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

Novotel chosen as partner for new hotel at Melbourne Convention and Exhibition Centre

Action Hotels, the leading owner, developer and asset manager of branded three and four-star hotels in the Middle East and Australia, is pleased to announce that it has chosen Novotel as the brand partner for its new hotel, Novotel Melbourne South Wharf, located at the Melbourne Convention and Exhibition Centre.

Action is also delighted to confirm that the hotel, which is due to be completed in Q1 2018, will comprise 347 rooms, 30 more rooms than originally announced, making it the second largest hotel in Action's portfolio. This brings Action's total operating rooms and development pipeline to 3,214 rooms and once opened, will be Action's fourth property in Australia and third in Melbourne.

Action has a long-term strategic relationship with AccorHotels and currently shares nine operating hotels with the Group. Novotel Melbourne South Wharf will be Action's 13th partnership with AccorHotels and the second Novotel-branded hotel for Action. Novotel is one of AccorHotels' midscale brands, comprising 480 hotels and resorts across 59 countries.

Sheikh Mubarak A. M. Al Sabah, Founder and Chairman of Action Hotels commented:

"We are delighted to be partnering once again with AccorHotels for Novotel Melbourne South Wharf, which is ideally located to service the largest convention centre in the Southern hemisphere. We are very excited about this addition to our Australian portfolio and the potential of this hotel, which will offer premium midscale accommodation with best-in-class customer service and quality in a highly sought-after business and leisure destination."

AccorHotels' Pacific Chief Operating Officer, Simon McGrath, said:

"Significant investment in infrastructure such as this Novotel hotel will further increase the capacity for Melbourne to attract significant events, conferences and exhibitions and cater to the domestic and international travel markets. Novotel is a leading worldwide brand that is thriving globally and in the Australian market, and we are delighted to be again partnering with Action Hotels Group and Sheikh Mubarak Al Sabah on a fourth local hotel project under the brand. We believe this latest partnership in Melbourne will deliver an out-standing 4-star hotel for Melbourne that will provide great support to the city's strong events calendar and tourism industry."

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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 operational 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/>