

“ Join one of the  
**FASTEST GROWING,  
MOST DYNAMIC**  
hospitality companies in the world ”

business **DEVELOPMENT**





“

join us on the

# FAST TRACK

”



“We do things differently to make a difference. At Rezidor, we refer to it as the Z-FACTOR”

The Rezidor Hotel Group is one of the fastest growing hotel companies worldwide: Our very first hotel opened in Denmark in 1960 – today, our portfolio features more than 425 hotels with more than 90,000 rooms in operation and under development in more than 65 countries across Europe, the Middle East and Africa. Together with our strategic partner Carlson, we even reach more than 1,300 hotels with more than 200,000 rooms in 80 countries and territories around the globe – the Carlson Rezidor Hotel Group is one of the ten largest hotel groups worldwide.

We will continue to grow in what we call a smart way: Rezidor’s growth will be strategic, profitable, focused on the emerging markets of Russia/CIS and Africa, and based on the excellent relationships we enjoy with our business partners. In our European markets, we will build on extensions and an effective asset management – and all across our region, a careful tracking of our projects from the sourcing and signing to the opening and operation is key. The Rezidor Hotel Group also strives for sustainable growth. Our Responsible Business programme is award-winning, and we are proud to rank among the world’s most ethical companies.

Our carefully selected brand portfolio offers excellent investment opportunities and positive potential – be it Radisson Blu with its fresh and stylish “new breed” properties, Park Inn by Radisson with its dynamic and easy-going approach, or Hotel Missoni, our fashionable lifestyle brand. Whenever and wherever you work

with us, Rezidor capitalises on solid experience and hands-on management. We are approachable, understand your needs and preferences, and react fast. Besides the genuine support in operational strategies, sales & marketing and brand development, our hotels can significantly reduce purchasing costs when using the full potential of being a Rezidor family member.

Rezidor manages brands, people, relationships and owners’ assets. We do serious business with a smile, and we have the best people to drive our growth. Our legendary Z-factor makes us do things a bit differently, and our unique Yes I Can! service philosophy makes all of our 35,000+ employees go the extra mile each and every day.

Join us and grow with us, take a stake in creative hospitality! Welcome to our world.

Yours sincerely,

**Kurt Ritter**  
President & CEO  
The Rezidor Hotel Group

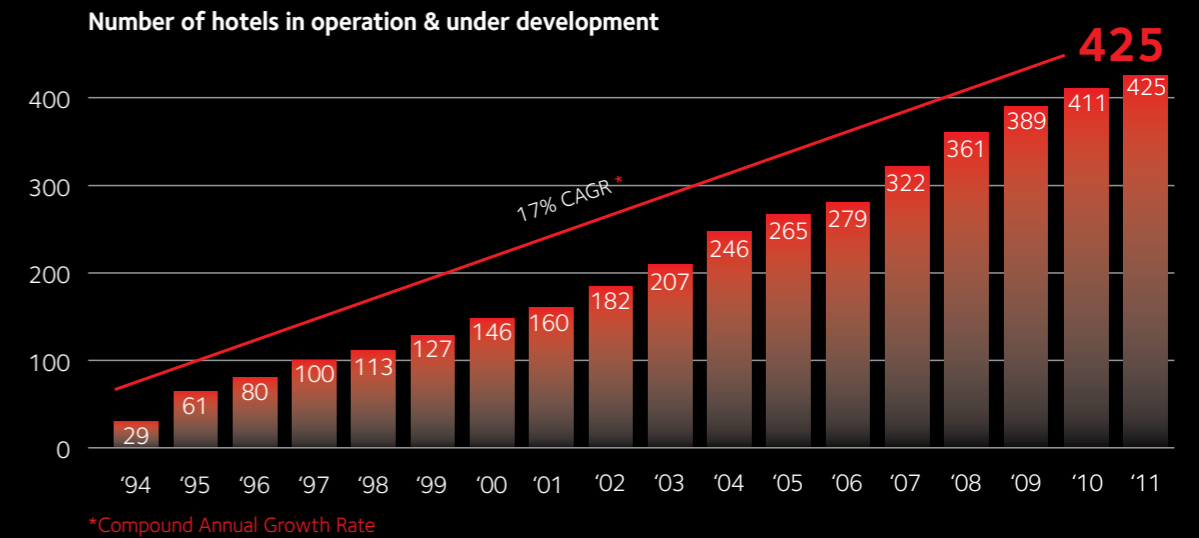
“ a diverse  
**PORTFOLIO**  
 now present in over **60 COUNTRIES** ”

