

4 May 2017

**Safestay plc**  
("Safestay", the "Company" or the "Group")

**Directorate Change**

Safestay (AIM: SSTY), the owner and operator of a new brand of contemporary hostel, is pleased to announce the appointment of Michael Hirst OBE as its' second independent Non-Executive Director of the Company and the appointment of Nuno Sacramento to the Company's current Chief Operating Officer to the Board, with immediate effect.

Michael Hirst is an experienced leader in the tourism and leisure sector. A former board member of Ladbroke Group Plc, where he held the position of Chairman and Chief Executive of Hilton International, Michael is now an advisor to several companies and industry bodies. He is currently a consultant to CB Richard Ellis Hotels, part of the leading full-service real estate services and investment organisation in the world and Non-Executive Director of CP Holdings Ltd a diversified industrial and services group, which operates hotels and thermal spas in central Europe. Michael is also Chairman of the Business Visits and Events Partnership and Deputy Chairman of the Government's Events Industry Board. Both organisations are focussed on representing and growing Britain's business events sector He is a Director of the Tourism Alliance, the umbrella organisation for leading tourism bodies in the United Kingdom. In 2004, he was appointed an OBE in the New Year Honours for his services to tourism in Britain.

Nuno Sacramento joined Safestay on 1 February 2017 as Chief Operating Officer and it was indicated at the time that he would join the Board in due course.

**Larry Lipman, Chairman of Safestay said:** "I am very pleased we have been able to attract Michael to Safestay. He is a deeply experienced operator in our sector and he joins Safestay at a time when we are well positioned to continue our expansion and development of the Safestay portfolio of modern luxury hostels. His advice and experience will be an important factor in helping the Company pursue these ambitions.

Nuno's appointment to the Board reflects the excellent contribution he has already made in the short time he has been with the Company."

*Michael Hirst (aged 73) holds or has held the following Directorships or Partnerships in the past five years:*

*Current Directorships.*

*CP Holdings Ltd*

*The Tourism Alliance Ltd*

*M B Hirst Ltd*

*Previous Directorships*

*eCOGRA Ltd*

*NR Nordic & Russia Properties plc*

*Nuno Sacramento (aged 49) holds or has held the following Directorships or Partnerships in the past five years:*

<i>Current Directorships or Partnerships</i>	<i>Previous Directorships or Partnerships</i>
-	<i>MSSW limited</i>

*Note 1: NSSW limited was placed into voluntary liquidation on March 2015.*

*There is no further information to be disclosed pursuant to Schedule Two Part (g) of the AIM Rules for Companies.*

*Neither Michael or Nuno have any shareholdings in Safestay plc.*

*Save as disclosed above there are no additional disclosures to be made in accordance with Schedule Two paragraph (g) of the AIM rules regarding Michael Hirst and Nuno Sacramento*

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## **Enquiries**

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**For more information visit: [www.safestay.com](http://www.safestay.com)**