

04 October 2017

Safestay plc

(“Safestay”, the “Company” or the “Group”)

Directorate Change

Safestay (AIM:SSSTY), the owner and operator of a new brand of contemporary hostel, announces the appointment of Sharon Segal, who will join the Board of the Company as Finance Director with effect from Monday 9 October 2017. Sharon will also be appointed as Company Secretary. Sharon has a wealth of commercial experience within European hospitality and a strong background in investment management.

Sharon is joining the Company from The One Group, where she was Director of Finance for the Nasdaq listed high-end global hospitality company that develops, manages and operates a portfolio of restaurants & turnkey Food and Beverage programs for hotels. Sharon was a founding member of, and previously Corporate Director at, The One Group. Before that she was Investment Director at BDO Investment Management/Fitzwilliam Asset Management where she was head of long only investments and lead manager of the Fitzwilliam balanced growth fund.

As previously announced, Mark Beveridge will be stepping down from the position of Finance Director and Company Secretary, now effective from the earlier date of 09 October 2017.

Commenting on her appointment, Group Chairman Larry Lipman said “I am delighted that Sharon will be joining the business as Finance Director. I believe that her knowledge of the industry as well as her strong international commercial experience will be of great benefit to the Company as we look forward to further developing the Group’s pan European portfolio of contemporary hostels”.

Sharon Natalie Segal (aged 47) holds or has held directorships and partnerships in the five years preceding her appointment at the Company as follows:

Current directorships	Previous Directorships
Homelender Finance Limited	Segals Investments Limited
Kingsgate Central Services	CA Aldwych Limited
Kingsgate Consultancy Limited	T.O.G. (Aldwych) Limited
Bonnick Court Limited	HIP Hospitality Limited
Steeple Court Stroud Limited	T.O.G. (UK) Limited
Steeple Court Cromer Limited	STK Rebel (Edinburgh) Limited
Steeple Court Ilkeston Limited	The Juice Brewery Limited
Steeple Court Hucknall Limited	Soft Brew Licensing Ltd
	T.O.G. (Milan) s.r.l

Note 1: STK Rebel (Edinburgh) Limited was placed into voluntary liquidation in March 2017.

Sharon does not 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.

Enquiries

Safestay plc +44 (0) 20 8815 1600

Larry Lipman

Canaccord Genuity Limited +44 (0) 20 7523 8000
(Nominated Adviser and Broker)

Bruce Garrow

Chris Connors

Novella +44 (0) 20 3151 7008

Tim Robertson

Toby Andrews