

M3 AND SIB STRENGTHEN STRATEGIC PARTNERSHIP TO DELIVER GREATER COST SAVINGS, EFFICIENCY, AND FINANCIAL CLARITY FOR HOTELIERS

Streamlining Financial Management and Unlocking Cost-Saving Opportunities for Hoteliers Through Advanced Technology and Expert Vendor Optimization

M3, the industry leader in cloud-based financial and data management solutions for the hospitality industry, is excited to announce the continuation of its strategic partnership with SIB, a trusted expert in expense reduction and operational optimization, to unlock exclusive access and opportunities to M3 customers. Together, M3 and SIB offer a seamless blend of technology and cost-saving strategies, ensuring hoteliers can achieve their financial goals without disrupting daily operations.

This partnership builds on a shared commitment to enhancing financial visibility and driving efficiency. By combining M3's comprehensive suite of back-office solutions with SIB's expertise in auditing vendor contracts, optimizing service levels, and negotiating savings with providers, the renewed collaboration aims to unlock unparalleled value for hospitality businesses.

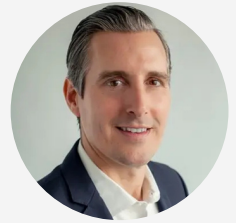
Through this partnership, hoteliers can benefit from ongoing monitoring and recommendations that prevent price creep and ensure long-term savings. SIB works to optimize service levels by removing unnecessary or redundant expenses, while M3's reporting and analytics tools make it easy for hoteliers to see these benefits reflected in real-time.



"Renewing our partnership with SIB reinforces M3's mission to not only simplify hospitality accounting but also to enable our clients to thrive in an increasingly competitive industry," said **Casi Johnson**, President at M3.

"Through this collaboration, we can deliver transformative results that empower hoteliers to achieve long-term success."

"M3's Strategic Alliance program provides a unique opportunity for industry-leading companies like SIB to connect with hoteliers in meaningful ways, delivering real value through cost-saving solutions tailored to their needs," said **Eric Steele** - CRO at SIB. "By renewing this partnership, SIB continues to leverage the strength of M3's platform and customer network to help hospitality businesses optimize expenses, improve vendor contracts, and drive long-term financial success."



As a Preferred Partner under M3's newly reconstructed Strategic Alliance Program, SIB's capabilities complement M3's suite of tools, including Accounting Core and Labor Management, creating a comprehensive platform for managing and optimizing hotel finances. The partnership ensures that clients benefit from advanced tools, actionable insights, and ongoing support tailored specifically to the unique demands of the hospitality industry. By renewing this collaboration, SIB strengthens its position in the hospitality sector, gaining enhanced access to M3's extensive customer network and leveraging integrated solutions that drive greater efficiency and financial performance for hoteliers.

For more information on how M3 and SIB are helping hoteliers streamline operations and maximize profitability, visit www.m3as.com.

About M3

M3 is a cloud-based financial platform and services company serving over 9,000 entities across North America's hospitality industry. Built by hoteliers for hoteliers™, M3 helps drive cost savings, revenue growth, and financial visibility. With over 25 years in business and a 95% customer retention rate, M3 is the trusted financial backbone for hotel owners and management groups. Its platform integrates seamlessly with industry systems, offering robust accounting, financial analysis, operations management, and workforce solutions. M3's Professional Services team provides tailored accounting and bookkeeping support for entities of all sizes. The Preferred Partner status under M3's Strategic Alliance Program represents an invitation-only network of best-in-class providers designed to create the most effective and profitable technology stack for the back-office. For more information, visit www.m3as.com

About SIB

SIB Fixed Cost Reduction is focused on helping organizations streamline and lower their fixed costs to enhance financial resilience and operational efficiency. Led by a team of cost-reduction experts, SIB's services target non-variable expenses—such as rent, salaries, utilities, and maintenance—that remain constant regardless of production levels.

By analyzing and optimizing these fixed expenses, SIB enables businesses to improve profitability without sacrificing performance. Our approach includes a thorough audit of costs, benchmarking against industry standards, and implementing targeted solutions such as contract renegotiation, process automation, and energy efficiency upgrades. This careful, data-driven approach ensures maximum impact with minimal disruption to daily operations.

SIB Fixed Cost Reduction ensures that clients never overpay on fixed costs by lending our expert insight and manpower as multipliers to support your established finance team. Our team collaborates closely with key stakeholders, ensuring alignment with overall business goals and sustainable outcomes. We focus on long-term financial health, monitoring savings, and tracking key performance indicators to sustain improvements. Through effective change management and continuous reporting, SIB Fixed Cost Reduction maintains transparency and delivers measurable results.