



12 March 2024

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

**Appointment of Signature Artist and General Manager for forthcoming opening art'otel Rome
Piazza Sallustio**

PPHE Hotel Group, the international hospitality real estate group that develops, owns, and operates hotels and resorts, is pleased to announce that it has chosen renowned contemporary artist Pietro Ruffo as the Signature Artists for its art'otel Rome Piazza Sallustio. In addition, Diego Di Gaetano has been appointed as General Manager for the property.

Following an extensive repositioning programme, this premium lifestyle hotel is located in a prime position in the city of Rome, opposite the famous Horti Sallustiani (the Gardens of Sallust) and close to other iconic landmarks such as the Spanish Steps and Villa Borghese. The property will embody the art and history of the "Eternal City", with gastronomy and art at its core, featuring 99 contemporary rooms, a unique restaurant and bar concept, and an art gallery with seasonal exhibitions.

In keeping with the art'otel brand (where each is dedicated to a signature artist), art'otel Rome Piazza Sallustio has appointed renowned contemporary Roman artist Pietro Ruffo. Ruffo, who is known for his dramatic style and collaborations with fashion houses including Valentino and Dior, has partnered closely with lead interior designer Eyal Shoan from Digital Space to create an immersive, thought-provoking art experience. Each room will feature Ruffo's signature artworks and originals, enhancing the guest experience.

In addition, the opening will be guided by newly appointed General Manager, Diego Di Gaetano. Di Gaetano has worked in hospitality for over 20 years, and brings a wealth of sector-specific experience, having previously worked within the Leading Hotels of the World and Design Hotels collections.

art'otel Rome Piazza Sallustio will join the Group's growing portfolio of art'otel properties located in some of Europe's most creative cities, including London, Amsterdam, Berlin, Zagreb, and Cologne. Its opening will follow that of the highly anticipated art'otel London Hoxton, which will open in H1 2024, featuring Signature Artist D*Face. The Group's multiple recent and upcoming openings are targeted to generate at least £25 million of EBITDA upon stabilisation of trading.

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

"We are extremely proud to open this exciting new art'otel, further solidifying the presence and reputation of the lifestyle art'otel brand internationally. 2024 is set to be a very exciting year for the Group, and with this addition, we are on track to complete our impressive £300+ million pipeline by the end of the first half of 2024."

- Ends -

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Notes to Editors:

PPHE Hotel Group is an international hospitality real estate company, with a £2.2 billion portfolio, valued as at December 2023 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