

9 November 2023

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

March 2024 opening of flagship 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 the opening of its premium lifestyle flagship art'otel London Hoxton in March 2024.

The opening follows the art'otel brand's successful London debut at Battersea Power Station in February 2023, and in Zagreb in October 2023. art'otel Rome is set to open in H1 2024, further illustrating the significant opportunity within the Group's £300+ million development pipeline.

Located in London's iconic East End, art'otel London Hoxton will be a key focal point within the creative community. It is situated next to the vibrant district of Shoreditch, with easy access to the City, Liverpool Street and Old Street Stations, the new Elizabeth Line, and all of the capital's major airports. The hotel features 357 rooms including 48 suites, a destination bar, restaurant and terraces with 360° panoramic views of the city, an art gallery, ground floor restaurant, lounge and cocktail bar, a spa, gym (on the 26th floor) and indoor swimming pool, as well as significant office and event space including a 60-seat auditorium.

In keeping with the art'otel brand, art'otel London Hoxton's appointed Signature Artist D*Face is a globally recognised British contemporary street artist with roots in east London. Art and originality is part of the hotel's DNA, including two Banksy murals on site and a dynamic art'beat curated programme of exhibitions, launches and activities aimed at local residents and guests. In collaboration with award-winning interior design studio Digital Space, innovative artwork features in all bedrooms and public spaces, from original large-scale sculptures and murals to bespoke details.

Boris Ivesha, President & Chief Executive Officer, PPHE Hotel Group said:

"We are very pleased to announce the upcoming launch of our flagship art'otel London Hoxton, our largest single property investment in the past decade, our second art'otel in London and our ninth hotel in the Capital where we now offer more than 3,700 rooms. Our progressive and dynamic pipeline extends to include our first Radisson RED property in Belgrade, opening Q1 2024 and art'otel Rome which is expected to open in the first half of 2024.

art'otel London Hoxton is a fantastic addition to our growing portfolio of premium lifestyle art'otels. Collectively, our most recent new openings are targeted to deliver at least £25 million of EBITDA upon stabilisation of trading. We are extremely proud to add this brand-new hotel in the capital to our growing portfolio of hotels and look forward to welcoming our first guests in the new year."

- Ends -

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 – Financial PR

Wendy Baker / Charlotte Cobb / India Laidlaw

Tel: +44 (0)20 7796 4133

pphe@hudsonsandler.com

Notes to Editors:

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