“Discover the business of worldwide world-class hospitality in Europe, Middle East and Africa”

- Rising star in Africa & Indian Ocean Islands  
 • 40+ hotels / 10,000 rooms
- Leading choice hotel brand in Eastern Europe, including Russia and other CIS countries  
 • 95+ hotels / 23,000 rooms
- Pole position in the Nordics  
 • 65+ hotels / 15,000 rooms
- Strong brand penetration in the Rest of Western Europe  
 • 180+ / 33,000 rooms
- Consolidating presence in the Middle East  
 • 30+ hotels / 9,000 rooms

Portfolio in operation and under development

“ the legendary  
**GROWTH** continues ”



“Developing and maintaining a portfolio of great properties is our Goal. Delivering excellent results is our Mission. Being a preferred partner for our stakeholders our Objective. Increasing long-term profitability our aim for Asset SMART Growth.”

The Rezidor Hotel Group is a name synonymous with creative hospitality and pioneering spirit. We, Rezidor's business development team, have always been innovative, fast and flexible about finding the right solutions that can successfully clinch a deal. Many years of working closely with our hotel owners and other business partners has helped us building our reputation as a reliable partner and operator of an enviable portfolio of new breed hotels.

We take pride in keeping a lean organization and maintaining an open collaboration with our partners and believe this has been a key contributor to our growth. Since our IPO in 2006 we have grown our portfolio of rooms in operation and under development by 70%. We are present in 50 countries in the EMEA region and have recently added flagship properties in major markets such as Dubai, Stockholm, Athens, Lagos, Moscow, Kuwait, Warsaw, Brussels, and Addis Ababa.

At Rezidor, we have embarked on a new, innovative journey called Asset SMART Growth. Focusing on **Strategic** and **Margin** enhancing projects, combined with targeted **Asset** management, **Relationship** building and **Tracking** of our portfolio, we want to maintain a well balanced and profitable portfolio. Our future growth will come from the right mix of contract types, focusing on fee-based growth. Soon we will be present in over 60 countries and we continue to look for development opportunities in both, mature and emerging markets.

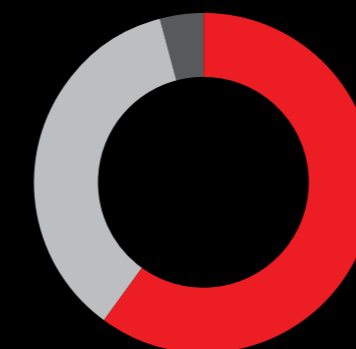
**Puneet Chhatwal**  
 Executive Vice President  
 & Chief Development Officer  
 The Rezidor Hotel Group

## COMING UP

Europe's largest pipeline in upscale and second largest in midscale\*

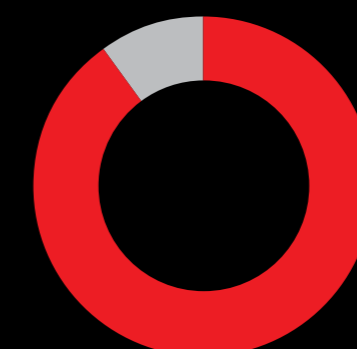
**Total Pipeline**  
**100+ HOTELS / 20,000+ ROOMS**

BY BRAND



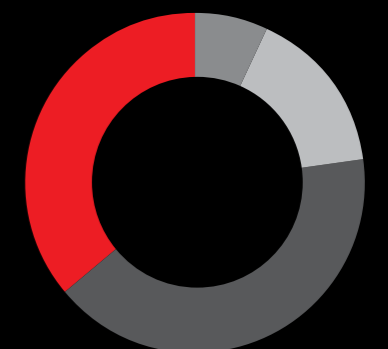
- 4% OTHERS
- 60% RADISSON
- 36% PARK INN by Radisson

