



Awaze confirms appointment of Matthew Price as new permanent CEO

European holiday giant Awaze – the parent company of Hoseasons – has confirmed the appointment of Matthew Price as its new Chief Executive Officer.

The firm's former Group Chief Financial Officer had been Interim CEO since Henrik Kjellberg left the business at the end of January.

He said: "I'm delighted to be given the opportunity to build on the great work we've already done over the last six months and lead the business on a permanent basis.

"Our size, scale and ability to invest in our technology stack and CRM are enabling guests to find the right break, at the right price, from a huge range of accommodation choices quicker and easier than ever before, as well as allowing our teams to deliver first class results for our owner partners in what is undoubtedly a challenging market."

Before joining Awaze, Price was Group CFO at two listed companies - Global Fashion Group SA and MoneySuperMarket.com plc. He has extensive experience in finance and general management roles in the UK and internationally at consumer and online businesses including Costa Coffee, Sodexo and Sainsbury's.

In a joint statement, Daniel Madden and Malik Vorderwuelbecke, Managing Directors at Platinum Equity with responsibility for the Awaze investment said: "We are delighted to appoint Matthew to this role on a permanent basis. We have seen the impact he is already having and look forward to partnering with him on the next phase of the company's growth."

Passionate about travel, history, archaeology and art, Price is a Fellow of the Institute of Chartered Accountants and studied at the University of Southampton.

Sharla Singh will continue to lead the Awaze finance team in the interim, until a permanent CFO is appointed.

For more information about Awaze UK visit www.awaze.com

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Notes to Editors

Awaze is Europe's leading managed vacation rentals and holiday resorts business. Home to specialist self-catering brands Hoseasons, cottages.com, and Novasol the company provides everyday amazing holiday experiences to more than six million people.

For further media information please contact Mark Sowersby at the Awaze Press
marks@thissrl.co.uk