



PRESS RELEASE



ALILA HOTELS AND RESORTS ANNOUNCES STRATEGIC ALLIANCE WITH COMMUNE HOTELS AND RESORTS

Singapore-based Alila Hotels & Resorts, announces a new partnership with San-Francisco based Commune Hotels & Resorts, to create a global, lifestyle hotel management company.



This alliance is the result of Geolo Capital, the private equity firm that owns Commune, acquiring an interest in Alila, a leading Asian lifestyle hotel company. It will allow Alila and Commune to leverage their combined strengths and collective expertise across their respective stronghold markets. Both companies will benefit and gain access to each other's brands, sales, marketing, and revenue management channels to gain wider exposure and distribution internationally.

"Alila Hotels & Resorts is an attractive investment opportunity because of its strong reputation in Asia and a natural partner given Geolo Capital's history of financial investment and partnership in Mandara Spa with Mark Edleson, president and founder of Alila," said John Pritzker, chairman of Commune Hotels & Resorts and founding partner of Geolo Capital. "Our intent is to cross-promote Commune and Alila to both domestic and international travellers and to enhance each company's global presence."

"We believe this partnership will be a major milestone in achieving the global ambitions of the original Alila partners. Together we will be a much stronger global player," said Mr. Edleson.

Alila and Commune share a commitment to a purpose-driven ethos, desirable destinations and immersive, inspiring experiences rooted in each hotel's location.

Frederic Flageat-Simon, CEO of Alila, and its Singapore-based executive team manage the Alila portfolio, which comprises two distinct brands, Alila Villas and Alila, represented by ten

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properties across three countries in Asia. Alila, derived from Sanskrit and meaning “surprise,” is characterized by innovative design, a strong commitment to responsible tourism and a new level of guest experience focused on building unique emotional moments between the guest, the hotel, and the destination. Alila has a current pipeline of 15 hotels developing across Asia.

“Our partnership with Commune gives Alila exposure in North America and allows for synergies between our sales, marketing and revenue management channels, which will benefit both hotel portfolios,” said Frederic Flageat-Simon, CEO of Alila. “We’re working closely and strategically together to explore mutually-beneficial business opportunities as well as joint marketing, sales and promotion activities.”

As a multi-brand hotel management company, Commune offers a leading portfolio of boutique hotel brands that cater to different lifestyles and demographics, each designed to inspire the human spirit through personalized interactions, creative interior design and locally connected experiences. Commune’s 36 experience-oriented properties comprise Joie de Vivre Hotels, Thompson Hotels and tommie brands with another 15 developments in its pipeline.

“This partnership will further Commune’s mission to build a global multi-brand platform that offers travellers a diversified collection of experience-driven boutique and lifestyle hotels,” said Niki Leondakis, CEO of Commune. “We look forward to successfully building the awareness of both the brands represented by Commune and Alila beyond North America, Europe and into Asia.”

About Geolo Capital

San Francisco-based Geolo Capital is the private equity investment arm of the John A. Pritzker family, continuing a four generation unmatched record of creating, investing in and building a diversified portfolio of consumer-focused companies. The Geolo Capital team has a long history of investing in branded consumer companies. From its legacy involvement helping to grow Ticketmaster, to founding Mandara Spa, to the company’s recent investment in Carmel Valley Ranch, Geolo Capital’s mission is to cultivate enduring, world-class brands in four core industries – hospitality, entertainment, health and wellness, and consumer products. Geolo combines operational expertise, strategic vision, and highly targeted capital to create long-term value for the companies in which it invests. For more information, please visit www.geolo.com.

About Commune Hotels & Resorts

Formed in October 2011, Commune Hotels & Resorts is an international, multi-brand lifestyle hotel management company which manages and operates Thompson Hotels, a luxury lifestyle brand; Joie de Vivre Hotels, a collection of independently branded boutique hotels; and tommie, a new,

youthfully-minded brand launching in 2015. The San Francisco-based company manages more than 40 hotels and resorts across the U.S., Canada, and Europe, and is expanding its portfolio while establishing a presence in Mexico. For more information, please visit www.communehotels.com.

About Alila Hotels & Resorts

ALILA LIFESTYLE COLLECTION

Alila Hotels and Resorts offer stylish, relaxing environments with surprisingly different lifestyle concepts and guest experiences that are continuously redefined by the latest developments in design and living. The Alila Experience is centered on building unique "emotional moments" between the guest, the hotel and destination. The name Alila is derived from Sanskrit meaning 'surprise.'

ALILA VILLAS CRAFTED LUXURY

Alila Villas represent Alila's new generation of ultra-luxurious yet sustainable developments in some of the most spectacular locations, set apart by an unprecedented level of private space, design and architecture, personalized hospitality and destination experiences. Designed by award-winning teams of architects, interior designers and artisans, an Alila Villas project is the only brand that is designed, built and operated to EarthCheck standards - integrating the natural, physical and cultural elements of its environment. Currently, Alila is continuing to develop exciting new hotels and resorts in China, India, Indochina and Oman.

FOR MORE INFORMATION VISIT:

More information on Alila hotels
www.alilahotels.com