BY CONTRACT TYPE



- 0% LEASED
- 90% MANAGED
- 10% FRANCHISED

BY REGION



- 41% Middle East, Africa and Other
- 36% Eastern Europe
- 16% Rest of Western Europe
- 7% Nordics

\*Source: STR Global 2011, % Based on number of rooms



RADISSON BLU HOTEL, DUBAI DOWNTOWN



RADISSON BLU HOTEL, DAKAR



HOTEL MISSONI KUWAIT



RADISSON BLU HOTEL, BUCHAREST



RADISSON BLU HOTEL, KIEV



RADISSON BLU ALCRON HOTEL, PRAGUE

## THE MIDDLE EAST AND AFRICA

Rezidor's presence in the Middle East dates back to 1980. It is here that we opened our first hotel outside Scandinavia, thus embarking on a journey that would take us global. In the past decade, the Middle East market has experienced considerable growth and it is recognised as one of the fastest growing tourism markets in the world.

Major cities in the Middle East offer great opportunities for Radisson Blu and Park Inn growth. Radisson Blu is already one of the most recognised brands in the region recently joined by two new flagship properties, the Radisson Royal Hotel Dubai and Radisson Blu Resort Fujairah. Park Inn is present in Abu Dhabi, Muscat and Al Khobar and is poised to benefit from the region's acute lack of international-standard, midmarket hotels.

The Middle East's vibrant hotel markets and appetite for contemporary, luxury properties make it also ideal for growing our Hotel Missoni brand. The opening of our flagship Hotel Missoni Kuwait City in 2011 created a showcase for further development across the region. Overall, we currently have over 35 hotels (9,000 rooms) in operation and under development in the Middle East region.

Recognising Africa's growing potential and the drastic lack of quality hotels in many countries, Rezidor has intensified its focus on Africa & Indian Ocean Islands. We are expanding aggressively across the continent and are present with 19 hotels in 7 countries (4,800 rooms), scheduled to increase to over 40 hotels in 17 countries across the continent. Building on our unparalleled success in Europe and the Middle East we are taking our development plans in Africa to a new height with focus on both business and leisure destinations. We are actively working on a number of projects throughout the African continent including Angola, Ghana, Guinea, Kenya, Mauritius, Mozambique, Nigeria, Sierra Leone and Zambia amongst others.

In addition Rezidor has signed a 35 million EUR financial Joint Venture Agreement with four Nordic Government Funds to expand our presence in Africa. The partners have teamed-up their intelligence and financial resources to set up AfriNord to provide mezzanine financing or in certain cases secured loans to companies owning and developing hotel and resort projects in Africa. This partnership is an asset to our growth strategy as it greatly assists our owners in realising their hotel projects.

Eastern Europe today is home to some of the most exciting and untapped hospitality markets in the world with scope for development in all segments and opportunities to reap very strong investment returns. Rezidor has developed into the leading international hotel operator in Russia, the Baltics and CIS. Radisson was among the first international hotel brands to venture into both Russia and Ukraine. Park Inn has already been established as the leading mid-market brand in Russia and the CIS, with in excess of 4,500 guestrooms open across the region.

In total, the two brands amount to over 95 hotels and more than 23,000 guestrooms in operation or under development. As the only international hotel group to have invested in a full development, technical and operational support office in the region (located in Moscow), Rezidor is securing its pole position in Russia and other CIS countries.

We are targeting over 60 cities in the region with limited or no branded supply and welcome partnership with owners, developers or investors to construct or to convert properties to our international standards in these cities. Rezidor recently entered into a Strategic Development Agreement with Regional Hotel Chain to develop Park Inn hotels near train stations to expand along these important travel hubs.

In the rest of Eastern Europe, Rezidor has established its brands in key locations such as Prague, Budapest, Bucharest, Bratislava, Sofia, Warsaw, Krakow and Dubrovnik.

