

11 July 2022

PPHE Hotel Group Limited
("PPHE Hotel Group", "PPHE" or the "Company")

PPHE joins Zero Carbon Forum

PPHE Hotel Group, the owner, developer and operator of £1.8 billion of international hospitality assets, is pleased to announce that it has taken another significant step towards achieving its net zero status by joining forces with Zero Carbon Forum.

Zero Carbon Forum is a non-profit organisation, empowering members to reach sustainability targets with greater speed, efficiency, and profit as a united effort. With defined roadmaps backed by peers, government, and leading sustainability experts, together it helps hospitality organisations of all sizes to progress at pace to a net zero future.

With external and internal support, including from the forum, PPHE Hotel Group will develop its net zero strategy through the course of this year. The forum will share its knowledge, insights, innovation and best practices to help the Company in its objectives to deliver a long-term, sustainable model.

As a hospitality real estate owner and operator that develops, owns and manages many of its properties, PPHE is in a unique position when it comes to integrating sustainability into its business, from the point of development to its day-to-day operations. Other recent environmental initiatives introduced or supported by the Group include the Carbon Negative Meetings in partnership with Radisson Hotel Group, reducing water usage and recycling more.

Now with close to 40 members, and a membership base that has doubled in 12 months, PPHE Hotel Group is the latest, and second largest, hotel group to sign up to the forum. Through collective action and tools such as its freely available net zero roadmap, the forum's mission is for the hospitality industry to meet its targets much sooner, to eliminate operational emissions by 2030 and reach net zero across supply chains by 2040.

Inbar Zilberman, Chief Corporate and Legal Officer at PPHE Hotel Group said:

"Joining Zero Carbon Forum is another positive move in our commitment to achieving net zero status. Last year we formed a new ESG committee to help set targets for carbon reduction, launched our Task Force on Climate-related Financial Disclosures reporting for the first time, and made our owned and managed hotels in the UK, Netherlands and Germany wholly reliant on electricity generated from 100% renewable sources.

"Now, with guidance from the forum, we will be able to define a strategy that sets manageable targets, reduces our carbon footprint, and makes our business ever more sustainable."

Mark Chapman, CEO of Zero Carbon Forum, said:

"We need to act now and at pace. It's great to have PPHE on the forum so that together we all play a part in building a zero-carbon world. Partnerships are crucial to this mission, to strengthen our strategic approach in helping organisations reach net zero in their own operations and across their value chains, and well in advance of the Government's 2050 target."

Enquiries:

PPHE Hotel Group Limited

Daniel Kos,
Chief Financial Officer & Executive Director

Robert Henke
Executive Vice President of Commercial Affairs

Tel: +31 (0)20 717 8600

Hudson Sandler

Lucy Wollam / Charlotte Cobb / Nick Moore

Tel: +44 (0)20 7796 4133

Email: pphe@hudsonsandler.com

Notes to Editors

About PPHE Hotel Group

PPHE Hotel Group is an international hospitality real estate company, with a £1.8 billion portfolio (valued as at December 2021), of primarily prime freehold and long leasehold assets in Europe.

PPHE's business model is highly differentiated and owns, co-owns, develops, leases, operates and franchises hospitality real estate. PPHE has a well-established track record of delivering superior NAV growth through a disciplined and highly targeted approach to capital allocation and capital recycling across the entire hospitality asset value chain. The PPHE portfolio includes full-service upscale, upper upscale and lifestyle hotels in major European gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations. The Group's strategy is to grow both the value of the asset portfolio and the hospitality management operating platform without diluting equity shareholders.

PPHE Hotel 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, PPHE Hotel 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.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group, whose shares are listed on the Prime market of the Zagreb Stock Exchange.

Company websites

www.pphe.com

www.arenahospitalitygroup.com

For reservations

www.radissonhotels.com/parkplaza

www.radissonhotels.com/artotel

www.arenahotels.com

www.arenacampsites.com

About the Zero Carbon Forum

The [Zero Carbon Forum](#) is a non-profit organisation which builds on 10 years of carbon reduction collaboration in the UK's hospitality sector. It enables members to reach their decarbonisation targets faster, more efficiently and more cost effectively than acting alone.

The Forum will publish a publicly available roadmap to achieve net zero carbon ahead of the United Nations Climate Change Conference (COP 26) in November 2021.

Members pledge to work collaboratively, by sharing carbon reduction plans and initiatives. By combining expertise and resources the forum helps to identify all possible actions to decarbonise operations across tens of thousands of outlets and their supply chains.

The Zero Carbon Forum is endorsed by government and backed by trade associations UK Hospitality and the British Beer and Pub Association. Members include leading UK and global hospitality organisations, including Adnams, Azzurri Group, Boparan Restaurants, Brewdog, Burger King UK, Cote, Fuller's, Greene King, InterContinental Hotels Group, JD Wetherspoon, KFC, Marston's PLC, Mitchells & Butlers PLC (MAB), Nando's UK and IRE, Pizza Express, Pizza Hut Restaurants UK, Revolution Bars, Shepherd-Neame Ltd, St. Austell, Stonegate, The Restaurant Group (including Wagamama), WSH, and Young & Co. Brewery, PLC.