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PRESS RELEASE

H12 ART OF LIFE

H12 is a global collection of art and lifestyle hotels, which was created with the idea of putting "a bed into an art gallery". H12 works with a concept story of 12 local and international artists for each of its iconic properties to create a "Glocal" atmosphere and a stimulating experience. The number 12 also represents the hours of the day and night, months in the year, and as well, the eastern and western zodiac signs. The "H" in H12 stands for the passionate heart of the hosts who make friends out of guests. H12 creates happy, humble, hugging, healthy, humorous, homemade, and hip experiences.

Walter Junger is the founder and CEO of this global Austrian hotel brand, having opened the company in 2012 with the H12original on top of the Gerlitze Alps in the southern Austrian Province of Carinthia.

H12 stands for new luxury. No pompous marble lobbies and no crystal chandeliers unless they are hanging from a tree for a romantic dinner for two. The locations are remote and spectacular or urban and iconic. Walter's motto says it all: "Put service first and success will follow".

In 2014, Plateno Group from Guangzhou, China, was looking to gain a foothold in the international arena. Alex Zheng, the co-chairman and founder of 7 Days Inn and Plateno was looking for visionary hotel projects. He came across the art and lifestyle hotel concept by Walter Junger and felt an instant affinity. As a result, a joint venture between Walter Junger, Alex Zheng and Plateno Group was formed on 12.12.2014.

The joint venture company, H12 (HK) Ltd. was established with the headquarter set-up in Hong Kong. At the same time, regional offices were opened in Guangzhou, Shanghai, Berlin, and Nairobi. Since then, thirteen management contracts and investment partnerships have been signed across four continents.

The "Naked Truth" is the company's vision. H12 will grow to 30 unique art and lifestyle hotels in the next years. H12 is located in iconic places with stimulating art and its warm, relaxed yet efficient services, make friends out of guests. H12 offers locally grown yummy food, the brand's own wines and cool music, which create a synergic mix of the East and West.

H12 – Sleeping in an art gallery

Picasso says: "There is the artist that makes a yellow spot out of the sun, but there is also the artist that creates the sun out of a yellow spot".

H12 is an artistic hub that always features 12 main artists. Every hotel doubles as an art gallery, featuring various international and local artists. As well, H12 has created an "Artist in Residence" program, whereby the guests of H12 have the opportunity to directly interact, and sometimes participate, in the creative process.

Discovering H12 leaves you speechless and then turns you into a storyteller.

H12original

Opened in 2012, H12original is located in Carinthia, Austria at 1750 meters above sea level, directly next to 63 kilometers of powdery groomed ski slopes.

In total, H12original features over 130 contemporary art pieces which include a private collection of Chinese peasant paintings to a 3 meter, 1 ton stainless steel sculpture created by Ren Zhe, one of the leading Chinese sculptors. German Times Magazine commented that "this small boutique hotel in the Alps, has the leading art collection of any hotel in Europe". Additionally, The Kiwi Collection recognized H12original as "one of the 10 most interesting art hotels in the world".

The 12 Chinese zodiac signs are present as art pieces on the doors of the rooms which include a rat printed on foil paper by the Austrian artist Robert Roubin and the image of a black sheep surrounded by sheep's wool by Rupert Gredler. The Chinese artist Xie Aige, created the rooster out of resin which is hung on one of the two panorama suites' doors. The second panorama suite features a 3-D metal horse shoe representing the zodiac of the horse. In Austria, people believe that a horseshoe brings good luck. The featured artist of this suite is Walter J. Junger, the father of the brand founder. Both panorama suites come with a free-standing bath tub, a fireplace as well as a private terrace with breathtaking views of the Alps. The largest art piece is a photographic work by the Berliner artist, Sascha Kramer which features 12 life size tasteful nudes of international models and Austrian World and Olympic winter sport champions.

The architecture is a combination of raw and warm materials which is a conscious contrast to the unspoilt nature and idyllic mountainous landscape. Guests feel comfortable as they would in a private residence, where the healthy food is sourced from surrounding neighbourhoods and the H12 Cuvée is produced at a partner vineyard. Guests can relax from the panorama terrace, on sheepskin sun loungers with a glass of H12 wine and a "H12 hand rolled cigar" encompassed by the stunning views of the Austrian lakes while at the same time listening to exclusively mixed fusion tracks created by H12's very own DJs under the label "Après Chic".

