

# COMPANY PROFILE,

NOVEMBER

2023

















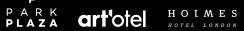






















# Understanding PPHE Hotel Group

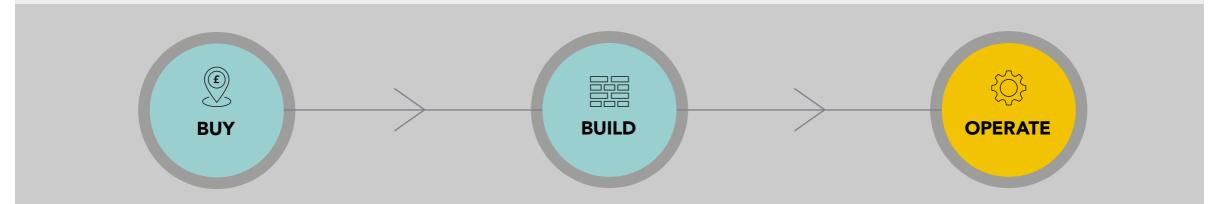
#### WHO WE ARE

PPHE Hotel Group is an international hospitality real estate group with a £2.0 billion portfolio of assets in Europe in leading cities, urban markets and resort destinations.

We are an owner and developer of hospitality assets with a scalable hospitality management platform attached.

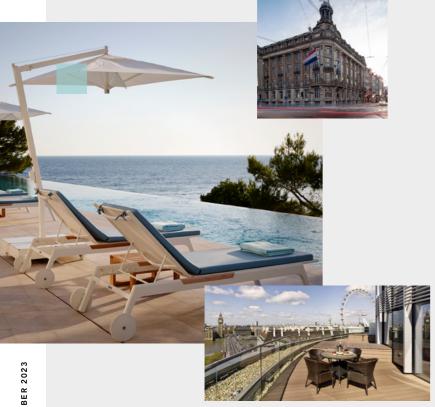
#### VISION

To deliver a best-in-class performance through building further scale and depth in our real estate portfolio and growing the platform with our integrated 'Buy, Build, Operate' model.



# What sets PPHE apart?

### Key features



01

## THE BUSINESS MODEL

# Integrated developer, owner and operator

- Our "buy, build, operate" business model provides exposure and returns across the entire hospitality real estate value chain
- Strong preference for assets with development and/or repositioning potential
- Diversified real estate portfolio focused on preeminent European cities and resort locations

02

## FOCUS ON EQUITY VALUE

## Unique approach to capital structure

- Driving NAV growth through development, property repositioning and operational excellence
- Growth driven by capital recycling through raising funds (both third party equity and debt) at asset level, without diluting PPHE shareholders
- Multiple sources of capital providing a hedge against market fluctuations

03

#### HOSPITALITY MANAGMENT PLATFORM

## All disciplines under one roof

- Scalable platform with growth potential managing fully and jointly third party owned properties
- Exclusive and recently extended strategic relationship with Radisson Hotel Group
- Long term management agreements, providing base fee income with performancebased incentive mechanisms

04

# OUR BOARD AND MANAGEMENT TEAM

# Track record and shareholder alignment

- A multi-disciplined Board and a very experienced executive team, with a strong track record
- Entrepreneurial mindset is the cornerstone of the Company's DNA
- Strong shareholder alignment with founder Board members holding 43% of the shares



3

## Value creation and returns

## PPHE is focused on growing equity value for its shareholders

We (re)develop, redesign and continuously improve assets, creating significant value along every part of the value chain

Value created is released through capital refinancing and recycled into new growth opportunities



# Hospitality Management platform

For any hotel – branded or unbranded – PPHE's platform can be adapted to achieve financial returns for third party hotel owners, or PPHE equity partners with measurable results through increasing top-line growth and profit maximisation



# Strategic Partnership with Radisson Hotel Group

Following our successful 20-year strategic partnership with Radisson Hotel Group, additional agreements were secured in May 2022 allowing for art'otel growth, fee-based income, brand diversification and brand portfolio growth and value creation.



