

PRESS RELEASE

PPHE Hotel Group unveils the premium boutique hotel Holmes Hotel London as its first repositioned property for 2019

25th April 2019 – PPHE Hotel Group (“PPHE” or the “Group”), an international hospitality real estate group which owns and develops hotels and resorts, operates the Park Plaza® Hotels & Resorts brand in EMEA and owns the art’otel® brand, is delighted to announce the opening of its debut premium boutique hotel product, Holmes Hotel London.

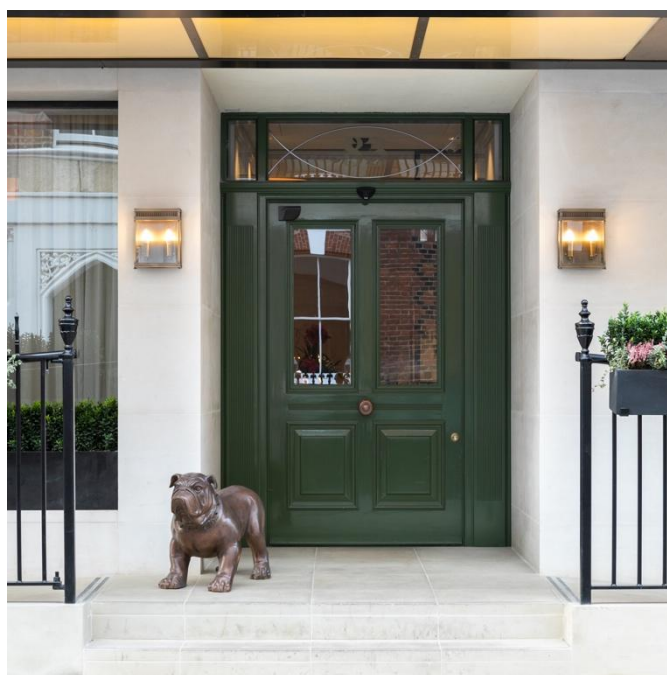
Late spring 2019 sees the official opening of the Group’s first premium boutique hotel, Holmes Hotel London. Formerly Park Plaza Sherlock Holmes London, the repositioned hotel situated on Chiltern Street Marylebone, has seen a multi-million-pound refurbishment of the original site which includes all guest rooms and public areas and expresses a new luxurious identity synonymous with an up-market boutique aesthetic. Reacting to the ever-evolving market trends, the new hotel will offer the required flexibility to facilitate guest’s on and off-site demands and provide a personalised, service for all guests in one of London’s most sought-after neighborhood, Marylebone Village.



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The 5,499m² property comprises of four classic Georgian buildings housed over four floors. Holmes Hotel will encapsulate a new identity as a premium boutique hotel with a renewed sense of heritage, immersive playfulness and approachability – a stylish home away from home for the contemporary traveller looking for a unique stay.

The main entrance of the hotel has been moved from Baker Street to Chiltern Street, allowing guests easier access to Marylebone's stylish boutiques, galleries and eateries, Holmes Hotel London's interiors and ambience have been designed to reflect the chic, personality driven Marylebone Village and to encompass the luxurious feel of the local area.



Elegant, modern facilities will include 118 sophisticated guest rooms, three meeting spaces, a gym and an all-day dining destination, Kitchen at Holmes, which offers a seasonally

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inspired menu in celebration of Londoners and the sensational cultural melting pot of the city.

With an expert eye for contemporary design, the award-winning Digital Space created the vision and interior design for the modern, classic hotel whilst award-winning European design agency Zopsigog continued the story-telling through subtle flavoured intriguing touch points adding hidden depth to the mystery that runs throughout the historic and modern Sherlock Holmes culture.



Boris Ivesha, President & Chief Executive Officer, PPHE Hotel Group added, “We are excited to open the doors of our first major repositioning project in 2019, the Marylebone located Holmes Hotel London. We look forward to welcoming our local neighbours and

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international guests this spring to showcase our new premium boutique hotel which is reflective of the iconic personality and ambience of Marylebone. This opening will be the first of several repositioning projects to be completed this year, with similarly exciting projects in their final stages in Amsterdam, Utrecht and Croatia.”

For further information, please visit:

Holmes Hotel: www.holmeshotel.com

-Ends-

All information correct at date of press release distribution

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ABOUT HOLMES HOTEL LONDON

Capturing the essence of its stylish surrounds, Holmes Hotel London is a premium standalone boutique hotel comprised of four beautifully restored Georgian heritage buildings located on Chiltern Street in Marylebone, London.

Situated just a seven-minute stroll from Regent's Park and 15-minute leisurely walk from Oxford Street, the hotel offers a central yet chic location and unique village atmosphere with picturesque laneways, leafy parks, high-end fashion boutiques, cafes and restaurants.

A sophisticated and immersive home away from home for the modern traveller, the contemporary retreat features 118 guest rooms and unique loft suites, three diverse meeting spaces, a gym and a seasonally inspired, all-day casual dining restaurant, Kitchen at Holmes.

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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 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 and one in New York City, which are expected to add an additional 600 rooms by the end of 2023.

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

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For reservations

www.parkplaza.com

www.artotels.com

www.arenahotels.com

www.arenacampsites.com