

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

PPHE to open the first Radisson RED in Berlin

Third hotel to open under extended strategic partnership with Radisson Hotel Group

PPHE Hotel Group, the international hospitality real estate group which develops, owns, and operates hotels and resorts, is pleased to announce the signing of its third hotel under its extended partnership with Radisson Hotel Group.

The Radisson RED Berlin Kudamm in the heart of Berlin is set to open in late spring 2024 and will be the second Radisson RED branded hotel to be operated by PPHE's Croatian subsidiary Arena Hospitality Group under a long-term management agreement. This follows the imminent launch of the Radisson RED Belgrade, Serbia, which is set to open early February 2024. The Grand Hotel Brioni in Pula, Croatia, was the first hotel to open under the extended partnership as a Radisson Collection Hotel in 2022.

The repositioning programme of an existing property of the Group to Radisson RED Berlin Kudamm is well underway. The property is located steps from Kurfürstendamm, commonly known as Ku'damm, Berlin's iconic boulevard and one of its most famous shopping streets. The hotel will offer 133 rooms including 14 studios and will have a progressive design scheme consisting of contemporary yet timeless and elegant interiors with strong art and design features that are aligned with Radisson RED's signature creative and bold aesthetic.

This latest hotel further demonstrates PPHE and Radisson Hotel Group's intention 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 - enhanced brand awareness.

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

"We are delighted to announce the opening of our second Radisson RED hotel, closely following the opening of our first in Belgrade. We believe the dynamic Radisson RED brand will be an excellent addition to the hotel market in one of Europe's most vibrant capital cities, and will complement our already diversified hotel portfolio. This marks the continuation of our more than 20-year successful partnership with Radisson Hotel Group, which is a key part of our Group growth strategy. We look forward to welcoming guests in Berlin and seeing what the future holds more broadly for this partnership."

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

"We are excited to bring our vibrant and dynamic Radisson RED brand to Berlin and extend our strategic partnership with PPHE Hotel Group and its Croatian subsidiary Arena Hospitality Group. This is our second Radisson RED hotel under this partnership as we continue to collaborate on growth opportunities across our portfolio of brands."

- Ends -

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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

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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