Central reservation and distribution system



Powerful online and mobile platforms



Radisson Rewards programme with 11+ million members



Global sales, marketing and buying power Exclusive and perpetual EMEA licence for Park Plaza remains intact. Benefits of new agreements:

- Joint development of premium lifestyle art'otels
- Target-based agreements
- Increased footprint will drive brand awareness, increase brand value and grow fee-based income
- Access to all Radisson Hotel Group brands at favourable terms
- Will enable brand diversification and market segment differentiation
- Secured luxury Radisson Collection brand for Grand Hotel Brioni Pula and Radisson RED for Belgrade



























# Non dilutive capital approach

Low liquidity risk – multiple capital sources diversifies funding risk

Gross assets<sup>1</sup>

#### **Capital stack**

#### **Equity and Minority Equity**

- PPHE Stakeholders
- Minority Stakeholders
- Unit holders Park Plaza Westminster Bridge London<sup>2</sup>

62% f1.5bn

£2.4bn

#### Long-term (>100 year)

Ground rents

9% £0.2bn

- CPI capped
- Non recourse to PLC
- No covenants

Net bank debt

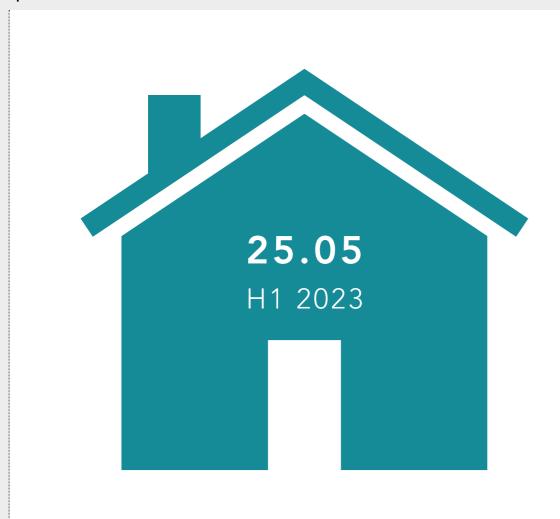
29% £0.7bn

- Average cost of debt 3.7%
- 97% fixed or hedged
- Non recourse to PLC
- Average maturity of debt is 4.2 years<sup>3</sup>

- 1 Total assets, net working capital, excluding cash and cash equivalents. Including market value adjustment, independently assessed in December 2022.
- 2 Unit holders in Park Plaza Westminster Bridge London receive a return of a specific room they have invested in. Under IFRS these are presented as long term liabilities as profits of the hotel need to be distributed.
- 3 First significant refinance round coming up in 2026 (ca. £400m), of which 50% pre-hedged until 2031 at rates significantly below the current market.

## Resilient EPRA NRV based on external valuations

EPRA NRV per share



- £2.79 per share represented by non yielding development assets that will generate income and value in the future
- EPRA NRV was determined on the basis of independent external valuations prepared in December 2022. Next round of valuation will take place in December 2023
- Discount rates:

UK: 7.75%-10.50%

The Netherlands: 7.75%-9.50%

Germany: 8.00%–9.25% Croatia: 9.00%–11.00%

Cap rates used for 10+ year cash flows are typically

2.5% lower than discount rates

# Secondary market activity

### Recent hotel transactions validate PPHE's asset values

Date of sale	Property	Price	Price per key
Central London			
Jun-23	Apex London Wall Hotel	£53,400,000	£600,000
Mar-23	Covent Garden Hotel	£55,000,000	£948,276
Dec-22	The Dilly*	£90,000,000	£318,000
Dec-22	Native Bankside	£42,250,000	£550,000
Sep-22	NH Kensington	£62,000,000	£459,259
Aug-22	Trafalgar St James	£130,000,000	£992,366
Jun-22	Autograph Bankside	£104,000,000	£645,963
Apr-22	Hilton London Olympia*	£130,000,000	£320,988
London other			
Feb-2023	Maldron Finsbury Park	£44,300,000	£230,700
Leeds			
Feb-2023	Queens Leeds*	£53,000,000	£228,500
Central Amsterdam			
Dec-22	The Hoxton	€66,600,000	€600,000
Sep-22	Sofitel Legend the Grand Amsterdam	€150,000,000	€842,696
Jan-22	Mercure Amsterdam*	€43,650,000	€469,354
Amsterdam other			
Q4-22	Pillows Anna van den Vondel	€11,450,000	€394,827
May-22	QO Hotel	€92,000,000	€319,444
Eindhoven			
Q2-23	Inntel ART Hotel	€50,000,000	€217,391
Utrecht			
Oct-2022	NH Utrecht	€45,0000,000	€163,000

