



05 April 2023

## Safestay plc

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

### Appointment of Non-Executive Director

Safestay (AIM: SSTY), the owner and operator of an international brand of contemporary hostels, is pleased to announce the appointment of Sarah Whiddett as Non-Executive Director, with immediate effect.

Sarah Whiddett has over 17 years’ experience in Insight, CX and Marketing. Currently, she is a Strategic Client Partner for Kantar Insights & Consulting, a leading global data, insight and consultancy agency. She leads a global matrix team of 30 people on 3 of Kantar’s largest global accounts worth over £17 million per annum. Sarah works across brand strategy, innovation, analytics, customer experience, creative and media, and was instrumental in leading the UK activation of a global marketing campaign at Kantar. She was previously Chair and Director of AURA, the UK's biggest client-side research networking and events organisation, and prior to that held numerous leadership positions at food and drinks wholesaler Bidfood. Alongside these roles, Sarah has been involved in extensive public speaking and industry engagement, judging multiple Market Research Society (MRS) awards, and being selected for the Kantar Women in Leadership program.

**Larry Lipman, Chairman of Safestay, said,** “I am delighted to welcome Sarah to the Board, who will bring valuable commercial experience to Safestay. Her work across a number of sectors as well as industry engagement is testament to her excellent skill. She is entering the business at an exciting time for the Company and we are all looking forward to working with her.”

**Sarah Whiddett, said,** “Safestay is a fantastic business, and one I am naturally interested in. I am eager to share my insights and experience from previous roles, and to start working with the Board as the Company enters a new period of growth.”

The names of all companies and partnerships of which Sarah Katie Whiddett, aged 37, has been a director or partner at any time in the previous five years are set out below:

Previous directorships or partnerships:
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AURA Insight
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Sarah holds no ordinary shares in Safestay.

Save as set out in this announcement, there are no further details to be disclosed under Rule 17 or Schedule 2(g) of the AIM Rules for Companies in respect of Sarah.

**Enquiries:**

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