

PRESS RELEASE

PPHE Hotel Group Launches Global Talent Management Programme

01 September 2014– PPHE Hotel Group, owner, operator and franchisor of primarily full service upscale and lifestyle hotels including Park Plaza® Hotels & Resorts and art'otel has launched its global Talent Management programme. Supporting the retention and attraction of talent both on property and in support roles the launch of the programme includes a new dedicated career website www.pphe.com/careers, including a mobile version, across the United Kingdom, Germany & Hungary and the Netherlands.

PPHE Hotel Group's Talent Management programme launches at a time when there is a great deal of buzz within the hospitality sector regarding the need for dedicated talent management schemes to support new emerging talent, in particular graduates. With over 150 team members either promoted or transferred into new roles at hotel-level in 2013, the programme aims to attract this new talent but also identify talent already within the business and manage progression with dedicated development programmes and training. The objective of the new Talent Management programme is to enhance PPHE Hotel Group's succession planning strategy ensuring it has the right person, in the right job, at the right time.

Team members identified as demonstrating high performance and high potential will be supported by a confirmed process which includes:

- Step one: Identifying and recording our Talent
- Step two: Supporting and Developing our Talent
- Step three: Reviewing Progress
- Step four: Communicating and Celebrating

Jaklien van Sterkenburg, Vice President People Development & HR, PPHE Hotel Group commented: "Performance plus potential equals talent. The new Talent Management programme really strengthens our objective to recognise the importance of retaining and encouraging first-class team members. We were delighted to be awarded "Best Companies

Ones to Watch" by the Sunday Times in 2013; scoring notably high in areas of 'My Team', 'My Company' and 'Personal Growth' – all of which underpins our people development and talent retention strategy."

For more information regarding PPHE Hotel Group including careers and vacancies, visit www.pphe.com/careers

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Notes to editors

PPHE Hotel Group is a Guernsey registered company and through its subsidiaries, jointly controlled entities and associates, owns, leases, develops, operates and franchises full service upscale and lifestyle hotels in major gateway cities and regional centres, predominantly in Europe.

The majority of the Group's hotels operate under two distinct brands, Park Plaza[®] Hotels & Resorts and art'otel[®]. The Group has an exclusive licence from Carlson, a global privately held hospitality and travel company, to develop and operate Park Plaza Hotels & Resorts in Europe, the Middle East and Africa. The art'otel brand is fully owned by the Group. The Group has a minority ownership interest in the Arenaturist group, one of Croatia's leading hospitality companies.

The portfolio of owned, leased, managed and franchised hotels comprises 38 hotels in operation offering a total of more than 8,300 rooms. The development pipeline includes four new hotel projects, one hotel extension and reconfiguration and one rebranding project. These developments are expected to add over 850 rooms to our portfolio by mid 2016 and an additional 350 rooms by the end of 2017.

Our Company: www.pphe.com

Our Hotel Brands:

www.parkplaza.com www.artotels.com www.arenaturist.com

For images and logos visit www.vfmii.com/parkplaza