Radisson is one of the most highly recognised brands present throughout the region. We aim to sustain our position while growing and increasing brand awareness of our other brands, particularly Park Inn. We have successfully established properties in Prague, Bratislava, Ostrava, Krakow, Sârvâr and Sofia with further contracted Park Inn hotels due to open in Wroclaw and Budapest.

An important and growing market for our brands is Turkey. We are currently operating four Radisson Blu properties in Istanbul, Ankara and Cesme with four more in the pipeline.

Our strategy remains to balance our portfolio with hotels in city centres, resorts and airport locations generated through new constructions or the conversion of existing hotels.



RADISSON BLU WATERFRONT HOTEL, STOCKHOLM



PARK INN BY RADISSON OSLO AIRPORT



HOTEL MISSONI EDINBURGH



PARK INN BY RADISSON FRANKFURT AIRPORT



RADISSON BLU ROYAL HOTEL, DUBLIN



RADISSON BLU STYLE HOTEL, VIENNA

## NORDICS

We take pride in being an international company with Scandinavian roots. The Nordic region is our homeland, where we began our incredible journey in 1960, opening our first hotel: the Radisson Blu Royal Hotel in Copenhagen, the first designer hotel in the world, where some of Arne Jacobsen's masterpieces came to life.

Many of our hotels in Scandinavia are centrally located landmarks and have individually won numerous awards during the past 50 years. We have been recognised as the Number 1 Hotel Chain in the Nordic countries (BDRC) for several consecutive years. Radisson Blu is also the strongest brand in the Nordic hotel market, while our new, fresh and energetic Park Inn brand continues to gain recognition. Leading brands and a strong regional network of sales professionals make us a well recognised business partner within the meetings market, corporate travel and leisure sectors.

We aim to maintain our position as the leading first-class brand with Radisson Blu while growing our mid-market brand Park Inn. In the Nordic region, hotel markets are mature and Radisson Blu enjoys its leader position with unrivalled brand awareness and a substantial RevPAR premium. We have opened purpose-built Park Inn hotels in prominent locations in Oslo city centre, Oslo Airport and Stockholm, which will further strengthen regional brand awareness.

We will continue to improve the quality of our existing hotels as well as fuel the growth of our brands in key locations. Both brands are set to grow through new projects and conversions focusing on primary cities, resorts and airports.

## REST OF WESTERN EUROPE

The French market, which accounts for more than 20 hotels in top locations such as Paris, Nice and Marseille, has experienced progressive growth in the last few years. The prestigious Ambassador Hotel in Paris was rebranded Radisson Blu in 2008 and the luxurious Radisson Blu Metropolitan Hotel, Paris Eiffel opened in 2009, adding to a total of nine hotels in operation and under development in Paris alone.

Rezidor has a strong development strategy for Southern European countries such as Spain, Portugal, Italy and Greece, specifically targeting capital and primary cities as well as resorts. The group today has properties in operation or under development in Athens, Rome, Milan, Madrid, Malta, Portimao and Lisbon.

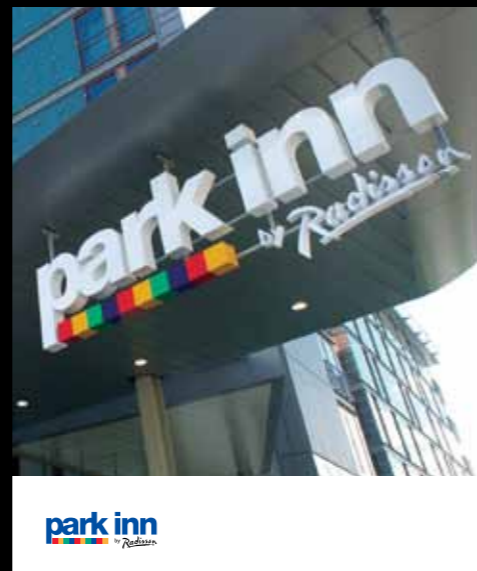
Rezidor has a long history of successfully opening and operating hotels across the UK and Ireland. Some 26 Radisson Blu hotels are operating in most key markets, including London, Dublin, Birmingham, Manchester

Edinburgh and several major airports. In addition, although launched only ten years ago, another 25 properties now fly the colourful Park Inn by Radisson flag. Such rapid growth demonstrates that there is clear demand for an innovative product offering an alternative to the standard midmarket hotel. Our first Hotel Missoni opened in Edinburgh in 2009 and has been a showcase for our lifestyle brand ever since.

