

The luxury resort to represent the second hotel in Europe to join the Destination by Hyatt portfolio, demonstrating Hyatt's commitment to growing its resort offer due to continued leisure travel demand

CHICAGO (February 3, 2022) – [Hyatt Hotels Corporation](#) (NYSE: H) announced that a Hyatt affiliate has entered into a franchise agreement with 12.18. group to debut the Destination by Hyatt brand in Italy with [7Pines Resort Sardinia](#). The 76-room resort is expected to open in early July, representing several significant milestones, including the continued growth of Hyatt's luxury resort portfolio, the first Hyatt affiliated hotel on Sardinia, and the second 7Pines Resort in Europe, joining 7Pines Resort Ibiza.

The Destination by Hyatt brand is a diverse collection of luxury and upscale independent hotels, resorts and residences that are all individual at heart, yet connected by a commitment to embody the true spirit of each location. The resort is situated in the neighborhood of Porto Cervo and elegantly nestled within a tranquil, secluded cove on the northern shores of the island. 7Pines Resort Sardinia offers a laid-back luxury-lifestyle experience and aligns completely with the Destination by Hyatt brand's purpose to deliver immersive experiences, authentic design and genuine service.

"It is a privilege to join forces once again with the 12.18. group for 7Pines Resort Sardinia, which will join the Destination by Hyatt portfolio," said Felicity Black-Roberts, vice president of development Europe. "At Hyatt, we place great emphasis on forming meaningful relationships with owners, so together we can create luxury hotels and resorts in desirable and unique locations that matter to our guests and World of Hyatt members. In this, Hyatt's second collaboration with 12.18 group, 7Pines Resort Sardinia has been designed in harmony with its surroundings, and truly reflects the Destination by Hyatt brand's commitment to embody the spirit of each location."

Set amidst lush gardens, secluded beaches and centuries old rock formations, 7Pines Resort Sardinia is a beachfront resort surrounded by untouched coastline and a nature reserve. Guests will be able to choose from three restaurants and three bars, as well have access to a private beach and pier with a beach club. In addition, the resort offers four secluded coves, two pools, a spa and a wellness center. Overlooking the archipelago of La Maddalena, guests can expect spectacular sunset views and effortless access to the island's sea adventures, winding pathways and secret coves.

"The new 7Pines Resort in Sardinia is 12.18.'s second collaboration with Hyatt, which we see as one of the market leaders for luxury hotels. The Destination by Hyatt brand aligns perfectly with the 7Pines Resorts brand values, and being part of this brand portfolio represents an important milestone for the expansion of the 7Pines brand," said Jörg Lindner, managing director at 12.18. group. "7Pines Resort Ibiza opened last summer under the Destination by Hyatt brand and we have already seen tremendous results after only one season. We are thrilled to work again with Hyatt as we see enormous potential and value. With Hyatt on our side, we are convinced the soon-to-open 7Pines Resort Sardinia will be a success. Furthermore, our group portfolio has proven to be impressively resistant to recent global crises achieving results that are exceeding pre-pandemic levels. I believe what makes the 12.18. group so successful is our specialization in the luxury segment. The desire for travel within the luxury market has remained and we have seen that guests are ready to spend more than ever for luxurious holidays. At the 12.18. group we have aligned our portfolio accordingly to cater to luxury travelers and their changing expectations."

7Pines Resort Sardinia will join the Destination by Hyatt portfolio, marking the sixth Hyatt affiliated hotel in Italy, joining the soon to re-open Park Hyatt Milan, as well as Hyatt Centric Milano Centrale, Hyatt Centric Murano Venice, Il Tornabuoni, which is part of The Unbound Collection by Hyatt portfolio, and The Tribune, which is a JdV by Hyatt hotel.

For more information about 7Pines Resort Sardinia, please visit 7pines.com/en/sardinia.

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 Destination by Hyatt

The Destination by Hyatt brand is a diverse collection of independent hotels, resorts and residences that are individual at heart yet connected by a commitment to embody the true spirit of each location. Ranging from upper-upscale to luxury, each property is purposefully crafted to be a place of immersive discoveries, authentic design, and warm and welcoming service. As an honored host, each Destination by Hyatt hotel connects guests to both people and place—offering a sense of belonging that invites all to *make our destination yours*. For more information, visit destinationbyhyatt.com. Follow Destination by Hyatt on Instagram: [@destinationhotels](#), Twitter: [@Destination](#), and Facebook: [Destination Hotels](#).

About 12.18 group

The 12.18. Group, with its headquarter in Düsseldorf, offers investment, development, asset management, hospitality management and sales from a single source. As an owner-managed company with more than 40 years of expertise of the founder Jörg Lindner, 12.18. specializes in high-yield properties with great development potential in the best locations in

Germany, Europe and worldwide. The shares of the company are held equally by the Lindner family and the Versorgungswerk der Zahnärztekammer Berlin K. d. ö. R. . The 12.18. service spectrum ranges from acquisition and conception, financing and revitalization to operation, marketing and sales. Only something special and unique, so the company's philosophy "Differently. On principle.", can be successful in the long term. The company currently employs over a thousand people worldwide and manages an investment volume of 500 million euros.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of September 30, 2021, Hyatt's portfolio included more than 1,000 hotel and all-inclusive properties in 69 countries across six continents, and the acquisition of Apple Leisure Group added 96 properties in 10 countries as of November 1, 2021. Hyatt's offerings include 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®, UrCove, and Hyatt Residence Club® brands, as well as resort and hotel brands under the AMR™ Collection, including Secrets® Resorts & Spas, Dreams® Resorts & Spas, Breathless® Resorts & Spas, Zoëtry® Wellness & Spa Resorts, Alua® Hotels & Resorts, and Sunscape® Resorts & Spas. Hyatt's subsidiaries operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and the Trisept Solutions® travel technology platform. For more information, please visit www.hyatt.com.

Forward Looking Statement

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, risks associated with the consummation of the Apple Leisure Group ("ALG") acquisition, including the related incurrence of material additional indebtedness; our ability to successfully integrate ALG's employees and operations into ours; the ability to realize the anticipated benefits of the acquisition of ALG as rapidly or to the extent anticipated; 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 and efficacy 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; global supply chain constraints and interruptions; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and all-inclusive 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 and ALG's membership offering; 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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