

## Supplement 10

KQ1: The Hotel / Press release

# P R E S S   R E L E A S E

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**WONDERSTAY  
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### **A new addition to the WonderStay International Hotel Group to be built in the United Kingdom**

Portland, OR, 23 September 2014: WonderStay International announce plans for a new hotel to be located in the United Kingdom and due to open in the new year. This will be the first new WonderStay Hotel in Europe since the opening of WonderStay Brussels two years ago. The chain is well-established in North America, as well as in Asia, but this will be the company's first hotel in the UK. The company has established an office in London and the plan is to expand in the UK and then Scandinavia. In a new move for the company, it has been announced that choice of location is likely to be outside the big cities, which are already well catered for, but to establish themselves in areas popular with visitors, but where there is a lack of affordable luxury of the kind WonderStay pride themselves on and which they consider to be a niche worth developing. The new UK hotel will therefore be something of an experiment for the group.