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Pursuant to article 17 of Regulation (EU) No. 596/2014 on market abuse and article 226 of Law 6/2023, of 17 March, on Securities Markets and Investment Services (*Ley de los Mercados de Valores y de los Servicios de Inversión*), HBX Group International plc (the “**Company**”, or the “**Group**”), hereby announces the following:

INSIDE INFORMATION

The Company hereby announces changes (i) to the Group structure to better align with the demand of a rapidly evolving market, enhance agility, deepen customer-centricity, and improve delivery; and (ii) to the Senior Management team, namely:

- **David Amsellem**, Chief Distribution Officer, will join the Group’s senior management team to lead the distribution of accommodation service and products segment, expanding his remit to include wholesale as well as retail distribution partners.
- **Xabi Zabala**, Chief Sourcing and Operations Officer, will lead the sourcing segment. He will also continue to lead the Operations function.
- **Daniel Nordholm**, Chief Information Officer, will oversee the Product, Tech & Data in addition to continuing to lead the fintech segment.
- **Stephanie Fougou** will join the Group’s senior management team as General Counsel having joined the Group earlier this year.
- **Paula Felstead**, Chief Information Officer, has decided to step down from the Group’s senior management team to explore new opportunities outside of the Group.
- **Carlos Muñoz**, Chief Commercial Officer, will step down from his executive role. However, Carlos will leverage his extensive industry experience to assist the Board initially as a Senior Adviser and subsequently the Board of Directors of the Group will propose his appointment as Director of the Group at the next Shareholders’ Meeting, expected to take place in February 2026.

In addition, the Group’s full year 2025 financial results will be released on 26 November and the Group expects to report results within the guidance ranges provided at the Group’s update in July. Further, the presentation on 26 November will include further details on the new operating model announced hereby and the delivery of the Group’s strategy for growth.

The **Appendix** to this inside information notice contains a press release that the Group will be publishing today including further details about these changes.

London, 14 October 2025.

APPENDIX

HBX Group Announces Group Structure Evolution and Update to its Management Team

London, 14 October 2025 – HBX Group International plc ("HBX Group" or the "Group"), today announces changes to the Group structure to better align with the demand of a rapidly evolving market, enhance agility, deepen customer-centricity, and improve delivery.

The new Group structure comprises five dedicated verticals: **Sourcing, Distribution, Fintech, Mobility & Experiences and Hoteltech**. The verticals will be based on deep domain knowledge, empowered to drive results and accountable for end-to-end delivery and customer success. Each vertical will be supported by dedicated functional expertise in tech & data, operations, marketing and pricing to deliver improved outcomes with focus and pace.

The new structure will be underpinned by accelerated adoption of Artificial Intelligence (AI) and automation, enabling faster execution, improved scalability and profitability with overall enhanced value creation.

Senior Management Team Update

To support this evolution, the Group is also making some changes to its Senior Management Team:

- **David Amsellem**, Chief Distribution Officer, will join the Senior Management Team to lead **Distribution** of accommodation service and products, expanding his remit to include wholesale as well as retail distribution partners. David has a strong track record of innovation and technology as CEO and co-founder of *The Luxurist*, the Group's AI-led luxury travel ecosystem launched earlier this year.
- **Xabi Zabala**, Chief Sourcing and Operations Officer, will lead **Sourcing**. He will also continue to lead the Operations function, which under his leadership has achieved significant efficiency and quality gains including the implementation of Artificial Intelligence solutions.
- **Daniel Nordholm**, Chief Information Officer, will oversee Product, Tech & Data in addition to continuing to lead **Fintech**. Daniel has deep expertise in technology and product innovation having previously held Chief Technology Officer and Chief Product Officer roles at other companies.
- **Stephanie Fougou** joins the Senior Management Team as General Counsel having joined HBX Group earlier this year.
- **Paula Felstead**, Chief Information Officer, has decided to step down to explore new opportunities outside of the Group.
- **Carlos Muñoz**, Chief Commercial Officer, will step down from his executive role. Carlos will leverage his extensive industry experience to assist the Board initially as a Senior Advisor and subsequently the Board will recommend his appointment as Director at the next AGM, in February 2026.



Full biographies for all the members of the Senior Management Team are published on the Group website.

Nicolas Huss, Chief Executive Officer, said: “HBX Group has strong foundations of scale, proprietary technology and data, and long-standing relationships across the travel ecosystem. By adopting an organisational model structured on delivery and embedding artificial intelligence more deeply into our operations, we are strengthening our execution, creating a more customer-focused business that will be even more efficient, profitable and agile.

I'd like to welcome Stephanie Fougou and David Amsellem to the Senior Management Team and give my personal thanks to Carlos Muñoz and Paula Felstead for their strong contribution and dedicated leadership.

The organisational changes announced today position us to deliver sustainable growth across our ecosystem.”

FY25 Results update

HBX Group full year 2025 financial results will be released on 26 November. We expect to report results within the guidance ranges provided at our update in July.

The presentation on 26 November will include further details on the new operating model announced today and the delivery of the Group's strategy for growth.

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More information:

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IMPORTANT INFORMATION

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The securities of the Company have not been, and will not be, registered under the Securities Act of 1933, as amended (the “Securities Act”) and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

The information and opinions in this announcement are not based upon a consideration of any particular investment objectives, financial situation or needs. Readers may wish to seek independent and professional advice and conduct their own independent investigation and analysis of the information contained in this announcement and of the business, operations, financial condition, prospects, status and affairs of the Group.