A decade after its debut in Düsseldorf, Me and All Hotels has grown to nine properties across Germany and Switzerland, combining neighborhood-led experiences with a multi-operator model supported by Hyatt and Lindner Hotel Group, the original creator of the brand

CHICAGO (November 25, 2026) – Hyatt is marking the tenth anniversary of Me and All Hotels, the lifestyle brand originally created by Lindner Hotel Group in 2016 and acquired by Hyatt in June 2024.

Launched with a single hotel on Immermannstrasse in Düsseldorf's Japanese quarter, Me and All Hotels was conceived around a simple idea: a hotel should be as much a part of its neighborhood as a place for travelers to stay.

Today, the brand comprises nine hotels across eight destinations in Germany and Switzerland, with a total of 1,651 rooms. Lindner Hotel Group, which founded and developed the brand before selling the brand rights to Hyatt, continues to operate eight properties.

The anniversary marks both the legacy of the brand's original creator and its next chapter under Hyatt ownership, with opportunities for further development through multiple operators.

"Ten years after the opening of the first hotel in Düsseldorf, the Me and All Hotels brand has grown into a brand with a clear profile: easy-going, design-driven, and closely connected to its neighborhood," said Geoffray Maugin, VP Marketing & Loyalty, EAME, Hyatt. "Lindner created a brand built around a compelling idea: hotels that become part of the social life of their neighborhoods. Our responsibility now is to protect and strengthen that identity."

"When we created Me and All Hotels, we wanted to challenge the idea that a hotel exists primarily for the people sleeping in it" said Adrian Lindner, CEO of Lindner Hotel Group. "We believed a hotel could become part of the everyday life of its neighborhood, bringing travelers and local people together. Ten years later, that founding idea remains central to the brand. Each hotel has its own personality, but the ambition to create places where people genuinely want to spend time has never changed."

A Brand Shaped by Its Neighborhood

From the start, Me and All Hotels have focused on a new kind of city hotel. The hotels are urban, modern, youthful, and individual, while also drawing on the character of each city and neighborhood. That idea began at the first Me and All Hotel on Immermannstrasse in Düsseldorf, where the neighboring Japanese quarter helped shape the hotel's character. Today, it remains central to the brand. Each hotel combines a recognizable Me and All Hotels identity with design, culture and experiences that reflect its surroundings.

An important part of this approach is the brand's network of locals, including local businesses, sports clubs, musicians, artists and other creatives who bring the character of the neighborhood into the hotel. Rather than simply referencing local culture through design, Me and All Hotels create opportunities for guests and residents to experience it together.

The Lounge as an Urban Living Room Where Guests and Locals Come Together

At the heart of every Me and All Hotel is its lounge, designed as a social destination in its own right. More than a traditional hotel lobby, it is a place where guests and locals can meet, work, eat, drink or simply spend time.

From morning coffee and informal meetings to DJ sessions, live music and evening events, the lounge brings together different people and different occasions throughout the day.

Design plays an important role in creating this atmosphere. Each property has its own personality, while maintaining the welcoming, informal and energetic character that connects the Me and All Hotels experience across destinations.

"From the very beginning, we wanted to create hotels with a personality of their own. That's why Me and All Hotels are never about simply copying a concept to another location," said Adrian Lindner.

A Hyatt Brand with Strong Operators: From Lindner's Original Vision to a Hyatt-Owned Brand

Me and All Hotels was created by Lindner Hotel Group in 2016. Hyatt acquired the brand rights from Lindner in June 2024, bringing Me and All Hotels into its lifestyle portfolio while continuing to work with Lindner as its principal operator.

Today, Lindner Hotel Group operates eight of the brand's nine hotels. The Me and All Hotel Berlin East Side, which opened in September 2025, is operated by SV Hotel, becoming the first Me and All Hotels property operated by a new operator following

Hyatt's acquisition.

The addition of SV Hotel as an operator for a Me and All Hotel reflects Hyatt's ambition to develop Me and All Hotels beyond its founding operator. For prospective operators, the brand offers a defined lifestyle proposition centered on social spaces, neighborhood engagement and locally relevant programming, while allowing each property to express the character of its location.

"Together with our operators, we want to expand Me and All Hotels in a targeted way in Germany and in other European markets, while preserving the character that has defined the lifestyle brand for ten years," said Geoffray Maugin.