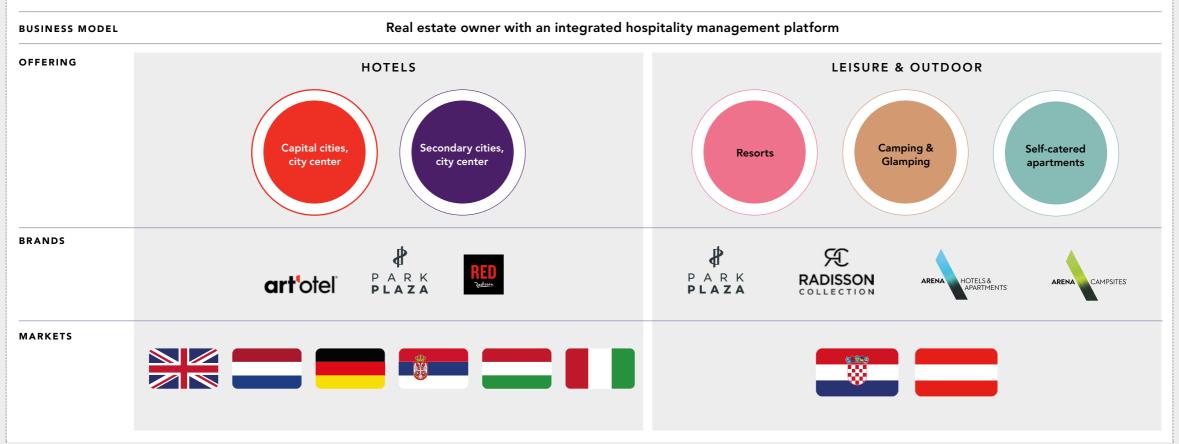
<sup>\*</sup>The acquirers of these hotels have all announced or commenced significant CAPEX investments into these properties.

## Portfolio breakdown

**PORTFOLIO** 

We are an integrated hospitality real estate group with a £2.0bn portfolio of primarily prime freehold and long leasehold assets in Europe





# At a glance

# We are an integrated hospitality real estate group with a £2.0bn portfolio of primarily prime freehold and long-leasehold assets in Europe.

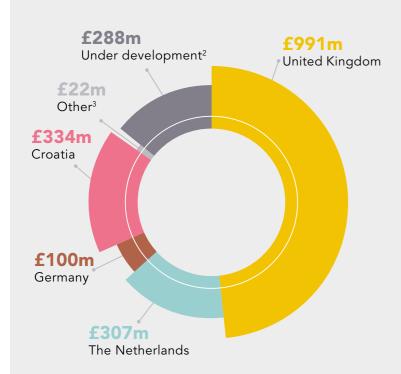
#### Value split by geography<sup>1</sup>

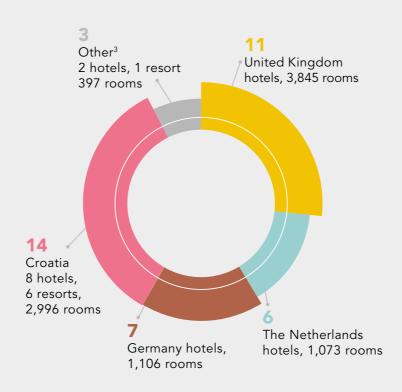
(Excludes managed, operated, leased, franchised and unconsolidated hotels)

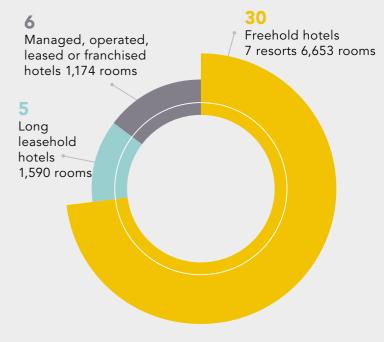
#### Hotels and resorts by geography

(Includes franchises, excludes campsites and pipeline)

