



17 December 2025

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

**Notification of Transactions by Persons Discharging Managerial Responsibilities**

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, today announces that members of its senior management team, Greg Hegarty and Daniel Kos (each being a person discharging managerial responsibilities as defined in the EU Market Abuse Regulation, or a "PDMR"), have entered into certain long-term incentive arrangements with the Company as set out below.

Following a comprehensive review of executive remuneration provision at the Company, the remuneration committee of the board of directors has approved certain performance-related long-term incentive arrangements for Greg Hegarty and Daniel Kos.

Under the terms of those arrangements, nil-cost options over ordinary shares in the Company may be granted annually to each PDMR based on dividend and earning per share performance in each of 2026, 2027 and 2028. The maximum annual award opportunity is capped at two times annual salary.

The grant of 50% of each nil-cost option will be dependent on a dividend-related performance target. The grant of the other 50% of each nil-cost option will be dependent on an EPS-related performance targets

Any nil-cost options granted under these arrangements will be granted under the Company's Executive Incentive Plan 2020 and will be capable of exercise in Q1 2029 shortly after the announcement of the Company's results for the year ending 31 December 2028. Each PDMR will then be required to retain the net number of ordinary shares acquired on exercise (i.e. after sales for tax) for a further two-year period.

**- Ends -**

**Enquiries:**

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**Notes to Editors:**

PPHE Hotel Group 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 franchises 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, whose shares are listed on the Prime market of the Zagreb Stock Exchange.

Company websites: [www.pphe.com](http://www.pphe.com) | [www.arenahospitalitygroup.com](http://www.arenahospitalitygroup.com)

For reservations:

[www.parkplaza.com](http://www.parkplaza.com) | [www.artotel.com](http://www.artotel.com) | [www.arenahotels.com](http://www.arenahotels.com) | [www.arenacampsites.com](http://www.arenacampsites.com) |  
[www.radissonhotels.com](http://www.radissonhotels.com)]

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