

15 May 2023

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

PPHE and Radisson Hotel Group accelerate global growth of art'otel brand

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, is pleased to announce the inclusion of its owned premium lifestyle brand art'otel in Radisson Hotel Group's brand portfolio, growing this portfolio to ten distinct brands under one overarching umbrella.

PPHE and Radisson Hotel Group ("Radisson") significantly extended their long-standing strategic partnership in May 2022, allowing both companies to leverage their respective brand strengths across their portfolios. The inclusion of art'otel in Radisson's brand portfolio of bold, art and design-inspired hotels marks both companies' aspirations to accelerate the global growth of the premium lifestyle art'otel brand, building on PPHE's iconic art'otel properties and attractive development pipeline alongside Radisson Hotel Group's powerful technology and distribution platforms, reward programmes, scale and growth aspirations.

The art'otel brand is centered around carefully designed iconic hotel properties, each with a signature artist and strong emphasis on curating exhibitions, events and launches, paired with outstanding service and destination restaurants and bars. The Group recently opened art'otel London Battersea Power Station and has three exciting art'otel projects in the pipeline - in London Hoxton, Rome and Zagreb - which provide a compelling and attractive launch platform for art'otel as an attractive premium lifestyle brand for both guests and hotel owners around the world.

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

"We are continuing to actively develop our premium lifestyle art'otel brand following the recent opening of our first art'otel in London, and we have a number of further exciting art'otel branded properties in our development pipeline. We are thrilled to have extended our partnership with Radisson Hotel Group, building on our 20-year partnership, providing us with access to their technology platforms, powerful reward programs and development expertise in markets targeted for art'otel growth."

Federico J. González, Executive Vice Chairman of Radisson Hotel Group, commented:

"All our offerings possess some integral lifestyle elements. We are excited to add the premium lifestyle art'otel brand to our brand portfolio, recognising the strength of the current portfolio and pipeline. We aim to unlock the brand's potential by leveraging our powerful distribution and support infrastructure while growing the brand in top tier markets around the globe. We increasingly provide our owners and guests with relevant opportunities and possibilities."

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

Wendy Baker / Charlotte Cobb / Ben Wilson

Tel: +44 (0)20 7796 4133

pphe@hudsonsandler.com

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 1,150 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, art'otel, 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 health and safety requirements, 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](#)