In the beginning of 2019, the hotel will add another 11 unique rooms, 120m² multi-functional event space, winter garden restaurant, and extensive terraces. For the well-being of the guests, a stunning two and half story mountain spa with an outdoor heated swimming pool, multiple saunas, as well as massage treatment areas, overlooking the valley with infinity views of Lake Woerth will be added. To top it all, the H12 Commune, a 27 art and lifestyle apartment ensemble will open by end-2019. These apartments will feature the most spectacular panoramic views of the Alps, large terraces, an eclectic global art collection, fire places, and underground parking thoughtfully designed to blend in with the nature with its mountain grass roofs.

Through iconic architecture, the apartments will completely blend into the rugged mountain landscape and are for sale to the discerning investor/collector. When not in use by the owner, all those 27 amazing art suites will be available for H12 hotel guests for the ultimate alpine experience.

Development

Since the creation of H12 (HK) Ltd.'s joint venture with the Plateno Group (Alex Zheng and Walter Junger) fifteen management contracts have been successfully signed which include six extraordinary wildlife reserve lodges in Kenya and South Africa.

In Kenya, the "H12 Delta Dunes", located in the river delta of the Tana River, and the "H12 Kipalo Hills", which is located in Tsavo West National Park, are two exceptional "Barefoot Luxury" lodges located in private wildlife reserves. In addition, the "H12 The Beach" in Vipingo and the "H12 Kipalo Camp" are scheduled to open in 2019. To conserve the natural surroundings, the H12 team has gone to great lengths to ensure a sensitive handling of the resources for the equipment and operation of the lodges. Where possible, the team involves the local community through job programs and other opportunities within the projects.

In order to better protect the wildlife and improve the local environment in Kenya, H12 launched the "H12 Wildlife and Community Trust" at the end of 2017, H12WCT is a charity foundation dedicated to the promotion of environmental protection, improvement, and conservation for the benefit of the communities living around the conservancy. In addition, the projects are also directed wholly towards the promotion of the advancement of education of the underprivileged children of East Africa.

The latest addition to the H12 family is the H12 Tea Hotel in Kenya. The H12 Tea Hotel originally named Kericho Tea Hotel, built in 1958, was originally the obligatory stop for authors, celebrities, and tea lovers of this time. The hotel is currently undergoing a major refurbishment to even exceed its former glory, including modern luxury amenities with the distinct flavours of H12. The hotel is anticipated to re-open at the end of 2019.

In South Africa, the "H12 Leshiba", located in a private nature reserve with 2600-hectares of unspoiled virgin land on top of a table mountain, was rebranded to H12 on 1st August 2017. H12 Leshiba is an amazing observation location where you can get up close to a large family of white rhinos, waterfalls, natural swimming ponds, and stone age cave drawings.

In China, the H12 French Concession opened June 1st 2017 involving "Paper Shanghai", a full-service collaborative workspace and social membership club located on Huaihai Middle Road, Shanghai, in the middle of the former French Concession.

Elsewhere in China, "H12 Hengsha" located on an island in the river delta of the Yangtze River and only a one-hour drive stone's throw away from downtown Shanghai, will open its doors during the 4th Quarter 2019. H12 Hengsha is converted from old military bunkers and a Chinese farmer's village surrounded by lakes and bamboo forests, as well as 72 hectares of organic farmland. The hotel features completely regenerative solar and geothermal energy.

In Central China, near Wuhan, the project under construction is the "H12 Long Life Valley" featuring 100 rooms located in old stone houses which are situated around a beautiful scenic lake, hills, and several rock pool hot springs. H12 Long Life Valley is planning to open by the 4th Quarter of 2018.

Another project in Central China, the H12 Wuhan, is located in the Central Business District of Wuhan. The H12 Wuhan is a component of one of the most luxury mixed-use developments which combine top residences with an avant-garde shopping mall, making the H12 art and lifestyle hotel, unique.

In the Southwest of China, the H12 Mianyang is a renovated 550-year-old Ming dynasty, 6-courtyard building, located in the second largest city of the Sichuan province. H12 Mianyang will be developed on a river island next to the largest central China science centre.

In Asia Pacific, the H12 Hunter Valley is scheduled to open in the fourth quarter of 2019. The hotel, featuring 72 suites, is set in one of the most outstanding wine areas of Australia, located just two-hour's drive away from Sydney.

