

ASSOCIATED
LUXURY HOTELS

a portfolio company of

NORTH BRANCH
CAPITAL

has acquired the stock of

WORLDHOTELS

January 31, 2017

Associated Luxury Hotels Purchases Worldhotels

North Branch Capital (“North Branch”) announced today that its portfolio company, Associated Luxury Hotels, has purchased Worldhotels. Based in Frankfurt, Germany, Worldhotels is a leading global group consisting primarily of independent upper-upscale and luxury-level hotels and resorts and independent hotel brands around the world. Worldhotels is focused on individual business traveler (IBT), leisure and independent sector solutions and expertise for its 75,000 rooms among 350 member hotels and resorts. The acquisition adds to Associated Luxury Hotels’ growing portfolio of Global Sales Organization (GSO) and hospitality services providers, as the company already owns and operates Associated Luxury Hotels International (“ALHI”), the leading independent GSO serving the North American meetings, incentives, conventions and exhibitions (M.I.C.E.) marketplace. ALHI will continue focusing on serving the North American M.I.C.E. marketplace for its membership of 250 luxury-level independent hotels and resorts, totaling 138,500 rooms, plus their Global Luxury Alliance members across the globe. Worldhotels will remain focused on the IBT, leisure traveler, meetings and distribution sectors for its member hotels and resorts.

“Bringing together these two highly respected and established companies enables us to better serve the evolving needs of our member hotels, resorts and emerging brands, plus their management and ownership groups,” said David Gabri, Chairman of Associated Luxury Hotels. “I believe the members will appreciate our hotel-centric, hotel-experienced approach in supporting their properties. Additionally, this combination will eventually greatly benefit the broad base of customers we serve in the meetings, convention and incentive, as well as the business travel and leisure travel sectors. Member hotels of both companies and their guests will benefit from the expanded access, markets, and global sales and marketing capability of a proven and passionate client service approach with a broader global footprint.”

This add-on marks North Branch’s 7th closed transaction since its formation in mid-2014. North Branch partnered with Boathouse Capital, Robert W. Baird, and management to complete this transaction, which closed on January 31, 2017. Katten Muchin Rosenman LLP represented Associated Luxury Hotels and the investor group in the transaction.

About Associated Luxury Hotels

Based in Orlando, Florida, Associated Luxury Hotels (www.alhworld.com) is the parent company of Associated Luxury Hotels International (“ALHI”) and Worldhotels. With the acquisition of Worldhotels, the highly-respected Associated Luxury Hotels has significantly expanded its global footprint, its collection of member hotels and resorts, and its worldwide sales, marketing, distribution and hospitality services. Associated Luxury Hotels is now a significant, full-service “soft brand” solution which provides an expanded array of GSO services with broad-reaching reservations connectivity solutions, a powerful sales and marketing infrastructure, and an impressive geographic reach.

About North Branch

Based in Elmhurst, Illinois, North Branch is a private investment firm focused on partnering with strong management teams who are driving excellent cultures. We have a long history of investing alongside and partnering with management teams in entrepreneurial and family owned businesses. Please visit www.northbranchcap.com