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THE PINNACLE JOINS FORCES WITH ENNISMORE & ACCOR TO INTRODUCE LUXURY LIFESTYLE HOSPITALITY IN JAMAICA

MONTEGO BAY, JAMAICA, April 10, 2025—LCH Development Limited is pleased to announce a landmark agreement with Ennismore—a joint venture with Accor, which holds a majority share—to introduce two of its globally recognized brands to Jamaica. This partnership will elevate The Pinnacle and usher in a new era of luxury lifestyle hospitality on the island, marking Ennismore and Accor's debut in Jamaica. The two Ennismore brands will be announced later in 2025.

Located on the scenic Reading Peninsula in Montego Bay, The Pinnacle is a US\$450 million development featuring four distinctively designed buildings. Three of these will offer 417 luxury residences and 12 private villas, while the fourth will be home to a 240-key branded luxury hotel.

"This partnership with Ennismore and Accor marks a pivotal milestone for The Pinnacle," stated Tanya Golaub, Chief Operating Officer of LCH Development Limited. "This collaboration provides a unique opportunity for Jamaica, through The Pinnacle, to enter the branded residence market, supported by the world's second-largest branded residence operator. This sets a new benchmark for luxury in Jamaica, significantly contributing to and enhancing Jamaica's position as a premier global destination."

Phil Zrihen, Head of Americas for Ennismore, said "We're excited to expand Ennismore's presence in the Caribbean through this visionary project. This partnership reflects our commitment to bringing culturally rich, lifestyle-driven hospitality to new destinations with the support of local partners who align with our values. This project

reaffirms Ennismore's commitment to growing in the Americas, a crucial growth focus for the group."

Residents and guests of The Pinnacle will benefit from hotel-inspired services and curated lifestyle amenities, including private clubs, wellness centres, international dining, and full-service concierge and property management - all designed to offer a seamless blend of comfort and sophistication.

Construction of Towers One and Two is actively underway, with local firm Brothers Concepts and Solutions Limited completing three floors per month.

The partnership also reflects a shared commitment to sustainability. The Pinnacle incorporates environmentally responsible features such as solar energy, rainwater harvesting, and living walls. Accor and Ennismore are aligned in their goal of achieving net-zero carbon emissions by 2050.

For more information, please visit www.thepinnaclejamaica.com

ABOUT THE PINNACLE

The Pinnacle is an exclusive luxury residential lifestyle estate developed by LCH Development Limited, situated on the Reading Peninsula in Montego Bay, Jamaica, offering a unique living experience embraced by an enchanting nature reserve. This US\$450 million development consists of four towers, featuring 417 residences and 12 villas, meticulously designed with a blend of opulence and environmental consciousness. One tower will be a luxury hotel, complemented by three towers hosting luxury residences. Residents will enjoy world-class amenities and services, including a private club, spa, state-of-the-art sports facilities, diverse international dining options, dedicated concierge and property management services. The Pinnacle is committed to sustainability, incorporating measures such as rainwater harvesting, solar energy utilization, and living walls.

ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and 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 pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 15 brands and two independent F&B groups with 184 open hotels and 140 in the pipeline, as well as over 500 restaurants and bars. Ennismore operates hotels in 40 countries with over 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform; AIME Studio for interior & graphic design; a Digital Product & Tech Innovation Lab; and a 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 Dec 2024.