



## **PLAYA HOTELS & RESORTS TO MANAGE THE SANCTUARY CAP CANA**

**Fairfax, VA (September 27, 2017)** – Playa Hotels & Resorts N.V. (NASDAQ: PLYA) (“Playa”) announced today that it has entered into an agreement to assume the overall management of the Sanctuary Cap Cana resort located on prime oceanfront in the Dominican Republic. Effective October 1, 2017, Playa will relaunch the brand and manage all operations, sales and marketing of this world-class resort.

The Sanctuary Cap Cana marks the first new brand addition since Playa became a public company in March of this year, as it joins Hyatt Ziva, Hyatt Zilara and Panama Jack Resorts under the management of Playa Hotels and Resorts. “We continue to execute our strategic plan and we see the Sanctuary brand as another opportunity to grow in the luxury all-inclusive sector,” said Bruce Wardinski, Chairman and CEO of Playa Hotels & Resorts.

Located on the coveted eastern tip of the Dominican Republic, in the heart of Cap Cana, the adult-only, all-inclusive Sanctuary is located on 20.7 acres within a master planned gated community – including 2,100 linear feet of pristine oceanfront. The 184-room resort features 33 luxury villas, 12 unique suite categories, two-level suites on a private island, five restaurants & six bars, state-of-the-art fitness center, a full-service Sanctuary Spa and five pools throughout the resort.

In July, Playa also closed on the acquisition of a key strategic parcel of land, also in Cap Cana, Dominican Republic and has begun construction on a brand new 750 room Hyatt Ziva and Hyatt Zilara All-Inclusive Resort Complex. Additionally, Playa has announced the opening of its first two Panama Jack Resorts in Cancun and Playa del Carmen for December 2017.

For more information on Playa Hotels & Resorts visit [PlayaResorts.com](http://PlayaResorts.com)

### **Playa Hotels & Resorts**

Playa Hotels & Resorts N.V. 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 (6,130-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**

This press release contains "forward-looking statements," as defined by federal securities laws. Forward-looking statements reflect the Company's current expectations and projections about future events at the time, and thus involve uncertainty and risk. The words "believe," "expect," "anticipate," "will," "could," "would," "should," "may," "plan," "estimate," "intend," "predict," "potential," "continue," and the negatives of these words and other similar expressions generally identify forward looking statements. Such forward-looking statements are subject to various risks and uncertainties, including those described under the section entitled "Risk Factors" in the Company's Registration Statement on Form S-4, filed with the SEC on June 6, 2017, as such factors may be updated from time to time in the Company's periodic filings with the SEC, which are accessible on the SEC's website at [www.sec.gov](http://www.sec.gov). Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included in this release and in the Company's filings with the SEC. While forward-looking statements reflect the Company's good faith beliefs, they are not guarantees of future performance. The Company disclaims any obligation to publicly update or revise any forward-looking statement to reflect changes in underlying assumptions or factors, new information, data or methods, future events or other changes after the date of this press release, except as required by applicable law. You should not place undue reliance on any forward-looking statements, which are based only on information currently available to the Company (or to third parties making the forward-looking statements).

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