

## PRESS RELEASE

### PPHE Hotel Group attending IHIF 2018

*PPHE Hotel Group stand number:* 15

*Arena Hospitality Group stand number:* 11

**23<sup>rd</sup> February 2018:** 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, will be participating at this year's International Hotel Investment Forum (IHIF) on 5-7<sup>th</sup> March in Berlin.

At the forum, Sabina Wyss di Corrado, Director of Acquisitions & Development at PPHE Hotel Group will participate on a panel discussing innovative deal structures. Alongside industry leading figures, she will examine recent deals which have used innovative funding structures: the pros and cons, if they can be replicated to other markets and whether these structures could be the growing trend going forward. This panel debate will be held on **Tuesday 6<sup>th</sup> March 4.30-5.30pm**.

In addition, Arnoud Duin, Vice President of Finance at [Arena Hospitality Group](#) ('Arena'), of which PPHE Hotel Group has a 51.97% controlling ownership interest, is also speaking at the forum at a session looking at where the best investment opportunities are in Southern Europe and the Mediterranean. This breakout session will be held on **Tuesday 6<sup>th</sup> March 3.00-4.00pm**.

The forum welcomes more than 2,000 senior hospitality figures from over 80 countries to debate, network and share best practice. The theme for this year's event is "Reaching New Heights" with the aim to explore new investment opportunities, improve profitability and discovers the tools needed to expand into new markets.

During 2017, PPHE Hotel Group delivered a number of corporate initiatives in support of realising its growth potential, including the sale and leaseback of Park Plaza London Waterloo and the refinancing of Arena's existing debt. The sale and leaseback of Park Plaza London Waterloo enabled the company to raise approximately £85 million in excess cash for future development and growth, whilst the refinancing of Arena's existing debt resulted in substantially lowering its interest expenses in Croatia. In addition, Arena raised €106.0 million by way of a public offering of its shares on the Zagreb Stock Exchange, the largest public offering in Croatia in recent years and the largest of its kind in the tourism sector. Arena intends to invest the capital raised in renovations, upgrading its hospitality portfolio and pursuing new opportunities in Central and Eastern Europe.

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IHIF is a must go networking event for the key players in hospitality – from world renowned CEOs to investors. Sabina alongside Arnoud and other senior members of PPHE Hotel Group's team look forward to welcoming new and existing partners to their stand and to join in the panel debates.

- Ends -

For further information please contact:

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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 2022.

Company websites:

[www.pphe.com](http://www.pphe.com)

[www.arenahospitalitygroup.com](http://www.arenahospitalitygroup.com)

For reservations:

[www.parkplaza.com](http://www.parkplaza.com)

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[www.artotels.com](http://www.artotels.com)

[www.arenaturist.com](http://www.arenaturist.com)

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