

**COMPANY ANNOUNCEMENT
PRESS RELEASE****FOR IMMEDIATE RELEASE****11 July 2025****MINT Introduces Four Hotel Brands in Strategic Portfolio Expansion**

Newly launched brands aim to fulfil evolving traveller and owner needs and drive the hospitality group's sustainable growth



Bangkok, Thailand – Minor International Public Company Limited (MINT) announces Minor Hotels' strategic expansion of its brand portfolio with the addition of four new hotel brands, including the group's first soft brands. The newly launched brands will support Minor Hotels' continued growth by enabling it to expand into new markets and provide distinctive hospitality offerings across the luxury, premium and select segments.

The new brands include:

The Wolseley Hotels

Rooted in the heritage of the iconic Piccadilly restaurant, The Wolseley Hotels is a luxury brand that blends British elegance with European flair and global influence. Each hotel is a timeless sanctuary where rituals are refined, stories are bespoke, and indulgence is offered with sincerity and grace. With unerring attention to detail and design, The Wolseley Hotels create elegant, immersive spaces that hum with the rhythm of cosmopolitan life.

Minor Reserve Collection

A luxury soft brand, Minor Reserve Collection is for travellers who seek extraordinary stays that celebrate personal expression and refined distinction. Each property is a world of its own, chosen for its rarity and ability to offer something singular that guests cannot find elsewhere. Minor Reserve Collection properties elevate every guest's journey by crafting thoughtful, tailored stays that balance innovation and time-honoured hospitality.

Colbert Collection

Colbert Collection, a soft brand in the premium segment, will encompass a global collection of independent hotels designed for those fuelled by a passion for culinary excellence and genuine social connection. Each hotel expresses its individuality through curated experiences, from insider-led itineraries to story-rich dining and gatherings that bring people together.

iStay Hotels

iStay, a select segment brand, offers stays that are fun and affordable, comfortable and convenient, delivered with minimal fuss. Guests can expect a refreshing, budget-friendly hotel experience with seamless service, a good night's sleep, and the latest tech in the world's most loved cities.

These brands join Minor Hotels' existing portfolio of hotel brands – Anantara, Elewana Collection, Tivoli, NH Collection, Avani, nhow, NH and Oaks – and reflect the group's commitment to offering its partners and guests a broader range of brand propositions, particularly in the fast-growing soft brand segment.

The expansion of Minor Hotels' brand portfolio follows the evolution of the Minor Hotels masterbrand in March 2025. The launch of the umbrella brand platform is accompanied by significant investment in the group's digital infrastructure and distribution strategies, as well as a simplified loyalty proposition under a single Minor DISCOVERY programme. Today, the Minor Hotels consumer-facing masterbrand provides the group a stronger foundation to introduce new brands, enhance owner value, and deliver seamless experiences for its guests globally.

Ian Di Tullio, Chief Commercial Officer of Minor Hotels, commented, "We have meticulously crafted each new brand to capture specific opportunities in the market, enabling us to meet the evolving needs of modern travellers and owners alike. By expanding our brand offering to address new segments, we are empowering our partners, delighting our guests, and accelerating our global growth strategy. These additional brands are instrumental in helping us reach our growth target of 850 properties by the end of 2027."

Minor Hotels is in active discussions regarding development opportunities for each of its brands. The first property announcements for The Wolseley Hotels, Minor Reserve Collection, Colbert Collection and iStay are expected in the coming months.

About Minor International (MINT)

Minor International (MINT) is a global Company focused on two core businesses: hospitality and restaurants. MINT is a hotel owner, operator and investor with a portfolio of 640 hotels under the Anantara, Avani, Oaks, Tivoli, NH Collection, NH, nhow, Elewana, Wolseley, Four Seasons, St. Regis, JW Marriott and Radisson Blu brands in 65 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas (including upcoming owned and committed JV, together with signed lease and management contracts). MINT is also one of Asia's largest restaurant companies with over 2,727 outlets system-wide in 24 countries under The Pizza Company, The Coffee Club, Riverside Grilled Fish, Sanook Kitchen, Benihana, Bonchon, Swensen's, Sizzler, Dairy Queen, Burger King and GAGA brands, as well as over 1,000 further outlets held through MINT's strategic alliances (i.e. S&P and BreadTalk).

For more information, please visit www.minor.com.

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