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MINOR HOTELS

Minor Hotels Unifies Global Corporate Identity with NH Hotel Group Rebranded to Minor Hotels Europe & Americas

Bangkok, April 22, 2024 – NH Hotel Group, part of Minor Hotels, will now operate as Minor Hotels Europe & Americas following a vote by NH Hotel Group's shareholders to change the company's registered name at its Annual General Meeting held last Friday.

By adopting the Minor Hotels Europe & Americas name, NH Hotel Group strengthens its integration with Minor Hotels, fostering a single, recognisable corporate identity for stakeholders, accelerating Minor Hotels' global growth. Moreover, this strategic move strengthens the global commercial and operational structure, benefiting industry professionals, customers, and shareholders.

Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels, said, "Adopting the Minor Hotels Europe & Americas name represents an important milestone in how Minor Hotels has become a globally recognised organisation, now under one corporate identity. Together, our Minor Hotels team's shared passion and relentless pursuit of excellence will be instrumental in unlocking new business opportunities to achieve our ambitious growth targets in the coming years."

Since 2019, Minor Hotels and NH Hotel Group have unified their global portfolio of eight brands – *Anantara Hotels, Resorts & Spas, Avani Hotels & Resorts, Elewana Collection, NH Hotels & Resorts, NH Collection Hotels & Resorts, nhow Hotels & Resorts, Oaks Hotels, Resorts & Suites* and *Tivoli Hotels & Resorts* – introducing them into new markets around the globe.

The collaboration between the groups has to date led to the introduction of two of NH Hotel Group's trademarked brands (NH and NH Collection) into markets in Asia, the Middle East and the Indian Ocean, with further expansion in the pipeline, and strengthened Minor Hotels' position in the upscale and luxury segments in Europe and the Americas through openings of Anantara, Avani and Tivoli branded properties. Today, Minor Hotels Europe & Americas is responsible for more than 350 properties in 30 countries across Europe and the Americas.

Minor Hotels Europe & Americas plans to grow across all segments, with a focus on its upper-upscale and luxury brands. Of the 200 properties Minor Hotels aims to add globally by the end of 2026, the company targets more than 50 in Europe, and the Americas will also see new openings across the Minor Hotels brand portfolio.

NH Hotel Group opened its first establishment in 1978 with the NH Ciudad de Pamplona Hotel. After becoming one of Spain's first hotel chains, it successfully expanded across Europe and the Americas. In October 2018, NH Hotel Group became part of Minor Hotels following Minor International's (MINT) acquisition of 94.1% of the company through a mandatory public acquisition offer. MINT has since increased its stake in NH Hotel Group to 95.9% as of 2023.

MINT, the Thailand-listed parent company of Minor Hotels, was founded in 1967 by William E. Heinecke. Minor Hotels' first hotel venture, the Royal Garden Resort in Pattaya, Thailand, also opened in 1978. Minor Hotels has grown from a single property in Thailand to one of the world's largest global hospitality groups, with over 80,000 rooms spread across more than 540 hotels in 56 countries and a collection of related businesses.

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About Minor Hotels

Minor Hotels is a global hospitality group operating over 540 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, and participates in the GHA DISCOVERY loyalty programme.

For more information, please visit minorhotels.com and connect with Minor Hotels on Facebook and LinkedIn.

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