

Persbericht Press Release

Amsterdam, 28 April 2015

The skyline of Zuidas Amsterdam will be enriched with the iconic hotel nhow Amsterdam RAI

OMA, COD and NH Hotel Group won the Zuidas tender RAI Hotel

On Tuesday April 28th 2015 City of Amsterdam and Amsterdam RAI announced the winner of the tender for the RAI Hotel. The winner is the innovative concept nhow presented by NH Hotel Group. The hotel is being developed by COD and designed by OMA, founded by Dutch architect Rem Koolhaas.

In June 2014 City of Amsterdam and Amsterdam RAI opened the tendering procedure for the development, realisation and exploitation of a headquarter hotel RAI. Eleven entries were submitted and each of these entries were of an exceptional quality. All parties scored high on a catering function on the top floor. The winning concept of OMA, COD and NH Hotel Group stood out because of the additional special facilities such as a television studio, gallery, sculpture garden, spa, restaurant and bar. Above all, the iconic design of the building was decisive.

Valuable contribution for the city

Director of COD Gert-Wim Bos: "As COD and development partner Being Development, we are proud and honoured that the City of Amsterdam and Amsterdam RAI chose our plan. The spectacular concept nhow Amsterdam RAI and the iconic design of OMA will be of value for the city and the Amsterdam RAI area and will also enrich the skyline of Zuidas." The construction of this 91-meter high hotel is planned for mid-2016. The hotel is located in the triangle of the Europa Boulevard, the highway A10 and the Amsterdam RAI Convention Centre.

Sensational design

OMA has created a design that integrates seamlessly with the current RAI complex and offers a new, modern look as well. OMA partner Reinier de Graaf: "Since the rise of Zuidas, Amsterdam RAI needed a 'new' urban look. The prominent advertising pillar 'the Signaal' provided inspiration for the new nhow Amsterdam RAI hotel and context for the extension of Amsterdam RAI itself."

Nhow Amsterdam RAI

With its 650 rooms nhow Amsterdam RAI will become the biggest hotel in the Benelux. The innovative design, state-of-the-art facilities and distinctive programming make a stay at nhow a unique experience. The theme "On Air" is chosen because of the focus on connectivity, innovation and media in every sense of the word. Maarten Markus, Managing Director of NH Hotel Group, sees the arrival of nhow Amsterdam RAI as a huge asset to the more than 375 hotels constituent portfolio of the chain: "Together with our business partners we strive to enrich the Amsterdam skyline with 650 rooms, 25 floors and a 91-meter high multimedia studio. After nhow Milan, nhow Berlin and nhow Rotterdam, the iconic nhow Amsterdam RAI will be a hotspot for both business as leisure guests to enjoy excellent hospitality and gastronomic surprises "On Air" day and night.

Landmark for Zuidas

The City of Amsterdam aims to have a greater and diversified pallet of hotels spread across the city. It's of great value for the city to develop a hotel with these facilities at this location in Zuidas. Klaas de Boer, Managing Director Zuidas, City of Amsterdam, "Zuidas is pleased with the outcome of this successful tender, the entries were of high quality, but this one really stood out. OMA's design will form a striking eastern gateway to Zuidas and will increase the attractiveness of Zuidas and RAI within the international business".

Headquarter hotel

A long-cherished wish of Amsterdam RAI has become reality. General Director Hans Bakker: "RAI hotel fulfils the ambition to realise a headquarter hotel on the grounds of Amsterdam RAI. This hotel will be the centre for event planners, exhibitors and visitors of large, multi-day international events. Thanks to the iconic design of

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OMA and the 24-hour experience, the nhow RAI creates greater value to the RAI complex and makes the location Amsterdam RAI more attractive. Therefore we are able to strengthen our competitiveness in the international fairs and convention market and thus further enhance our spin-off towards the city of Amsterdam."

Future perspective

The development of the RAI hotel originates from the RAI Spatial Development Plan that was drawn up by Amsterdam RAI and the City of Amsterdam in 2011.

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Bringing together people, both physically and virtually, expands borders... it inspires! Amsterdam RAI has been bringing different worlds, people and markets together, at home and abroad, since 1893. **Amsterdam RAI** is an international exhibition and conference organiser for events in the Netherlands and abroad, and operator of the Amsterdam RAI Convention Centre in Amsterdam. It organises some 500 events each year, including exhibitions, conferences, corporate events and other events, which welcome around 1.5 million visitors. In addition, the RAI provides event-related services to event organisers, exhibitors and visitors.

More information: www.rai.nl

City of Amsterdam works on the development of Zuidas: a prime international location for living, working and recreation. It is located in the vibrant city of Amsterdam, only minutes away from one of Europe's leading international airports: Schiphol Amsterdam Airport.

More information: www.zuidas.nl

NH Hotel Group is listed on the IBEX 35 stock exchange of Madrid and has over 375 hotels in 28 countries in Europe, Africa and North- and South-America. The portfolio of the NH Hotel Group includes the 3- and 4- star urban NH Hotels, the NH Collection flagship hotels, the nhow designhotels and the Hesperia holiday resorts. Worldwide more than 20.000 employees work day and night to deliver the best service for the best price to the 16 million guests the hotel chain welcomes yearly. The hotels of NH Hotel Group have been rewarded with the Zoover Award for Best Hotel Chain of 2014 and 2015. More information: www.nh-hotels.com

COD is a creative real estate development business that focuses on both new construction and redevelopment of hotels, offices and homes. In 2015 COD delivers two hotels in Amsterdam; Motel One at the Europa Boulevard (320 rooms) and Generator (168 rooms) at the Mauritskade. Recent projects like Martha Flora/Bronovo Alzheimerhuis in The Hague and Prins en Keizer (Vijzelstraat) and 5Keizers (Keizersgracht) in Amsterdam have been delivered. Also the new office Boompjes in Rotterdam will be completed this year. COD currently has several prominent residential office and hotel projects under development in the Netherlands.

More information: www.cod.nl

Being Development is a young and innovative development business, mainly active in the Randstad. Being Development develops sustainable real estate including offices in Zuidas, as well as hotels and apartment complexes on the basis of the needs of the end user and its environment. Being Development projects includes offices Commerce Amsterdam and The Pavilion at the Zuidas, apartment Buitenplaats Haagwijk Voorshoten and the transformation of an old building Probation Rotterdam to spacious lofts.

More information: www.beingdevelopment.nl

OMA is a leading international partnership practicing architecture, urbanism, and cultural analysis. OMA is led by ten partners – Rem Koolhaas, Ellen van Loon, Reinier de Graaf, Shohei Shigematsu, Iyad Alsaka, David Gianotten, Chris van Duijn, Ippolito Pestellini Laparelli, Jason Long and Michael Kokora – and maintains offices in Rotterdam, New York, Beijing, Hong Kong, Doha and Dubai. OMA's recently completed projects include G-Star Headquarters in Amsterdam (2014), Shenzhen Stock Exchange (2013), De Rotterdam in the Netherlands (2013) and CCTV Headquarters in Beijing (2012). More information: www.oma.eu