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***Hyatt Acquires the me and all hotels Brand,  
Positioning Conversion-Friendly Lifestyle Brand for Growth Across Europe and Beyond***

*Builds on strategic collaboration with German Lindner Hotel Group,  
with plans to increase footprint of fast-growing upscale brand me and all hotels as part of Hyatt's lifestyle  
portfolio*

**CHICAGO (JUNE 28, 2024)** – Hyatt Hotels Corporation (NYSE: H) today announced that a Hyatt affiliate has acquired the me and all hotels brand from Lindner Hotels AG (Lindner) to unlock growth in new European markets and build on Hyatt's strong momentum in the region. This move builds on the successful strategic collaboration that Hyatt and Lindner entered into in 2022, which significantly increased Hyatt's brand footprint in Germany and Europe, with the subsequent integration of most Lindner Hotels & Resorts and me and all hotels into the World of Hyatt loyalty program. Following the transaction, me and all hotels, which is currently a nested brand within Hyatt's JdV by Hyatt brand, will become a standalone brand within Hyatt's global lifestyle portfolio, which has quintupled in rooms between 2017 and the end of 2023.

Since launching in 2016 as Lindner Hotels & Resorts' urban lifestyle sister brand, the me and all hotels portfolio has grown to six hotels and 1,000+ rooms in central city locations across Germany, which are currently included in Hyatt's inventory. The brand has a healthy pipeline, combining conversions and new builds in key destinations including Berlin (slated to open in 2024), Hamburg, Leipzig and Stuttgart (all expected to open in 2026). Hyatt's pipeline includes 1,000 me and all hotel rooms, with additional development deals in various stages of negotiation for destinations outside of Germany. The me and all hotels brand combines outstanding guest satisfaction with a conversion-friendly development model in the desirable upscale lifestyle space, positioning it for scale and accelerated expansion across Europe and beyond.

"The Lindner team has built an incredible brand with me and all hotels, and we believe the brand has great potential for expansion across Europe and other global markets," said Felicity Black-Roberts, SVP Development EAME, Hyatt. "Our collaboration with Lindner was a significant step forward for our distribution in the EAME region, expanding our brand footprint and offering many new locations to our 46 million World of Hyatt members. We look forward to driving further growth for Hyatt's lifestyle portfolio with me and all hotels – together with Lindner as well as other development partners and franchisees, across Europe and beyond."

"We are thrilled to deepen our successful collaboration and shift into high-growth gear for me and all hotels, backed by Hyatt's global distribution engine," said Arno Schwalie, Chief Executive Officer, Lindner. "The combination of the successful work we have done to launch and position the brand in Germany, its vibrant pipeline, and the potential for growth as part of Hyatt makes us confident that what has become a beloved lifestyle brand in Germany will soon shine on the global stage."

me and all hotels combine central locations, urban design, leading-edge technology and vibrant public spaces. With casual flair, they appeal especially to city and business travelers as well as urban locals by enabling both social interaction and productive co-working sessions. Local heroes from the areas of gastronomy, music, art and start-ups provide constantly new, individual experiences with pop-up kitchens, a wide variety of events and sustainable products.

The transaction closed on June 28, 2024.

*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 March 31, 2024, the Company's portfolio included more than 1,300 hotels and all-inclusive properties in 78 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. 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](http://www.hyatt.com).

### **About me and all hotels**

me and all hotels, a boutique lifestyle brand created by the Lindner Hotel Group, are designed for city and business travelers as well as urban locals. With an urban, casual, and informal vibe, the hotels emphasize sustainability. They offer a vibrant atmosphere where living, working, and communication converge. The heart of each hotel features a seamless fusion of check-in, bar, lounge, and co-working spaces. Their design blends professionalism, individuality, luxury, and coziness with cutting-edge technology. Through the "local heroes" concept, local partners in gastronomy, music, art, sports, and startups deliver unique experiences such as pop-up kitchens, diverse events, and sustainable products. Me and all hotels are centrally located in Duesseldorf, Mainz, Hanover, Kiel, and Ulm. Further information: <https://meandallhotels.com/>

### **About Lindner Hotels AG**

As the Lindner Hotel Group, Lindner Hotels AG operates 34 hotels under four distinct brands in eight European countries and the USA. Six further hotels are currently in construction or being realized. The group employs around 2,500 people and expects to generate sales of around 330 million euros in 2024.

The Lindner Hotel Group operates Lindner Hotels & Resorts and me and all hotels, which have been part of JdV by Hyatt since 2022. The affiliation strengthens the company's international growth and is also part of the World of Hyatt loyalty program, which offers guests access to a global range of personalized experiences.

Since May 2024, Lindner Hotel Group has taken over exceptional vacation hotel properties and expanded its brand portfolio to include the 7Pines Hotels & Resorts brand. 7Pines Resort Ibiza, 7Pines Resort Sardinia, and SCHLOSS Roxburghe in Scotland are part of Destination by Hyatt, a collection of independent hotels with individual designs that harmonize with their surroundings.

Arno Schwalie is Chairman of the Board and CEO of Lindner Hotels AG, founded in 1973 by architect Otto Lindner and is still family-owned. Together with Stefanie Brandes (COO) and Frank Lindner (CTO), he forms the Management Board of Lindner Hotels AG.

Further information: [www.lindnerhotelgroup.com](http://www.lindnerhotelgroup.com)

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### **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. These statements include statements about our plans, strategies, outlook, occupancy, the amount by which the Company intends to reduce its real estate asset base, the expected amount of gross proceeds from the sale of such assets, and the anticipated timeframe for such asset dispositions, the number of properties we expect to open in the future, pace and booking trends, the expected timing and payment of dividends, RevPAR trends, our expected Adjusted G&A Expense, our expected capital expenditures, our expected net rooms growth, our expected system-wide RevPAR, our expected one-time integration-related expenses, financial performance, prospects or future events and involve known and unknown risks that are difficult to predict. As a result, 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; hostilities, or fear of hostilities, including future terrorist attacks, that affect travel; travel-related accidents; natural or man-made disasters, weather and climate-related events, such as earthquakes, tsunamis, tornadoes, hurricanes, droughts, floods, wildfires, oil spills, nuclear incidents, and global outbreaks of pandemics or contagious diseases, 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 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; failure to successfully complete proposed transactions (including the failure to satisfy closing conditions or obtain required approvals); our ability to successfully execute our strategy to expand our management and hotels services and franchising business while at the same time reducing our real estate asset base within targeted timeframes and at expected values; 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 hotels services 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 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 SEC, including our annual reports on Form 10-K and quarterly reports on Form 10-Q, which filings are available from the SEC. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by the cautionary statements set forth above. 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 do not undertake or assume any 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.*