### Hotels and resorts by ownership type (Includes franchises, excludes campsites)



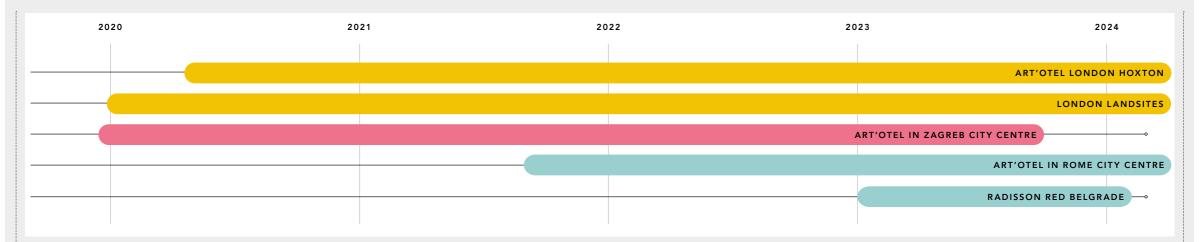




- 1 The fair values were determined on the basis of independent external valuations prepared in December 2022.
- 2 Properties under development include: New York, art'otel London Hoxton (London), Westminster Bridge Road (London), Londra & Cargill Hotel (Rome) and Zagreb.
- 3 Other include the 88 Rooms Hotel in Belgrade, Serbia, the FRANZ Ferdinand Mountain Resort in Nassfeld, Austria and the leased hotel in Budapest, Hungary.

# Progress on our pipeline







RADISSON RED, BELGRADE

#### BELGRADE

The former 88 Rooms Hotel in the city centre of Belgrade is currently being repositioned and branded as Radisson RED Belgrade. Set to open in Q1 2024, this will be the first Radisson RED property to be operated by the Group and is the second property under the extended partnership with Radisson Hotel Group.

Project value

£2.6m



ART'OTEL IN ZAGREB, CROATIA

#### ZAGREB

Marking the Group's debut in the Croatian capital, construction work to convert a former office building into a 110-room premium lifestyle art'otel is nearing completion.

Located in the city centre, this hotel had its soft opening in October 2023 and offers an art gallery, a rooftop bar, destination restaurant, bar and leisure facilities.

Project value

£16m



ART'OTEL LONDON HOXTON, UK

#### LONDON

Our largest current construction project, expected to launch for soft opening in March 2024. Occupying a prime location in Hoxton, this 27-storey mixed-use scheme will include a premium lifestyle art'otel with 357 rooms (including suites), an art gallery, two original Banksy artwork pieces, destination restaurants, a bar, leisure facilities, events space and 5,900 square metres of office space.

roject value

£280m



ART'OTEL IN ROME, ITALY

#### ROME

Marking the Group's entry into Italy, the historic Londra & Cargill hotel in the centre of Rome will be transformed into the Group's first art'otel in Italy. Following repositioning, this hotel will offer 99 rooms, an art gallery, a destination restaurant and bar, leisure facilities and parking. The hotel is expected to open H1 2024.

Project value

£45m



LONDON LANDSITES, UK

#### LONDON

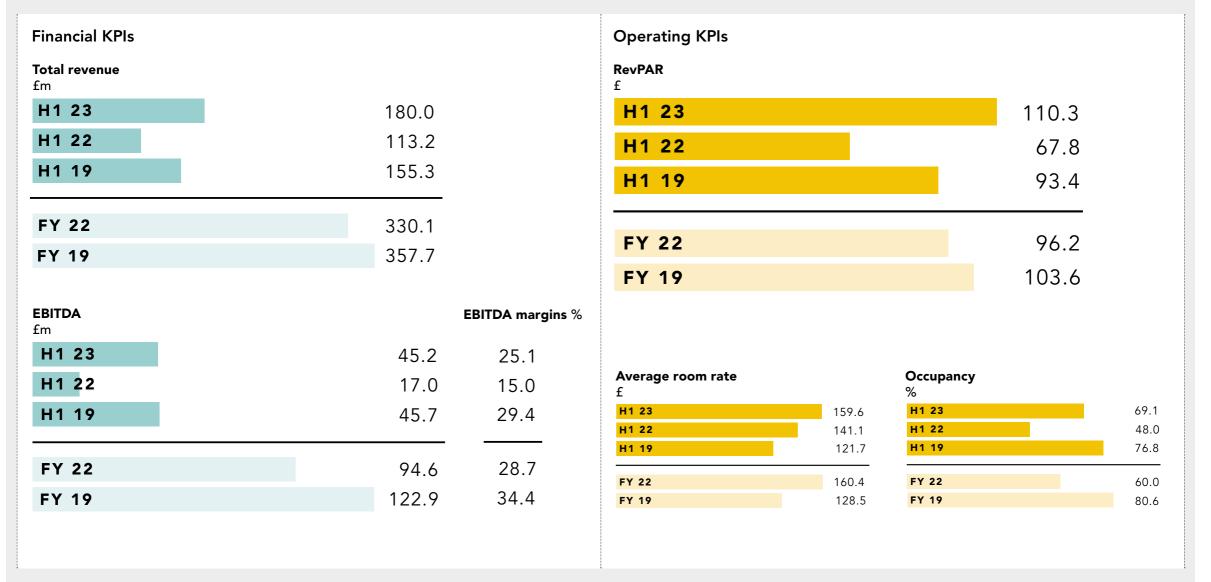
The Group is in a planning application process to develop a mixed-use scheme consisting of a 186-room hotel and 750 square metres of office space. This development site is located near the Group's Park Plaza London Waterloo property. In addition, the Group has planning to develop a 465-key hotel on the site adjacent to its Park Plaza London Park Royal property for which it is designing plans.

