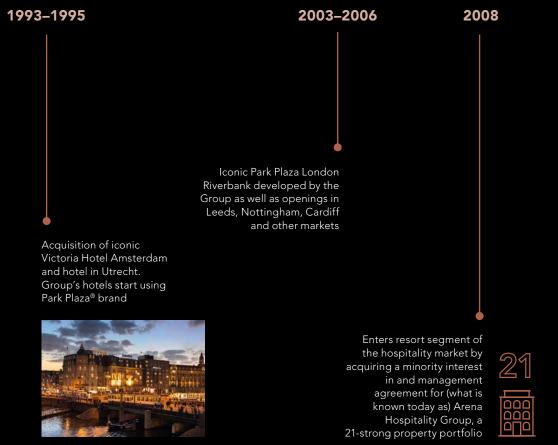
STRATEGIC REPORT 30 YEARS OF PPHE HOTEL GROUP

CELEBRATING Established Park Plaza **30 YEARS** Hotels Ltd and floated on AIM, raising £85 million for expansion Acquired worldwide art'otel® brand rights Group completes several development projects in central London, opening multiple hotels. Expansion into Germany ممم 200 and Hungary, operating several Park Plaza® Park Plaza Westminster hotels and art'otels® Foundations of the Bridge London (1,019 Entered into a strategic Company were formed rooms) developed by the with the acquisition of its partnership with Carlson Group opens, as well as ممم (now Radisson Hotel Group) first hotel in Eindhoven, new openings in Cologne for the Park Plaza® brand the Netherlands and Amsterdam 1999-2002 1989 2007 2010



Company name changed to PPHE Hotel Group to align with its multi-brand strategy First three Park Plaza® branded hotels open in Croatia following redevelopment

Acquired controlling interest in Arena

Opening of Park Plaza Nuremberg developed by the Group

Start of multi-year repositioning and investment programme

Transfer to Premium Listing of London Stock Exchange

Membership of European Public Real Estate Association, EPRA

Completion of seven storey extension and repositioning of Park Plaza London Riverbank and full repositioning of Park Plaza Victoria Amsterdam

Launch of Arena One 99 an all-glamping product, the first repositioning of one of Arena's campsites



2012 2016

2013-2015

2017

2019

Migrate from AIM to the Main Market of the London Stock Exchange

2011





Opening of new hotels including the first art'otel developed by the Group (the 5-star art'otel Amsterdam) and a fourth Park Plaza hotel in Croatia Secondary purchase offering in Croatia, raising €106 mio (€91 mio) for expansion and property upgrades

2018

Opening of newly developed Park Plaza London Waterloo and Park Plaza London Park Royal Inclusion in FTSE 250 and FTSE All Share indices

Acquisition of first US site in New York City for art'otel® development

Completed repositioning programmes at Holmes Hotel London, Park Plaza Vondelpark, Amsterdam, Park Plaza Utrecht and Arena Kažela Campsite

Park Plaza UK awarded 'Large Hotel Group of the Year' accolade by the AA

