

Global operations and brand marketing leaders to collaborate on Hyatt's strategic focus on lifestyle segment

CHICAGO (May 23, 2019) – [Hyatt Hotels Corporation](#) (NYSE: H) announced the organization of a new, dedicated lifestyle division, which brings together Hyatt's and former Two Roads Hospitality's lifestyle brands, including **Andaz, Alila, Hyatt Centric, Joie de Vivre Hotels, Thompson Hotels** and **tommie**. Announced as global head of lifestyle operations, Frederic Flageat-Simon, former CEO of Two Roads Hospitality Asia, is responsible for developing the global operations strategy for Hyatt's new lifestyle division, working in partnership with the Global Commercial Services organization to drive enhanced operational and financial performance for the lifestyle brands. Also announced as part of the lifestyle division organization, Heather Geisler, vice president of global brands, is focusing on driving global brand awareness around Hyatt's lifestyle division brands. The first of its kind for Hyatt, this new cross-functional division centers on the development, positioning, and execution of Hyatt's lifestyle portfolio.

"With the introduction of a dedicated lifestyle division, we're able to dive deeper into our guests' preferences and further carve out Hyatt's role in this important segment," said Mark Vondrasek, chief commercial officer, Hyatt. "We will leverage Heather's global full-service brand expertise with Two Roads' brand strength and successes in the lifestyle sector while leaning in on the broader benefits of Hyatt like our World of Hyatt loyalty program to provide our guests with more choices for each unique stay experience."

"A seasoned leader with hospitality experience that spans the globe, Frederic has fused passion, creativity and innovation together throughout his career. Responsible for operating Hyatt's lifestyle brands, taking them to an even greater level of success, and driving a pipeline that will benefit both guests and owners, Frederic is an exceptional appointment for the organization. He will continue to cultivate our vision of providing best-in-class offerings for guests at our lifestyle hotels throughout the world," said Hyatt's Americas Group President, Pete Sears.

Based in Chicago and reporting to Sears, Flageat-Simon is responsible for the continued integration of the Two Roads brands into the Hyatt portfolio, ensuring the unique operational DNA of each brand is maintained while leveraging Hyatt's robust platform to optimize property performance. Flageat-Simon is leading the creation of a strategic global structure for the lifestyle operations division, with a focus on generating additional returns for shareholders while enhancing the relevance and equity of the brands.

Bringing together the strengths and talent of the combined portfolio, Flageat-Simon and Geisler will work closely to cultivate and refine the lifestyle brands and grow this business segment. They will also collaborate broadly with the Commercial Services organization on key commercial brand functions, including digital strategy, loyalty, sales and wellbeing, driving a heightened focus on the sustained growth of Hyatt's lifestyle portfolio. Recently, former Two Roads brands Thompson Hotels and Joie de Vivre Hotels were successfully integrated into the World of Hyatt loyalty program, a testament to the strength of Hyatt's collaborative and seamless process.

Hyatt is investing in the growth of its lifestyle sector with the recent acquisition of Two Roads Hospitality, including the robust pipelines of the Thompson Hotels and Alila brands, the expansion of Andaz hotels throughout Europe and Asia, and the explosive global development of Hyatt Centric, which is Hyatt's fastest-growing lifestyle brand.

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

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 19 premier brands. As of March 31, 2019, the Company's portfolio included more than 850 properties in over 60 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 colleagues, build relationships with guests and create value for shareholders. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences, vacation ownership properties, and fitness and spa locations, including under the **Park Hyatt®, Miraval®, Grand Hyatt®, Alila®, Andaz®, The Unbound Collection by Hyatt®, Destination®, Hyatt Regency®, Hyatt®, Hyatt Ziva™, Hyatt Zilara™, Thompson Hotels®, Hyatt Centric®, Hyatt House®, Hyatt Place®, Joie de Vivre®, tommie™, Hyatt Residence Club®** and **Exhale®** 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.

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 our actual results, performance or achievements to differ materially from current expectations include, among others, the rate and 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; 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 the 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); changes in the competitive environment in our industry, including as a result of industry consolidation, and the markets where we operate; general volatility of the capital markets and our ability to access such markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the U.S. Securities and Exchange Commission. 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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