



Press release

Starhotels turns 35 and celebrates an excellent 2015 by restoring the world's most beautiful terrace in Florence, Piazzale Michelangelo.

Starhotels is celebrating its **35th anniversary** by announcing the **endorsement of Art Bonus** and, thanks to 2015's outstanding business performance, donates 1,037,000 euros to the project.

The fiscal legislation provided for in the Art bonus decree brings Italy into alignment with other countries regarding donations and will act as a driving force for further initiatives by Italian companies.

Starhotels has always celebrated its anniversaries with donations, of varying amounts, to the cities in which its hotels are located.

“Our company was founded in Florence in 1980. From here, we expanded into 12 Italian cities and later reached New York, Paris and London. Our roots are still here, and we believe that these roots have everything to do with our successful exportation of high-level hospitality” commented **Elisabetta Fabri, President and CEO of Starhotels.**

*“We expect to finish the 2015 financial year with approximately 159 million euro, a 13.5% increase on 2014. We made this decision after looking at our 2015 results and the fiscal legislation. **Piazzale Michelangelo** was a natural choice: it's the most beautiful terrace in the world and a monument where one looks out on other incredible monuments. It's a must-see attraction for tourists and Florentines alike. We hope that the project we've just undertaken will allow more people than ever to enjoy the romantic promenade and the green spaces.”* Fabri continued.

Supporting art has always been part of Starhotels' heritage, a distinguishing principle of the company's corporate identity.

“Starhotels' focus in this sector will continue in the years to come. We firmly believe that contributing to the protection and development of Italy's artistic heritage is an important factor in growth; an opportunity to make things that would otherwise prove impossible. The meaning of this project is much more than simple financial commitment and profitability of investments.” concluded Elisabetta Fabri.

Palazzo Vecchio, Florence 1 December 2015

STARHOTELS

Italian hotel chain led by Elisabetta Fabri with 25 hotels owned by the company in the most stunning cities in Italy and worldwide; including 8 Collezione hotels in the heart of New York, Paris, London, Milan, Venice and Trieste. All Starhotels are strategically located in city centers. Every hotel offers the warm welcome of the finest Italian hospitality, impeccable service and rooms that distinguish themselves by their unparalleled style and comfort.

Starhotels 3,840 rooms, 148 meeting rooms, 20 four-star hotels in the heart of Italy's most beautiful cities, 1 five-star hotel in Paris, 1 deluxe hotel in New York and 3 boutique hotels in London.

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