

Hyatt's select service brand continues to increase its presence across Germany and Europe

MUNICH (7 October 2021) – [Hyatt](#) announced today that a Hyatt affiliate has entered into a franchise agreement with EuroAtlantic Group for Hyatt Place Düsseldorf Mercedesstrasse at Tadao Ando Campus & Tower. The hotel will mark the second Hyatt Place hotel in Germany, joining [Hyatt Place Frankfurt Airport](#). Together with [Hyatt House Frankfurt Eschborn](#), Hyatt's select service brands continue a strong growth trajectory across Germany and Europe, expanding in markets that matter most to guests and World of Hyatt members.

Slated to open in 2024, the 300-room hotel will feature the Hyatt Place brand's intuitive design, approachable atmosphere and added conveniences that help guests do more. The hotel will be strategically located on the edge of Düsseldorf's city center and forms part of the wider business development of Tadao Ando Campus & Tower.

Named for and designed by Pritzker Architecture Prize winner Tadao Ando, and in collaboration with landscape architect Enzo Enea, the Tadao Ando Campus & Tower will be a city landmark for Düsseldorf and will arise representing a symbiosis of high-tech and nature. In addition to the hotel, the development is also expected to feature the Düsseldorf Arts Club, the EuroAtlantic Museum for Digital Art and the Cyber Tech Campus. Tadao Ando Campus & Tower will be the first CO2 neutral smart office campus, managed by AI-powered building management systems, and will offer a creative environment for modern work concepts, including roof gardens, a park and a public art display.

Hyatt Place Düsseldorf Mercedesstrasse will sit alongside a stunning glass tower with a spectacular glass prism, large-scale AI managed office campus, complete with co-working spaces for guests to utilize. The city's international airport, trade fair grounds and Düsseldorf's world-famous conference center, 'Messe Düsseldorf,' will be a 10-minute car ride away.

Because Hyatt's efforts are grounded in listening and fueled by care, Hyatt Place hotels combine style, innovation and 24/7 conveniences to create an easy to navigate experience for today's multi-tasking traveler. The Hyatt Place brand is rooted in extensive consumer insights indicating that guests seek stylish, comfortable and seamless experiences that accommodate their lifestyles and familiar routines. To embody this, the brand offers casual hospitality and purposeful service in a smartly designed, tech-forward and contemporary environment.

"The plans for Hyatt Place Düsseldorf Mercedesstrasse reflect the brand's strong momentum in the fast-growing select service category as Hyatt Place hotels continue to expand globally," said Felicity Black-Roberts, Hyatt's vice president of development – Europe. "Düsseldorf is one of Germany's most important economic centers, bolstered by recent international investments including from the China Competence Centre, making the district a perfect platform for us to bring our second Hyatt Place hotel to Germany."

"We are pleased to be bringing the first Hyatt Place hotel to Düsseldorf as part of our Tadao Ando Campus & Tower development and we hope to further expand our collaboration with Hyatt with more hotels in the future," said Arnulf Damerau, Chairman of EuroAtlantic Group. "We are proud of our completely CO2 neutral construction and operation. The wider development will furthermore build on future-oriented ecological spaces that foster a healthy living and working environment. Together with our extensive experience in real estate and Hyatt's global brand recognition we will be able to deliver a prestigious sustainable development with cutting edge technology and high-quality service that will successfully bring this business and lifestyle hub to life."

Hyatt Place Düsseldorf Mercedesstrasse will be officially introduced at EXPO Real in Munich on 11 October at the City of Düsseldorf exhibition, the official launch of the Tadao Ando Campus & Tower.

The hotel is expected to join a remarkable portfolio of Hyatt-branded hotels in Germany, including [Hyatt Place Frankfurt Airport](#); [The Wellem Düsseldorf](#), part of The Unbound Collection by Hyatt; [Hyatt Regency Dusseldorf](#); [Grand Hyatt Berlin](#); [Hyatt Regency Cologne](#); [Hyatt Regency Mainz](#); [Park Hyatt Hamburg](#); [Andaz Munich Schwabinger Tor](#); and [Hyatt House Frankfurt Eschborn](#).

For more information, please visit www.hyattplace.com and www.ando-campus.com.

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

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company offering 20 premier brands. As of June 30, 2021, the Company's portfolio included more than 1,000 hotel and all-inclusive properties in 68 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 operate, manage, franchise, own, lease, develop, 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 by Hyatt™**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Ziva™**, **Hyatt Zilara™**, **Thompson Hotels®**, **Hyatt Centric®**, **Caption by Hyatt**, **JdV by Hyatt™**, **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.

About Tadao Ando Campus & Tower

Tadao Ando Campus & Tower will mark a new and unique landmark in Düsseldorf. EuroAtlantic is developing together with the Japanese star architect and Pritzker Architecture Prize winner Tadao Ando, the architectural landmark and Europe's first smart building tower. Tadao Ando Campus & Tower will be the first CO2 neutral smart office campus, managed by AI-powered building management systems. As a unique feature, the Tadao Ando Tower will boast the stunning and innovative Glass Prism. The cantilevering Glass Prism will offer stunning views of the nature and cityscape of Düsseldorf. Serving as a communal hub and providing a dynamic spatial experience, the Glass Prism will become a catalyst for creativity and provide a space for relaxation for office workers and visitors. This area will also be a unique place to interface with nature through the scattering of light and shadow and the wind swirling around this aerial terrace.

About EuroAtlantic Group

Investing in Global Opportunities with a 30 year investment track record in global commodities, renewable energy resources, technology, real estate and hospitality, EuroAtlantic Group is a Global Family Office and Impact Investment holding headed by a senior management team of seasoned professionals in finance, real estate, hospitality, and energy that is backed former top diplomats, and international policy & security experts with top level access to decision makers.

For more information, please visit www.euroatlantic.eu and www.andocampus.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 duration of the COVID-19 pandemic and the pace of recovery following the pandemic, any additional resurgence, or COVID-19 variants; the short and longer-term effects of the COVID-19 pandemic, including the demand for travel, transient and group business, and levels of consumer confidence; the impact of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants, and the impact of actions that governments, businesses, and individuals take in response, on global and regional economies, travel limitations or bans, and economic activity, including the duration and magnitude of its impact on unemployment rates and consumer discretionary spending; the broad distribution of COVID-19 vaccines and wide acceptance by the general population of such vaccines; the ability of third-party owners, franchisees, or hospitality venture partners to successfully navigate the impacts of the COVID-19 pandemic, any additional resurgence, or COVID-19 variants; 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, such as the COVID-19 pandemic, or fear of such outbreaks; 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, share repurchase program, and dividend payments, including a reduction in, or elimination or suspension 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 the COVID-19 pandemic, 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 Reports on Form 10-Q, 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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