



25 April 2023

PPHE HOTEL GROUP LIMITED
("PPHE" or "the Group")

Second hotel under PPHE/Radisson Hotel Group extended partnership

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, is pleased to announce the debut of its first Radisson RED hotel, which will be located in Belgrade, Serbia.

The Radisson RED Belgrade will be the second hotel to be operated and marketed by PPHE under the Group's extended partnership with Radisson. This follows the launch of Grand Hotel Brioni in Pula, Croatia, which opened as a Radisson Collection Hotel in May 2022 following an extensive repositioning project.

Previously branded Arena 88 Rooms Hotel, the property is currently being refurbished and is set to open later this year as a bold and quirky upscale Radisson RED branded hotel.

Radisson RED Belgrade will be the first Radisson RED branded hotel to be operated by PPHE's Croatian subsidiary Arena Hospitality Group, as part of the extended strategic partnership between Radisson Hotel Group and PPHE announced in May 2022. Through this partnership, both companies intend to leverage each other's brands and strengths to accelerate expansion, generate additional income through global distribution and the Radisson Rewards membership programme, and drive – and benefit from – brand awareness.

Located minutes from the capital's historic centre, the Radisson RED Belgrade is in Takovska Street near the National Assembly of the Republic of Serbia. It will offer 88 rooms including three suites. The progressive design scheme has been created by London and Zagreb based Atellior design studio and includes a signature red Zastava 750 car in the lobby as a prime feature, manufactured by the former renowned Yugoslavian car factory in Kragujevac. Guests will be able to use the hotel's self-check-in terminals or the hotel's app to access their rooms, as well as control any of the room features and order food and drinks. The hotel will offer an all-day restaurant on the ground floor and the property's top floor is home to a co-working space, flexible event spaces including game areas and a rooftop bar with views of the historic city centre.

Belgrade is one of Europe's oldest cities and is easily accessible from neighbouring countries, from key European airports and there are direct flight connections to and from the United States and the Middle East. The city offers several historic landmark sites and is Serbia's main commercial centre today.

Boris Ivesha, President & CEO of PPHE Hotel Group, commented:

"We are delighted to announce the debut of our first Radisson RED branded hotel which will open later this year in Belgrade, Serbia. This builds further on our successful 20-year partnership with Radisson Hotel Group, which is founded on trust, collaboration and joint value creation. We are excited about the future of our property portfolio through this enhanced partnership and our entrepreneurial approach to value creation that is possible through our unique business model. We look forward to continuing to unlock a range of exciting opportunities for long-term growth while exciting an ever-growing number of guests around the world."

Elie Younes, Executive Vice President & Global Chief Development Officer at Radisson Hotel Group, commented:

“With the signing of Radisson RED Belgrade, we expand the presence of Radisson RED in Southeast Europe and take yet another significant step in our strategy of bringing this vibrant brand to travellers around the world. This is our second hotel under our extended partnership with PPHE Hotel Group and their Croatian subsidiary Arena Hospitality Group, following the launch of Grand Hotel Brioni Pula, a Radisson Collection Hotel, in May 2022.”

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Notes to Editors

About PPHE Hotel Group

PPHE Hotel Group is an international hospitality real estate company, with a £2.0 billion portfolio, valued as at December 2022 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its portfolio includes 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's strategy is to grow its portfolio of core upper upscale city centre hotels, leisure and outdoor hospitality and hospitality management platform.

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.parkplaza.com | www.artotel.com | www.arenahotels.com | www.arenacampsites.com

About Radisson Hotel Group

The Radisson family of brands can be found around the world in more than 120 countries, with currently over 1,700 hotels in operation and under development. Radisson Hotel Group operates the business in EMEA and APAC with over 1,100 hotels in operation and under development. The international hotel group is rapidly growing with a plan to significantly grow the portfolio. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group's loyalty program, which delivers an elevated experience that makes Every Moment Matter. As the most streamlined program in the sector, members enjoy

exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

At Radisson Hotel Group we [care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to stringent health and safety requirements, as outlined in the [Radisson Hotels Safety Protocol](#). The Safety Protocol is an integral part of Radisson Hotel Group's Safety and Security program ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

About Radisson RED

Radisson RED is an (upper) upscale hotel brand that presents a playful twist on the conventional. The brand injects new life into hospitality through informal services where anything goes, a social scene that's waiting to be shared and stylish public spaces with standout design to inspire our guests. Radisson RED hotels are designed to fit the needs of our guests by giving them endless opportunities to tune in and out switching effortlessly between business and pleasure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of the Radisson family of brands, which also includes Radisson Collection, Radisson Blu, Radisson, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](#). Or connect with Radisson RED on:

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