



citizenM Hotels breaks ground on downtown Miami hotel at Miami Worldcenter

citizenM to open 351-room hotel within one of the largest private mixed-use developments underway in the United States

November 18, 2019 — In South Florida this week, citizenM — the pioneer of affordable luxury hotels — and developer Miami Worldcenter Associates, are coming together to announce the start of construction of the citizenM hotel at Miami Worldcenter, a \$4 billion mixed-use development creating a ‘city within a city’ in the heart of downtown Miami.

The public groundbreaking will be celebrated on Thursday, November 21st at 10am at 700 NE 2nd Avenue in downtown Miami, with representatives from the owner, operator and developer citizenM, the master developer of the mixed-use campus Miami Worldcenter Associates, general contractor Suffolk Construction, and the architecture firm Gensler.

The 12-story, 351-room hotel at Miami Worldcenter will be the brand’s newest under development, with two additional in-development properties in Miami, and further hotels underway in Los Angeles, San Francisco and Seattle and Washington, DC. citizenM has three U.S. hotels open already in New York City and Boston.

Located across the street from the new MiamiCentral terminal, the region’s first higher-speed train connecting Miami to Fort Lauderdale and West Palm Beach, and adjacent to Miami Worldcenter’s pedestrian-only, open-air shopping promenade, the 128,000-square-foot citizenM Miami Worldcenter property is unmistakably citizenM. Highlights include a 10th-floor sundeck and a cloudM rooftop bar offering views of Biscayne Bay and the downtown Miami skyline, as well as 1,850 square feet for societyM, the brand’s signature creative spaces and meeting rooms. citizenM Miami Worldcenter will also draw inspiration from the local community, with a vibrant public art program and interiors filled with an eclectic mix of contemporary art, photography and objects by local artists.

“As a global owner-operator, we can appreciate how rare of an opportunity it is to be part a once-in-a-generation project like Miami Worldcenter – a true ‘city within a city’,” said Ernest

Lee, head of development and investments for citizenM U.S. “What Nitin Motwani and his team have been able to achieve thus far has been incredible and we’re excited to begin construction so we can bring citizenM’s guests to this world-class destination.”

Offering access to a compelling mix of cultural, dining, nightlife, shopping, and workplace opportunities, citizenM Miami Worldcenter forms an integral part of the greater Miami Worldcenter development. The 27-acre mixed-use development, now delivering in phases, will feature a diverse mix of residential, commercial and hospitality uses complimented by a total of 300,000 square feet of retail, restaurant and entertainment space. The project’s first phase includes the recently completed Paramount Miami Worldcenter luxury condominium; the 444-unit Caoba apartment tower, which opened earlier this year; and the 434-unit Luma rental tower now underway. In addition, Hines is preparing to build a new tower that will comprise up to 500,000 square feet of Class-A office space and MDM Group is planning a convention hotel with 600,000 square feet of exhibition space.

Key attractions in the surrounding neighborhood include some of the most exciting destinations in Miami, such as Museum Park, which is home to the Perez Art Museum Miami and the Frost Museum of Science, AmericanAirlines Arena, and the Adrienne Arsht Performing Arts Center.

“We set out to create Miami’s premiere international destination where people want to live, work and play in the heart of downtown Miami. By placing an emphasis on transit, and integrating everything within the site, our vibrant neighborhood will not only draw locals and visitors alike, but will get people out of their cars and experiencing the development’s amenities on their feet,” said Nitin Motwani, Managing Partner of Miami Worldcenter Associates. “Welcoming citizenM to Miami Worldcenter expands our reach in being able to offer an affordable yet luxuriously-designed hotel within our master plan and is in line with our grand vision, the likes of which Miami has never seen before.”

“While breaking ground marks the official start of construction, we’ve been collaborating closely with citizenM during the preconstruction phase to innovate and create custom solutions for this exciting project,” said Peter Tuffo, president and general manager for general contractor Suffolk Construction. “Our virtual design and construction capabilities have allowed our team to build models of the project before a single pile is driven or concrete is poured to ensure it is built as efficiently as possible.”

“The Gensler design team is excited to collaborate with citizenM and deliver another sophisticated and modern hotel experience in a thriving Miami neighborhood,” said Diana

Farmer-Gonzalez, IIDA, Assoc. AIA, Principal and Co-Managing Director of Gensler's Miami office. "As a Miamian living and working in the city, I am also excited to be working with a brand like citizenM that is redefining the guest experience through smart, efficient rooms and dynamic public spaces that will provide unique environments for travelers, for co-working, business meetings or communal gatherings with colleagues and friends."

With citizenM Miami Worldcenter, the citizenM brand continues to build on its ambitious rollout, which by 2020 will reach 40 properties either open or in development globally — more than doubling its current portfolio. In North America alone, citizenM has a dozen hotels under development in major markets that include Seattle, San Francisco, Los Angeles, and Washington D.C., with its third U.S. hotel opening this past August at Boston North Station. The brand has two additional properties under development in Miami. Reflecting its impressive growth trajectory, earlier this year citizenM secured GIC, the sovereign wealth fund of the Government of Singapore, as a new investor with a 25% stake, valuing citizenM at €2 billion.

