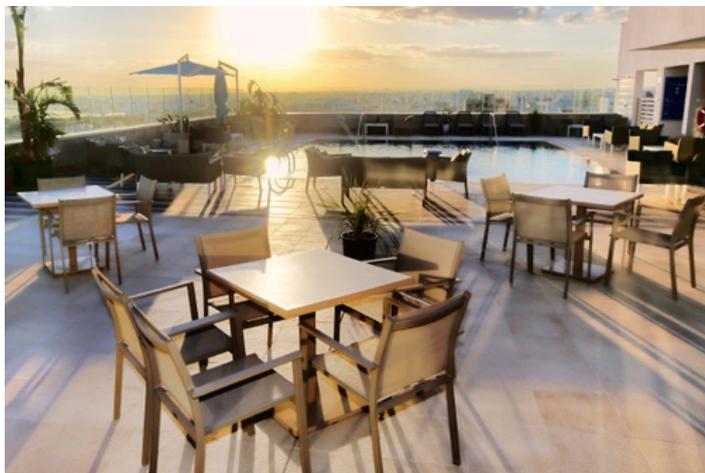


Mövenpick Hotels & Resorts to raise its fourth flag in Tunisia with takeover of upscale Sfax property

Swiss hospitality firm signs agreement to manage existing property in the Mediterranean coastal city, re-launching it under the Mövenpick brand later this year



Dubai, UAE, 30 May 2018 – Mövenpick Hotels & Resorts is set to cement its stronghold in Tunisia with the take over of a contemporary hotel in the coastal city of Sfax.

The Swiss hospitality firm has signed an agreement with Société Touristique du Sud to manage the Plaza Sfax & Spa Hotel, an upscale property in a prime city centre location on Rue Khalid Ibn Walid, close to the historic Medina, a short walk from the largest convention centre, Sfax International Fair, and just 10km from Sfax-Thyna Airport.

When the hotel launches as Mövenpick Hotel Sfax later this year, it will mark the Swiss hospitality firm's fourth property in Tunisia.

"This upcoming addition to our Tunisia portfolio will expand our regional footprint, stamping out our presence in a new destination with high growth potential," explained Andrew Langdon, Chief Development Officer, Mövenpick Hotels & Resorts.

"Sfax is not only a historic city with Mediterranean charm, but an up-and-coming business and trading centre where upscale hotel supply is relatively limited and corporate demand is strong. Operating a property in a central location and with a raft of high-quality facilities will enable us to capitalise on these favourable market conditions."

The 89-key hotel, which spans nine floors, is characterised by contemporary architecture and a modern interior design concept inspired by nature, with open spaces and neutral harmonious colours creating a relaxing ambiance.

Facility highlights will include an expansive spa centre, swimming pool and gym, as well as a ballroom and six meeting rooms, while three upmarket dining options will span an all-day dining venue, a specialty rooftop restaurant with panoramic city and coastal views and a lobby lounge.

"This attractive property occupies a prime area of real estate in the heart of Sfax and presents a unique opportunity for a hospitality specialist with regional and international expertise to create a business and leisure destination with a difference," said Mourad Jallali, President & CEO, Société Touristique du Sud.

"With its strong track record managing a portfolio of properties in North Africa region, we are confident Mövenpick Hotels & Resorts will make a huge success of this landmark project."

Mövenpick also operates the Mövenpick Hotel du Lac Tunis, which opened earlier this year, as well as

Mövenpick Resort & Marine Spa Sousse and Mövenpick Hotel Gammarth Tunis.

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