

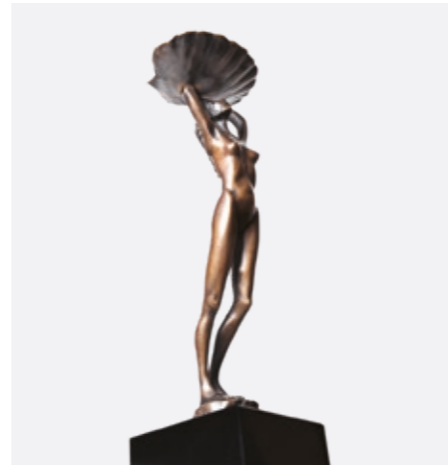
# Award-winning hospitality management platform

Our business model consists of value creation through ownership and development of hospitality real estate as well as through our hospitality management platform.

Our expert team of passionate hospitality professionals located in London, Amsterdam, Berlin and Pula, collectively manages 48 properties across eight countries. This central team also drives the preopening activities for the properties in our pipeline.

Properties under the team's management range from premium lifestyle hotels to upper upscale and upscale hotels, conference hotels, airport hotels, resort hotels, self-catering apartments, campsites, glamping and destination restaurants and bars.

Every expertise required to successfully develop, operate and commercialise hospitality properties is offered by our support platform. Included in our services is the ability to provide access to our brands as well as those from strategic partners, such as Radisson Hotel Group, which with its Jin Jiang ownership ranks as the world's second largest hotel group.



The multi-billion property portfolio managed by our team is either owned by PPHE Hotel Group, owned or part-owned by third parties or leased from institutional investors. Asset management and relationship management with owners is core to our strategy and we are a trusted fiduciary partner for multiple joint ventures with global institutional capital partners.

Our hospitality management platform allows for further growth of the portfolio and the Group aims to leverage its scale and grow the external offering in a 'plug and play' manner.

We are expert operators who understand owners' needs and have a strong 30-year track record of delivering outstanding results – from financial returns for owners, to high ratings for employee engagement and excellent guest satisfaction scores and online reviews.

Services we typically provide to owners include the following:

- Access to brands
- Day-to-day operations
- Asset management and optimisation
- Technical services and renovations
- Legal and administrative support
- People, learning and culture programmes and initiatives
- Guest experience management and customer service
- Brand standards and concept development
- Commercial services, including distribution, sales and PR and marketing
- Revenue management, analytics and digital marketing
- Technology solutions, including contactless services

Our team's work is recognised internationally in the form of awards and in 2019–2020 we were awarded 'Best Large Hotel Group' by the AA in the UK and in 2021 we won the prestigious 'Best Employer in Hospitality' award from The Caterer, the UK's leading hospitality media brand. Further recognition in the year went to some of our star team members, including our Executive Chef Oliver Ruiz at Park Plaza Westminster Bridge London who was voted 'Best Chef of the Year' (>250 covers) by The Caterer and Daniel Pedreschi, VP Operations UK, won 'Hotelier of the Year', also from The Caterer. Inbar Zilberman, our Chief Corporate & Legal Officer, was featured in 'Women to Watch and Role Models for Inclusion in Hospitality'. However, for us, all our team members deserve praise and recognition for their outstanding performance during the year.

