



Dalata's Difference Makers Set Ambitious Goal to Raise Over €1 Million for Health & Wellbeing Charities by 2028

Dalata renews partnership with The Marie Keating Foundation, Leukaemia Care, and Air Ambulance NI for another three years

09 June 2025 – Dalata Hotel Group, Ireland's largest hotel operator, with a growing presence in the UK and continental Europe, is proud to announce the renewal of its partnership with three incredible charities – The Marie Keating Foundation, Leukaemia Care and Air Ambulance Northern Ireland – for another three years, through to 2028.

At the heart of this initiative are Dalata's *Difference Makers* – passionate employee ambassadors who go above and beyond to support the causes. Since 2022, their creativity, commitment and compassion have helped raise an outstanding €903,180, demonstrating the true spirit of the Heart of Hospitality.

The decision to extend the partnerships was guided by four core considerations: the exceptional fundraising success to date, consistently high levels of employee and guest engagement, demonstrable impact on partner organisations, and the opportunity to build on a strong foundation for future social value.

With this renewed commitment, Dalata now aims to surpass the €1 million mark over the next three years. Each hotel and Central Office team will continue to lead the charge through innovative fundraising events, volunteering, and awareness initiatives – all in support of health and wellbeing across the communities served.

Commenting on the milestone, Dermot Crowley, Dalata CEO, said: *"Hospitality is about people – and that's exactly what social impact is too. Our Difference Makers embody that connection. They've not only raised significant funds but built genuine partnerships with charities doing essential work across Ireland and the UK. Our Difference Makers reflect the very best of Dalata – ambitious people with big hearts, using their energy to uplift others. We're incredibly proud of what they've achieved, and excited to see how the next phase of our social impact journey unfolds."*

The Difference Makers initiative reinforces Dalata's values of integrity, fairness, inclusion and service. It exemplifies the Group's commitment to responsible business, making a significant positive impact with its three charity partners across Ireland, Great Britain, and Northern Ireland:

- Thanks to Dalata's fundraising efforts, the Marie Keating Foundation has been able to purchase two new mobile information units. The mobile units, staffed by specialist nurses, offer free and accessible cancer education and support, ensuring that vital information reaches the heart of communities nationwide. As part of the partnership, the mobile units and nurses visit Dalata hotels across Ireland throughout the year, with local communities invited to come along and gain life-saving knowledge about early cancer detection and prevention. Liz Yeates, CEO of the Marie Keating Foundation said: "We are immensely grateful that this lifesaving partnership is being



extended for a further 3 years. Through the remarkable commitment, kindness and generosity shown by the Dalata Hotel Group and its employees nationwide, we have been able to bring lifesaving cancer information to thousands of people all around Ireland. The funds raised throughout our first three years significantly enhanced our capacity to deliver our vital nursing outreach services to the people who needed it most.

- Dalata's partnership with Leukaemia Care has enabled the creation of the CAR-T Away from Home service providing crucial support to leukaemia patients and their families. This service helps cover the cost of accommodation and travel for patients undergoing CAR-T cell therapy, a ground-breaking treatment offered at a limited number of specialist hospitals in the UK. So far, more than 200 patients, family members or carers have been supported through the programme, with 445 nights of accommodation provided. Dalata hotels have also offered heavily discounted stays to further support families who, on average, have to travel around 100 miles to access this life-saving treatment. Chief Executive Colin Dyer said: "We are thrilled and honoured to be extending our partnership with Dalata for another three years. Their remarkable support has already made a profound difference to families facing the toughest of journeys. This renewed commitment means we can continue to stand by those affected by leukaemia, and we are incredibly grateful on behalf of those people that this partnership has helped to support."
- In Northern Ireland, Dalata's fundraising continues to support the life-saving work of Air Ambulance NI, which responds to over 700 emergency calls a year—more than two every day. Dalata's contributions help ensure the continued operation of this vital emergency medical service. Kerry Anderson, Head of Fundraising at Air Ambulance NI said, "The funds raised by the Dalata Hotel Group have fully funded 11 days of the air ambulance service, likely providing critical care to 22 patients, potentially saving lives, brains and limbs. Regardless of the incident or trauma, the doctor and paramedic can be airborne within minutes, flying at 180mph to reach the patient. The critical care provided at the scene can include blood transfusions, pre-surgical procedures, and anaesthetics, which are typically only available in hospitals. The Dalata Hotel Group has played a significant role in saving lives, and we thank them for their invaluable contributions as we look forward to the next chapter together."

With this initial stage of our charity programme drawing to a close, Dalata is preparing to launch a refreshed programme in 2025 – once again shaped by the voices of its people and the needs of its communities. With the next generation of Difference Makers stepping forward, Dalata reaffirms its belief that hospitality is not only about service—it's about compassion, partnership, and creating meaningful change in every community it touches.

Dalata continues to invest in its people, its communities and its purpose: to grow and evolve as an innovative and sustainable international hotel company – delivering excellence through ambitious people who flourish within a culture of care.

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About Dalata Hotel Group

Dalata Hotel Group plc is the UK and Ireland's largest independent four-star hotel operator, with a growing presence in Continental Europe. Established in 2007, Dalata is backed by



€1.7bn in hotel assets with a portfolio of 55 hotels, primarily comprising a mix of owned and leased hotels operating through its two main brands, Clayton and Maldron hotels. Dalata is ambitious to grow its portfolio of 11,990 rooms and pipeline of 1,867 rooms further in excellent locations in select, large cities and is targeting 21,000 rooms, either operational or in development, by 2030. For the year ended 31 December 2024, Dalata reported revenue of €652.2 million, basic earnings per share of 35.5 cent and Free Cashflow per Share of 55.8 cent. Dalata is listed on the Main Market of Euronext Dublin (DHG) and the London Stock Exchange (DAL). For further information visit: www.dalatahotelgroup.com

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