

Welcome to PPHE Hotel Group.

Our primary activities are owning, leasing, developing, operating and franchising full service upscale and lifestyle hotels in major gateway cities and regional centres predominantly in Europe.

The majority of our hotels operate under two distinct brands, Park Plaza® Hotels & Resorts and art'otel®.

PPHE Hotel Group has an exclusive licence from CarlsonSM, a global privately owned hospitality and travel company, to develop and operate Park Plaza® Hotels & Resorts in Europe, the Middle East and Africa. The art'otel® brand is fully owned by PPHE Hotel Group.

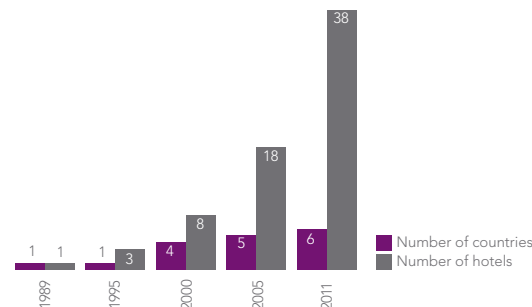
We have a minority ownership interest in the Arenaturist group, one of Croatia's leading hospitality companies.

Our portfolio of owned, leased, managed and franchised hotels comprises 38 hotels offering a total of 8,376 rooms.

Our development pipeline includes three new hotels and two mixed-use developments, which together are expected to add approximately a further 900 rooms to the portfolio by the end of 2014.

pphe.com

History of growth



Key strengths

- High quality portfolio with an attractive geographical spread
- Multi-brand approach
- Integrated approach of hotel and brand ownership and operation
- Powerful distribution and marketing network through the partnership with Carlson Rezidor Hotel Group
- Focus on expanding affordable luxury market segment



Individual design, city centre locations and excellent meeting facilities are key features of the upscale Park Plaza® Hotels & Resorts brand, making it ideal for both corporate and leisure guests. The hotels' modern function spaces are flexible for conferences, exhibitions and private event use. Park Plaza® Hotels & Resorts' event facilities are perfectly complemented by stylish guest rooms, award-winning restaurants and bars and a reliable service that is flawlessly delivered.

parkplaza.com



art'otels are a contemporary collection of hotels that fuse exceptional architectural style with art-inspired interiors, located in cosmopolitan centres across Europe. At the brand's core is the art itself. Each hotel displays a collection of original works designed or acquired specifically for each art'otel®, rendering each a unique art gallery in its own right. art'otel® has created a niche for itself in the hotel world, differentiating it from traditional hotels.

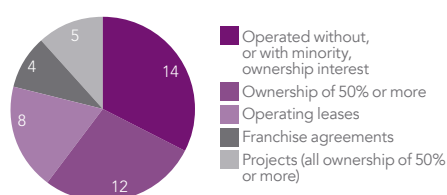
artotels.com



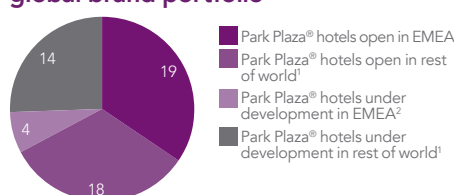
Arenaturist is one of Croatia's best known hospitality groups and consisting of eight hotels, five holiday apartment complexes, eight campsites and 52 food and beverage outlets, all of which are located in Istria. Arenaturist caters primarily for tourists and all properties are located in prime locations by the sea and are only a short distance from either the 3,000 year old city of Pula or the touristic Medulin.

arenaturist.com

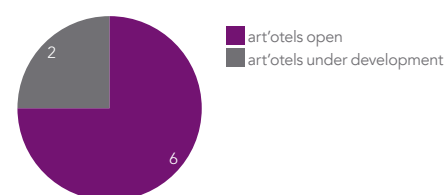
Hotel portfolio: contract mix



Park Plaza® Hotels & Resorts global brand portfolio



art'otel® portfolio



¹ These hotels are managed or franchised directly by Carlson Rezidor Hotel Group.

² Includes three hotels of the Arenaturist Group which, following extensive renovations, have reopened as Park Plaza® hotels in May 2012.

