



THE HONGKONG AND SHANGHAI HOTELS, LIMITED
香港上海大酒店有限公司

To: All Finance/Business/Real Estate/Travel Editors

FOR IMMEDIATE RELEASE

19 September 2025

**THE HONGKONG AND SHANGHAI HOTELS APPOINTS
JULIEN MUNOZ AS CHIEF COMMERCIAL OFFICER**

Hong Kong, 19 September 2025 - On behalf of the management of The Hongkong and Shanghai Hotels, Limited (HSH), we are pleased to welcome Mr Julien Munoz as Chief Commercial Officer of the group, effective 12 November, 2025.

In this role, Julien will oversee the group's sales and marketing teams and will report directly to Chief Executive Officer Benjamin Vuchot. He will join the Group Management Board.

Julien is a seasoned commercial leader with over 25 years' experience in the luxury hospitality, entertainment, and digital sectors. He joins HSH from Monte-Carlo Société des Bains de Mer (SBM), a publicly listed company registered in Monaco with a majority interest held by the Principality.

At SBM, as Chief Commercial Officer and an Executive Committee Member, Julien led the commercial strategy for a diverse portfolio including luxury hotels, Michelin-starred restaurants, entertainment venues and casinos including the world-renowned Casino de Monte-Carlo. He spearheaded digital and CRM transformation initiatives, rejuvenated brand positioning, and drove revenue optimisation for the company, including during high-profile events held in Monaco such as the Monaco F1 Grand Prix and Rolex Monte-Carlo Masters.

"Bringing Julien onto the leadership team in the newly created role of Chief Commercial Officer marks a new chapter for the HSH group, as we continue to invest in our people and explore new growth opportunities for the business," said Chief Executive Officer Benjamin Vuchot. "With Julien's expertise in the international luxury hospitality sector, we look forward to his contribution in leading the group's global commercial strategy and enhancing The Peninsula's brand presence, as well as driving guest engagement."

"I am honoured to join a company with such a remarkable heritage and reputation for service excellence. This is an exciting moment to build on the company's rich tradition while exploring new opportunities for growth. I look forward to working alongside this talented team to elevate the brand's global presence and connect with existing and new guests, while staying true to the values that make this company so exceptional," said Julien.

Julien previously held senior roles at Radisson Hotel Group, Etisalat Digital, Dubai Parks and Resorts, and Disneyland Paris, leading commercial and digital initiatives in EMEA.

He holds an MBA from ESSEC Business School & Cornell University and a Bachelor's degree in Hospitality Management from École Hôtelière de St Quentin en Yvelines.



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About The Hongkong and Shanghai Hotels, Limited (Stock Code: 45)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange, The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, Europe and the United States, as well as the provision of tourism and leisure, retail and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula London, The Peninsula Paris, The Peninsula Istanbul, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok and The Peninsula Manila. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam and 21 avenue Kléber in Paris, France. The Peak Tram, Retail and Others portfolio of the group includes The Peak Tram in Hong Kong; The Quail in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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