



## Conclusion of a Services Agreement between Design Hotels and Starwood

Design Hotels AG entered into a Services Agreement with Starwood Hotels & Resorts Worldwide, Inc. ("Starwood") and its subsidiary company Preferred Guest, Inc. on November 9, 2015, which allows Design Hotels AG to connect a selection of its member hotels to the Starwood Preferred Guest ("SPG") customer loyalty program and Starwood's distribution channels.

This enables Design Hotels to further expand the product and service offering to a selection of its member hotels. The participating member hotels will get access to a very successful customer loyalty program in the international hotel industry. Additionally, the participating member hotels will benefit from the connectivity to Starwood's distribution channels: Starwood websites, the SPG mobile application, and the customer contact centers. All connectivity within the Design Hotels reservations system will remain unchanged.

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### About Design Hotels™

Design Hotels™ represents and markets a curated selection of more than 290 independent hotels in over 55 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality and cultural authenticity, for thought-provoking design and groundbreaking architecture. All "Originals" stand for the individual, aesthetic and service-driven experiences that their hotels provide. Design Hotels™ has developed into a full-service hospitality marketing consultant, offering customized services including global sales representation, revenue management, strategic marketing, public relations and branding.

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