



3 September 2025

PPHE Hotel Group Limited
("PPHE", "PPHE Hotel Group" or the "Group")

PDMR Purchase of Shares in the Company

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, today announces that Non-Executive Director Marcia Bakker has purchased 2,000 ordinary shares in the Company at GBP13.05 per share. Accordingly, Ms Bakker's total shareholding in the Company comprises 2,000 ordinary shares, which represents 0.0048% of the issued share capital.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides additional detail.

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Marcia Bakker	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification/Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	PPHE Hotel Group Limited	
b)	LEI	2138003H1BZGR6KM5823	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of no par value GG00B1Z5FH87/PPH	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		GBP13.05	2,000
d)	Aggregated information	See above	
e)	Date of the transaction	2025-09-02	
f)	Place of the transaction	Dubai, UAE	

Enquiries:

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Notes to Editors

PPHE Hotel Group (LSE: PPH) is an international hospitality real estate company, with a £2.2 billion portfolio, valued as at December 2024 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises¹ hospitality real estate. Its portfolio includes full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations. The Group's strategy is to grow its portfolio of core upper upscale city centre hotels, leisure and outdoor hospitality and hospitality management platform.

PPHE Hotel Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, PPHE Hotel Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group ('AHG'), whose shares are listed on the Prime market of the Zagreb Stock Exchange.

Company websites: www.pphe.com | www.arenahospitalitygroup.com

For reservations:

www.parkplaza.com | www.artotel.com | www.radissonhotels.com | www.arenahotels.com | www.arenacampsites.com

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