

HBX Group Announces Group Structure Evolution and Update to its Management Team

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London, 14 October 2025 – HBX Group International plc ("HBX Group" or the "Group"), today announces changes to the Group structure to better align with the demand of a rapidly evolving market, enhance agility, deepen customer-centricity, and improve delivery.

The new Group structure comprises five dedicated verticals: **Sourcing, Distribution, Fintech, Mobility & Experiences and Hoteltech**. The verticals will be based on deep domain knowledge, empowered to drive results and accountable for end-to-end delivery and customer success. Each vertical will be supported by dedicated functional expertise in tech & data, operations, marketing and pricing to deliver improved outcomes with focus and pace.

The new structure will be underpinned by accelerated adoption of Artificial Intelligence (AI) and automation, enabling faster execution, improved scalability and profitability with overall enhanced value creation.

Senior Management Team Update

To support this evolution, the Group is also making some changes to its Senior Management Team:

- **David Amsellem**, Chief Distribution Officer, will join the Senior Management Team to lead **Distribution** of accommodation service and products, expanding his remit to include wholesale as well as retail distribution partners. David has a strong track record of innovation and technology as CEO and co-founder of *The Luxurist*, the Group's AI-led luxury travel ecosystem launched earlier this year.
- **Xabi Zabala**, Chief Sourcing and Operations Officer, will lead **Sourcing**. He will also continue to lead the Operations function, which under his leadership has achieved significant efficiency and quality gains including the implementation of Artificial Intelligence solutions.
- **Daniel Nordholm**, Chief Information Officer, will oversee Product, Tech & Data in addition to continuing to lead **Fintech**. Daniel has deep expertise in technology and product innovation having previously held Chief Technology Officer and Chief Product Officer roles at other companies.
- **Stephanie Fougou** joins the Senior Management Team as General Counsel having joined HBX Group earlier this year.
- **Paula Felstead**, Chief Information Officer, has decided to step down to explore new opportunities outside of the Group.

- **Carlos Muñoz**, Chief Commercial Officer, will step down from his executive role. Carlos will leverage his extensive industry experience to assist the Board initially as a Senior Advisor and subsequently the Board will recommend his appointment as Director at the next AGM, in February 2026.

Full biographies for all the members of the Senior Management Team are published on the Group website.

Nicolas Huss, Chief Executive Officer, said: *“HBX Group has strong foundations of scale, proprietary technology and data, and long-standing relationships across the travel ecosystem. By adopting an organisational model structured on delivery and embedding artificial intelligence more deeply into our operations, we are strengthening our execution, creating a more customer-focused business that will be even more efficient, profitable and agile.*

I'd like to welcome Stephanie Fougou and David Amsellem to the Senior Management Team and give my personal thanks to Carlos Muñoz and Paula Felstead for their strong contribution and dedicated leadership.

The organisational changes announced today position us to deliver sustainable growth across our ecosystem.”

FY25 Results update

HBX Group full year 2025 financial results will be released on 26 November. We expect to report results within the guidance ranges provided at our update in July.

The presentation on 26 November will include further details on the new operating model announced today and the delivery of the Group's strategy for growth.

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More information:

www.hbxgroup.com

Investor Relations Contact

Isabel Green – Investor Relations Director

igreen@hbxgroup.com

M. +44 7826 910691

Media Contact

Brunswick Group

hbz@brunswickgroup.com

Blanca Zayas - Head of Corporate Communications

bzayas@hbxgroup.com

M. +34 670 28 46 56

About HBX Group

HBX Group is a leading global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback, among other brands. We offer a network of interconnected travel tech products and services to partners such as Online Marketplaces, Tour Operators, Travel Advisers, Airlines and Loyalty Programmes, destinations and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3600 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

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