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

British street artist D*Face appointed Signature Artist at art'otel London Hoxton

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, is pleased to announce that it has chosen British street artist D*Face as the Signature Artist for its forthcoming art'otel London Hoxton property, which is due to open in H1 2024.

London-born D*Face is recognised globally as one of his generation's most prolific contemporary urban artists, blending art, design and graffiti in a way that pre-dated the emergence of street art. Having spread his signature style worldwide for the past two decades, with well over one hundred murals, a host of solo exhibitions, and collaborations with the likes of Blink 182, Triumph Motorcycles and Uniqlo, D*Face has come full circle, returning to where it all started for him, in London's iconic East End.

Perfectly embodying the rebellious and unconventional spirit of the area, D*Face's bold, pop-art-infused style will bring the vibrant and unique language of the streets to the interiors of this latest art'otel property. In collaboration with the award-winning interior design studio, Digital Space, D*Face will create everything from original large sculptures and murals to details such as bespoke fixtures and bold furnishings, ensuring every inch of the new lifestyle hotel will leave guests feeling truly immersed in London's most creative hub.

art'otel London Hoxton was designed by Squire & Partners and is based on a pure cylindrical form structure, occupying a prominent corner within the South Shoreditch Conservation Area. The 27-floor property is currently in construction and will boast exceptional views across the capital, with 357 guest rooms including 60 suites, destination restaurants and bar, an art gallery, events space, an auditorium, and extensive leisure facilities including an indoor swimming pool.

D*Face is the second Signature Artist to work with the art'otel brand in London, joining Jaime Hayon, the Spanish artist and interior designer behind art'otel London Battersea Power Station, London's first art'otel branded hotel which opened its doors to guests in December 2022.

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

"For our second London art'otel, the Group wanted to work with an artist that embodies Hoxton's urban edge. We knew instantly that multimedia artist D*Face was the best choice - his vivid designs and subversive pop-art style work are at the vanguard of the London street art scene and his work will truly complement our unique hospitality and lifestyle offering.

"This is another exciting milestone for the art'otel brand, as we prepare for the upcoming launches of a number of new art'otel properties, in Zagreb and Rome as well as London."

Dean Stockton, D*Face, commented:

"For me, urban art has always been about breaking down barriers, pushing the boundaries of what you expect and experimenting with every canvas I can get my hands on, and this opportunity with art'otel London Hoxton is that in its ultimate form. I've painted many walls over the past twenty or so years and I always say, the bigger the better – so what could be better than an entire hotel? It being in my hometown, on the doorstep of where my whole career started, is a real landmark moment for me."

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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 art'otel

art'otel, powered by Radisson Hotels, is a contemporary collection of premium lifestyle hotels, each inspired by a Signature Artist, forming a cultural, gastronomic and social hub in the most creative areas of the most interesting cities, filled with warm, welcoming, helpful team members and discerning, cosmopolitan guests, buzzing with life all year round, in buildings as striking and individual as the stunning art they host.

art'otel London Battersea Power Station was the UK's first art'otel to open, with art'otel London Hoxton following in 2024. art'otel's entire concept focuses on original art displayed from Signature Artists and at art'otel London Battersea Power Station Jaime Hayon, who is also the hotel's interior designer, has been selected bringing a bold, colourful and playful aesthetic to the hotel's guest rooms and public areas.

art'otels can be found in Amsterdam, Berlin, Budapest, Cologne and soon in Hoxton London, Rome and Zagreb.

For more information about art'otel London Hoxton, please visit:

www.artotellondonhoxton.com. Follow @artotel to keep up to date with the latest news and events.