Thanks in part to strong relationships with key franchise owners, Germany has emerged as a home market for Park Inn, with 26 properties in operation. Our flagship Park Inn, the 39-storey Park Inn Berlin-Alexanderplatz, soars over the skyline of Germany's capital. We also operate 24 Radisson Blu hotels in the country, including new breed properties in Berlin, Frankfurt, Cologne, Hamburg and Düsseldorf.

Rezidor has also successfully established a presence in Belgium, the Netherlands, Luxemburg, Switzerland and Austria with further expansion planned in major urban centres, resort destinations and regional airports.

“ specific brand  
**SOLUTIONS**  
 for specific market opportunities ”



**RADISSON BLU**

Hotels that love to say yes

Blu – like our brand – is contemporary in outlook, European in approach, design conscious and memorable. Continuously striving to be different, we shortened Blue to Blu to create a point of difference that is unique to our brand! It also builds on our existing “blue box” heritage adding a vital element of continuity. Because continuity is crucial.

Radisson Blu is our core brand and has emerged as the largest first-class full service brand in Europe and the leading brand in Russia and CIS. Our dynamic strategy of pursuing fast but measured growth for Radisson Blu has achieved dramatic success; we now have more than 260 Radisson Blu hotels and resorts with almost 63,000 rooms either open or under development in over 60 different countries. With more than 40% of our portfolio being “new breed” – contemporary flagship properties with iconic architecture and bold design – we take great pride in having Europe’s youngest and freshest portfolio.

2011 was the Year of Radisson Blu, the year during which the brand reached Asia and the Americas. The opening of the flagship hotel in Chicago, the Radisson Blu Aqua Hotel, represents a massive evolution for the future direction of the brand, especially in the Americas.

Innovative design and service concepts (the first brand in Europe to offer free high speed internet!) differentiate the brand from the competition. By combining attentive hospitality with clever service concepts, Radisson Blu offers a unique guest experience with a 100% Guest Satisfaction Guarantee. At Radisson Blu, Yes I Can! Service translates into treating each and every guest as a true individual, understanding and catering to every need and wish before being asked.

[www.radissonblu.com](http://www.radissonblu.com)

**PARK INN BY RADISSON**

Adding Color to Life sm

Park Inn by Radisson is an efficient and innovative international mid-market, full service hotel brand. Spotlessly clean, easy to use and safe, Park Inn hotels are vibrant and uncomplicated, with a warm and casual Yes I Can! Service approach. The brand is deeply committed to providing the key essential of any hotel experience: a good night’s sleep – in fact, the best sleep in town.

This formula, combined with an ambitious growth strategy, has proven to be a fast-track to success and the brand has grown from zero to 150 hotels in just nine years – an exceptional accomplishment never heard of before in the hotel industry. Already Rezidor’s second largest brand, Park Inn by Radisson has over 30,000 rooms in operation and under development and now enjoys the reputation as one of the fastest growing hotel brands in the world.

Moreover, Park Inn by Radisson is designed to make re-branding easy and efficient, giving potential owners a cost-effective opportunity to join in our rapid growth.

In 2010, Park Inn was rebranded as “Park Inn by Radisson” in order to grow brand awareness through the endorsement of the Radisson brand name.

Today, Park Inn by Radisson hotels can be found in major cities throughout Europe, the Middle East and Africa. These include: Oslo, Luxembourg City, Berlin, Stockholm, Brussels, Copenhagen, Prague, St. Petersburg, Moscow, Johannesburg and Abu Dhabi.

A Park Inn by Radisson hotel typically offers 150 to 200 rooms. As a value-driven and flexible concept with a striking brand identity, Park Inn promises to be the best in its class; the hotel of choice in the mid-market segment. Competitors include Novotel, Scandic, Holiday Inn, Courtyard by Marriott and Ramada.

