



Peachtree Hotel Group's Principals Form Peachtree Group to Lead its Increasingly Diversified Investment Portfolio

ATLANTA - Aug. 17, 2022 - The managing principals of Peachtree Hotel Group announced today that they have formed Peachtree Group ("Peachtree"). This new company will manage and control its multi-billion-dollar investment portfolio and direct investment strategies across its distinct operating and real estate divisions, including hospitality, commercial lending, residential development and capital markets.

"The expanded breadth of investment types we are undertaking warranted the formation of Peachtree Group without Hotel in the moniker," said Greg Friedman, Peachtree's CEO and managing principal. "This transformative structure provides a significant opportunity to unlock the full potential of our integrated real estate investment platform that has served us well in the hospitality sector to expand into other real estate sectors and businesses."

Peachtree is the asset, investment and portfolio manager for more than \$6.0 billion of combined asset value, which has been deployed by its portfolio of operating companies that source all its equity and debt investments and service the assets. The company will also oversee all its strategic partnerships.

Peachtree will be led by its managing principals, Friedman and Jatin Desai, serving as CFO. Peachtree's operating companies will continue to be led by their current executives.

Peachtree's structure provides greater focus, flexibility and resources to best position its operating companies to succeed and deliver long-term growth and create value for its stakeholders, with each company benefitting from:

- Deeper operational focus and financial flexibility to pursue growth opportunities.
- Dedicated executives with deep industry expertise.
- Tailored capital allocation decisions in line with distinct strategies and industry-specific dynamics.

"Peachtree Group managing our capital and working with each operating company to develop tailored investment strategies will enable them to direct their resources toward their strategic priorities better and achieve desired growth objectives," Desai said.

Peachtree's hospitality division includes Peachtree Hotel Group, which will continue to invest in hospitality-related real estate; Peachtree Hospitality Management, a management company that operates 80 hotels across 23 brands with 9,579 rooms located in 21 states; and Peachtree Hospitality Development, the hotel construction and renovation group.

The commercial Lending division includes Stonehill and its affiliated companies, Stonehill Commercial Real Estate Group, which originates loans across all real estate sectors, and Stonehill PACE, a direct property assessed clean energy lender for all commercial asset classes.

The residential development division includes The Revive Land Group, which focuses on designing, entitling and developing residential and mixed-use projects.

The capital market division includes Peachtree PC Investors, the exclusive managing broker-dealer for Peachtree's investment offerings.

"The establishment of Peachtree Group is an important milestone for us as we continue to scale our investment platform. We are fortunate to have incredible depth and breadth of talent across Peachtree and its operating companies." Friedman said.

About Peachtree Group

Peachtree is a private equity firm focusing on opportunistically deploying capital across its distinct operating and real estate divisions, including hospitality, commercial real estate lending, residential development and capital markets. Since its founding in 2008, the company has completed hundreds of real estate investments valued at more than \$7.0 billion in total market capitalization and currently has \$2.3 billion in equity under management. For more information, visit www.peachtreegroup.com.

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