



December 04, 2018

To,

<b>BSE Limited,</b> Listing Department, 14th Floor, P.J. Tower, Dalal Street, Mumbai – 400 001 Scrip Code: 533144	<b>National Stock Exchange of India Limited</b> Listing Department, Exchange Plaza, Bandra-Kurla Complex, Bandra-East, Mumbai – 400 051 Scrip Code: COX&KINGS
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Dear Sir,

**Sub: Press Release**

Please find enclosed Press Release with respect to Cox & Kings owned MEININGER signs contract for a hotel in Reykjavik, Iceland

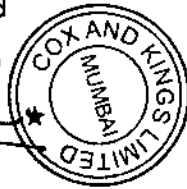
This is for your information and records.

Thanking You,

Yours faithfully,

**For Cox & Kings Limited**

  
Rashmi Jain  
Company Secretary



Encl: as above



**MEININGER**  
The urban traveller's home.

## Cox & Kings owned MEININGER signs contract for a hotel in Reykjavik, Iceland

**Mumbai: December 4<sup>th</sup> 2018:** Cox & Kings owned, MEININGER hotel group announced the signing of an agreement for a hotel in Reykjavik. The property is located on Vesturbaer district in Reykjavik, which is close to the city centre and the Harpa concert hall. The opening is scheduled for the second quarter of 2020.

The MEININGER Hotel will be accommodated in the iconic JL House, a famous 1940s warehouse, and will be completely modernised to meet MEININGER's latest standards.

The hotel will have a gross floor area of 5,500 square meters. The 122 rooms and 442 beds will be spread over 5 floors. The room types will range from classic double rooms to private multi-bed-rooms through to a bed in a dorm. The public areas such as reception, lobby, lounge, bar and breakfast room as well as the guest kitchen and games zone, which are typical features of a MEININGER, will be located on the ground floor of the building. The interior design of the hotel will be based on an individual theme specific to the local area.

Iceland is the fastest growing market in Europe. In 2017, about 2.2 million tourists visited the country (fivefold increase compared to 2010), which is about six times the permanent resident population of the country. The rapid-fire growth made Reykjavik having the highest market-wide occupancy in Europe.

The main reason for visiting Iceland is its natural attractions, but Reykjavik is an equally popular tourist destination, as it has lots to offer like numerous museum and hosts many events and festivals. Due to the relatively small size of Iceland, many attractions and popular activities can be reached and completed in a day, making day trips from Reykjavik very popular.

Hannes Spanning, CEO of MEININGER Hotels, highlights the strategic importance of the agreement: "I'm very pleased, with the project in Reykjavik as it expands our geographical reach and provide options to our guests."

"Reykjavik increased its significance as a hub between Europe and North America in the past years, also because the accessibility by air greatly improved. The major share of visitors is leisure tourists coming from both of these continents. Looking at the Iceland tourism market, we expect to host the typical mix of MEININGER guests, individual travellers like backpackers as well as groups and a small number of business travellers," stated Doros Theodorou, CCO of MEININGER Hotels.

Next year MEININGER will enter two further important new markets with the opening of a hotel in Budapest and a hotel in Paris.

### **About MEININGER Hotels:**

*MEININGER is a subsidiary of Holidaybreak Ltd, a travel group specializing in educational and activity holidays. Holidaybreak Ltd is a subsidiary of Prometheus Holdings (UK) Ltd, which is a part of Cox & Kings Ltd. Cox & Kings Ltd is listed on the National Stock Exchange, the BSE Ltd in Mumbai.*

*MEININGER is a unique hotel product that combines the service and comfort of an international budget hotel with extra facilities, such as a guest kitchen and a games zone. The central location, high quality furnishings and fair prices appeal to people of all ages and backgrounds. With the right dose of MEININGER humor and an enthusiastic team, MEININGER hotels, with their guests from all over the world, become a real home away from home.*



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*The bedrooms range from traditional double rooms through private rooms with multiple beds right down to a bed in a dorm room. The hotels are tailored and adapted to the specific location and the market served by the hotel. The unique and flexible design of each hotel makes it possible to appeal to various target groups alike, such as school groups, families, individual travelers and corporate guests.*

*MEININGER currently operates 24 hybrid hotels in Europe, with a total of 12,662 beds in 14 European cities including Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt/Main, Hamburg, Leipzig, London, Milan, Munich, Salzburg, Saint Petersburg, Rome and Vienna. Contracts for 14 new hotels in Bordeaux, Brussels, Budapest, Dresden, Geneva, Glasgow, Heidelberg, Innsbruck, Lyon, Munich, Paris, Zurich, Washington DC and now Reykjavik have already been signed. MEININGER has ambitious plans for growth - in this regard, the focus is no longer only on Europe - possibilities for an expansion to Asia is also being sounded out.*

*In the 'TREUGAST Investment Ranking 2016', the MEININGER Group achieved an AA rating. In the Dun & Bradstreet Risk Assessment MEININGER (Hotels Limited) is rated 5A 1 (based on end of FY 18). The MEININGER group is headquartered in Berlin.*

[www.meininger-hotels.com](http://www.meininger-hotels.com)

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