Project value

**TBD** 

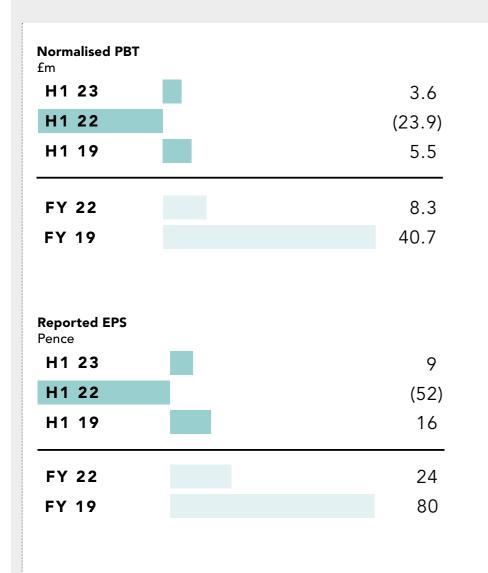
## Financial review

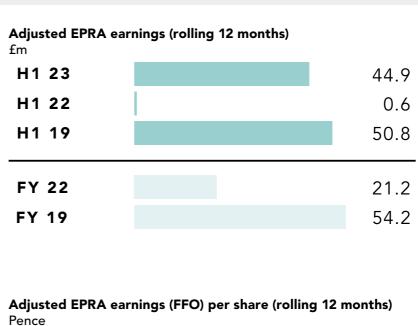
Record H1 revenue and significant margin improvements, despite inflationary pressures



## Financial review

#### Earnings recovery gathers pace

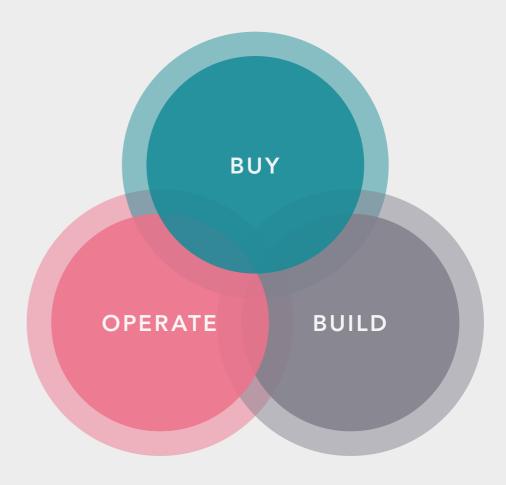






# Current trading and outlook

- Trading momentum seen in Q3 has continued into Q4, supported by capacity for further growth in occupancy
- Continued focus on maintaining room rates, to cover inflationary pressures, while continuing to build occupancy
- As previously announced, the Group expects to deliver FY 2023 revenue of at least £400 million and EBITDA of at least £120 million
- The Board remains confident in the Group's longer-term growth, underpinned by the persistent strength of consumer and corporate leisure demand internationally, our quality assets, fully-funded development pipeline and strong financial position
- In final stages of £300m+ pipeline, targeted to deliver at least £25m of EBITDA once stabilised



# APPENDIX

















## UNITED KINGDOM

#### CROATIA

#### FINANCIAL PERFORMANCE Reported in Pound Sterling (£) Six months Six months ended **30 Jun 2023** 30 Jun 2022 % change £71.1m 54.7% Total revenue £110.0m 97.7% **EBITDAR** £32.0m £16.2m 98.1% EBITDA £31.8m £16.1m 81.7% 56.5% 2,520 bps Occupancy £184.3 £169.2 Average room rate 8.9% 57.4% £95.6 RevPAR £150.5 Room revenue £85.9m £54.6m 57.5%

