

Attractive mobility: SIXT and H Rewards launch partnership

Members of H Rewards profit from points and status benefits as well as partners' joint promotions.

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The international mobility provider SIXT and Deutsche Hospitality's reservation platform and loyalty program, H Rewards, are revving up in tandem: As of now, SIXT has preferred partner status. This means that H Rewards members can tally up points both at the hotels as well as for rentals with SIXT. Status benefits at SIXT and joint point promotion campaigns round out the collaboration.

"I am very pleased that the partnership between H Rewards and SIXT is joining two giants in their respective industries. This collaboration is strategically important for us: it boosts the attractiveness of our bonus program and gives us additional traction as we reap the growth potential of H Rewards. What is more: there is concrete added value for our members, who benefit from our collaboration thanks to points and status rewards, in our hotels and on the road," says Oliver Bonke, Chief Executive Officer at Deutsche Hospitality.

Regine Sixt, Executive Vice President International Marketing at SIXT: "With this new partnership, SIXT and Deutsche Hospitality are expanding their already successful cooperation even further. I am very pleased that we can offer all H Rewards members an attractive partner promotion worldwide just in time for the best travel season. This way, they will not only benefit from our first-class SIXT premium fleet, which also includes more and more electric vehicles for sustainable travel, as well as our excellent service, but also from attractive discounts and point promotion campaigns."

For every car rental with SIXT – worldwide – H Rewards members receive 1,000 points, regardless of the reservation channel they opt for. Depending on their status with H Rewards, they also benefit from discounts as well as other advantages at SIXT, as SIXT matches their status by conferring them the same status in its own loyalty program. For example: H Rewards' Prestige and Gold members receive the equivalent at SIXT – a SIXT Gold Card – after a brief registration, thus entitling them to a discount of up to ten percent at SIXT Rent a Car as well as preferential treatment if the call is made up to 48 hours before making their reservation.

H Rewards members are also offered numerous point promotion deals - and this right off the bat with the start-up of the partnership: members are to receive double points for reservations and renting a car at SIXT until August 31, 2023, and triple points when they rent electric and hybrid vehicles. In addition, all H Rewards members who rent a car at SIXT that is eligible for points during the promotion period will be included in a prize draw. For the winner: two nights at Steigenberger Icon Parkhotel Düsseldorf, located directly on the famed Königsallee, with a rental

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car from SIXT and a suitcase set from Travelite on top. Details on the current point promotion campaign can be found here: www.sixt.com/hrewards-promo

Hotels under the brands of Steigenberger Icons, Steigenberger Hotels & Resorts, Maxx by Deutsche Hospitality, Jaz in the City, IntercityHotel and Zleep Hotels can be reserved through H Rewards. Deutsche Hospitality is present in Europe, Asia and Africa, while SIXT has operations in over 100 countries spanning the globe.

Information on the SIXT and H Rewards' Preferred Partnership is available here: www.sixt.de/hrewards and www.hrewards.com/en/partners/sixt.



Regine Sixt, Executive Vice President International Marketing at SIXT, and Oliver Bonke, Chief Executive Officer at Deutsche Hospitality © Steigenberger Hotels GmbH



Campaign photo for the cooperation between SIXT and H Rewards © Sixt SE

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About Deutsche Hospitality

Setting standards since more than 90 years: **Deutsche Hospitality** delivers outstanding hospitality in over 130 hotels in Europe, Asia and Africa. Eight distinctive brands, ranging from economy to luxury are unified under **H Rewards**, both seamless booking platform and loyalty program for more than 200 million loyalty members internationally. Deutsche Hospitality is part of Asian-based H World, one of the biggest and fastest-growing hotel groups in the world with a focus on digitization, technology and innovation. Visit deutschehospitality.com for more information.

About SIXT

Sixt SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products SIXT rent, SIXT share, SIXT ride and SIXT+ on the mobility platform ONE the company offers a uniquely integrated premium mobility service across the fields of vehicle and commercial vehicle rental, car sharing, ride hailing and car subscriptions. The products can be booked through the SIXT app, which also integrates the services of its renowned mobility partners. SIXT has a presence in more than 100 countries around the globe. The company stands for consistent customer orientation, a lived culture of innovation with strong technological competence, a high proportion of premium vehicles in the fleet and an attractive price-performance ratio. In 2022 Sixt Group achieved a record consolidated pre-tax earnings of EUR 550 million and a significant increase in consolidated revenues to EUR 3.07 billion. Sixt SE has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334). <https://about.sixt.com>

Press contact Deutsche Hospitality:

Deutsche Hospitality | Lyoner Straße 25 | 60528 Frankfurt am Main | Germany

Eva Reinecke, Senior Manager Corporate Communications

E: eva.reinecke@deutschehospitality.com | T: +49 69 66564-427

www.deutschehospitality.com/en

Press contact SIXT:

Sixt SE

Kathrin Greven

SIXT Central Press Office

E: pressrelations@sixt.com | T: +49 (0)89 74444 6700