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FOR IMMEDIATE RELEASE

**A New Expression of Alpine Living: PCPD and Hyatt Unveil ONE
HANAZONO VILLAS in Niseko, Japan**

HONG KONG/ TOKYO/ CHICAGO (September 1, 2026) – Set in the heart of Niseko, Japan’s renowned ski destination, within the celebrated Hanazono landscape, Pacific Century Premium Developments Limited (“PCPD,” SEHK: 00432) and Hyatt Hotels Corporation (NYSE: H) today announced ONE HANAZONO VILLAS, a curated collection of 13 private residences that will become the first Park Hyatt-branded villas in Japan. Bringing together the architectural vision of Kengo Kuma, interiors by André Fu and service by the Park Hyatt Niseko Hanazono team, the development introduces a new expression of refined alpine living shaped by privacy, design and effortless immersion in the natural landscape.

Positioned across an elevated site, each grand scale villa offers generous living spaces crafted for refined indulgence across every season. Owners will have exclusive access to a private clubhouse* offering ski-in, ski-out connectivity to the slopes and dedicated lounge for après-ski relaxation and gathering. Managed and serviced by the Park Hyatt Niseko Hanazono team, the residences will combine the independence of private ownership with personalized service and management expertise upheld by the Park Hyatt brand.

Spanning approximately 700 to 1,000 square meters (7,500 to 10,400 square feet), each individually separated villa features four to six ensuite bedrooms, expansive living and dining space designed for refined comfort for year-round residence. Most villas enjoy panoramic views of the iconic Mount Yotei, offering breathtaking scenery across all four seasons. Two exquisitely furnished show villas are scheduled for completion this winter.

“PCPD is committed to creating high-quality, visionary developments that combine luxury with sustainable excellence,” said Mr. Benjamin Lam, PCPD’s Deputy Chairman and Group Managing Director. “Inspired by the warm reception of Park Hyatt Niseko Hanazono and its residences, which launched and opened in 2020, we are delighted to deepen our longstanding relationship with Hyatt through ONE HANAZONO VILLAS, to be crafted as works of art to be cherished and passed down through generations.”

Mr. Benjamin Lam added, “This milestone marks a step forward in our vision for Niseko, Japan. It also underscores our shared commitment to thoughtful design and refined residential living, while reinforcing Hanazono’s position as the premier alpine destination in Asia. With the distinction of ski-in, ski-out access, a rarity not only in Niseko but also globally, ONE HANAZONO VILLAS represents an offering of exceptional exclusivity.”

“We are pleased to collaborate with PCPD on ONE HANAZONO VILLAS as an extension of our Park Hyatt residences portfolio, built on a strong alignment of vision and expertise,” said Stephen Ho, President - Greater China and Growth, Asia Pacific, Hyatt. “We continue to see strong demand from discerning buyers for residential offerings that bring together outstanding design, personalized service and a greater sense of space and discretion. ONE HANAZONO VILLAS reflects that vision through a limited collection of individually separated residences supported by the expertise associated with the Park Hyatt brand.”

“ONE HANAZONO VILLAS represents a meaningful expansion of Hyatt’s residential portfolio,” said Tina Necrason, Global Head of Branded Residential, Hyatt. “With only 13 individually separated villas in one of the world’s most celebrated alpine destinations, the development brings together distinctive design, personalized service and the freedom of private residential living. We are grateful to PCPD and the Park Hyatt Niseko Hanazono team for bringing this vision to life.”

Contemporary sophistication will meet panoramic views of Mount Yotei at the villas, which will feature private driveways and a secluded garden sanctuary, all nestled in the lush surroundings. Family memories and curated experiences await for those privileged few who will call this home.

PCPD has played a central role in the long-term evolution of Niseko as a world-class ski destination, anchored by its development of premium hospitality, residential and resort infrastructure in Hanazono. Its portfolio in Hanazono and Weiss spans more than 2.7 million square meters (29 million square feet), reflecting a continues commitment to thoughtfully planned destinations and integrated communities.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

Photos:



ONE HANAZONO VILLAS will be the first Park Hyatt branded villas in Japan, featuring a limited collection of 13 villas set within the Hanazono heartland of Niseko, Hokkaido. The development will bring together architect Kengo Kuma and interior architect André Fu.



Accessible to villa owners only, the clubhouse* provides ski-in, ski-out connectivity to the slopes and an elevated après-ski setting. Managed by Park Hyatt Niseko Hanazono, the clubhouse* offers ski lockers and dedicated valets to ensure ski gear is handled with the utmost care. Throughout the day, clubhouse* lounge offers light meals and refreshments.



In the seamless fusion of architectural design and natural surroundings, each villa perches upon an elevated outdoor deck, boasting expansive front and rear gardens. The private garage offers convenience and security for residents.



Generous living and dining spaces feature high ceilings and expansive glazing, with most villas offering panoramic views of Mount Yotei[#].



L-shaped outdoor oasis, prefer for apres-ski drinks by open fire pits as day gentle turns to night[#].

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About PCPD

Pacific Century Premium Developments Limited (“PCPD” or the “Group”, SEHK: 00432) is principally engaged in the development and management of premium-grade property and infrastructure projects as well as premium-grade property investments. PCCW Limited (“PCCW”, SEHK: 00008) is the single largest shareholder of the Group.

About Park Hyatt

Park Hyatt’s legacy spans over 45 years of being the luxury choice for discerning global travelers, offering refined and exceptional accommodations in the world’s most desirable cities and resort destinations. Each property is thoughtfully designed to deliver residentially inspired elegance through architecture, housed world-class art, and curated immersive culinary experiences—all complemented by an intuitively personalized level of service. Guests enjoy carefully appointed rooms, acclaimed design, and signature restaurants led by award-winning chefs—creating experiences as personal as they are memorable. For more information, visit parkhyatt.com. Follow @ParkHyatt on Facebook and Instagram, and tag your moments with #LuxuryIsPersonal.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83

countries across six continents. The Company's offering includes brands in the Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX®, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid® Hotels & Resorts, Bahia Principe Hotels & Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Unscripted by Hyatt, Hyatt Place®, Hyatt House®, Hyatt Studios®, Hyatt Select, and UrCove. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

Disclaimers

*The clubhouse may not be completed at the time of villa handover, some of these services may not be immediately available. Please contact a staff member for details regarding usage conditions and fees.

#The rendering and description are applicable to certain villas only and may not represent all villas. The rendering is produced based on building plans in design and planning stage, it may be different from the completed villa and is subject to change without prior notice.

Forward-Looking Statements

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by the use of words such as “may,” “could,” “expect,” “intend,” “plan,” “seek,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” “likely,” “will,” “would” and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of PCPD or Hyatt’s control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.