[www.parkinn.com](http://www.parkinn.com)

**HOTEL MISSONI**

Bold. Passionate. Fashionable. Uniquely Missoni

Hotel Missoni, born through a license agreement with the iconic global fashion brand of the same name, saw its debut in 2009 with the opening of Hotel Missoni Edinburgh, followed by the Hotel Missoni Kuwait in 2011. A new and distinctively different kind of hotel, Hotel Missoni has quite unashamedly set itself out to capture the increasingly important lifestyle sector of the hospitality market. Values that on the surface include: a strong interest in design, an appreciation of detail, an understanding of food and wine, a belief in authenticity, a cognizance of culture from a contemporary point of view, and a strong and equitable set of social values. Each hotel is individually designed yet reflects the same inherent Missoni brand personality.

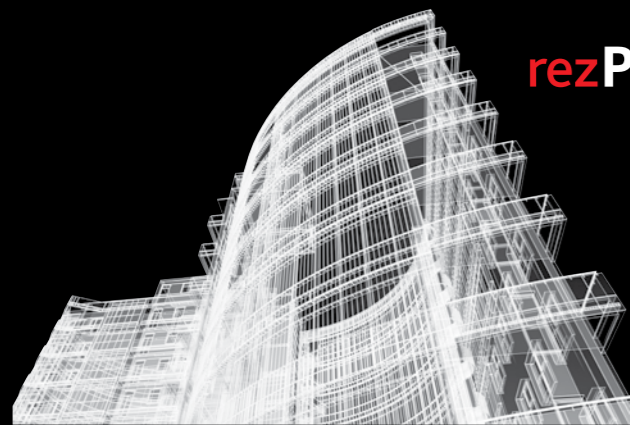
The development of Hotel Missoni targets both city centres and resort opportunities, dynamic locations that are further defined as cities that are ahead, resorts that turn heads. With the primary

geographical focus concentrating on the Rezidor home markets of Europe and the Middle East, with a further opportunistic growth expected in the major mega markets of the world. The hotels range in size from 120 to 350 rooms, depending on the market, the location and the architecture.

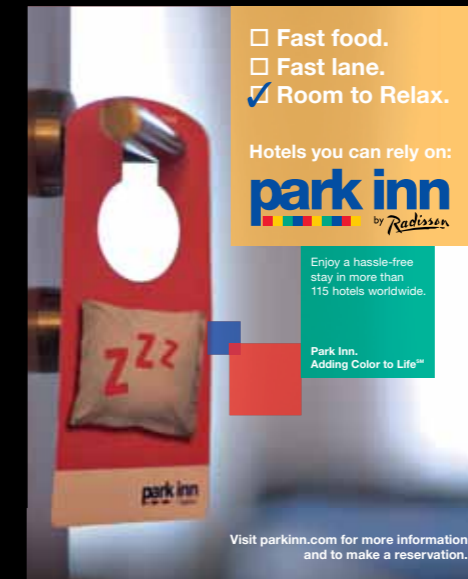
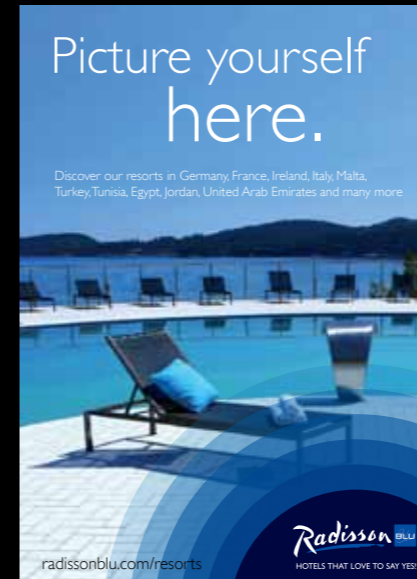
Today, we have Hotel Missoni properties under development in Oman, Qatar, Mauritius, Turkey and Brazil.

