net loss reconciliation table.

FINANCIAL HIGHLIGHTS

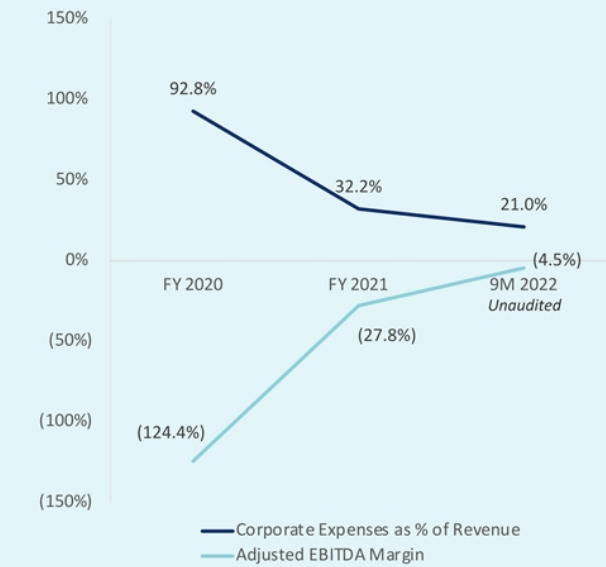
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Opportunities to Continue Driving Economies of Scale

Progress toward profitability achieved through increase in scale, coupled with a focus on operational efficiency and cost controls

Our Corporate Level Overhead costs continue to decrease as a % of revenue, signifying operational efficiency and greater scale, the effects of which have led to better EBITDA margins over time

Corporate Overhead Expenses



IFRS Net Loss to Non-IFRS Adjusted EBITDA Reconciliation

Unaudited figures

(\$m)	FY 2020	FY 2021	9M 2021	9M 2022
IFRS Net Loss	(139.3)	(185.7)	(159.1)	(146.5)
Add (deduct):				
Income taxes	2.3	2.8	0.7	0.7
Finance costs, net ¹	54.7	102.8	118.1	102.2
D&A	21.6	31.2	21.7	22.5
EBITDA	(60.8)	(48.8)	(18.6)	(21.0)
Non-operational income, net	(5.1)	(1.1)	(1.6)	(2.4)
Impairments	19.7	11.2	3.1	5.3
Non-cash compensation expense	2.4	6.2	4.5	9.5
Non-recurring public company readiness costs	0.0	3.3	1.2	2.6
Provision for tax risks (non-income tax related)	0.0	3.5	0.0	0.0
Adjusted EBITDA	(43.8)	(25.7)	(11.4)	(6.0)

1. Finance costs, net includes interest expense on loans, leasing arrangements, unrealized foreign exchange losses on these liabilities, mark-to-market of financial liabilities related to the convertible instrument and, in 2021, loss on extinguishment of debt

