

Security: ARNT

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Home Member State: Croatia

Listing: Prime Market of the Zagreb Stock Exchange

Pula, 18.5.2022.

- ZAGREB STOCK EXCHANGE
- CROATIAN FINANCIAL SERVICES SUPERVISORY AGENCY
- CROATIAN NEWS AGENCY
- COMPANY WEB SITE

Subject: Announcing the first Radisson Collection hotel on the Adriatic coast and first in Croatia, under extended strategic partnership

- Other non-regulated information

Arena Hospitality Group d.d. with registered office in Pula, Smareglina ulica 3, OIB: 47625429199 (hereinafter: Arena or the Group) is pleased to announce that its **Grand Hotel Brioni Pula** will be joining the **luxury Radisson Collection brand**, representing the first Radisson Collection hotel on the Adriatic coast and the first to open in Croatia.

Following a two-year repositioning programme, this iconic hotel has been completely redeveloped into a premium luxury property, offering 227 rooms, an infinity pool, indoor pool and extensive health and wellness facilities and several restaurants and bars. The hotel reopened on 5th May and will now be joining the premium Radisson Collection brand, representing the best properties in the 1,700+ strong Radisson Hotel Group portfolio.

Arena has been able to secure this arrangement as a result of an extended strategic partnership entered into by its majority shareholder, PPHE Hotel Group, with Radisson Hotel Group.

Under their extended partnership, which already spans over two decades, PPHE Hotel Group has secured access to Radisson Hotel Group's entire family of brands, including Radisson Collection, and it has the right to sub-licence these brands to Arena.

This will enable Arena to utilise and leverage Radisson Hotel Group's stable of market leading brands across different market segments, beyond the upper upscale and lifestyle segments in which they are currently active.

Reli Slonim, President of the Management Board and Chief Executive Officer of Arena Hospitality Group, said:

"We are extremely pleased to confirm that with this investment Arena has now successfully completed the upgrade and investment programme of its existing portfolio, which was a key component of its strategy. The Group's strategy was to refurbish, renovate and develop its existing portfolio of properties, expand through new acquisitions and partnerships, capitalise on synergies between all its operating regions and continually improve and enhance its service quality and overall guest experience through employee and technology initiatives.

ARENA

HOSPITALITY GROUP

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Grand Hotel Brioni Pula is the first of the Group's three premium properties to open, with art'otel Zagreb and art'otel Pula Riviera set to open in 2022 and 2023 respectively.

The Group is entering into the luxury lifestyle market segment and is pleased to have partnered with Radisson Hotel Group by adding the Grand Hotel Brioni Pula to their impressive collection of some of Europe's finest hotels. We will be building on the successes achieved with Radisson Hotel Group and our majority shareholder PPHE, leveraging their Park Plaza brand, and their extended partnership will present Arena with further brand opportunities for the current portfolio and future growth prospects."

Arena Hospitality Group d.d.

Trgovački sud u Pazinu, MBS: 040022901; OIB: 47625429199; temeljni kapital 102.574.420,00 kn uplaćen u cijelosti, ukupan broj izdanih dionica 5.128.721; Predsjednik Nadzornog odbora: Boris Ernest Ivesha;
Predsjednik Uprave: Reuel Israel Gavriel Slonim; Članovi Uprave: Manuela Kraljević, Devansh Bakshi, Edmond Pinto
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