[www.hotelmissoni.com](http://www.hotelmissoni.com)

“ the right support for  
**SUCCESS** ”



**rezPIN.com**  
PURCHASING  
INFORMATION  
NETWORK



“ targeted  
**REVENUE**  
drivers ”

**CHILDHOOD**  
WORLD CHILDHOOD FOUNDATION

responsible business

#### Technical Development and Services

- The Technical Development team consists of highly experienced architects, surveyors and engineers offering multi-disciplinary and multi-lingual expertise. Throughout the design development phase, we advise on design and space planning to optimise the hotel operation efficiency and aesthetic brand integrity. This delivers the brand promise for our guests and a functional hotel for our employees.
- The Rezidor Project Manager coordinates with other departments, such as Operations, Food & Beverage, Kitchen Planning, Information Technology, Signage, Safety & Security and Purchasing Services to make sure all Rezidor hotels are operationally efficient and meet brand standards. In addition, Technical Services coordinates with the owning company's consultants.
- During the construction and pre-opening phase, periodic site visits / project meetings are held to ensure an efficient and smooth build process. This proactive and receptive communication pre-empt and solve the challenges that occur in the project.
- Portfolio Asset Management is as important as growth and positively impacts the financial, operational and environmental performance of each hotel. In order to retain our status as the European hotel company with the freshest room inventory, we provide assistance with long to short range planning for renovations and refurbishments. This results in continued profitability for our hotels and enhances the brand image.
- In addition to the Strategic Energy programme, we develop special project initiatives i.e. Think Planet, to reduce energy consumption and costs, with measurable results for power, heat, light, water and waste.

#### Purchasing Services - Leveraging global synergies

- The Purchasing team, strives to work with players who understand, honour and always live up to our strict quality standards, responsible business practices, and who act as our partners in fuelling our commercial success and innovation drive.
- Purchasing Services serve as a catalyst to our growth, cost management, operational efficiency and sustainability strategies.
- Driven by a Global-Vision and Local-Mission, our regional purchasing teams have built strong relationships over the years with preferred suppliers who are not only dedicated to providing the most appropriate products and services, but who are also committed to helping us to manage our expenditure effectively and jointly developing innovative solutions.
- Together, we secure and provide our hotels and owners best-in-class contract pricing and top quality products and services. Our well balanced supplier network has helped hotel owners save up to 20% on their total purchasing costs. No surprise that Purchasing Services are cited as a compelling reason for hotels to join the Carlson Rezidor Hotel Group.
- rezPIN, our iconic e-procurement platform is a custom-made spend management system which caters to the business needs of each individual hotel, ensuring infallible compliance with procurement policies and standards.
- Our strategic partnership with the Carlson Group - with a footprint in 80 countries - gives us the power to leverage globally and implement the best business terms with hundreds of truly international suppliers, even outside the hospitality supply chain.

#### Corporate Communication & Investor Relations

- Rezidor's Corporate Communication and Investor Relations teams work pro-actively to keep partners, shareholders, owners, analysts and the media - plus all of the company's 35,000 employees - fully up to speed with the Group's strategic direction.
- Our group website [www.rezidor.com](http://www.rezidor.com) is consistently ranked as one of the best websites in Europe for listed companies and provides a wealth of information for all our stakeholders on our growth and business strategies.
- Rezidor also maintains its leading position (Top 3) on 2011 European Corporate Governance Report published by HVS.
- Hotline, Rezidor's well-established and popular group magazine with a readership of over 20,000 in 75 countries, offers Rezidor's stakeholders in-depth views of the group's development, achievements, performance and strategies for growth every quarter. Hotline is also open for advertising to all corporate partners and suppliers, resulting in additional revenue generating and brand awareness opportunities.
- Regional Public Relations teams and agencies support the Corporate Communication efforts and strategies. They initiate, plan, organise, establish and manage a regional communication structure via a strong media network and they advise General Managers, Regional Directors and Area Vice Presidents on how to optimise communication opportunities. [www.rezidor.com](http://www.rezidor.com)

#### Revenue Generation

- Carlson Rezidor's worldwide Revenue Generation team accounts for 300+ specialists in Sales, Revenue Optimization, e-Commerce, Marketing & CRM and Communications.

- As part of its "Ambition 2015" strategy, the Carlson Rezidor Hotel Group will continue to focus on generating more than USD 400 million in incremental revenue and a Revenue Generation Index (RGI) increase of more than nine points by 2015.

