

# About us

## Creating value

### Business model

At PPHE Hotel Group, we create shareholder value through developing, owning and operating hospitality real estate.

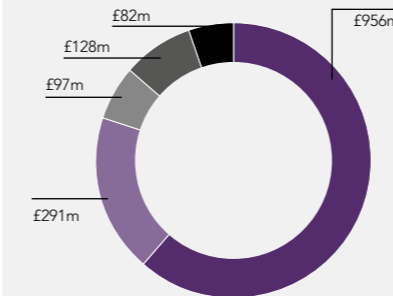
We currently own or co-own the majority of our portfolio and have a proven track record in generating attractive operating returns and asset value appreciation.

We typically acquire properties which we believe have significant upside potential. We embark on a journey of (re) developing, redesigning and continuously improving the operation, creating significant value along every part of the value chain. This diligent process is managed by our experienced senior management team, consisting of specialists in every relevant discipline. Through refinancing our properties we are able to release capital for new investments, enabling further growth of our Group.



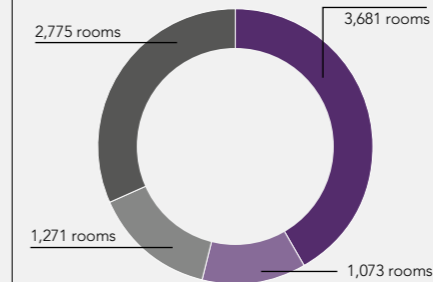
### A diversified portfolio of operating assets

#### Value split by geography<sup>1</sup>



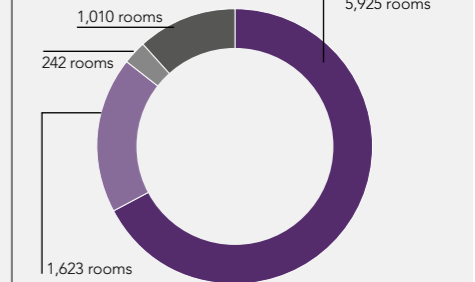
- **UK<sup>2</sup>**  
£956m
- **The Netherlands**  
£291m
- **Germany and Hungary**  
£97m
- **Croatia hotels and resorts**  
£128m
- **Croatia campsites**  
£82m

#### Hotels and resorts by geography (Includes franchises, excludes campsites and pipeline)



- **UK**  
11 hotels  
3,681 rooms
- **The Netherlands**  
6 hotels  
1,073 rooms
- **Germany and Hungary**  
8 hotels  
1,271 rooms
- **Croatia**  
7 hotels and  
6 resorts  
2,775 rooms













#### Hotels and resorts by ownership type (Includes franchises, excludes campsites and pipeline)



- **Freehold**  
18 hotels  
and 6 resorts  
5,925 rooms
- **Long leasehold**  
7 hotels  
1,623 rooms
- **Co-owned**  
2 hotels  
242 rooms
- **Managed, operated, leased or franchised**  
5 hotels  
1,010 rooms

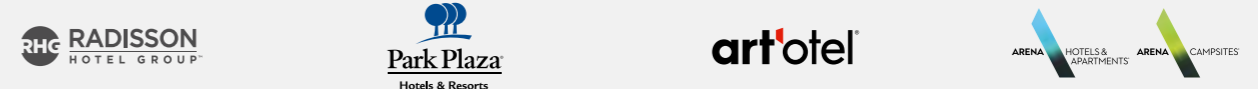
### Prime locations

Well-maintained, prime assets, with close proximity to major demand generators within leading capital cities, urban markets and resort destinations.

 <b>Park Plaza Westminster Bridge London</b> Opposite Big Ben on the thriving South Bank	 <b>Park Plaza London Waterloo</b> Close proximity to Waterloo Station	 <b>Park Plaza London Riverbank</b> Between Waterloo Station and Nine Elms/ American Embassy	 <b>Park Plaza Victoria London</b> Adjacent to Victoria Station
 <b>Park Plaza Victoria Amsterdam</b> Opposite Amsterdam Centraal Station	 <b>art'otel amsterdam</b> Opposite Amsterdam Centraal Station	 <b>Park Plaza Nuremberg</b> Opposite Nuremberg's main railway station	 <b>art'otel cologne</b> Located in the attractive Rheinauhafen area
 <b>Park Plaza Amsterdam Airport</b> Close proximity to Amsterdam Airport Schiphol	 <b>Park Plaza Belvedere Medulin</b> Iconic leisure and sports hotel	 <b>Park Plaza Histria Pula</b> Dramatic beachfront setting	 <b>Arena One 99</b> Croatia's first all-glamping offering

### Independent operator with brand flexibility and access to global brands and distribution

Within PPHE Hotel Group we are able to select the right brand to complement the value we create for our assets. We have an exclusive and perpetual licence with Radisson Hotel Group to operate the contemporary Park Plaza brand in Europe, the Middle East and Africa which complements our boutique lifestyle brand art'otel and the locally targeted Arena Campsites and Arena Hotels & Apartments brands.



<p><b>Radisson Hotel Group</b> Radisson Hotel Group is one of the world's largest and most dynamic hotel groups with eight distinctive hotel brands with more than 1,400 hotels in destinations around the world. The portfolio of hotel brands includes: Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn &amp; Suites® by Radisson and prizeotel.</p>	<p><b>Park Plaza</b> An upscale and upper upscale, contemporary hotel brand featuring individually designed hotels in vibrant city centre locations and select resort destinations. Park Plaza is renowned for creating memorable moments through its inspiring service, stylish guestrooms and versatile meeting facilities which are perfectly complemented by award-winning restaurants and bars.</p>	<p><b>art'otel®</b> art'otel® is a lifestyle collection of hotels that fuse exceptional architectural style with art-inspired interiors, located in cosmopolitan centres across Europe.</p> <p>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 location 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.</p> <p>Art and culture are ingrained in every aspect of the art'otel® brand, with knowledgeable and passionate team members sharing their enthusiasm while simultaneously delivering world-class service.</p> <p>art'otel® has two exciting new developments in London, with one hotel set to open in Hoxton and one as part of the Battersea Power Station development. Signature artists for both of these developments are yet to be selected.</p>	<p><b>Arena Hospitality Group</b> In Croatia, our subsidiary Arena Hospitality Group (Arena) is one of the most dynamic hospitality groups in central and eastern Europe.</p> <p><b>Arena Hotels &amp; Apartments</b> A collection of hotels and self-catering apartment complexes offering relaxed and comfortable accommodation within beachfront locations across the historical settings of Pula and Medulin in Istria, Croatia.</p> <p><b>Arena Campsites</b> Situated within close proximity of the historical towns of Pula and Medulin, each laidback campsite provides guests with the opportunity to experience Istria's areas of natural beauty and outdoor activities from April to October. Each campsite provides a different offering, with 2018 having seen the opening of a luxury 'glamping' campsite.</p>
<p>Central reservation and distribution system</p>	<p>Powerful online and mobile platforms</p>	<p>Radisson Rewards™ programme with 20+ million members</p>	<p>Global sales, marketing and buying power</p>
<p>Our portfolio of vibrant city-centre hotels and tranquil beachside resorts in Croatia already presents a wide choice of locations and accommodation yet we are committed, with our partner Radisson Hotel Group, to bringing Park Plaza® Hotels &amp; Resorts to even more locations.</p>			

<sup>1</sup> The fair values were determined on the basis of independent external valuations prepared in the summer of 2018.  
<sup>2</sup> Excluding development site in Hoxton (London).