

PRESS RELEASE

PPHE Hotel Group appoints Jaklien van Sterkenburg as Executive Vice President People & Culture | Head of HR

07 December 2017: PPHE Hotel Group, which owns, leases, develops, operates and franchises full service upscale, upper upscale and lifestyle hotels in major gateway cities and resort destinations, predominantly in Europe, is pleased to announce the promotion of Jaklien van Sterkenburg to **Executive Vice President People & Culture | Head of HR** as the hospitality group continues to strengthen its Executive Leadership Team.

The hospitality brand recently announced strong year-to-date and end of quarter three results and Jaklien will contribute to the continued growth ambition of PPHE Hotel Group as a member of the Executive Leadership Team. Jaklien's role will focus on people development including leadership competencies and talent management ensuring that the culture at PPHE Hotel Group continues to be unique for guests and team members. Upon successfully launching a new Employer Branding and Team Value Proposition for the Park Plaza® Hotels & Resorts brand in 2017, Jaklien's focus for 2018 is to explore the people and culture within the wholly-owned art'otel® brand and to create its own Employer Brand and Team Value Proposition.

Jaklien will also spearhead a new recruitment screening process and applicant tracking system for both strategic internal development and external talent assessment in order to set high standards of measurement excellence, enabling HR professionals and business managers to make well-informed people decisions. Further projects include the implementation of a new people system in the Netherlands and the roll-out of you:niversitynext Management Development Programme to strengthen both current and new leaders within PPHE Hotel Group.

Jaklien previously held the role of Vice President People Development & HR and has been with PPHE Hotel Group for more than 20 years holding various positions, including Director of Sales and Hotel Manager.

Jaklien's promotion joins three further senior management appointments, namely Daniel Kos as Chief Financial Officer, Greg Hegarty as Executive Vice President UK and Chief Commercial Officer and Robert Henke, Executive Vice President Corporate Affairs & Customer Experience. Together they will focus on supporting the next growth phase of PPHE Hotel Group.

Boris Ivesha, President & Chief Executive Officer, commented on the announcement: "Jaklien has been integral in leading and introducing a number of award-winning talent programmes and initiatives in our business and I am delighted to be able to recognise these achievements with this new appointment. I look forward to working more closely with Jaklien and the Executive Leadership Team as we head into an ambitious new year."

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Notes to editors

The Company is a Guernsey registered company and through its subsidiaries, jointly controlled entities and associates, owns, leases, operates, franchises and develops full-service upscale, upper upscale and lifestyle hotels in major gateway cities, regional centres and select resort destinations, predominantly in Europe.

The majority of the group's hotels operate under the Park Plaza® Hotels & Resorts or art'otel® brands. The group has an exclusive licence from Carlson Hotels Worldwide Inc., 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 wholly owned by the group.

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

The group's portfolio of owned, leased, managed and franchised hotels comprises 39 hotels offering a total of approximately 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 2019.

Company websites:
www.pphe.com
www.arenahospitalitygroup.com

For reservations:
www.parkplaza.com
www.artotels.com
www.arenaturist.com

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