

Brussels/Berlin, 2nd March 2015

Carlson Rezidor enters Togo with a landmark Radisson Blu hotel in Lomé and is now present in 25 countries across Africa

Group holds largest pipeline of hotels and rooms under development in Africa

Carlson Rezidor, one of the largest and most dynamic hotel groups worldwide, further extends its African network and adds a new country to its growing portfolio: Togo. The historic Radisson Blu Hotel du 2 Février in the capital of Lomé will feature 320 keys and is scheduled to open in late 2015. The hotel is currently undergoing a major renovation program with over 900 local employees on site executing the works. Africa is one of Carlson Rezidor's most important growth markets. The group operates and develops more than 50 hotels in 25 African countries, and has with 30 hotels and 6,300 rooms the largest pipeline of hotels and rooms under development on the African continent (*source: W Hospitality*).

A landmark in Lomé

"We are delighted to arrive in Togo to develop and operate the Radisson Blu Hotel du 2 Février. This 102m-building is the tallest hotel in West Africa and a true landmark. It will further strengthen our presence in Africa, and at the same time provide economic and social contributions by becoming a social anchor in Lomé", said Wolfgang M. Neumann, President & CEO of Rezidor at the International Hotel Investment Forum IHIF in Berlin.

The former "Hotel du 2 Février" in the heart of Lomé is currently undergoing an advanced renovation programme before re-opening as a 5-star Radisson Blu hotel in late 2015. It will offer 320 rooms and apartments, five food & drink outlets, meeting space of 3,600m² including two auditoriums, an outdoor swimming pool and terrace, a business centre, a business class lounge, a 375m² gym & spa area, tennis courts and a casino.

A focus on Africa

Carlson Rezidor's asset-light, profitable and sustainable growth strategy puts a strong focus on the emerging market of Africa. "We signed 10 hotels and more than 2,000 rooms in Africa in 2014, and continue to have the largest pipeline on the continent. We believe in the great potential of Africa and are committed to becoming a key player in the travel and tourism sector across the region", commented Elie Younes, Executive Vice President & Chief Development Officer of Rezidor. "Africa offers excellent



opportunities due to its huge natural resources and workforces, improved infrastructure, and growing middle class. We want to grow further on the continent together with our strong partners. We also want to be a leading employer in Africa: By creating new jobs for local talent and by contributing to the communities where we operate in, we can make a huge difference”, added Younes.

Carlson Rezidor aims to establish its core brand Radisson Blu as the leading upper upscale brand in Africa – present in capital cities and financial & economic hubs – and to pursue the scaled growth of its mid-scale Park Inn by Radisson in high potential primary and secondary destinations. The group’s new brands Quorvus Collection (luxury) and Radisson Red (lifestyle select) will offer additional potential to accelerate growth and to cover all market segments.

The group opened its first hotel in Africa in 2000, the Radisson Blu Waterfront Hotel, Cape Town (South Africa). Since then, the company has built up an impressive network of 50+ hotels in 25 countries. During the past 12 months alone, Carlson Rezidor entered five new African nations and announced Radisson Blu hotels in Lomé/Togo, Juba/South Sudan, N'Djamena/Chad, Kampala/Uganda, and Accra/Ghana.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world’s largest and most dynamic hotel groups and includes more than 1,350 hotels in operation and under development with 180,000 rooms and a footprint spanning 105 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson Red, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. In most hotels, guests can benefit from Club CarlsonSM, one of the most rewarding loyalty programs.

Carlson Rezidor Hotel Group and its brands employ 88,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.rezidor.com.