Financial information

	FY 2011 €'000	FY 2010 €'000	FY 2009 €'000
Consolidated statement of operations			
Revenues	202,380	139,829	80,326
EBITDAR	75,029	46,447	26,144
EBITDA	65,050	37,633	16,244
Profit/(loss) before tax for the period	10,634	60,482	(7,160)
Normalised profit before tax	13,607	6,084	(7,160)
Consolidated balance sheet			
Total assets	954,589	935,305	731,871
Consolidated statement of cash flows			
Net cash from/(used in) operating activities	17,584	15,151	(84,653)

Selected company milestones

1989	Park Plaza Hotels Europe was established and its first hotel was Park Plaza Eindhoven, the Netherlands
1993	Acquired and rebranded iconic hotel in Amsterdam, Park Plaza Victoria
1994	Obtained the rights to use the Park Plaza® Hotels and Resort brand in Belgium, The Netherlands, Luxembourg, the United Kingdom and Israel.
1999	Opening of first Park Plaza® hotel in central London
2000	Territorial licence agreement extended to a further 51 countries Entered agreement to operate art'otels and Park Plaza® hotels in Germany and Hungary
2002	Formed strategic alliance with Carlson marketing and distribution alliance, who acquired the Park Plaza® brand in this same year.
2007	Established Park Plaza Hotels Limited and completed successful floatation on AIM Acquired art'otel® brand rights worldwide
2008	Entered resort segment with ownership stake in, and management of, the Arenaturist group in Croatia
2010	Opened the Company's largest hotel, Park Plaza Westminster Bridge London, offering 1,019 rooms
2011	Migrated from AIM to the LSE's Main Market Record performance with total revenue at €202.4m and EBITDA at €65.0m
2012	Company name changed to PPHE Hotel Group, reflecting its multi-brand approach for operating hotels

Strategic objectives

- 1 Improving our financial structure and performance
- 2 Improving our overall performance through innovative revenue generation and marketing
- 3 Improving operational performance through better service quality
- 4 Utilising our partnership with the Carlson Rezidor Hotel Group to promote our business and further grow revenues
- 5 Driving revenue growth through expanding our asset portfolio

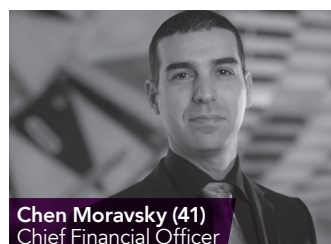
Board of Directors



Eli Papouchado (74)
Non-Executive Chairman



Boris Ivesha (66)
President and Chief Executive Officer



Chen Moravsky (41)
Chief Financial Officer



Kevin McAuliffe (54)
Non-Executive Director,
Senior Independent Director



Elisha Flax (50)
Non-Executive Director



Nigel Jones (50)
Non-Executive Director

Looking forward

Continue to grow our EBITDA margin through further improving our financial structure, asset management and cost-effective management.

Continue to focus on generating more direct business through our own channels, expand our online footprint, engage with our customers online, increase conversion and develop new strategic alliances.

Further grow guest and employee satisfaction and loyalty through the continued monitoring of, and responding to, customer feedback, the delivery of tailored service culture and training programmes and the launch of the you:niversity business school.

Continue to embrace all marketing, sales and distribution programmes and opportunities available to us through the Carlson Rezidor Hotel Group partnership. Drive more direct business and increase customer loyalty and engagement.

Successfully deliver renovation projects in progress at art'otel berlin city center west and art'otel budapest. Construction work underway at art'otel amsterdam, advance other projects in our committed pipeline. Opening of first three Park Plaza® Resorts in Croatia. Capitalise on new hotel opportunities.

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The information contained in this fact sheet was extracted from the Company's 2011 Annual Report. The information is therefore accurate as at 7 March 2012 and should be read in conjunction with the 2011 Annual Report. This fact sheet may contain certain "forward-looking statements" which reflect the Company's and/or the Directors' views. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Group's actual results to differ materially from those indicated in this fact sheet. Any forward-

looking statements in this fact sheet reflect the Group's views with respect to future events and are subject to risks, uncertainties and assumptions relating to the Group's operations, results of operations and growth strategy. These forward-looking statements speak only as of 7 March 2012. Subject to any legal or regulatory obligations, the Company undertakes no obligation publicly to update or review any forward-looking statement, whether as a result of new information, future developments or otherwise.