



PRESS RELEASE
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MILESTONE SIGNING FOR ENNISMORE TO BRING THE HOXTON TO SCANDINAVIA FOR THE FIRST TIME

The Hoxton, Oslo will see the first international lifestyle brand enter the Norwegian hospitality landscape.



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Ennismore, the fastest-growing lifestyle and leisure hospitality company, together with **AB Invest** and **Møller Eiendom**, is proud to announce the signing of The Hoxton, Oslo—the brand's first hotel in the Nordic region. Set to open in 2027, the milestone signing also marks Ennismore's first property in Norway and the first international lifestyle brand to enter the Norwegian hospitality scene.

The Hoxton, Oslo will bring the brand's signature layered aesthetic to the Norwegian capital, courtesy of Ennismore's in-house interior design studio AIME Studios. Like a good neighbour with an open house, guests will be greeted with a homely, open-planned lobby space upon entering the hotel, perfect for lounging with friends, working through the day, or grabbing a bite to eat. Always inspired by the diversity and originality of the streets and scenes that surround its hotels, The Hoxton, Oslo, will feature 144 rooms; The Apartment, a 170sqm



meetings and events space set around an open pantry kitchen; and three unique food & beverage outlets including an all-day dining destination, a restaurant and a cocktail bar, all expertly curated by Ennismore's F&B concept studio, Carte Blanche.

Situated by Oslo's government quarter, The Hoxton is at the heart of a new project to revitalise the city centre. A key intersection between the east and west of the city, expansion to The Government Park will connect the city, turning the area into a solid, green, and car-free neighbourhood—a space where visitors and residents alike can embrace nature. Across the street, Møller Eiendom is revitalising the historic public library building into Deich, House of Photography, a cultural hub with museum, restaurants, and bars - due to open in 2027.

The Hoxton will be a block from Oslo's main street, Karl Johans gate, and a five-minute walk to Oslo's bustling restaurant and nightlife area. Further afield, guests can head towards the fjord, where they can cool off in the water or enjoy the beautiful architecture along the harbour promenade, including the iconic MUNCH museum, the Oslo Opera House and the acclaimed new National Museum. Walk the 10-kilometre stretch of the Oslo harbour uninterrupted, taking in world-class architecture, culture, and food along this way.

Sharan Pasricha, Founder & Co-CEO of Ennismore, said, *"We are thrilled to be the first international lifestyle hospitality brand in Oslo. The Hoxton takes pride in being located in vibrant, up-and-coming neighbourhoods, and we are honoured to partner with AB Invest and Møller Eiendom to welcome locals and guests to Oslo's revitalised government district."*

Anders Buchardt from AB Invest, said, *"In recent years, we've witnessed a shift among Norwegians, as they bring home the hotel habits acquired during their travels abroad. They are looking for great food, a unique atmosphere, and a memorable experience. As the Norwegian hotel market evolves, we eagerly embraced the opportunity to introduce Hoxton to Norway. We firmly believe that this trend will further enhance Oslo's appeal as a premier hotel destination, catering both international guests and locals."*

Andreas Jul Røsjø CEO from Møller Eiendom, said, *"The Hoxton has built an international brand of lifestyle neighborhood hotel, and that is precisely what we need when revitalizing the Hammersborg neighbourhood. The hotel will be a place to hang out for both locals popping in for a drink after work and for guests staying at the hotel or in the surrounding area."*



The Hoxton, Oslo—managed by Ennismore—is a joint venture between AB Invest, a privately owned property company that develops commercial properties in the Nordics, with a focus on hotels, offices, and holiday properties, and Møller Eiendom, an owner, manager, and property developer who emphasises forward-looking buildings and good urban spaces.

The Hoxton is a series of open-house hotels rooted in culture and community, located in key cities across the UK, Europe and North America. Each hotel is a reflection and extension of its neighbourhood, inspired by the diversity and originality of the streets that surround it. Vibrant, welcoming public spaces and exciting dining concepts mean every Hoxton is as much a destination for the local community as it is for guests. Today, The Hoxton operates 16 hotels, including recent openings in Vienna (Austria), Charlottenburg (Berlin), Brussels (Belgium), and Amsterdam (The Netherlands), and it has seven more hotels in the pipeline, including Edinburgh.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three business units: lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment led by Rixos, and iconic luxury venues pioneering the art of French hospitality by Paris Society.

Ennismore has an unrivalled ecosystem of 17 brands with over 145 operating hotels and resorts*, over 100 in the pipeline, 77 iconic venues, and over 400 restaurants and nightlife destinations. Ennismore operates hotels in over 35 countries with over 30,000 team members. Ennismore has four dedicated in-house studios, including Carte Blanché, F&B concepts; AIME Studios, interior & graphic design; a Digital Product & Tech Innovation Lab; and the Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. **ennismore.com** *Figures as of the end of December 2023

ABOUT AB INVEST

AB Invest is a privately owned property company that develops commercial properties in the Nordics, with a focus on hotels offices and holiday properties. Current portfolio: 14 hotels with a total of 3,379 hotel rooms, as well as 13 office and commercial properties with a combined floor space of around 85,000 sqm. The overall portfolio consists of around 270,000 sqm.

ABOUT MØLLER EIENDOM

Møller Eiendom owns, manages and develops property with an emphasis on developing forward-looking buildings and good urban spaces. The company manages approx. 100 properties in Norway, Sweden and the Baltics. The total portfolio of 502,000 sqm mainly consists of commercial properties linked to the car business, offices and logistics.