	Reported in Pound Sterling <sup>1</sup> (£)		
0	Six months ended	Six months ended	0/ 1
Operations	30 Jun 2023	30 Jun 2022	% change
Total revenue	£22.1m	£16.2m	36.0%
EBITDAR	£0.5m	£(0.1)m	n.a.
EBITDA	£(0.4)m	£(0.9)m	n.a
Occupancy <sup>2</sup>	47.2%	43.6%	360 bps
Average room rate <sup>2</sup>	£102.3	£84.5	21.0%
RevPAR <sup>2</sup>	£48.3	£36.8	31.1%
Room revenue <sup>2</sup>	£12.6m	£8.7m	45.0%

#### OTHER MARKETS

#### **AUSTRIA, HUNGARY, ITALY AND SERBIA**

	Reported	Reported in Pound Sterling <sup>1</sup> (£)		
Hotel operations	Six months ended 30 Jun 2023	Six months ended 30 Jun 2022	% change	
Total revenue	£3.8m	£3.2m	17.5%	
EBITDAR	£(0.2)m	£0.2m	n.a	
EBITDA	£(0.2)m	£0.2m	n.a	
Occupancy	36.3%	27.8%	850 bps	
Average room rate	£140.4	£103.9	35.2%	
RevPAR	£51.0	£28.9	76.6%	
Room revenue	£2.9m	£2.3m	25.7%	

### THE NETHERLANDS

ed in Pound Ster Six months ended 30 Jun 2022	rling¹ (£) % change
ended	% change
30 Jun 2022	% change
	76 Change
£14.7m	105.1%
£3.1m	208.7%
£3.1m	209.4%
40.9%	3,880 bps
£139.5	7.2%
£57.0	109.0%
£11.1m	109.0%
	£3.1m £3.1m 40.9% £139.5 £57.0

### GERMANY

	NCE  Reported in Pound Sterling <sup>1</sup> (£)			
Hotel operations	Six months ended 30 Jun 2023	Six months ended 30 Jun 2022	% change	
Total revenue	£10.6m	£6.4m	65.7%	
EBITDAR	£2.3m	£2.7m	(14.9)%	
EBITDA	£2.3m	£2.7m	(14.7)%	
Occupancy	56.1%	42.0%	1,410 bps	
Average room rate	£125.1	£98.9	26.4%	
RevPAR	£70.2	£41.5	69.0%	
Room revenue	£9.1m	£5.4m	69.0%	

#### **MANAGEMENT AND CENTRAL SERVICES**

FINANCIAL PERFORMANCE	Reported in Pound Sterling (£)	
	Six months ended 30 Jun 2023	Six months ended 30 Jun 2022
Total revenue before elimination	£21.5m	£13.3m
Revenues within the consolidated Group	£(18.2)m	£(11.8)m
External and reported revenue	£3.3m	£1.5m
EBITDA	£2.3m	£(4.0)m

<sup>1</sup> Average exchange rate from Euro to Pound Sterling for the period ended 30 June 2023 was 1.144 for the period ended 30 June 2022 was 1.185 representing a 3.4% decrease.

The room revenue, average room rate, occupancy and RevPAR statistics include all accommodation units at hotels and self-catering apartment complexes and exclude campsites and mobile homes.

## Interim consolidated income statement

	Six months ended	
	30 June 2023 Unaudited £'000	30 June 2022 Unaudited £'000
Revenues	179,971	113,191
Operating expenses	(133,525)	(95,040)
EBITDAR	46,446	18,151
Rental expenses	(1,210)	(1,129)
EBITDA	45,236	17,022
Depreciation and amortisation	(20,071)	(19,488)
EBIT	25,165	(2,466)
Financial expenses	(18,039)	(18,724)
Financial income	2,826	539
Other income	2,348	2,670
Other expenses	(4,036)	(4,922)
Net income (expense) for financial liability in respect of Income Units sold to private investors	(6,188)	(3,103)
Share in results of associate and joint ventures	(50)	(95)
Profit (loss) before tax	2,026	(26,101)
Income tax benefit (tax expense)	(1,082)	144
Profit (loss) for the period	944	(25,957)
Profit (loss) attributable to:		
Equity holders of the parent	3,858	(22,110)
Non-controlling interests	(2,914)	(3,847)
	944	(25,957)
Basic and diluted earnings per share (in Pound Sterling)	0.09	(0.52)

