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Reach4Entertainment Enterprises PLC  
12 April 2018

*Prior to publication, certain information contained within this announcement was deemed to constitute inside information for the purposes of Article 7 of EU Regulation 596/2014 (MAR). Upon publication of this announcement, this information is now considered to be in the public domain.*

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**Reach4entertainment enterprises plc**  
(‘r4e’ or the ‘Company’)

**Appointment of Deputy Chairman**

r4e, the transatlantic media and entertainment marketing company, is pleased to announce the appointment of Sir David Michels as Deputy Chairman of the Company, with immediate effect.

Sir David is a well-known leading British businessman. He has extensive experience in the hospitality industry as a former Chief Executive of Hilton Group plc and was knighted for his services to the hotel and catering industry in 2006. Prior to joining Hilton he was Group Chief Executive of Stakis plc for 10 years following 20 years in the hotel and gaming industry. Sir David was formerly President of the British Hospitality Association, Deputy Chairman of Marks & Spencer plc, easyJet plc and British Land plc, and a non-executive director of various other British and overseas companies.

Sir David is currently Chairman of Miroma Holdings Limited – a company founded and led by Marc Boyan.

Sir David currently holds 6,666,668 ordinary shares in r4e, equivalent to 0.66% of the Company’s total issued ordinary share capital.

**Lord Grade, Chairman of r4e**, said: “Sir David’s experience and business acumen will be a significant addition to the r4e Board and his appointment is a good indication of the ambition we have for this business. The Board is delighted he has agreed to join r4e, and is looking forward to working with him.”

**Sir David Michels** commented: “r4e’s subsidiaries have long held positions as leaders in theatre marketing in both London and New York underpinned by talented industry practitioners. With the recent management changes that have taken place at r4e, the company now has the potential to use its platform to great effect. I look forward to helping make that happen.”

**Regulatory disclosures**

David Michael Charles Michels, aged 71, is, or has during the last five years been, a director or partner of the following companies and partnerships:

*Current directorships/partnerships*

- Lea Marston Hotel and Leisure Complex Limited
- Michels and Taylor (London) Limited
- Michels Ventures 1 Limited
- Michels Ventures 2 Limited
- Michels Ventures 3 Limited
- Michels Ventures 4 Limited
- Michels Ventures 5 Limited
- Miroma Holdings Limited
- MyCo UK 2013 Limited
- RSM Leisure Limited
- The Abbey Hotel Golf & Country Club Limited

*Former directorships/partnerships within last five years*

- Burlywood Capital LLP
- Burlywood Capital (Investments) LLP
- Geller LLC
- Jumeirah International LLC
- London & Capital Asset Management Limited
- Michels & Taylor Maple LLP
- MyCo UK 2006 Limited
- Strategic Hotels and Resorts, Inc.
- Vision Asset Management Co Limited
- 17 Clarges Street RTM Company Limited

Albindene Limited, a company of which Sir David Michels was a director, appointed an administrative receiver on 14 December 1988. The company was dissolved by way of voluntary strike-off in July 1999.

Paramount Restaurants Limited, a company of which Sir David Michels was a director, entered administration on 23 November 2011 and was dissolved in February 2014.

**Enquiries:**

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