



YOTEL ANNOUNCES PIONEERING PARTNERSHIP WITH PLUG AND PLAY

LONDON March/April 2018 – YOTEL announced today that it will partner with Silicon Valley’s Plug and Play, the world’s largest global innovation platform for start-ups, corporations and investors. The partnership will give YOTEL access to expertly selected start-ups directly disrupting the travel and hospitality space, keeping YOTEL at the leading edge of the hotel industry.

YOTEL’s innovative brand is built on placing technology at the forefront of everything they do to continuously improve the traveller experience. The partnership with Plug and Play will further enhance the customer journey across YOTEL’s worldwide brand portfolio. Plug and Play provides YOTEL with a platform to discover, support and scale disruptive technologies that have the potential to positively influence travel and hospitality as we know it.

“The Travel and Hospitality Innovation Platform at Plug and Play has worked closely with leading hospitality brands for several years, and we’re delighted to bring YOTEL on board as our newest hospitality partner,” said Managing Partner, Amir Amidi. “YOTEL pioneered some of the earliest innovations in hospitality such as self-service check in and guest facing robotics, and we are excited to add them as one of our partners to help them remain as the leading hotel brand in innovation.”

In coordination with Plug and Play, YOTEL will immediately gain access to new ideas and innovations to elevate the brand’s seamless, technology-driven guest experience and to improve upon operational efficiency and build brand loyalty through high-potential engagements with the best and brightest of the global start-up community.

“Innovation is at the core of the YOTEL brand and our relationship with Plug and Play will allow us to move quickly in order to stay at the forefront of a rapidly changing industry. With 15 hotels under development, and the opening of YOTEL San Francisco later this year at the historic Grant Building, our new partnership comes at an opportune time to allow us to match promising start ups with a global hotel portfolio,” said Hubert Viriot, CEO of YOTEL. “We are thrilled to be working with the experienced team at Plug and Play in the next phase of our growth at YOTEL.”

YOTEL will leverage the Plug and Play partnership to expand its platform, attract new talent and continue its expansion into new markets, whilst fostering new relationships with the most ground-breaking start-ups.

###

About YOTEL

Inspired by the luxury of first class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium Cabins include YOTEL’s signature adjustable SmartBed™ with rejuvenating monsoon rain showers and a Technowall with adjustable mood lighting and smart TVs, multi power points and easy connectivity.

YOTEL currently operates four airport hotels under the YOTELAIR brand in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris Charles de Gaulle airports; and three city hotels in New York, Boston and Singapore. YOTEL is expanding rapidly with new hotels under development globally, including a YOTELAIR in Singapore Changi Airport and new city hotels in San Francisco, London, Dubai, Edinburgh, Miami and Amsterdam. In January 2018 YOTEL announced the launch of a new brand, YOTELPAD with five deals in North America, Europe and the Middle East.

YOTEL's major shareholders include the Al-Bahar Group, Starwood Capital Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk).

About Plug and Play

Plug and Play is a global innovation platform. Headquartered in Silicon Valley, we have built accelerator programs, corporate innovation services, and an in-house VC to make technological advancement progress faster than ever before. Since inception in 2006, our programs have expanded worldwide to include a presence in 28 locations globally giving start-ups the necessary resources to succeed in Silicon Valley and beyond. With over 6,000 start-ups and 220 official corporate partners, we have created the ultimate start-up ecosystem in many industries. We provide active investments with 200 leading Silicon Valley VCs, and host more than 700 networking events per year. Companies in our community have raised over \$7 billion in funding, with successful portfolio exits including Danger, Dropbox, Lending Club, PayPal, SoundHound, and Zoosk. For more information, visit www.pnptc.com