

PRESS RELEASE

April 21, 2020

ROSEWOOD HOTEL GROUP LAUNCHES ROSEWOOD RAISE, A RELIEF INITIATIVE TO SUPPORT ASSOCIATES AND COMMUNITIES AFFECTED BY COVID-19

Rosewood Hotel Group today announces the launch of Rosewood Raise, a comprehensive relief initiative developed in support of the Group's associates who have been impacted by the COVID-19, as well as the communities in which the Group operates. Rooted on the foundation of Relationship Hospitality, a belief that true hospitality springs from the nurturing and building of strong and lasting relationships with associates, guests, partners and communities, Rosewood Hotel Group has always recognized and revered the power of people in creating the exceptional experiences that drive the industry. Developed in dedication to these very individuals that have demonstrated an unwavering commitment to the Group's hotels and destinations, Rosewood Raise supports an associate relief fund and community-focused efforts, including donated hotel rooms and meal preparation and supplies for essential workers.

Rosewood Raise Associate Relief Fund

Managed by the Emergency Assistance Foundation, Inc., a 501c(3) charity created to design and operate multiple employer-sponsored disaster relief and employee hardship funds, the Rosewood Raise Relief Fund aims to assist staff in corporate offices and managed hotels across its three brands – Rosewood Hotels & Resorts®, New World Hotels & Resorts™, KHOS™. The fund will support associates whose jobs were amongst the first and most affected by the COVID-19 pandemic, prioritizing those facing financial difficulties due to health-related needs, as well as local communities that have been especially affected by the pandemic. Upon the containment of the current crisis, the relief fund will continue to support the Group's associates against future adversities and hardships.

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In its first two weeks since formation, the fund has received initial pledges of close to USD \$2 million from Rosewood Hotel Group's corporate executives and associates, including salary contributions and a commitment from the company to match all employees cash contributions to the fund. To learn more about the Rosewood Raise relief fund and to contribute, please visit www.rosewoodraise.com.

Rosewood Raise Community Efforts

On the property level, several of the Group's hotels and resorts are supporting the local communities in which they operate, engaging in Rosewood Raise efforts across the globe. Among the first properties in the portfolio to be affected by COVID-19, New World Hotels & Resorts' hotels in Wuhan and Guiyang saluted their cities' medical workers by providing complimentary accommodations. Across the ultra-luxury Rosewood Hotels & Resorts brand, many properties throughout Asia Pacific, Europe and North America are supplying necessities and meals to medical associates, first responders and area hospitals, as well as to local organizations and charities aimed at assisting families and individuals in need. Both Rosewood Bangkok (Bangkok, Thailand) and Rosewood Miramar Beach (Montecito, USA) have created *Rosewood on the Move* food delivery services to offer complimentary comfort meals to frontline workers in the hotels' respective regions. Rosewood Miramar Beach, specifically, has already served over 1,500 meals to essential personnel throughout Santa Barbara, CA, ranging from police officers and fire fighters to waste handlers and grocery store attendants. Additional properties preparing meals for key workers at their local hospitals include Rosewood London (London, UK), Rosewood Hong Kong (Hong Kong, SAR), and Rosewood Abu Dhabi (Abu Dhabi, UAE).

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“I have always believed that people are the beating heart of the hospitality industry,” said Sonia Cheng, chief executive officer of Rosewood Hotel Group. “Through Rosewood Raise, we wish to stand in solidarity and with gratitude for our associates, and in support of the local communities that are so deeply affected by the COVID-19 pandemic. Our hope is that through this initiative we can provide assistance to our associates and communities who are facing serious hardship and let them know their Rosewood family is here to support them through this unprecedented time.”

Through the launch of Rosewood Raise, Rosewood Hotel Group is committed to continuing to identify and execute future opportunities to support its associates and the global community through multi-layered fundraising activities and community service projects in the years ahead.

About Rosewood Hotel Group

Rosewood Hotel Group, one of the world’s leading hotel companies, encompasses three brands: ultra-luxury Rosewood Hotels & Resorts® in North America, Caribbean/Atlantic, Europe, the Middle East and Asia; upper-upscale New World Hotels & Resorts™ in China and Southeast Asia; and KHOS™, a dynamic global business lifestyle hotel brand. Its combined portfolio consists of more than 44 hotels in 19 countries. For more information, please visit rosewoodhotelgroup.com.

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About Emergency Assistance Foundation:

The Emergency Assistance Foundation (EAF) is a 501(c)(3) tax-exempt, public, non-profit organization designed to administer inclusive employee disaster relief and hardship funds. Employee Relief Funds are the fastest way to get financial assistance to employees impacted by COVID-19.

EAF's low-cost model and strategically curated systems allow employers to quickly provide financial assistance to domestic and international applicants during times of crisis while remaining compliant with GDPR and IRS regulations. In times of Presidentially Declared Disasters, EAF's unique Immediate Response Program awards grants to applicants in need within a few days of verification. Employee Relief Funds also offer the opportunity for employees to make tax-deductible donations to assist their coworkers in need.

Currently, EAF administers more than 200 funds serving over eight million employees around the globe. For more information, visit www.emergencyassistancefdn.org.

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