Since its founding in 2008, citizenM has also upended the rules of traditional hospitality by introducing the concept of "affordable luxury for the people." The company's approach starts with selecting well-connected locations in the world's most popular cities, so business and leisure guests spend the shortest possible time commuting. Each property offers a streamlined, luxury experience — including high-tech amenities, friendly and efficient service, comfortable guest rooms, and spacious and inviting living areas filled with contemporary art and iconic furniture brands from the 21st century, such as Vitra — all at an affordable price.

citizenM's philosophy of "affordable luxury" is best experienced in the guestrooms at citizenM Miami Worldcenter. The rooms will be smartly furnished with "everything modern travelers need, and nothing they don't." All guestroom features are designed to be the very best: the beds will be XL king-size wall-to-wall with an extra comfy mattress and luxury bedding. An LED/LCD widescreen TV will offer a library of on-demand entertainment, plus streaming options via free super-fast Wi-Fi. A relaxing rain shower with full-size shower gel and shampoo (as well as giant fluffy towels) will soothe all long- and short-haul travelers. The room ambiance will be fully controlled by an iPad — the blinds, the TV, even the lights with changeable colors.

citizenM intends to keep growing as a fully integrated owner-operator in selected gateway cities around the world. In addition to citizenM's established pipeline in the largest U.S. cities, the company is eyeing further afield, and will consider expanding further into its existing markets, as well as new markets such as Toronto, Chicago, Austin, Silicon Valley, Nashville, and Denver. citizenM considers ground-up development sites, office conversions, components of

large mixed-use projects, or conversions of existing hotels. The company will also selectively consider “asset light” transactions. For more information, visit www.citizenm.com/company.

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About citizenM

The citizenM philosophy is ‘affordable luxury for the people’, offering guests all the luxuries they would expect from a high-end hotel in a prime location, but without sky-high prices. citizenM was founded by Rattan Chadha, the founder and former CEO of the fashion brand Mexx. The first citizenM hotel opened at Amsterdam’s Schiphol Airport in 2008, followed by citizenM Amsterdam in 2009; citizenM Glasgow in 2010, and citizenM London Bankside in 2012. Rotterdam, New York and Paris locations followed in 2014. In 2016, two more hotels were added to the London portfolio: citizenM Tower of London, and citizenM Shoreditch. In 2017, citizenM opened Paris La Defense and Paris Gare de Lyon hotels. Also in 2017, the company moved into the Asian market, with its first location at Taipei North Gate. citizenM New York Bowery began welcoming guests in autumn 2018, with citizenM Boston North Station following in summer 2019. Further announcements about expansion in the US, Europe and Asia will follow soon.

Website: <http://citizenm.com> @citizenM

Press Contact: Paola Tarazona E: citizenpaola@citizenm.com T: +31 6 580 831 04

About Miami Worldcenter & Miami Worldcenter Associates:

Occupying 27 acres in the heart of downtown Miami, Miami Worldcenter is one of the largest private real estate developments underway in the United States. The ten-block project, now under construction, will include world-class retail, hospitality, commercial and residential uses in the center of Miami’s urban core. All told, the project is expected to account for \$2 billion in new investment in downtown Miami. Miami Worldcenter Associates, led by Principals Art Falcone and Nitin Motwani, serves as the master developer for the mixed-use Miami Worldcenter project. In 2011, Miami Worldcenter Associates partnered with CIM Group, a Los Angeles-based real estate and infrastructure investment company that makes equity and debt investments in urban communities throughout North America. Together, they have assembled a best-in-class team of developers that will help bring the Miami Worldcenter vision to life. Learn more at www.miamiworldcenter.com.

About Suffolk

Suffolk’s vision is to “transform the construction experience by building smart.” Because we believe if there’s a better way, we’ll find it. We’re always challenging the industry status quo and pushing the boundaries of what is possible. We believe in the power of innovation and people, and we empower our teams to think differently, work collaboratively and execute flawlessly on the most complex and sophisticated projects in the country. Our strong culture of

innovation, combined with the most advanced tools such as virtual design and construction (VDC), virtual reality technologies and lean construction principles, is revolutionizing our industry and redefining what it means to be a builder. Suffolk is a national building contractor with \$3.7 billion in annual revenue and offices in Boston, New York City, Miami, West Palm Beach, Tampa, Estero, Dallas, Los Angeles, San Francisco and San Diego. We service clients in every major industry sector, including healthcare, science and technology, education, federal government, gaming, aviation and commercial. Suffolk is privately held and is led by Founder, Chairman and CEO John Fish. Suffolk is ranked #23 on the *Engineering News Record* list of “Top 400 Contractors” in the country.

citizenM Miami Worldcenter Fact Sheet

Address: 700 NE 2nd Avenue

Website: citizenM.com

Rooms: 351

Project Team: Miami Worldcenter (development manager)
Concrete (design architect)
Gensler (local architect)
Suffolk Construction (general contractor)

Room Features & Amenities

Wall-to-wall window XL king-size bed Powerful rain shower Luxury bedding and towels iPad room controls for lights, temperature, TV, blinds HDTV with free movies and streaming capabilities

Press Images Available

For high-resolution renderings and photographs, contact C.C. Sullivan at 646-838-1033 or belen@ccsullivan.com

All imagery courtesy citizenM.