



11 January 2017

easyHotel plc
("easyHotel")

New franchised easyHotel in Belfast, Northern Ireland

easyHotel, the owner, developer, operator and franchisor of "super budget" branded hotels, announces the signing of a new franchise agreement in Belfast, which will add a further 81 rooms to the easyHotel network.

The existing office space and dry cleaners in the Howard Building at 24-40 Howard Street will be converted into an 81-bedroom hotel and ground floor café. The hotel will be conveniently located above three restaurants owned by Chef Michael Deane within easy walking distance of Belfast City Hall, the waterfront, the city's shopping district, and the Cathedral Quarter. The hotel is expected to open in early 2018.

Following the announcement of the development of a new franchise hotel in Reading in November 2016 and the acquisition of owned development sites in Sheffield and Leeds in December 2016, this franchise agreement brings easyHotel's total committed development projects to 1,833 rooms under development, 801 of which are owned and 1,032 are being developed by franchise partners.

Guy Parsons, Chief Executive Officer, commented:

"We are delighted to announce our first hotel in Northern Ireland as a continuation of our strategy announced in September.

"Belfast has benefitted from extensive investment in urban regeneration and is a key business and tourist destination. Belfast's Waterfront venue is recognised as a world leading conference and exhibition centre and the city has become a preferred location for both national and international events."

Commenting on the announcement Davcrow Limited Director David Crowe explained:

"Belfast is a fabulous city with tourism reaching record numbers! We are investing over £3m to provide affordable quality accommodation in a great central location allowing our guests to enjoy the fantastic restaurants, shopping and attractions that Belfast has to offer. The hotel will create around 30 jobs and also support multiple local suppliers and businesses. The super budget format of easyHotel, with its simple internet booking system, will bring a new refreshing approach to the hotel market in Belfast"

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easyHotel plc

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Notes to Editors:

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the "super budget" segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel's three owned hotels currently comprise 390 rooms, and it has a further 19 franchised hotels with 1,643 rooms.

Owned hotels:

Old Street (London), Glasgow, Croydon.

Franchise locations:

Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt), Hungary (Budapest), The Netherlands (Amsterdam, Amsterdam-Zaandam, Rotterdam, The Hague), Switzerland (Basel, Zurich), UAE (Dubai), United Kingdom (Edinburgh, London Heathrow, Central London, Luton).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom (Liverpool, Manchester, Birmingham, Ipswich), Spain (Barcelona)
Subject to planning consent: United Kingdom (Sheffield, Leeds)

Franchise hotels:

UAE (Dubai), Germany (Bernkastel-Kues), Portugal (Lisbon), Turkey (Istanbul), UK (Reading)

Website: www.easyHotel.com

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