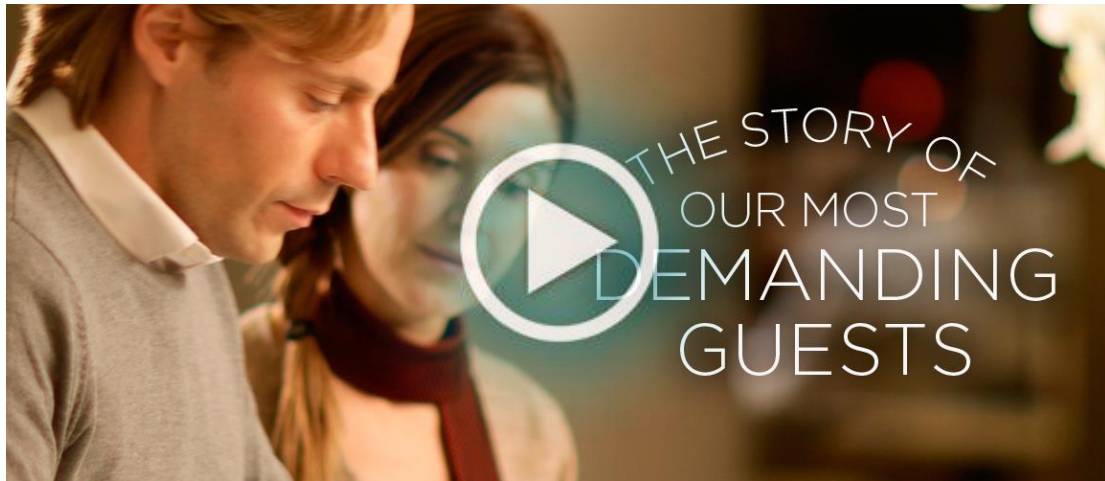


NH HOTEL GROUP'S "HOTELS WITH A HEART" PROGRAMME IS AGAIN THE STAR OF ITS CHRISTMAS CAMPAIGN

Twelfth year of stays close to hospitals donated to families with children undergoing treatment



21 December 2016 – This Christmas, for the twelfth consecutive year, NH Hotel Group will once again run its international [“Hotels with a Heart”](#) charitable campaign, which reinforces the Group's commitment to social causes in communities where it operates. In collaboration with several local NGOs and foundations in each country, the Company will donate rooms to families with limited resources who have children or teenagers in hospitals away from home, so that they can be together while the children are receiving treatment over Christmas.

Throughout the year, and especially during the festive period, NH will provide free accommodation to families in hotels close to hospitals in major cities across Europe and Latin America; including Germany, Argentina, Belgium, Spain, France, the Netherlands, Italy, Mexico and the United Kingdom.

Voluntary participation of the Group's employees plays an important role too; acting as hosts the accommodated families and helping make each hotel a home-from-home during their stay. This year, to thank the employee volunteers for their continued support, NH has made them the stars of the campaign's viral video, which is inspired by real stories of families who have felt their kindness during stays at Group hotels. Since the programme began, more than 20,000 employees across the world have taken part as volunteers.

“Hotels with a Heart”, growth and international recognition

NH Hotel Group's 2016 Christmas campaign is part of the Group's **“Hotels with a Heart”** programme, which has, for the last 12 years, worked to support families with seriously ill children through several foundations and NGOs, donating almost 24,000 rooms to more than 1,000 families with limited resources, in NH hotels

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around the world. The initiative also encourages the voluntary participation of Group employees, and international collaboration with social organisations – around 1,500 foundations since the project began.

NH Hotel Group also won the Best Initiative in Sustainable Development & Social Responsibility category at the Worldwide Hospitality Awards for its “Hotels with a Heart” programme, recognising the charity work that the Company has been doing for the last twelve years in corporate social responsibility.

About NH Hotel Group

NH Hotel Group (www.nhhotelgroup.com) is a consolidated multinational operator and one of the world’s leading urban hotel groups. The Company operates close to 400 hotels with almost 60,000 rooms in 30 countries across Europe, America, Africa and Asia, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

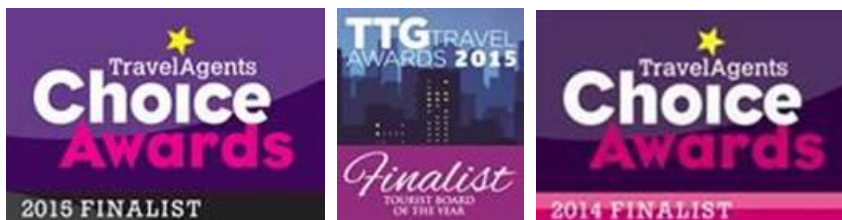
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