Me and All Hotel Leipzig: The Latest Addition

Me and All Hotel Leipzig joined the portfolio in July 2026, bringing the brand to another of Germany's culturally vibrant cities.

Located just minutes from Leipzig's main railway station, the 282-room hotel combines Bauhaus-inspired design with influences from the city's creative and cultural scene, reflecting the Me and All Hotels approach of giving each property its own local character.

With the addition of Leipzig, there are now nine Me and All Hotels properties and 1,651 rooms across eight destinations in Germany and Switzerland.

For information about the Hyatt brand portfolio, please visitwww.hyatt.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 guided by its purpose – to care for people so they can be their best. As of June 30, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX®, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid® Hotels & Resorts, Bahia Principe Hotels & Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Unscripted by Hyatt, Hyatt Place®, Hyatt House®, Hyatt Studios®, Hyatt Select, and UrCove. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

About Me and All Hotels

Me and All Hotels offer simple, well planned, stylish rooms and welcoming public spaces driven by Local Heroes who help make the hotels hubs buzzing with activity. Locals and guests mix and mingle seamlessly in a relaxed fashion, creating good vibes and great memories along the way. Enjoy World of Hyatt benefits with eligible stays at Me and All Hotels – discover more here.

About Lindner Hotel Group

Lindner Hotel Group is an internationally active, family-run hotel company headquartered in Düsseldorf. Under its umbrella, the group brings together brand-specific hotel companies and different operating models. The central company is Lindner Hotels AG, which, as the parent company, steers the national and international hotel activities.

Lindner Hotel Group stands for individual hospitality, entrepreneurial responsibility, and sustainable growth. Its goal is to continuously develop its brands and locations and to offer guests contemporary, authentic, high-quality hotel experiences.

The portfolio currently comprises 29 hotels in ten countries and is clearly structured into four brands: Lindner Hotels & Resorts in the upper midscale segment; the luxurious 7Pines Hotels & Resorts, which are run in a strategic collaboration with Hyatt; the urban lifestyle boutique hotels of the Me and All Hotels brand, whose brand rights are held by Hyatt and which are operated by Lindner Hotel Group at selected locations; and the L-Collection, a collection of exclusive international destinations.

Operational management lies with the Executive Board led by Adrian Lindner and Dr. Christoph Scherk.

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: general economic uncertainty in key global markets and a worsening of global economic conditions or low levels of economic growth; the rate and pace of economic recovery following economic downturns; global supply chain constraints and interruptions, rising costs of construction-related labor and materials, and increases in costs due to inflation or other factors that may not be fully offset by increases in revenues in our business; risks affecting the luxury, resort, and all-inclusive lodging segments; levels of spending in business, leisure, and group 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 geopolitical conditions, including political or civil unrest or changes in trade policy; the impact of global tariff policies or regulations; economic sanctions or other government restrictions that may limit our ability to conduct business or receive payments; hostilities, or fear of hostilities, including the ongoing military conflict in the Middle East and security-related disruptions in Mexico, as well as terrorist attacks or other acts of violence, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as hurricanes, earthquakes, tsunamis, tornadoes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, or fear of such outbreaks; the impact of government-issued travel advisories, airspace closures, or flight suspensions on international arrivals and hotel bookings in affected regions; our ability to successfully achieve specified 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 owners, franchisees, and hospitality venture partners; the possible inability of third-party owners, franchisees, or development partners to access the capital necessary to fund current operations or implement our plans for growth; risks associated with potential acquisitions and dispositions and our ability to successfully integrate completed acquisitions with existing operations or realize anticipated synergies; failure to successfully complete proposed transactions, including the failure to satisfy closing conditions or obtain required approvals; our ability to maintain effective internal control over financial reporting and disclosure controls and procedures; declines in the value of our real estate assets; unforeseen terminations of our management and hotel services agreements or franchise agreements; changes in federal, state, local, or foreign tax law; increases in interest rates, wages, and other operating costs; foreign exchange rate fluctuations or currency restructurings; risks associated with the introduction of new brand concepts, including 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, industry consolidation, and the markets where we operate; our ability to successfully grow the World of Hyatt loyalty program and manage the Unlimited Vacation Club paid membership program; cyber incidents and information technology failures; outcomes of legal or administrative proceedings; and violations of regulations or laws related to our franchising business and licensing businesses and our international operations; 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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