

KATARA HOSPITALITY SWITZERLAND AG

HOTEL SCHWEIZERHOF BERN RECEIVES RECOGNITIONS

Bern, August 20th, 2012 - The Hotel Schweizerhof Bern is receiving a great honour: Crowning the first year of operation after the hotel's reopening, General Manager Michael Thomann has been named "Hotelier of the Year" by the leading Swiss business magazine *Bilanz*. In addition, Thomann and his staff are also delighted that the hotel posted the largest jump in the league table of Switzerland's best city hotels: The Hotel Schweizerhof Bern, owned by Katara Hospitality, rose from 21st to 11th place in the ranking.

After being closed for several years, in June 2011 the luxury hotel in Switzerland's capital city reopened with a spectacular "Grand Opening", then turned to the challenge over the past few months of establishing a competitive positioning in the market. "It was not an easy task for General Manager Michael Thomann, who together with his young team spared no effort during the last months to breathe new life into a legendary establishment that is rich in tradition," says Bruno H. Schöpfer, Managing Director of Katara Hospitality Switzerland AG.

Michael Thomann, who was named "Hotelier of the Year" by *Bilanz*, is proud of his team's performance during the first year of operation. "My team and I will keep doing our best to strengthen and build on the Schweizerhof's exceptional positioning among Switzerland's luxury hotels," he says. The whole team can also be proud of the hotel's ranking this year by *Bilanz*. In 2011 the Hotel Schweizerhof Bern was ranked number 21 in the category of best Swiss city hotels, and just one year later has already risen to position number 11 in the league table. This also represents an important milestone in the establishment of the Bürgenstock Selection. Bruno H. Schöpfer extends his cordial congratulations to Michael Thomann and his team for this outstanding achievement.

Michael Thomann, Hotelier of the Year 2012, in the words of *Bilanz*

"The spirit of the polished General Manager haunts the hotel business: managers who are good at dealing with important people, but lacking in warmth, not feeling real love for their guests. On this score, Thomann is very different. A host with a strong character, he calls upon his passion and his understanding of people to ensure that they are welcomed not as customers but as guests. Moreover, he puts his staff on a pedestal, making sure they all know that they are important members of a team that is

In the five-star superior hotel in Bern's most central location, tradition is blended with contemporary flair, elegance and world-class service. Boasting 99 stylish rooms and suites, an 800 m² Conference and Business Center, the unique ballroom, the legendary Jack's Brasserie, a chic Lobby-Lounge Bar, the elegant Cigar Lounge and the urbane, 500 m² THE SPA, the Hotel Schweizerhof Bern has been one of the leading Swiss luxury hotels since its reopening in the spring of 2011. Together with the Hotel Royal Savoy in Lausanne and the Bürgenstock Resort near Lucerne, it belongs to the redevelopment projects of Katara Hospitality Switzerland AG.

Bürgenstock Selection

The Hotel Schweizerhof Bern is part of "The Bürgenstock Selection." Based in Zug, Katara Hospitality Switzerland AG, a subsidiary of Katara Hospitality Ltd. Doha, is the company operating the group's Swiss hotels. Under the leadership of Managing Director Bruno H. Schöpfer, it is responsible for developing the hotel concepts and renovating, reconstructing and reopening the legendary establishments in its portfolio, which currently comprises the Hotel Schweizerhof Bern, the Bürgenstock Resort near Lucerne, and the Hotel Royal Savoy in Lausanne. While the Hotel Schweizerhof Bern was successfully reopened already in June 2011, work on the Bürgenstock Resort and the Hotel Royal Savoy continues in full swing. www.buergenstock-selection.ch

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