

## Rezidor's Quarterly Business Development Report

April 26, 2017



Q1-2017

3,100 rooms signed and almost 1,000 rooms open in

**The Rezidor Hotel Group continues its growth momentum with five new hotel openings and eight new hotel signings during the first quarter of 2017. The group has added more than 3,100 rooms to its pipeline and more than 900 rooms to its operating portfolio. Rezidor is successfully delivering on its asset-light strategy, focusing on emerging markets, and maintaining its leadership positions in core markets. The group's front runner Radisson Blu brand remains the largest upper-upscale hotel brand in Europe (Source: MKG Hospitality On).**

"2017 will be a good year for our growth journey in both emerging and mature markets," said Elie Younes, Executive Vice President and Chief Development Officer of Rezidor. "Eastern Europe remains an important growth market for us, due to its strong economic potential and our opportunities to build on scale. Our expansion in Africa continues, too, where we have the largest pipeline of hotels and rooms under development. Despite the fragile economic and social climate, our presence in Turkey and the Middle East, particularly Saudi Arabia, continues to grow from strength to strength."

First quarter signings included four Park Inn by Radisson hotels (in Dammam, Istanbul, Riyadh and Makkah), a new Radisson RED in Krakow, Poland, and a Quorvus Collection hotel in Kampala. The expansion of prizeotel continued through the joint venture between Rezidor and prizeotel, with the signing of a new prizeotel Munich Airport. Karim Rashid, the renowned New York-based designer and the brand curator, will once again showcase his 'designocracy' at the new prizeotel.

"Our 2017 priority is delivering our pipeline, rejuvenating growth in mature markets and accelerating our emerging market positions," said Younes. "We are proud to welcome our newest Park Inn by Radisson flagship at Brussels Airport, within walking distance of our corporate headquarters. Last year, we introduced the world's first Radisson RED in the European capital. In April, we opened a new Park Inn by Radisson in Hasselt, right next to our existing Radisson Blu hotel. In Belgium, we have nearly doubled our portfolio in the last two years. With the upcoming openings in Bruges and Antwerp, we are well represented in all key cities of Belgium."

The group declared another milestone with the opening of Radisson Blu Residences in Dhahran, Saudi Arabia, and Cape Town, South Africa, entering into a new micro-segment of guests looking for a more home-like hotel experience and long-term stays and group travels, enjoying the comforts and services of a global, award-winning hotel brand."

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### About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of more than 480 hotels in operation or under development with 105,000 rooms in 80+ countries.

Rezidor operates the core brands Radisson Blu® and Park Inn® by Radisson in Europe, the Middle East and Africa (EMEA), along with the Club CarlsonSM loyalty program for frequent hotel guests. In early 2014 and together with Carlson, Rezidor launched the new brands Radisson RED (lifestyle select) and Quorvus Collection (luxury). In 2016, Rezidor acquired 49% of prizeotel. Rezidor has an industry-leading Responsible Business

Program and was named one the World's Most Ethical Companies by the US think-tank Ethisphere.

In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. HNA Tourism Group Co., Ltd., a division of HNA Group Co., Ltd.—a Fortune Global 500 company with operations across aviation, tourism, hospitality, finance and online services among other sectors—became the majority shareholder in December 2016.

The Rezidor Hotel Group and its brands employ 43,700 people in EMEA and is headquartered in Brussels, Belgium.

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