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Action Hotels plc
("Action Hotels" or the "Company")

H.E. Sheikh Mubarak A M Al-Sabah, Action Hotels Founder & Chairman wins prestigious Industry Pioneer award

Action Hotels plc, the leading owner, developer and asset manager of branded three and four-star hotels in the Middle East and Australia, is delighted to announce that H.E. Sheikh Mubarak Al-Abdullah Al-Mubarak Al-Sabah, Founder and Chairman of Action Hotels has been awarded the prestigious Industry Pioneer Award at the Arabian Hotel Investment Conference 2017.

The award recognises the achievements of individuals who have made a significant contribution to the Middle East hospitality industry. The award was nominated and voted for by the AHIC Advisory Board, a panel of more than 40 hotel owners, investors, operators and consultants with extensive knowledge and experience of the Middle East hotel industry.

Sheikh Mubarak founded Action Hotels in 2005 after identifying a gap in the underserved three and four star branded hotel market across the Middle East. The Company now has 12 operational hotels with 2,181 rooms in aggregate across the Middle East and Australia, and a further six hotels in the pipeline.

The expansion of Action's hotel portfolio across the GCC has been driven by increasing demand for quality, affordable hotel accommodation in the region, particularly from intra-regional travellers, and the material undersupply in the economy and midscale hotel sectors.



Co-founder of AHIC, Jonathan Worsley commented, *"This year's acclaimed winners are pioneers in the regional mid-market travel and tourism industry. They are responsible for enabling and encouraging more visitors to come to the Middle East and stay in the wonderful destinations this region offers."*

"The underserved mid-market segment is finally getting the attention it deserves and as an industry we are inspired by and grateful to our winners for paving the way."

Commenting on the award, H.E. Sheikh Mubarak A M Al-Sabah said, *"It is a privilege for me to accept this prestigious Industry Pioneer Award. The award is testament to the team at Action Hotels. We have delivered organic growth and established the Company as a leading owner, developer and asset manager spearheading the development of economy and mid-market hotels in the Middle East and Australia."*

"We are passionate about what we do and this is the reason why, with my team, we continue to commit time, energy, resources and investment to further growth. This Industry Pioneer Award is

recognition of our successful strategy and acknowledges our team at Action Hotels PLC, who have worked tirelessly to grow the business and deliver returns for all our stakeholders.”

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Jennifer Renwick / Tom Huddart

Notes to Editors

Action Hotels is a leading owner, developer and asset manager of branded three and four star hotels in the Middle East and Australia. Established in 2005, Action Hotels currently has 12 completed hotels with 2,181 rooms in aggregate across the Middle East and Australia, with further properties in development in both regions.

More information is available at <http://www.actionhotels.com/>