

PPHE Hotel Group kicks off 2019 with international leadership summit “We Are Creators”

Conference strengthens the company’s vision to transform hospitality real estate potential into value and profits

London: 06 February 2019: PPHE Hotel Group Limited (PPHE), an international hospitality real estate group, kicked off 2019 by bringing together its leadership teams across each of its four European operating regions. Held at its newly repositioned property, Park Plaza London Riverbank, the teams heard more about the company’s renewed purpose and strategic priorities.



[PPHE Hotel Group’s We Are Creators leadership summit at Park Plaza London Riverbank]

Delegates from the United Kingdom, the Netherlands, Germany & Hungary and Croatia came together to see the three-day summit opened by PPHE’s founders; Eli Papouchado, Chairman and Boris Ivesha, President & Chief Executive Officer. Agenda items included PPHE’s Executive Leadership team announcing the launch of the company’s renewed purpose and evolved strategic direction with a separated property and operations focus, alongside a new blueprint which will be launched in 2019 with a dedicated programme of activities.



[Eli Papouchado and Boris Ivesha open the conference]



[PPHE’s Executive Leadership team kicks off the first panel session]

Further sessions included panels, creative leadership workshops, keynote guest speakers, mindfulness training and an awards dinner recognising team performances, team members and suppliers.



[Andy Shepherd, David Haye, Michelle Wells, Boris Ivesha & Greg Hegarty –

Hotel of The Year award went to Park Plaza Victoria London]

PPHE's renewed purpose **to create valuable memories for our guests and value for our assets** reflects the international group's journey to enhance the understanding of its unique position in the marketplace as the owner of the majority of its assets. Greg Hegarty, Chief Operating Officer and Daniel Kos, Chief Financial Officer joined fellow Executive Leadership team members in explaining more about PPHE's enhanced flexible business model and strategic agenda which has been separated into Property and Operations.

The summit is the second to be held by PPHE and following the successful partner and delegate feedback, has now become a regular fixture in the corporate calendar for its leaders. Attendees included Heads of Departments of Support Offices, General and Hotel Managers and Executive Management along with management attendees from Arena Hospitality Group (Arena) originating from Croatia, Germany and Hungary, for which PPHE is a controlling shareholder.

Boris Ivesha, President & Chief Executive Officer commented on the summit: "I was delighted to open and close the summit alongside our Chairman, Eli Papouchado and to see such energy and passion from our leaders. PPHE is in a new accelerated stage of growth and the summit was the ideal moment to launch our renewed purpose and enhanced business model as we head into 2019 where value and guest memory creation sits at the top of the our Property and Operational priorities. I look forward to working with our Executive Leadership team to further create, lead and live by these values and to see the results of the renewed purpose of the Company."

Speakers during the summit included; Joris Juttman (KPMG), Andre Wiringa (Performance Solutions), Dana Zelicha (Mindfulness Expert and Organisational Psychologist, Organizational Well Being Agency) and Sarah Duignan (STR).



[Dana Zelicha, Mindfulness Expert and Organisational Psychologist, Organizational Well Being Agency talks to PPHE]

Two inspiring panel sessions were moderated by sports broadcast journalist and presenter; Nat Coombs with the awards evening presented by David Haye and Andy Shepherd as follows:

Supplier of the year award mid-size company – PSL

Supplier of the year award large company – Vision

Special recognition award – Gear Construction

Support team of the year award – People & Culture

Excellence in talent development award – Park Plaza Westminster Bridge London

Maxim World award for most improved hotel – Park Plaza Victoria Amsterdam

Vision Award for best guest experience – Park Plaza Westminster Bridge London

Innovation project of the year award – Arena One 99

Honorary service award – Rinaldo Bicic and Sonja Brocca-Nastic

Hotel of the year award Arena Hospitality Group – art'otel budapest

Hotel of the year award – Park Plaza Victoria London



General Manager of the year award – Axel Krueger

Lifetime achievement and Chairman's award – Milena Perkovic (Arena Hospitality Group)

- Ends -

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Notes to editors

PPHE Hotel Group Limited ('PPHE' or the 'Group') is an international hospitality real estate company, with a £1.6 billion portfolio of primarily prime freehold and long leasehold assets in Europe. The Group's guiding principle is to generate attractive returns from operations and long-term capital appreciation.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its primary focus is full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations.

The Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, the Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands. This multi-brand approach enables the Group to develop and operate properties across several segments of the hospitality market.

The Group is one of the largest owner/operators of hotels in central London and its property portfolio comprises of 38 hotels and resorts in operation, offering a total of approximately 8,800 rooms and 8 campsites, offering approximately 6,000 units. The Group's development pipeline includes two new hotels in London which are expected to add an additional 500 rooms by the end of 2022.

PPHE is a Guernsey registered company and its shares are listed on the Premium Listing segment of the Main Market of the London Stock Exchange. PPHE also holds a controlling ownership interest (51.97% of the share capital) in Arena Hospitality Group, whose shares are listed on the Zagreb Stock Exchange.

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