



For Immediate Release

VIRGIN LIMITED EDITION AND VIRGIN HOTELS ANNOUNCE PARTNERSHIP

Accelerating a global growth strategy, with a strong business development team, Virgin Hotels will support Virgin Limited Edition in new growth opportunities

6 June 2022 – For the first time, Virgin Limited Edition – the private global collection of unique retreats, hotels and islands owned by Sir Richard Branson – and Virgin Hotels – the luxury lifestyle hospitality brand of the Virgin Group – have come together to jointly pursue global opportunities, fitting for each individual brand.

Formed to shake up the hotel industry, Virgin Hotels has been making its mark in key locations across major cities in the US and UK, combining heartfelt service with a personalised hotel experience. The brand has a substantial business development team exploring international expansion opportunities alongside a significant global growth strategy, which has already seen five hotels open and three more set to open in 2022.

Renowned for its world-class luxury standards, unique experiences and boasting two of the world's most exclusive private-islands, Virgin Limited Edition shares the same undeniable passion for championing customer experience and one that the Virgin Group has disrupted in the industry for more than 50 years. The two brands will form a partnership that will allow Virgin Limited Edition to utilise the expertise of Virgin Hotel's knowledgeable and talented business development team, led by Greg Doman, Chief Development Officer. Located in London, Madrid, Chicago, San Francisco and Miami the team will identify and source new opportunities for both brands.

"Whilst our brands are very different in their locations and proposition, we both share the same deep-rooted values of the Virgin brand, putting our customers at the very heart of everything we do", said Jon Brown, CEO of Virgin Limited Edition. "The Virgin Limited Edition story is one that has community, sustainability and its people engrained – our properties are small and in unique locations around the world and by utilising the expertise and resource of the Virgin Hotels development team, it will enable us to identify new opportunities around the world, that are more suitable for our own collection.

"We are extremely excited to be collaborating with our much-loved sister brand and have two brilliant Virgin brands working together."

James Bermingham, Chief Executive Officer of Virgin Hotels who has a successful track record in business development in both ultra-luxury and lifestyle segments commented "As we look to accelerate the growth strategy of Virgin Hotels and drive its expansion, it's clear that there are some opportunities that are very much aligned with the Virgin Limited Edition brand, providing excellent potential for us to keep these hidden treasures we come across within the family and continue to drive the Virgin Hotels growth in the areas that support our own vision.

"We very much look forward to working with Jon and his brilliant team and helping them to grow their very beautiful collection of unique properties in enviable locations around the world."

Birmingham continues, "Expanding into the United Kingdom is a major and much-anticipated milestone for Virgin Hotels. Our two new hotels in Scotland blend their distinctive personalities with the vibrant, playful, and personalized touch unmistakably Virgin. We couldn't be more thrilled to call the beloved cities of Edinburgh and Glasgow home to our first locations outside the United States."

Along with rapid international expansion in key city locations, Virgin Hotels will also enter the residential market for the first time. Adding to its existing hotel pipeline, the brand is in the development stages of a branded residential platform that will add further growth opportunities for its award-winning brand. For information on future developments, please visit <https://development.virginhotels.com>.

To learn more about Virgin Limited Edition and Virgin Hotels, please visit www.virginlimitededition.com and www.virginhotels.com.

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Notes to Editors:

- High-res images available on request

Virgin Limited Edition is an award-winning collection of unique retreats, chosen for their beautiful locations and magnificent surroundings; each offers a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island and newly launched Moskito Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Kasbah Tamadot in Morocco, The Lodge in Verbier, Mahali Mzuri, a tented safari camp in Kenya, Mont Rochelle Hotel and Mountain Vineyard in South Africa, and the Son Bunyola Estate in Mallorca. Please visit www.virginlimitededition.com for more details.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes five hotels—Virgin Hotels Chicago, Virgin Hotels Dallas, and Virgin Hotels Nashville, all voted in the top ten Condé Nast Traveler's Readers' Choice Awards in 2021, and newly opened Virgin Hotels New Orleans, Virgin Hotels Las Vegas and Virgin Hotels Edinburgh. Locations in Glasgow, and New York City are scheduled to debut in 2022, followed by Miami in 2025. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle, London, and more.