

Located in Stockholm, the hotel will join The Unbound Collection by Hyatt brand, continuing to fuel Hyatt's brand growth in Europe

CHICAGO (October 29, 2020) – Hyatt Hotels Corporation (NYSE:H) announced today that a Hyatt affiliate has entered into a franchise agreement with First Hotel Reisen AB to open the first Hyatt property in Sweden. Hotell Reisen is currently undergoing extensive refurbishment and will be available on Hyatt's booking system on an unbranded basis as of December 1, 2020 with plans to join The Unbound Collection by Hyatt brand in early 2021. In the Nordics, the hotel will join the planned [Grand Hansa Hotel](#) in Helsinki, Finland as part of The Unbound Collection by Hyatt and [Hyatt Centric Reykjavik](#) in Reykjavik, Iceland. The three hotels represent strategic cornerstones in Hyatt's expansion plans for Northern Europe.

Located in the heart of Stockholm's old town directly on the waterfront and on Skeppsbron, Hotell Reisen is rich in history, dating back to the 17th century. The property will offer cultural moments for guests seeking a sophisticated yet unscripted experience, as it will be located within walking distance of many of Stockholm's landmark attractions. Independent-minded travelers can experience highlights of the city including The Royal Palace and the ferry to Djurgården, bringing guests to the tranquil oasis that is home to many of the city's most famous museums and cultural attractions.

"At Hyatt, we are focused on thoughtful growth based on locations that matter most to our guests, World of Hyatt members and customers, and Stockholm has been a priority market for some time," said Peter Norman, senior vice president of development Europe, Hyatt. "While Stockholm is known for its high barrier to entry for global brands, the rich history and unique location in central Stockholm make Hotell Reisen a perfect addition to The Unbound Collection by Hyatt brand. This brand has seen great momentum across the region, as each property celebrates their destination's distinct culture and atmosphere, and we look forward to expanding the brand's footprint in the Nordics."

The name of Reisen originates from a 1750's coffee house run by a Dutchman, Frederik Reiss. As the coffee house was a popular meeting space for merchants and travelers from all over the world, Frederik Reiss's daughter soon started to rent rooms in the early 19th century. Ever since, the building has been in use as a hotel and today is a celebration of the vibrant and rich history of Sweden's capital.

"We are delighted to work alongside Hyatt for the first Hyatt hotel in Sweden," said Anders Moe, CEO of Host AB which owns First Hotel Reisen AB. "In creating a destination that locals and guests from afar will treasure, Hotell Reisen will honor the history of the building and the city. The combination of our expertise in Sweden's hospitality market and Hyatt's international reputation will allow for our vision to come to life."

Born out of the belief that every property has a unique story to tell, The Unbound Collection by Hyatt brand invites guests to discover unforgettable places, showcasing the uniqueness of each property's location. Hotell Reisen will join the eight European hotels under The Unbound Collection by Hyatt brand, including [Great Scotland Yard Hotel](#), [Hôtel Martinez](#), [Hôtel du Louvre](#), [Hôtel du Palais Biarritz](#), [Párisi Udvar Hotel Budapest](#), [Hotel SOFIA Barcelona](#) as well as [Byblos Hotel](#) and [Grand Hansa Hotel](#), which are both expected to open in 2022.

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

For further information:

The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #TellYourTale.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 21 premier brands. As of June 30, 2020, the Company's portfolio included more than 900 hotel, all-inclusive, and wellness resort properties in 65 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, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, 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**, **Hyatt Residence Club®** and **Exhale®** 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.

About Host AB

Host Hoteleiom AB is a hotel real estate owner and asset manager, with the purpose to create long term sustainable cash flow and value through acquiring, managing and selling hotel real estate.

Host AB are an active owner, working closely with their hotel operators, actively seeking to create a broad base of operators, both local and international. Host's portfolio of 17 properties is geographically diversified in Sweden, Denmark and Norway.

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. 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 when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of **The Unbound Collection** or Hyatt's control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.*

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