



YOTEL BRINGS BRAND TO SCOTLAND WITH FIRST HOTEL IN EDINBURGH

YOTEL continues global expansion plans boosted by recent \$250 million strategic partnership with Starwood Capital Group

December 2017, London, UK – YOTEL today announced plans to open its first hotel in Scotland’s capital, Edinburgh, in Q1 of 2019. The city centre hotel will be located on the famous Queen Street in Edinburgh, at Erskine House. Situated in a remarkably central location and surrounded by a UNESCO World Heritage Site, the new hotel will boast easy access to top city attractions and have excellent transport links with both Waverley and Haymarket railway stations within walking distance.

Integrating the elements of luxury hotels into cleverly designed spaces, the hotel will offer approximately 280 rooms known as ‘cabins.’ From a Premium Cabin to a VIP Suite, YOTEL Edinburgh will offer something to suit every budget and every traveller’s needs without compromising on comfort and convenience.

“Edinburgh is both a popular tourist and business hub and our new hotel will be a great addition to the city, appealing to both markets. Our contemporary and playful design together with technology driven experiences, will offer an exciting alternative to the current mostly traditional offering,” says YOTEL CEO Hubert Viriot. “YOTEL is on a rapid expansion path and the announcement of our Edinburgh city hotel plays an integral part in our future plans in Scotland and the rest of the globe.”

Each cabin will incorporate YOTEL’s seamless technology-driven offerings and clever space saving design. All cabins will feature YOTEL’s Technowall with adjustable mood lighting and smart TVs for easy connectivity to guests’ own devices as well as the brand’s signature adjustable SmartBed™ with super comfortable Serta Gel mattresses. All cabins and communal areas of the hotel will have super-fast and free WiFi connectivity.

The new hotel will feature a two-storey screening room and destination bar fronting Queen Street in addition to YOTEL’s Club Lounge concept, which offers flexible meeting and co-working spaces along with areas to relax and socialise. Guests will also have 24/7 access to a fully equipped gym and enjoy the luxury of quality amenities by the Urban Skincare Co., specially selected by YOTEL to help guests counteract the impact of urban living on skin and hair. Look out for more news on how the brand will be integrating YOTEL’s reputation for innovation at the new hotel!

The project is currently in development stages and marks the first use of the \$250 million strategic partnership announcement between YOTEL and an affiliate of Starwood Capital Group, a global private investment firm, on the 26 September. The project will be designed by Edinburgh-based Fletcher Joseph Architects and global interior designer, Aedas with construction by ISG.

Cody Bradshaw, Managing Director, Head of European Hotels at Starwood Capital Group said, “We’ve leveraged our in-house expertise in site acquisition, planning and redevelopment to find the perfect building in Edinburgh for our first YOTEL project, and are delighted to help this distinctive brand make their debut in Scotland. We’ve brought in a local



architect to incorporate elements of the surrounding area, while in keeping with the innovative spirit of the YOTEL brand, with the aim of creating something truly unique in this local market.”

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Notes to Editors

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 Clerkenwell, Dubai, Edinburgh, Miami and Amsterdam.

YOTEL's major shareholders include the Al-Bahar Group, IFA Hotels & Resorts, 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).

For more information or to book a stay at YOTEL New York, Boston, Singapore, San Francisco or YOTELAIR properties at London Heathrow, London Gatwick, Amsterdam Schiphol and Paris Charles de Gaulle visit: www.YOTEL.com

To see YOTEL's evolution visit: <http://www.yotel.com/evolution>

About Starwood Capital Group

Starwood Capital Group is a private alternative investment firm with a core focus on global real estate, energy infrastructure and oil & gas. The Firm and its affiliates maintain 10 offices in four countries around the world, and currently have more than 3,800 employees. Starwood Capital Group has raised over \$44 billion of equity capital since its inception in 1991, and currently manages more than \$55 billion in assets.

The Firm has invested in virtually every category of real estate on a global basis, opportunistically shifting asset classes, geographies and positions in the capital stack as it perceives risk/reward dynamics to be evolving. Over the past 26 years, Starwood Capital Group and its affiliates have successfully executed an investment strategy that involves building enterprises in both the private and public markets.

Additional information can be found at starwoodcapital.com.