#### Global Sales

- Our worldwide distribution system includes one of the strongest sales forces in Europe, with 100+ specialists in seven Global Sales Offices, five reservation centres and strong synergies with Carlson Wagonlit Travel, the world's leading travel management company.
- In 2011, Rezidor handled over 950 key and service accounts, as well as 35 leisure accounts, accounting for 15,000 hotel RFPs.
- Our focus on Meetings, Incentives, Conferences and Events (MICE) Business, has generated an average annual increase in revenue of around 25% since 2004, reaching 118 MEUR in 2011. Rezidor was present at over 200 events throughout Europe, the Middle East and Africa during 2011, and has the largest ever calendar planned for 2012, with over 300 events and tradeshows worldwide.

#### Marketing

- Our worldwide marketing strategy is supported by advertising, integrated marketing campaigns, the web, direct marketing and strategic partnerships with over 40 partners such as British Airways Executive Club, Lufthansa Miles & More, SAS Scandinavian Airlines, United Mileage Plus, Delta SkyMiles, Emirates Skywards, or Flying Blue (KLM, Air France). Non-airline partners include VISA, American Express and MasterCard.
- As well as our global Radisson and Park Inn by Radisson Hotel Directories, Carlson Rezidor targets

- specific customer segments with an online Meeting Facilities Directory and regular e-newsletters, plus a Short Breaks brochure and a Beach Resorts brochure for prospective leisure customers.
- Each brand has its own service concepts, room designs and product offerings to provide greater consumer choice and drive loyalty. We have also introduced a pre-paid gift card.
- We focus on converting our in-house business travellers to leisure prospects, through marketing campaigns, our guest loyalty programme and destination marketing.

#### E-Distribution, Web Marketing and Customer Relationship Management

- [www.radissonblu.com](http://www.radissonblu.com) and [www.parkinn.com](http://www.parkinn.com) offer both brand level global domains (.com) and national domains to increase the regional brand awareness and support regional specific content. The brand web objective is to maximize the direct online revenue via search engine optimization (SEO), search engine marketing (SEM), affiliate marketing and pay per click (PPC) networks.
- Agreements with online travel agents (OTAs) and other E-commerce partners (global and regional) further increase the online revenue potential by targeting a wider customer audience to drive more room nights and revenue.
- Our new ClubCarlson<sup>SM</sup> loyalty programme has over 8 million members worldwide and over one million in Europe, the Middle-East and Africa. [www.clubcarlson.com](http://www.clubcarlson.com)
- Look to Book is our dedicated loyalty programme for travel agents and allows members to earn points that can be redeemed against a wide range of rewards. The scheme provides a targeted marketing communications platform that currently boasts 30,000 active members in over 100 countries.

#### www.looktobook.com

- Medallia guest satisfaction tracking gives us up-to-date feedback on guest satisfaction and the ability to resolve any issues promptly.
- Tailor-made offers for hotel marketing, based on customer segmentation and profiling.

#### Responsible Business

- Each hotel has a unique Responsible Business Action Plan covering areas such as health and well-being of guest and employees; resource efficiency relating to energy, water and waste; community outreach and charity. Our hotels are engaged with both local charity groups and Rezidor's corporate international charity organisation, the World Childhood foundation.
- Rezidor was one of the first hotel groups to sign the United National Global Compact and in 2010 and 2011 was named one of the World's Most Ethical Companies.
- By using best available technologies and building smart from the beginning, we can reduce the environmental impact from our hotel buildings.
- We strive to achieve an open and constructive dialogue with our property owners to ensure that our hotels operate more efficiently and to reduce our common negative impact on the environment.
- In 2012 Rezidor launches Think Planet!, an initiative to save 25% on our per m<sup>2</sup> energy consumption by 2016. New hotels contribute significantly to reaching this goal.
- We strive to find and use materials that are functional from a technical, design and environmental point of view. This, in turn, also makes financial sense as the buildings built today will bring more attractive returns in the future, while being more resource-efficient and thus more cost-effective. [www.responsiblebusiness.rezidor.com](http://www.responsiblebusiness.rezidor.com)

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