

The Hilton logo is displayed in a black rectangular box with a thin border. The word "Hilton" is written in a bold, serif font.

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HILTON APPOINTS AMIR LABABEDI AS MANAGING DIRECTOR DEVELOPMENT IN MIDDLE EAST AND NORTH AFRICA

Lababedi joins Hilton at a time of unprecedented growth in MENA as the company looks to more than triple in size in Middle East and pushes for greater growth across North Africa

Dubai, UAE and MCLEAN, Va. – October 31, 2018 - As [Hilton](#) (NYSE:HLT) continues to grow its presence across the Middle East and North Africa with the introduction of new brands and entering new countries and markets, the company today announced the appointment of Amir Lababedi as Managing Director Development – MENA.

Hilton, already expected to triple in size in the Middle East from some 40 hotels today to more than 120 in the next three to five years, enjoys a leadership position as an international operator in Egypt, and is developing rapidly in Morocco and across North Africa.

Commenting on his appointment, Carlos Khneisser, Vice President Development Middle East and North Africa, said: "I am delighted to welcome Amir Lababedi to Hilton. He has a proven track record of great relationships, deal making and delivering outstanding results across the region. His professional experience has allowed him to work on a huge range of hotel and tourism related projects, including owner and operator related development roles, feasibility studies, valuations, operator contract negotiations, owner representation, asset management, and strategic advisory across all ranges of hotel products and asset classes in the region. He will be a great asset and addition to our MENA team."

Hilton, which continues to innovate in the region with the introduction of new brands and products, currently operates 64 hotels in the Middle East and North Africa. A key focus for the company is the strategic deployment of its industry-leading brands in new and existing markets.

"I am delighted to be joining such an innovative and dynamic company. Hilton is nearly 100 years old, and yet it thinks and acts like a start-up. Hilton has never lost the underlying principle of best-in-class hospitality that continues to be its key differentiator and underpins the company's superior performance. There has been great growth in the region and there is still tremendous development

potential throughout the Middle East and Africa. I am very much looking forward to working with the first-class team in the region,” Lababedi said.

Lababedi joins Hilton from Mövenpick Hotels & Resorts, where he played a key role in leading the company’s growth in Europe, Middle East, and Africa. Before joining Mövenpick, he was Associate Director at HVS, a leading global hotel consulting and valuation firm based in Dubai, a company he also previously worked for in London for four years.

A United Kingdom national, of Arabic-English descent, he received his formal education in England attaining a BSc in Hotel Management at the University of Surrey and an MSc in Global Banking and Finance at the London European Business School. Through his family business and internships, Lababedi gained extensive operational experience in various departments, including a stint at the former Conrad London in Chelsea.

He has also gained extensive experience in various forms of operating agreements including leases and rental pool structures and has developed a robust network of industry stakeholders in the EMEA region. He has also held managerial positions with Abu Dhabi-based sovereign funds in their real estate and corporate finance departments.

Lababedi will be based in Dubai, reporting to Carlos Khneisser, where he will work with the exceptional team in Dubai and beyond.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 15 world-class brands comprising more than 5,500 properties with nearly 895,000 rooms, in 109 countries and territories. Dedicated to fulfilling its mission to be the world’s most hospitable company, Hilton earned a spot on the 2018 world’s best workplaces list, and has welcomed more than 3 billion guests in its nearly 100 year history. Through the award-winning guest loyalty program, Hilton Honors, nearly 82 million members who book directly with Hilton have access to instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit newsroom.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).