

BRINGING UNIQUE EXPERIENCES TOGETHER

COMPANY FACTSHEET

WELCOME TO PPHE HOTEL GROUP

We are an international hospitality company with a strong asset base and access to dynamic brands.

Our primary activities are owning, leasing, developing, operating and franchising full-service upscale, upper upscale and lifestyle hotels in major gateway cities, regional centres and select resort destinations, predominantly in Europe.

The majority of our hotels operate under two distinct brands Park Plaza® Hotels & Resorts and art'otel®.

PPHE Hotel Group has an exclusive licence from Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza Hotels & Resorts in Europe, the Middle East and Africa. The art'otel brand is fully owned by PPHE Hotel Group.

We have a controlling ownership interest (51.97% of the share capital) in the Arena Hospitality Group, one of Croatia's best known hospitality groups.

Our portfolio of owned, managed, leased and franchised hotels comprises 39 hotels, offering a total of nearly 9,000 rooms. The Group's development pipeline includes two new hotels which are expected to add an additional 500 rooms by the end of 2022.

KEY STRENGTHS

- **Integrated and entrepreneurial approach** – hotel development, design, construction, ownership and operation
- **Growth capital** – capital available to fund future pipeline
- **Financial track record** – driving top line growth and delivering industry leading profit margins
- **Global partnership** – powerful distribution network through Radisson Hotel Group
- **Management team** – highly experienced and senior management team



An upscale and upper upscale, contemporary hotel brand featuring individually designed hotels in vibrant city centre locations and select resort destinations.

Park Plaza is renowned for creating memorable moments through its inspiring service, stylish guest rooms and versatile meeting facilities which are perfectly complemented by award-winning restaurants.

Our portfolio of vibrant city-centre hotels and tranquil beachside resorts in Croatia already presents a wide choice of locations and accommodation yet we are committed, with our partner Radisson Hotel Group, to bringing Park Plaza Hotels & Resorts to even more locations.

parkplaza.com

24

hotels in Europe, the Middle East and Africa

6,637

rooms in operation



art'otel is a lifestyle collection of hotels that fuse exceptional architectural style with art-inspired interiors, located in cosmopolitan centres across Europe.

At the brand's core is the art itself. Each hotel displays a collection of original works designed or acquired specifically for it, rendering each location a unique art gallery in its own right. art'otel has created a niche for itself in the hotel world, differentiating it from traditional hotels.

Art and culture is ingrained in every aspect of the art'otel brand, with knowledgeable and passionate employees sharing their enthusiasm while simultaneously delivering world-class service.

artotels.com

6

art'otel hotels

925

rooms in operation



Arena Hotels & Apartments is a collection of hotels and self-catering apartment complexes offering relaxed and comfortable accommodation within beachfront locations across the historical settings of Pula and Medulin in Istria, Croatia.

Each hotel and self-catering apartment complex provides outstanding value and caters for families, couples and friends.

arenahotels.com

9

hotels and self catering apartment complexes

1,417

rooms in operation



Arena Campsites are located in eight beachfront sites across the southern coast of Istria, Croatia.

Situated within close proximity of the historic towns of Pula and Medulin, each laidback campsite provides guests with the opportunity to experience Istria's areas of natural beauty and outdoor activities from April–October.

Each campsite provides a different offering, with 2018 expected to see the opening of a luxury 'glamping' campsite.

arenacampsites.com

8

campsites

5,983

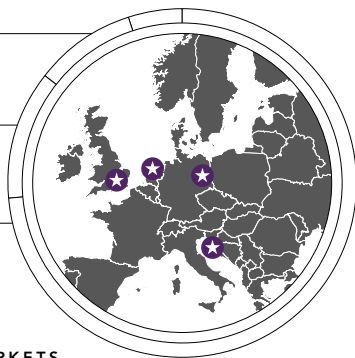
pitches and mobile homes

OUR PORTFOLIO

3 hotels under management or franchise agreements

3 hotels under operating leases

33 hotels with an ownership interest



Total
39

CORE MARKETS
Amsterdam
Berlin
Croatia
London

OUR STRATEGIC OBJECTIVES

1. To deliver stabilised annual return on shareholder capital
2. To maintain a high EBITDA margin
3. To improve our guest experience through consistent service delivery and product enhancements
4. To drive growth by expanding our hotel portfolio through a variety of business models
5. To improve our overall performance through innovative revenue generation and marketing initiatives
6. To leverage our partnership with Radisson Hotel Group to further grow revenues

SELECTED COMPANY MILESTONES

2017

Successful public offering of new shares in Croatian Subsidiary, which raised approximately €106 million of new capital for portfolio investment and growth. Full opening of Park Plaza London Waterloo and Park Plaza London Park Royal. Completed the Sale and Leaseback of Park Plaza London Waterloo. Acquired the freeholds for art'otel berlin kudamm and art'otel cologne.

2013

Completed €350.0 million refinancing of key hotels. Opened flagship, 5-star, art'otel amsterdam.

2008

Entered resort segment with ownership stake in, and management of, the Arenaturist group in Croatia.

2002

Formed strategic marketing and distribution alliance with CarlsonSM who acquired the Park Plaza[®] brand in this same year.

2011

Migrated from AIM to the LSE's Main Market.

2016

Took controlling interest in Arenaturist in Croatia. Successfully completed debt restructuring programme. Opened Park Plaza Nuremberg and completed major extension at Park Plaza London Riverbank. Realising shareholder value via Special Dividend of £1.00 per ordinary share.

2015

Signed management agreement for iconic art'otel london battersea power station.

2012

Company name changed to PPHE Hotel Group, reflecting its multi-brand approach. Opening of three Park Plaza resort hotels in Croatia.

2010

Opened the Company's largest hotel, Park Plaza Westminster Bridge London, offering 1,019 rooms.

2007

Established Park Plaza Hotels Limited and completed successful floatation on AIM. Acquired art'otel[®] brand rights worldwide.

2000

Territorial licence agreement extended to a further 51 countries. Entered agreement to operate art'otels and Park Plaza[®] hotels in Germany and Hungary.

BOARD OF DIRECTORS



Eli Papouchado
Non-Executive
Chairman



Boris Ivesha
President &
Chief Executive Officer



Daniel Kos
Chief Financial Officer
& Executive Director



Kevin McAuliffe
Non-Executive
Director &
Senior Independent
Director



Chen Moravsky
Non-Executive Director



Dawn Morgan
Non-Executive
Director



Nigel Jones
Non-Executive
Director

Financial information	FY 2017 £m	FY 2016 £m
Consolidated statement of operations		
Revenues	325.1	272.5
EBITDAR	116.0	103.0
EBITDA	107.3	94.1
Profit before tax	31.7	38.2
Normalised profit before tax	32.1	31.7
Consolidated balance sheet		
Total assets	1,540.0	1,317.9
Consolidated statement of cash flows		
Net cash provided by operating activities	69.8	41.6

Contacts

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The information contained in this fact sheet was extracted from the Company's 2017 Annual Report. The information is therefore accurate as at 28 February 2018 and should be read in conjunction with the 2017 Annual Report. This fact sheet may contain certain "forward-looking statements" which reflect the Company's and/or the Directors' views. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Group's actual results to differ materially from those indicated in this fact sheet.

Any forward-looking statements in this fact sheet reflect the Group's views with respect to future events and are subject to risks, uncertainties and assumptions relating to the Group's operations, results of operations and growth strategy. These forward-looking statements speak only as of 28 February 2018. Subject to any legal or regulatory obligations, the Company undertakes no obligation publicly to update or review any forward-looking statement, whether as a result of new information, future developments or otherwise.