



PLAYA HOTELS & RESORTS APPOINTS DANNY ROSE AS VICE PRESIDENT OF DIGITAL CONTENT & E-COMMERCE

Ft. Lauderdale, FL – (April 21, 2017) – Playa Hotels & Resorts, a leading owner, operator and developer of prime oceanfront all-inclusive resorts in Mexico and the Caribbean, announced the appointment of Danny Rose to Vice President of Digital Content & E-commerce. Rose will report to Kevin Froemming, Executive Vice President & Chief Marketing Officer of Playa Hotels & Resorts.

In his new role, Rose will be responsible for the growth of Playa’s online presence and implementation of new multi-platform technologies. Starting with the relaunch of Playaresorts.com, Rose will lead the development and execution of all e-commerce initiatives.

“We are proud to welcome Danny to the Playa Hotels & Resorts family. His expertise in digital marketing and tenure within the hospitality industry make him the ideal candidate to further expand our existing footprint and drive revenue within the all-inclusive segment,” said Froemming. “His appointment will play an integral role in strengthening our efforts within this evolving digital landscape,” Froemming added.

A digital media veteran, Rose brings more than 15 years of experience in design and e-commerce with a strong background in web development, UX design, mobile applications and data analytics. Most recently, Rose was Vice President of Digital Content and e-commerce for Atlantis, in the Bahamas where he was responsible for leading the design of the company’s websites and mobile applications. Prior to his role with Atlantis, he was responsible for the redesign of all Kerzner International’s resort portfolio including One&Only Resorts, Atlantis, The Palm in Dubai and Mazagan Beach Resort in Morocco.

For more information on Playa Resorts, visit PlayaResorts.com or contact your preferred travel agent. Join the conversation on [Facebook](#) and [Instagram](#).

About Playa Hotels & Resorts

Playa Hotels & Resorts N.V. (Playa) is a leading owner, operator and developer of all-inclusive resorts in prime beachfront locations in popular vacation destinations in Mexico and the Caribbean. Playa owns a portfolio consisting of 13 resorts (6,142-rooms) located in Mexico, the Dominican Republic and Jamaica. Playa owns and

manages Hyatt Zilara and Hyatt Ziva Cancun, Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall in Jamaica, Hyatt Ziva Puerto Vallarta and Hyatt Ziva Los Cabos. The company also owns and operates three resorts under Playa's brands, THE Royal and Gran Resorts, as well as five resorts in Mexico and the Dominican Republic that are managed by a third party.

Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, general economic uncertainty in Latin America and the Caribbean; lack of acceptance of new brands or innovation; changes in the tastes and preferences of our customers; the financial condition of, and our relationships with franchisees and our joint venture partners; risk associated with potential acquisitions, including governmental approvals; changes in the competitive environment in our industry and the markets where we operate; changes in federal, state, local or foreign tax law; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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