# Interim consolidated statement of financial position

	30 June 2023 Unaudited	31 December 2022 Audited
	£'000	£'000
Assets		
Non-current assets:		
Intangible assets	11,120	12,805
Property, plant and equipment	1,362,370	1,335,184
Right-of-use assets	228,038	225,443
Investment in joint ventures	5,715	4,961
Other non-current assets	52,652	47,245
Restricted deposits and cash	9,123	9,272
Deferred income tax assets	12,735	12,909
	1,681,753	1,647,819
Current assets:		
Restricted deposits and cash	2,900	9,229
Inventories	3,351	3,181
Trade receivables	23,296	18,533
Other receivables and prepayments	35,602	17,866
Cash and cash equivalents	137,765	163,589
	202,914	212,398
Total assets	1,884,667	1,860,217

# Interim consolidated statement of financial position

	30 June 2023 Unaudited £'000	31 December 2022 Audited £'000
Equity and liabilities		
Equity:		
Issued capital	-	-
Share premium	133,336	133,177
Treasury shares	(6,888)	(5,472)
Foreign currency translation reserve	10,882	20,039
Hedging reserve	13,355	10,950
Accumulated earnings	154,017	156,364
Attributable to equity holders of the parent	304,702	315,058
Non-controlling interests	213,785	188,187
Total equity	518,487	503,245
Non-current liabilities:		
Borrowings	810,884	817,631
Provision for concession fee on land	5,168	5,331
Financial liability in respect of Income Units sold to private investors	117,722	121,084
Other financial liabilities	271,296	265,494
Deferred income taxes	5,835	5,922
	1,210,905	1,215,462
Current liabilities:		
Trade payables	14,837	13,565
Other payables and accruals	94,204	80,844
Borrowings	46,234	47,101
	155,275	141,510
Total liabilities	1,366,180	1,356,972
Total equity and liabilities	1,884,667	1,860,217



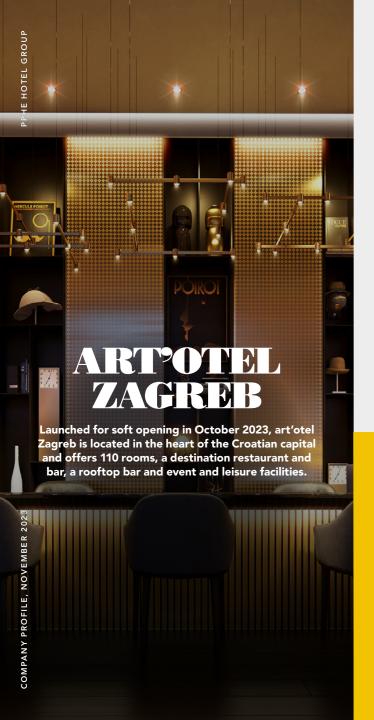




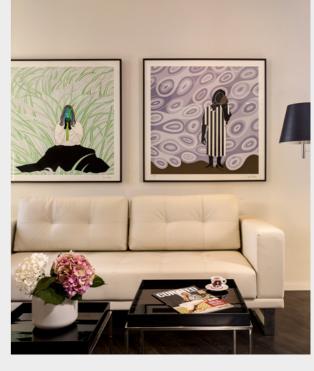


















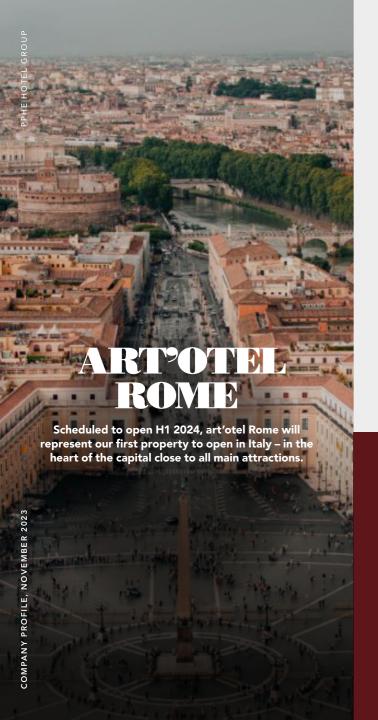


























## Important notice

By attending the meeting where this presentation is made, or by reading this document, you agree to be bound by the limitations set out below.

