

07 January 2020

easyHotel plc
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("easyHotel", the "Group" or the "Company")

Directorate Update

The Board of easyHotel plc, the owner, developer and operator of "super budget" hotels, is pleased to announce the appointment of François Bacchetta as Chief Executive Officer who is expected to join the Company and the Board in Spring 2020.

François joins easyHotel from low cost airline group easyJet where he has spent the last 15 years. As easyJet's Country Director for France and Italy, he has significant experience operating in the European travel market including easyHotel's core growth countries in continental Europe. Importantly, François has a strong understanding of the 'easy' brand and was responsible for the country and growth strategies for his region, whilst bringing experience of managing online trading including digital marketing.

Prior to easyJet, François held a number of senior marketing positions at global cosmetics group L'Oréal, including being responsible for territories in South East Asia, as well as Europe.

Commenting on the appointment, Harm Meijer, Non-executive Chairman of easyHotel, said:

"Following a comprehensive search, we are pleased that François is joining us to lead easyHotel in its aspiration to become a European leader in the super budget hotel segment. He knows the easy brand and understands its values extremely well. He also brings a wealth of experience in developing businesses, strategy, business optimisation, leadership, marketing and revenue management. We look forward to working with François in the future."

François Bacchetta added:

"easyHotel is a business I greatly admire and I am thrilled to be appointed. With a strong hotel network established in the UK, I believe this is a very exciting time for the brand and I look forward to leading the expansion in Europe as the Group seeks to become a leader in the budget hotel space."

François Bacchetta, a French national aged 54 years, currently holds or has held in the last five years no directorships or partnerships.

There are no other matters which are required to be disclosed in accordance with Rule 17 and paragraph (g) of Schedule Two of the AIM Rules for Companies.

ENDS

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easyHotel plc

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easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel has an estate of 40 hotels with 3,759 rooms, comprising 27 franchised hotels (2,332 rooms) and 13 owned

hotels (1,427 rooms).

Owned hotels:

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle*, Leeds, Sheffield, Ipswich, Milton Keynes.

Spain: Barcelona

France: Nice

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Amsterdam Schiphol Airport, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht,), Portugal (Lisbon), Switzerland (Basel, Zurich).

International: UAE (Dubai).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom: Chester, Cardiff, Oxford*, Blackpool, Cambridge* and Bristol#.

Europe: Ireland (Dublin#), France (Paris-Charles de Gaulle Airport).

Franchise hotels:

Europe: Spain (Malaga), Switzerland (Zurich, Basel).

*Hotels under an operating lease.

#Subject to planning permission.

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