



CHOICE HOTELS EMEA SIGNS STRATEGIC PARTNERSHIP AGREEMENT WITH BOREALIS HOTEL GROUP

Agreement provides an opportunity to expand presence for both companies throughout Europe providing even more options for travellers looking for upscale and midscale hotels

Amsterdam, 15 May 2023 – Choice Hotels EMEA, the 100% franchise focused hotel company and Borealis Hotel Group (“Borealis”), a European hospitality company, have signed a strategic partnership agreement to expand their European portfolios. Through this agreement, Borealis will have the ability to franchise upscale and midscale hotels from the Choice Hotels EMEA portfolio of brands, across the territories they currently operate including The Netherlands, Belgium, France, Germany, Austria, Spain and Denmark and look for new opportunities in other European countries. All hotels under Choice Hotels EMEA participate in the Choice Privileges loyalty program, enabling travellers to earn and redeem points for Rewards nights stays at more than 7,500 hotels around the world.

Commenting on the new strategic partnership, Jonathan Mills, CEO of Choice Hotels EMEA, said: “Growing our portfolio of franchised hotels, so travellers have more options to choose from when traveling across Europe, is a significant focus for us at Choice Hotels EMEA, and this new agreement further enables us to continue growing in markets where we already have a presence and potentially enter new ones.

“We have an ambitious growth strategy in the EMEA region, and this new strategic partnership agreement with Borealis Hotel Group presents an exciting opportunity for us to grow and realise our mission to build a scalable network of high-quality hotels across Europe.

“Building on Choice Hotels’ 80-year global legacy, the agreement will also see Borealis benefit from our commitment to enhancing performance exclusively for franchisees. Our newly refreshed brands and their brand hallmarks are designed to offer an exceptional guest experience, while supporting short-term revenues and driving long-term equity gains for the Choice Hotels EMEA portfolio.

“We look forward to working together to deliver this over the next decade.”

Bart Van de Kamp, CEO of Borealis Hotel Group, said: “Our strategy is to accelerate our growth as a European hospitality company, based on strong relationships and partnerships with international hotel brands and other partners. We are therefore very pleased to have been able to add another international hotel brand as a franchisor with its own newly refreshed concept, to our highly valued group of partners.”

“Choice Hotels EMEA is in the process of repositioning its Comfort™, Quality™, Clarion™, and Ascend Hotel Collection™ brands, and has recently introduced its Sleep Inn™ brand – already well established in other markets – to the EMEA region. With our passionate team we look forward to being part of this repositioning process.”

Alongside the milestone agreement with Borealis, Choice Hotels in EMEA is actively looking for midscale and upscale hotels to join its fast-growing portfolio.

For further information on Choice Hotels, please visit: <https://www.choicehotels.com/en-uk>.

**For further information, please contact: Katie Kershaw at Kershaw and Company
07539 437 238 / katie@kershawandcompany.com**

Notes to Editors

About Choice Hotels EMEA

Choice Hotels EMEA™ is represented under the Ascend Hotel Collection™, Clarion™, Quality™, Comfort™ and Sleep Inn® brands, in the UK, France, Germany, Austria, Spain, Ireland, Italy, the Czech Republic, Slovakia, Saudi Arabia and Turkey. Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. A challenger in the upscale segment and a leader in midscale and extended stay, Choice® has more than 7,400 hotels, representing over 625,000 rooms, in 45 countries and territories. A diverse portfolio of 22 brands that run the gamut from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travellers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® loyalty programme and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Borealis Hotel Group

Borealis Hotel Group ("Borealis"), founded in 1997 and headquartered in Amsterdam, is a fast-expanding European hospitality company. The group, backed by strong institutional investors, is led and supported by a passionate team with an extensive track-record. After selling its former portfolio end 2015, Borealis started building today's portfolio and now operates and owns hotels in the Netherlands, Belgium, France, Germany, Austria, Spain and Denmark, all branded by international hotel chains like Accor, Hilton, IHG and Marriott. Borealis has been and is a solid partner for investors, family offices and the likes. Next to its substantial secured pipeline of additional hotels across continental Europe the group's ambition is to continue and accelerate its growth by initiating new hotel projects, conversions of existing assets as well as portfolio add-ons to its platform.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated hotel openings and a brand refresh for the regional brand portfolio of Choice Hotels EMEA. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing, acceptance of brands, and the other "Risk Factors" described in the Annual Report on Form 10-K and the Quarterly Reports on Form 10-Q of Choice Hotels International, Inc., any of which could cause actual results to be materially different from our expectations.