This presentation does not constitute an offer or invitation for the sale or purchase of any securities of PPHE Hotel Group Limited (PPHE) or any of the businesses or assets described in it. The information in this presentation, which does not purport to be comprehensive, has been provided by PPHE and has not been independently verified. While this information has been prepared in good faith, no representation or warranty, express or implied, is or will be made and, save in the case of fraud, no responsibility or liability is or will be accepted by PPHE and any of its subsidiaries (PPHE Hotel Group) or by any of their respective directors, officers, employees, agents or advisers in relation to the accuracy or completeness of this presentation or any other written or oral information made available to any interested party or its advisers and any such liability is expressly disclaimed. No information set out or referred to in this presentation shall form the basis of any contract.

This presentation has been delivered to interested parties for information only. The recipient agrees to keep confidential any written or oral information contained herein or otherwise made available in connection with the Group. This presentation must not be copied, reproduced, distributed or passed to others at any time.

The recipient has further agreed to return all documents and other material held by it relating to the Group referred to in the presentation upon request. PPHE gives no undertaking to provide the recipient with access to any additional information or to update this presentation or to deliver an updated presentation in the future or to update any additional information, or to correct any inaccuracies in it which may become apparent, and it reserves the right, without giving reasons, at any time and in any respect, to terminate negotiations with any prospective purchaser.

This presentation is being distributed on the basis that each person in the UK to whom it is issued is reasonably believed to be such a person as is described in Article 19 (Investment professionals), Article 48 (Certified high net worth individuals), Article 49 (High net worth companies, unincorporated associations etc.), Article 50 (Certified sophisticated investors), or Article 50A (Self certified sophisticated investors) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, or is a person to whom this presentation may otherwise lawfully be distributed. Persons who do not fall within such descriptions may not act or rely upon the information contained in it.

The contents of this document have not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this document for the purposes of engaging in any investment activity may expose you to a significant risk of losing all of the property or other assets invested or of incurring additional liability. Any person who is in doubt should consult an authorised person specialising in advising on investments of this nature.

Any recipient of this presentation in jurisdictions outside the UK should inform themselves about and observe any applicable legal requirements. This presentation does not constitute an offer to sell or an invitation to purchase securities in PPHE in any jurisdiction. In particular, this presentation should not be distributed, directly or indirectly, by any means (including electronic transfer) in or into Canada, Australia, Japan, the United States or the Republic of South Africa or to any citizens, nationals or residents thereof, or to any corporation, partnership or other entity created or organized under the laws of those jurisdictions or to any "US Person" as defined in Regulation S under the US Securities Act of 1933 (as amended). Any such distribution could result in a violation of relevant securities laws of such jurisdictions.

This presentation should not be considered as the giving of investment advice or any recommendation by PPHE or any other member of the Group or by any of their respective officers, directors, employees, agents or advisers. Each person to whom this presentation is made available must make his or its own independent assessment of PPHE and the Group after making such investigation and taking such advice as he or it may consider necessary or appropriate. In particular, this presentation does not replace a review of any financial or other information published by PPHE via a Regulatory Information Service and ongoing reports. Any opinions, forecasts or estimates in this presentation constitute a judgment as at the date of this presentation. There can be no assurance that future results or events will be consistent with any such opinions, forecasts or estimates.

Matters discussed in this document may constitute forward looking statements. Forward looking statements are generally identifiable by the use of the words "may", "will ", "should", "plan", "expect", "anticipate", estimate", "believe ", "intend", "project", "goal" or "target" or the negative of these words or other variations on these words or comparable terminology. Forward looking statements reflect the current views of PPHE with respect to future events and financial performance and may include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts.

Forward-looking statements involve a number of known and unknown risks, uncertainties and other factors that could cause PPHE's or its industry's actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward looking statements.

All enquiries relating to this presentation should be directed to Daniel Kos,
Chief Financial Officer and Executive Director,
PPHE Hotel Group Limited at

dkos@pphe.com



# Thank you



Boris Ivesha President & Chief Executive Officer



**Greg Hegarty** Deputy Chief Executive Officer & Chief Operating Officer



**Daniel Kos** Chief Financial Officer & Executive Director



Robert Henke **Executive Vice President** Commercial Affairs















County Hall – Riverside Building 2nd Floor, Belvedere Road London SE1 7GP United Kingdom

**T.** +44 (0)20 703 44 800

E. info@pphe.com

pphe.com