Partners

Plateno Group

The Plateno Group is one of the most influential and innovative customer-centric companies in China. The group owns the hotel brand, 7 Days Inn which was launched in 2005. 7 Days Inn accounted for the bulk of the revenues until 2013, when the group launched its first luxury hotels in China. In 2015, Plateno merged with Jin Jiang International Hotel Group, creating the largest hotel company in Asia and the fifth largest hotel company in the world. The partnership now owns and manages over 640,000 room keys in 6000 hotels in over 300 destinations spanning across 55 countries. Its loyalty club Wehotel, has close to 100 million members.

Lifestyle Lab

Lifestyle Lab, an innovative lifestyle hotel brand collection, aims to cater to guests who are seeking diverse hotel experiences distinct from the traditional five-star hotels. The diverse portfolio of three worldwide luxury hotel brands include, H12 originally from Austria, renowned as an exclusive art and lifestyle brand; Ameron, a contemporary German hotel brand, creating a stylish living environment for business and leisure guests; and Portofino, an upscale Chinese hotel brand with the Chinese travelers in mind.

Liberty International Tourism Group

Liberty International Tourism Group is the world-leading DMC, which was founded in 1991 by Mario Enzesberger with the concept "Think Global, Act Local" and remains privately owned. Liberty has more than 700 professionals in 69 offices within 48 countries. Liberty International targets leisure, congress, event, incentive, and meeting business. Liberty International Africa is also the partner in the four currently H12 managed lodges in Kenya, two of which are opening and two are under development.

Galerie Junger - Soul of Art

Galerie Junger was established in 2005 in Berlin, with its headquarters moving to Hong Kong. Galerie Junger is a well-known international art platform for modern and contemporary art, a perfect meeting place for art-lovers and designers. Besides public exhibitions and sales to private collectors, Galerie Junger HK focuses not only on art consultancy for hotels, gastronomy and other commercial projects but as well offers artwork rental services, conceptualisation of art events as well as creating the "Artist in Residence" program for various hotels. Currently, Galerie Junger HK represents over 50 artists from around Asia, Europe and Africa.

H12 – The Team

Corporate Office, Hong Kong:

- CEO & Founder, Walter Junger

Walter Junger looks back on a 30-year career in the hospitality industry spanning over four continents. He worked for prestigious companies such as Westin, Shangri-La and The Ritz-Carlton Hotel Company as Vice President for ten years, as well as Bvlgari Hotels as Brand Developer, in Asia, Europe and America. Walter founded H12 (HK) Ltd. in 2014 with the first hotel being the H12original on top of the Alps in the Southern Austrian Province of Carinthia.

Corporate Office, Hong Kong:

- COO, Christoph Knichel

With over 20 years working in the hospitality industry, Christoph Knichel has rich hotel management experience in luxury brands with various cultural background, including Hyatt, Starwood and Wanda.

- Director of Public Relations, Maggie Chi

Guangzhou Office:

- VP Business Development, Joanna Lu

Berlin Office:

- Operation Manager, Melanie Achterberg

Nairobi Office:

- Managing Director, Richard Corcoran

Photos

Walter Junger, CEO H12 (HK) Ltd.



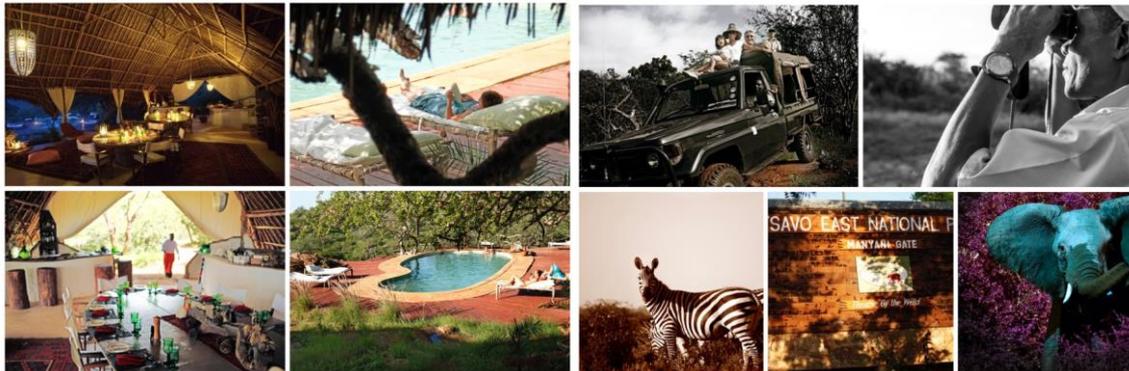
H12original



H12 Delta Dunes



H12 Kipalo Hill



H12 French Concession



H12 Leshiba



For further inquiry and high-resolution photos please contact:

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