

COMPANY PROFILE

Starhotels: a great passion for Italian hospitality

The story of Starhotels is a tale of family values and brilliant entrepreneurial spirit supported by an excellent team with a great passion for hospitality.

Founded in 1980 following the intuition of engineer Ferruccio Fabri, today Starhotels is led by **Elisabetta Fabri**, Group **President and CEO** who continues to develop the group with the same vision and enthusiasm as her father.

From the early 2000s, the company has grown due to important investments in restructuring and new strategic property acquisitions, enriching the quality and heterogeneity of the portfolio, which today counts **30 hotels** and a total of 4200 rooms.

Travelers can choose the hotel that best fits their needs, selecting between the Group's two brands.

Starhotels Collezione, 13 style icons in the heart of the best global destinations, charming townhouses with a distinct personality that stand out for their stunning locations, their refined, elegant interiors and a tailor-made service. These sophisticated properties express the contemporary appeal of Starhotels and embody the Group's distinctive values: timeless elegance and meticulous attention to detail, from hospitality to design, so that every stay becomes a unique, memorable experience. These 4 and 5-star hotels belong to the upper upscale & luxury market segment and include the Helvetia & Bristol in Florence, The Gore, The Pelham and The Franklin in London, the Rosa Grand in Milan, The Michelangelo in New York, the Castille in Paris, the Castille in Paris, the Hotel d'Inghilterra in Rome, the Grand Hotel Continental in Siena, the Savoia Excelsior Palace in Trieste, the Splendid Venice and Hotel Villa Michelangelo in Vicenza.

At the beginning of 2020, Terme di Saturnia Natural Spa & Golf Resort became part of Starhotels Collezione, joining the twelve fascinating historical residences already part of the portfolio.

Starhotels Premium, 17 4-star hotels belonging to the upscale market segment located in the most beautiful Italian cities like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma, Saronno and Bergamo. These hotels are characterized by a distinctive, contemporary style and an excellent, welcoming service and are able to

provide an intangible sense of well-being for those who choose Starhotels for business or pleasure travels.

If hospitality is a form of art, the outstanding service of our hotels is one of its most essential and tangible expressions. Whether traveling for business or for pleasure, we care about our guests' individual needs, allowing them to enjoy the most comfortable and rewarding travel experience. Staying in a Starhotels gives our guests access to extraordinary, exclusive experiences and the opportunity to live unforgettable moments that reflect the unique personality, history and culture of the destination.





Italy at heart

Located in the heart of 15 Italian destinations, our hotels show the love for Italy and its beauties: each is the expression of the city that hosts it and of its style, history and character, although always maintaining a distinct personality. Even outside Italy, attention to detail and luxury Italian lifestyle are the defining traits of our hospitality: from Paris to New York and London, our guests are welcomed with a warm smile and a professional staff able to anticipate and satisfy their every need.

We aim to be ambassador of Italy's food and wine tradition, which is particularly close to our hearts. Thanks to the partnership with *Eataly*, a hallmark of our hotel restaurants since 2015, dining at Starhotels is a an authentic quality experience. Ingredients are carefully sourced and selected, many coming from small-scale producers with short supply chains.

Starhotels Collezione's excellence is also expressed in its gourmet restaurants, allowing guests to enjoy every part of their travel experience. They can appreciate fine dining menus, some of them created by Michelin-starred chefs, accompanied by a selection of the finest local, Italian and international wines, all served in sophisticated settings.

Social Responsibility

In addition to the commitment to provide a comfortable and unique stay to our guests, Starhotels has always been sensitive to social and cultural events, constantly investing in the enhancement of the Italian historical and artistic heritage. Thanks to the company's sponsorships, major restorations have taken place: from the 28 statues of the "Illustrious Men" that adorn the Uffizi's Loggia in Florence, to the Maddonna del Velo painting by Raffello, the Maschio Angioino in Naples and the latest work done at Piazzale Michelangelo in Florence. Starhotels is also member of the Palazzo Strozzi Partners Committee, which supports the Palazzo Strozzi Foundation.



Starhotels also supports Italian craftsmanship excellence with the project **La Grande Bellezza – The Dream Factory**, a contemporary patronage campaign launched in 2019. Vaunting the full support of Elisabetta Fabri, the project relies on two leading institutions whose mission is to safeguard top Italian craftsmanship, Associazione OMA (Osservatorio dei Mestieri d'Arte), Fondazione Cologni dei Mestieri d'Arte, besides the publishing company Gruppo Editoriale.

The virtuous actions of the project include the creation of a collection of custom-made home décor, events and exhibitions dedicated to high craftsmanship, a prize for young emerging talents and the appointment of expert craftsmen in hotel renovations.

Starhotels is also involved in important charitable campaigns such as those started in 2015 with Pangea Onlus Foundation against women violence.



Sustainability

Environmental sustainability is an issue to which we are deeply committed and is a hallmark of our hotels. They all respect the environment, using low-impact generators to reduce CO2 emissions and energy consumption, as well as low consumption LED lighting and high efficiency heating systems. In particular, Starhotels E.c.ho. in Milan, which opened its doors in 2011, has been entirely designed with environmentally-friendly technology to reduce energy consumption through the use of eco-sustainable furniture. The totality of the architectural and design elements that make Starhotels E.c.ho. a true jewel of eco-friendly construction has earned the hotel not only the 2012 European Hotel Design Award for sustainable design, but also the Green Globe certification, a prestigious recognition given only after strict auditing process, a result that has recently been confirmed with the Green Globe Gold Status thanks to a compliance score of 95%.

Following the success of **Starhotels E.c.ho.** in Milan, **Starhotels E.c.ho. Bologna** - a 4-star property on the higher end of the Starhotels Premium brand - will open in early 2021. The hotel will be located with **FICO Eataly World** and will adhere to the good environmental practices that characterize the company's entire brand.

In 2019 Starhotels also launched the Plastic-free project, a commitment to lowering its environmental impact and banishing single-use plastic products in favour of 100% recycled and biodegradable products.

“Every year more than 2,000,000 people from all over the world stay in our hotels, seeking authentic travel experiences: these travelers have high expectations, which begin with their hotel stay. That’s why we believe that the art of hospitality should respect a time-honored, ever effective formula: knowing how to preempt their needs and exceed their expectations.

Culture, creativity and art form our identity. We continue to harness the heritage of knowledge and sharing as the driving force for our growth.

Our company is above all a family: each year we celebrate anniversaries by donations to preserve Italy’s cultural heritage, planning investments in monuments or artistic enterprises. In 2015, to celebrate the group’s 35th year, we donated one million euros to the City of Florence for restructuring the balustrades in Piazzale Michelangelo.”

Elisabetta Fabri, *President and CEO of Starhotels*

Starhotels

Starhotels, a private, Italian hotel company operating in the upscale, upper upscale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, in addition to London, Paris and New York, with more than 4,200 rooms. Starhotels aims to be synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza. In January 2020, Terme di Saturnia Natural SPA & Golf Resort became part of Starhotels Collezione, joining the twelve fascinating historical residences already present.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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