

Horwath HTL Launches New Practice In the UK

London, July 15th 2021

Horwath HTL, the world's largest and most experienced hospitality consulting brand, announced the opening of a new practice in the United Kingdom headed by industry veteran Malcolm Kerr. Malcolm is supported by a team of professionals principally out of Crowe UK's new headquarters at 55 Ludgate Hill in London.

Horwath HTL UK is part of Crowe UK, a leading audit, tax, advisory and risk firm with offices across six locations in the UK and an independent member of Crowe Global, one of the top 10 accounting networks in the world.

Malcolm Kerr is a well-known figure in hospitality and real estate, having previously worked for global giants Starwood Hotels & Resorts, Mövenpick hotels as well as having a successful business in Asia for many years. Malcolm and his team will work across all aspects of HTL consulting including planning and development, hotel asset management, management and brand contract negotiation, transactional advisory services and tourism.

Malcolm Kerr said "At a critical juncture for the industry, it feels like the right time to open a business that will help navigate these difficult times. The combination of our expertise, in partnership with the complementary services of the Crowe UK team, provide an incredible platform for our clients."

Nigel Bostock, Chief Executive of Crowe UK said, "Real Estate is a key area of our business, so taking the Horwath HTL brand, for so long synonymous with hospitality the UK, adds a significant dimension for us. Malcolm and his team are well placed to offer insight and value to our clients, further strengthening our market-leading services."

James Chappell, Global Business Director of Horwath HTL said "We are absolutely delighted to welcome Malcolm Kerr, Nigel Bostock, Peter Varley and their team to Horwath HTL. In many ways Horwath HTL started in the UK with Crowe, so it feels right that they are the ones to bring the business forward."

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Notes to Editors

About Horwath HTL

Horwath HTL (Hotels Tourism and Leisure) is the world's largest and most experienced Hotel, tourism and leisure-consulting brand, with 52 offices in 39 countries. Horwath HTL provides unequalled expertise for clients around the world, always providing the highest level of service to our clients.

Over the last 25 years, Horwath HTL has gained extensive market knowledge through involvement in thousands of projects.

Horwath HTL is a member of Crowe Global, a professional association of accounting and management consulting firms founded in New York in 1915. Crowe Global is currently ranked among the top ten international professional service groups with offices in close to 586 cities in 108 countries.

If you have any questions, please contact James Chappell, Global Business Director at jchappell@horwathhtl.com

About Crowe UK

Crowe UK is a leading audit, tax, advisory and risk firm with a national presence to complement our international reach. We are an independent member of Crowe Global, one of the top 10 accounting networks in the world. With exceptional knowledge of the business environment, our professionals share one commitment, to deliver excellence.

We are trusted by thousands of clients for our specialist advice, our ability to make smart decisions and our readiness to provide lasting value. Our broad technical expertise and deep market knowledge means we are well placed to offer insight and pragmatic advice to businesses of all sizes, professional practices, non profit organisations, pension funds and private clients.

We work with our clients to build something valuable, substantial and enduring. Our aim is to become trusted advisors to all the organisations and individuals with whom we work. Close working relationships are at the heart of our effective service delivery.

If you have any questions, please contact Angela Pitsillides, National Head of Marketing & Communications on Angela.Pitsillides@crowe.co.uk

About the Horwath HTL UK Team

Malcolm Kerr

Managing Director

A veteran hospitality professional who, over three decades, has provided planning and development support for numerous hotel and tourism stakeholders in the UK and worldwide – creating and executing strategies to enhance business profit and value.

Prior to joining Horwath HTL and Crowe UK LLP Malcolm held senior regional development roles with Meridien, Starwood and Mövenpick Hotels and Resorts, and owned and operated his own advisory practise.

Andrew Reitmaier

Director

An experienced UK based real estate and hospitality professional with over 20 years working across the EMEA region for both owning and operating companies in senior investment, development and advisory roles.

He has held various positions at BDO and Arthur Andersen's corporate finance and real estate and hospitality practices in the Middle East and Europe. He subsequently moved into senior corporate roles as Chief

Development Officer for Steigenberger Hotels AG and VP Development at Mövenpick Hotels & Resorts and M.A Kharafi Group.

Marjolein Delhaye

Associate

As an integral member of the Horwath HTL team in London, Marjolein Delhaye is responsible for leading the financial and market research activities across all hotel asset classes.

Prior to her role with Horwath HTL, Marjolein was engaged as a financial consultant with a reputable wealth management practice, where she was involved in a wide range of research, investment and asset management activities across European investment vehicles. She has also extensive hospitality experience, having undertaken advisory and general management roles for a number of hotel-owning companies in and around the United Kingdom.