

Press Release

Minor Hotel Group Announces Addition of Boutique Hotel in Zanzibar *New Horizons for Groundbreaking Luxury Brand Per AQUUM*

Bangkok, 19 December 2014: Minor Hotel Group (MHG), the Thailand-based hotel owner, operator and investor, announces the addition of a resort on the Indian Ocean island of Zanzibar in Tanzania. Currently operating as Essque Zalu Zanzibar, MHG has recently taken over the management contract and the property will be transformed into a Per AQUUM resort by the end of 2015. MHG already has a strong presence in Tanzania, operating two spas in addition to six properties that are part of Elewana Collection. Essque Zalu Zanzibar is owned by Maisha Ltd, under majority shareholding of Musstir, one of Oman's leading property development and investment firms, which is part of MB Group.

Framed by the turquoise waters of the Indian Ocean, Essque Zalu Zanzibar is nestled in a natural cove on the north east coast of Zanzibar. Featuring 40 suites and nine three and four-bedroom villas, the retreat already offers the bespoke, personalised service for which Per AQUUM is renowned. Testament to the high standards of service guests can expect at Essque Zalu Zanzibar, the hotel was recently awarded three TripAdvisor Travellers' Choice 2014 Awards.

Essque Zalu Zanzibar offers three distinctive restaurants showcasing fresh local organic produce, a fine dining option and Arabic cuisine served al fresco on the shores of the Indian Ocean. The hotel has carved a reputation as a cultural hub with regular art exhibitions featuring paintings, photography and glassworks by local, regional and international artists.

With its choice of exhilarating activities and memorable experiences for both adults and children and a stunning spa offering a range of revitalising and holistic treatments, Essque Zalu Zanzibar is the destination of choice for couples looking for romance and families who do not want to compromise on luxury.

Dillip Rajakarier, Chief Executive Officer of Minor Hotel Group, commented, "This partnership represents a true meeting of minds as the Essque team shares Per AQUUM's passion for defying expectations and delivering luxury that dares to be different. We are already working with Musstir on an upcoming property in Salalah, Oman, under our luxury brand Anantara, so our partnership continues to go from strength to strength across multiple brands. We have stated that our goal is to add at least five properties to Per AQUUM's portfolio within the next five years, mirroring Minor Hotel Group's current footprint, so this new management contract demonstrates that we are delivering on our promise to offer even more choice to our loyal guests and valued trade partners."

Cyril Piaia, Chief Executive Officer of Musstir, commented, “Essque Zalu Zanzibar has already established a reputation worldwide as one of the leading luxury boutique hotels in the region so we are extremely selective about our partners. Per AQUUM is a natural fit as we share the same values and the team has a proven track record of successfully managing luxury boutique hotels. We are looking forward to the end of next year when Essque Zalu Zanzibar will be added to Per AQUUM’s portfolio, especially given the calibre of the other properties in the Maldives and the UAE.”

Per AQUUM’s portfolio currently includes three award-winning properties – Huvafen Fushi and NIYAMA in the Maldives and Desert Palm in Dubai, United Arab Emirates. Per AQUUM is renowned worldwide for its visionary approach, unique hotels and naturally modern, environmentally responsible designs, under the leadership of the brand’s Vice President, Nicholas Downing.

To make a reservation at Essque Zalu Zanzibar go to <http://www.peraquum.com/zanzibar>

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Note to Editors:

Minor Hotel Group (MHG) is a hotel owner, operator and investor, currently with a portfolio of 120 hotels and serviced suites in operation under the Anantara, AVANI, Per AQUUM, Oaks, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International brands. MHG entered into a strategic partnership with Per AQUUM as a joint venture with Universal Enterprises PTY LTD in July 2013. Today MHG operates in 19 countries across Asia Pacific, the Middle East, Africa and the Indian Ocean. With ambitious plans to grow the hotel group to 150 properties, MHG continues to expand the home grown brand of Anantara and its newest brand, AVANI, plus continues to announce strategic acquisitions. For more information, please visit www.minorinternational.com.

Musstir LLC is the Property Development arm of MB Group which, currently employs more than 6,500 employees of 51 nationalities in 20 countries worldwide and has annual turnover in excess of US\$ 1.6 billion. Musstir is managed by a professional team with the necessary technical expertise to handle required real estate projects and design management. Musstir is also backed by its parent company, MB Holding, an Omani investment group with interests in Oil, Gas, Mining and other investments. Musstir is currently having a significantly growing real estate portfolio (7 hotels in Oman), aiming to position Musstir as a major regional and international property developer in the near future.

Media contacts:

Bryony Gammon
Director of PR & Communications
Per AQUUM
E: bgammon@minor.com
T: +66 (0) 2365 7674

Natasha Rhymes
Director of PR & Corporate Communications
Minor Hotel Group
E: nrhymes@minor.com