



26 July 2016

easyHotel plc

("easyHotel", the "Group")

New franchise hotel under development in Germany

easyHotel, the owner, developer, operator and franchisor of "super budget" branded hotels, announces a new franchise hotel is under development in Bernkastel-Kues, Germany, which will add a further 100 rooms to the estate by the end of December 2017.

Bernkastel-Kues, one of Germany's most popular tourist destinations, is a state-recognized health resort set amongst historical vineyards. The town accommodates on average 2.7 million guest-nights per year and is only 20 minutes from Frankfurt Hahn Airport. The building was previously used as a textiles factory and will be converted into a 100 room hotel, which is expected to open by the end of 2017. The hotel in Bernkastel-Kues is owned by Luxembourg-based Nece S.à.r.l.

This agreement brings the total number of rooms under development by easyHotel franchisees to 737.

Guy Parsons, Chief Executive Officer, commented:

"We are delighted to be working with a new partner to increase the easyHotel network and enhance brand awareness.

"Bernkastel-Kues is one of Germany's most popular historical wine towns, attracting large numbers of tourists every year. We continue to believe there is significant opportunity for further franchise hotels expansion in Europe and the Middle East, enabling us to leverage our brand presence without direct capital investment."

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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.

Website: www.easyHotel.com

Operating hotels

easyHotel's owned hotels currently comprise 390 rooms, and it has a further 17 franchised hotels with 1,405 rooms.

Owned hotels:

Old Street (London), Glasgow, Croydon.

Franchise locations:

Bulgaria (Sofia), Germany (Berlin, Frankfurt), Hungary (Budapest), The Netherlands (Amsterdam, Rotterdam, The Hague), Switzerland (Basel, Zurich), UAE (Dubai), UK (Edinburgh, London Heathrow, Central London, Luton).

Hotel development pipeline

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

Owned hotels:

Liverpool (UK), Manchester (UK), Birmingham (UK)
Subject to planning permission: Barcelona (Spain), Ipswich (UK)

Franchise hotels:

Amsterdam (The Netherlands), Brussels (Belgium), Dubai (UAE)

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