

DOĞUŞ GROUP ACQUIRES THE ALDROVANDI VILLA BORGHESE HOTEL in ROME

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The Doğuş Group marks the beginning of the New Year with an important announcement. The portfolio of luxury hotels now sees another member join their group, namely the [Aldrovandi Villa Borghese Hotel](#) in Rome. The Doğuş Holding Group has acquired a 100% share of the family-run Aldrovandi Villa Borghese hotel, from the Ossani family. The hotel fits the group profile perfectly, being a high-end luxury renowned 5-star hotel. The 19th century villa sits in pride of place, in an urban oasis within the world-famous verdant Borghese gardens. At walking distance from the Modern Art Gallery, the Borghese Gallery and Valle Giulia as well as from the heart of Rome's historical center and the most elegant shopping area of Via Condotti, Via del Babuino and from Piazza del Popolo; the Aldrovandi stands in one of the most desirable premises in the Eternal City. This property will now be part of the Doğuş Luxury Hotel collection, which so far counts 5 other hotels in their portfolio.

The Aldrovandi has received the valued accolades from the Condé Nast Traveler Readers Choice Awards and is also listed in the Condé Nast Travelers Gold list. Alongside [Capri Palace Hotel & Spa](#), the first property acquired by Doğuş in Italy, [Villa Dubrovnik](#) in Croatia and D-Hotel Maris [D-Hotel Maris](#) in Turkey.

The Aldrovandi Villa Borghese Hotel in Rome will go into full refurbishment towards the end of 2016, in order to further upgrade and improve the facilities, to be in line with the standards of excellence in first class hospitality – a key USP of all properties in the Doğuş Luxury Hotel Collection. A new and diverse perspective will also be incorporated in the plans, enhancing the new concept of Urban resort.

For more information please visit www.aldrovandi.com

Doğuş Tourism has also been working on future developments which will represent the portfolio of luxury hotels within the group. The group also continues its plans to expand the portfolio and will open and acquire further properties in the forthcoming future in diverse destinations.

NOTES to the EDITORS:

About The Doğuş Group

Founded in 1951, The Doğuş Group employs almost 50,000 employees and is active in core businesses: financial services, the automotive sector, construction, media, tourism and related services, real estate, energy and F&B. The Group is founded on a management ethos and style that is both customer-focused and productivity-centered. Whilst the Group has taken shape from primarily material gains, it also embodies a strong corporate citizenship approach, which is at the centre of all the Group's business practices, benefiting the entire society. The Doğuş Group also partakes in several corporate social responsibility and sponsorship projects, with a special focus on child development, education, environment, culture, arts and

sports. The Group plays a significant role in the Turkish economy creating significant employment opportunities and overall, generating a high volume of business. The Dođuş Group continues to contribute to Turkey's ongoing process of transformation and innovation, utilizing a variety of corporate responsibility platforms with a view to captivating the spirit of the past to make better sense of the present, in order to build a more successful future. The preservation of cultural heritage is among the important priorities of the Group, which fulfills the corporate citizenship mission.

DOĐUŐ GROUP:

Dođuş Tourism, is lead by Mr. Naci Baserdem who is the Chairman of Dođuş Tourism, which is part of the Dođuş Group
Mr. Ermanno Zanini will be CEO of the Aldrovandi Hotel, Rome
Mr. Francesco Mussinelli will be Hotel Manager at the Aldrovandi Hotel, Rome

The Aldrovandi Villa Borghese

This 19th century ivory villa, counts 102 rooms, of which 19 are suites and junior suites. Two restaurants are run inside the property: the Ristorante del Giardino: set in the shade of four secular trees in the garden, and indoors: The Grill.
Two bars compliment the restaurants, namely the Garden Bar and the elegant American Bar. The outdoor heated swimming-pool is set within the elegant private gardens: and exclusive Pool Club in the heart of Rome.
The hotel also counts nine meeting rooms and adjacent banqueting facilities for special events and weddings.
La Mer is the current official high-end cosmetics brand, who works out of the newly opened La Mer Spa within the property.

Dođuş Tourism Group

Established in 1976, Dođuş Tourism Group operates in three different lines of business namely: hospitality (D-Hotels and Resorts), marinas (D-Marin) and destination management and MICE (Antur). And in addition to tourism line, Dođuş Group operates through D-Gym, D-Life, Espace Prive Chenot, D-Life Istanbul and Krfez Havacılık (Aviation) for other service lines.

D-Hotels and Resorts

D-Hotels and Resorts owns, operates and partners with luxury, exclusive hotels, restaurants, beach and yacht clubs in Turkey, Croatia and Italy located in unique, exceptional and world known historical and cultural destinations.
Capri Palace Hotel & Spa, Villa Dubrovnik, Argos in Cappadocia, Maçakızı Bodrum and D-Hotel Maris, D-Resort Gcek belong to the Luxury Hotel Collection of the Group, whereas D-Resort Grand Azur Marmaris; Alantur Hotel, Alanya and recently opened Murat Reis Ayvalık in Turkey and D-Resort Őibenik in Croatia, are the hotels offering exquisite

experiences. The famous restaurant of Capri, Il Riccio Beach Club & Restaurant is now at D-Hotel Maris, and Bodrum has also launched Il Riccio in 2015. The Park Hyatt İstanbul, Maçka Palas, Grand Hyatt İstanbul and Soho House Istanbul are operated by management agreements.

In the pipeline, is the Group's Salı Pazarı Project in Istanbul located on more than 40,000m² of land, will become 183 rooms set in four buildings, with fine dining restaurants and luxury high-end shops. This project is to be managed by the Peninsula Hotels. Another upcoming project in Istanbul is Hyatt House in Gebze.

D-Hotels and Resorts continues to carry on its investments. All of D-Hotels and Resorts properties share a common vision and values; each hotel is committed to the highest level of quality and standards. As a leader in the true hospitality sector, D-Hotels and Resorts strives to obtain a reputation for excellence on both local and international levels.

www.dhotelsandresorts.com

D-Marin Marinas Group

D-Marin is one of the businesses within the Doğuş Tourism Group that was established to set a new benchmark in the design, functionality and operations of world-class marinas. By managing 11 unique marinas in the Ionian, Aegean & Adriatic Seas, D-Marin Marinas Group creates the largest international chain of marinas in the Eastern Mediterranean promoting recreational yachting, providing critical waterfront infrastructure allowing the local community access to the natural waterways, and developing sustainable businesses that encourages local employment and economic growth. D-Marin boasts the largest international marina network within the Eastern Mediterranean basin.

These marinas provide berthing facilities for yachts from 30m to over 180m length, and ensure that all of the marinas can provide super-yacht homeport facilities and/or destination berths for visiting super-yachts. An extensive range of services and amenities designed exclusively for super-yachts is provided, alongside exceptional marina facilities and specialized staff to ensure that D-Marin Marinas offers its guests unforgettable experiences on every visit.

www.d-marin.com

The Doğuş Tourism Group has recently acquired 70% stakes in MB'92 located in the port of Barcelona that is dedicated to the super-yacht industry providing service-refit, repair and maintenance works to more than 90 super-yachts per year measuring from 35 up to 180meters in length. MB'92 is a strategic mooring point for the yachts on their journey between the Mediterranean and the Caribbean.

The shipyard, renewed its concession in the port of Barcelona in 2010 for the next 30 years. With a total land surface area of 76,000m² and 40,000m² of water surface. In 2017 MB'92 plan to inaugurate a new Shiplift - a lifting platform for yachts to carry out dry-dock works on land. It will have the capacity to haul out yachts up to 4,000 tons.

For further information and images on the above, please contact:

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