

Q&A with Jolyon Bulley CEO, Americas

Q: Could you provide an overview of your career background and your experience as CEO, Americas?

I love this industry. I've been a hotelier my entire career, and there is a special place in my heart for hotel operations. I want to make sure that we deliver on each of our brands' promises to the hundreds of thousands of guests who stay in an IHG hotel each night.

I am humbled to be leading this region and am excited about the growth potential we have. I have worked in various markets across Southeast Asia, Greater China, and the UK, so my career has taken me all over the world. Previously, I was the Chief Operating Officer for the Americas from 2014 to 2017, so being back in the region has felt like a homecoming.

Q: What are your top priorities for driving growth in the Americas region in 2024?

As we start 2024, we have a lot of positive momentum and are well-positioned for success.

We are obsessed with creating great guest experiences and delivering on our brand promises across all segments through our industry-leading IHG One Rewards loyalty program. We also must ensure we have the right tools and resources in place to help our hotel teams and B2B customers be successful.

We have made great strides in Luxury & Lifestyle over the past few years. IHG is now one of the world's biggest players in Luxury & Lifestyle. We have a strong portfolio of L&L brands that spans more than 800 hotels open and, in the pipeline, globally.

We've had many exciting signings and openings announced in the last few years: Six Senses Napa Valley, InterContinental Bellevue (Washington), and Kimpton Grand Roatán. The Regent Hong Kong, which opened last year, is stunning and will set a new standard for luxury in hospitality. Later this year, we will celebrate the opening of the Regent Santa Monica, which will be a marquee property for this brand.

Delivering on brand growth, creating great customer and guest experiences, and leading operational and commercial performance – all while operating responsibly for our people, communities and planet – is no small task.

Q: How do you view the strategic alliance with Iberostar Beachfront Resorts, and what opportunities do you believe it presents for IHG?

Our strategic alliance with Iberostar Beachfront Resorts is a good example of how we are always looking for ways to give IHG One Rewards members more of what they want. We are thrilled to be working with a well-respected and like-

minded partner in Iberostar Beachfront Resorts.

We've made several strides since announcing the partnership in late 2022. IHG One Rewards members can now earn and redeem their hard-earned points at more than 40 Iberostar Beachfront Resorts locations around the world.

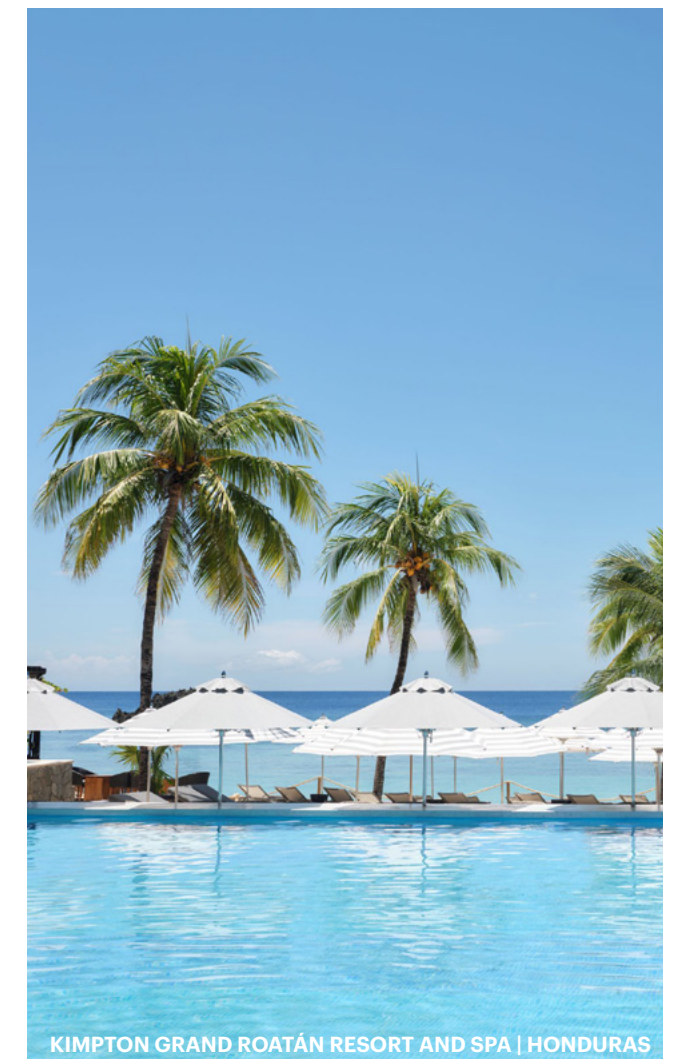
The addition of Iberostar Beachfront Resorts to our portfolio of brands provides IHG One Rewards members with even more options to create great memories at incredible resort destinations.

JOLYON BULLEY

CEO, Americas



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