

New lifestyle hotel will introduce the Hyatt Centric brand to The Republic of Georgia

ZURICH (JANUARY 25, 2021) - [Hyatt](#) announced today that a Hyatt affiliate has entered into a management agreement with Alliance City LLC for the development of Hyatt Centric Boulevard Batumi. Expected to open in 2025, the hotel will offer 180 guestrooms including 14 suites, a restaurant and lobby bar, fitness and spa facilities as well as 5,920 square feet (550 square meters) of event space. Hyatt Centric Boulevard Batumi is expected to mark the introduction of the Hyatt Centric brand to The Republic of Georgia and the ninth Hyatt Centric hotel in Europe.

Set to be located at the start of Rustaveli Avenue, Batumi's main street, Hyatt Centric Boulevard Batumi will be nestled on a seafront promenade overlooking Batumi Beach. Guests will be able to enjoy being in the heart of the action with many of the neighborhood's top attractions within walking distance, including the Batumi Boulevard park and the belle époque architecture of the Old Town. The hotel will be built as part of the Alliance Centropolis, a new mixed-used development that comprises residential apartments, the World Trade Centre Batumi and a shopping and entertainment arcade.

"We are focused on growing Hyatt's brand footprint in locations that matter most to our guests, World of Hyatt members, customers, and owners. We are thrilled to collaborate with Alliance City LLC to bring the Hyatt Centric brand to Batumi, a popular Black Sea destination, as we continue to expand Hyatt's brand presence across European destinations," said Takuya Aoyama, vice president of development for Europe and Africa, Hyatt. "Batumi is a delightful place to visit with unique culture, and we look forward to welcoming savvy travelers who are eager to explore all that the city has to offer."

Batumi, Georgia's second largest city, was named Europe's leading emerging tourism destination by [World Travel Awards in 2019 and 2020](#), making it a perfect location to introduce the Hyatt Centric brand – one of Hyatt's fastest growing lifestyle brands – to Georgia.

"We are excited to work alongside Hyatt on this development and bring the Hyatt Centric brand's spirit to Batumi," said Akaki Songulia, CEO of Alliance City LLC. "The Hyatt Centric brand is synonymous with adventure and being in the center of the action, which makes it a perfect addition to our existing and ever-growing portfolio in Europe."

Hyatt Centric Boulevard Batumi is expected to mark the ninth Hyatt Centric in Europe, joining the ski resort [Hyatt Centric La Rosiere](#) in the French Alps, [Hyatt Centric The Liberties Dublin](#), [Hyatt Centric Levent Istanbul](#), [Hyatt Centric Gran Via Madrid](#), [Hyatt Centric Milan Centrale](#) and [Hyatt Centric Murano Venice](#), as well as [Hyatt Centric Cambridge](#), which is slated to open in 2021, and [Hyatt Centric Reykjavik](#), which is expected to debut in 2022.

For more information about Hyatt Centric hotels, please visit: <https://www.hyatt.com/development/ourbrands/hyattcentric>

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Centric

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don't. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information, please visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentric.

About Alliance City LLC

The Alliance Group has a mission to create innovative products and develop the real estate market, thereby substantially enhancing the region's appeal for potential investors. With a revolutionary approach to the development business, Alliance Group has been building new landmarks for the cities, thus creating the special investment opportunities graced with an iconic architectural design. The founders of the Alliance Group, have built more than 20 residential complexes and aparthotels, and more than 1.400.000 m2 of construction area, which undoubtedly speaks for the vast experience gained by the company during its 15 years on Georgia's real estate market.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of September 30, 2020, the Company's portfolio included more than 950 hotel, all-inclusive, and wellness resort properties in 67

countries across six continents. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to attract and retain top employees, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, lease, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, and vacation ownership properties, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Alila®**, **Andaz®**, **The Unbound Collection by Hyatt®**, **Destination®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Caption by Hyatt**, **Joie de Vivre®**, **Hyatt House®**, **Hyatt Place®**, **tommie™**, **UrCove**, and **Hyatt Residence Club®** brand names, and operates the World of Hyatt® loyalty program that provides distinct benefits and exclusive experiences to its valued members. For more information, please visit www.hyatt.com.

Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, but are not limited to, the short- and longer-term effects of the COVID-19 pandemic, including on the demand for travel, transient and group business, and levels of consumer confidence; actions that governments, businesses, and individuals take in response to the COVID-19 pandemic or any resurgence, including limiting or banning travel; the impact of the COVID-19 pandemic, and actions taken in response to the COVID-19 pandemic or any resurgence, on global and regional economies, travel, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the ability of third-party owners, franchisees or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic; the duration of the COVID-19 pandemic and the pace of recovery following the pandemic or any resurgence; general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and the pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; limited visibility with respect to future bookings; loss of key personnel; domestic and international political and geo-political conditions, including political or civil unrest or changes in trade policy; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters such as earthquakes, tsunamis, tornadoes, hurricanes, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases or fear of such outbreaks, such as the COVID-19 pandemic; our ability to successfully achieve certain levels of operating profits at hotels that have performance tests or guarantees in favor of our third-party owners; the impact of hotel renovations and redevelopments; risks associated with our capital allocation plans and common stock repurchase program and quarterly dividend, including a reduction in or elimination of repurchase activity or dividend payments; the seasonal and cyclical nature of the real estate and hospitality businesses; changes in distribution arrangements, such as through internet travel intermediaries; changes in the tastes and preferences of our customers; relationships with colleagues and labor unions and changes in labor laws; the financial condition of, and our relationships with, third-party property owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and the introduction of new brand concepts; the timing of acquisitions and dispositions, and our ability to successfully integrate completed acquisitions with existing operations; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute on our strategy to expand our management and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; declines in the value of our real estate assets; unforeseen terminations of our management or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates and operating costs; foreign exchange rate fluctuations or currency restructurings; lack of acceptance of new brands or innovation; general volatility of the capital markets and our ability to access such markets; changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; violations of regulations or laws related to our franchising business; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission (“SEC”), including our annual report on Form 10-K and our Quarterly Report on Form 10-Q filed on May 7, 2020, which filings are available from the SEC. These factors are not necessarily all of the important factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by any of our forward-looking statements. We caution you

not to place undue reliance on any forward-looking statements, which are made only as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.


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Additional assets available online:  (1)

https://stage.mediaroom.com/hyatt2/hyatt_centric_batumi_development