

## PRESS RELEASE



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# ITALY - EXTENDAM, ETERNAM, SOHOMA INTERNATIONAL AND SOFIPARC ACQUIRE THE HILTON GARDEN INN ROME CLARIDGE THROUGH A JOINT VENTURE

**EXTENDAM, ETERNAM, SOHOMA INTERNATIONAL and SOFIPARC have jointly announced the acquisition, through a joint venture, of the Hilton Garden Inn Rome Claridge, a four-star hotel ideally located in the heart of Rome. Bringing together all four partners within the same investment structure, the transaction reflects a shared ambition to unlock the property's full potential through an extensive refurbishment and repositioning programme while further strengthening their presence in one of Europe's most resilient and attractive hospitality markets.**

### **Unlocking significant value through an ambitious repositioning strategy**

Located at 62 Viale Liegi, in Rome's sought-after Parioli district, the Hilton Garden Inn Rome Claridge comprises 93

guestrooms, a restaurant, a bar, four meeting rooms, a fitness area with sauna and private parking.

Owned by the same Italian family since 1999, the property has not undergone any major refurbishment over the past twenty-five years, presenting a compelling value creation opportunity. As hotel operator, SOHOMA INTERNATIONAL will leverage its operational expertise to fully realise the asset's potential. A comprehensive refurbishment programme covering both guestrooms and public areas will be launched in 2027 without disrupting hotel operations. Alongside the physical transformation of the asset, an enhanced revenue management strategy and commercial repositioning will further strengthen the hotel's competitive positioning and support long-term operational performance.

**Rome : one of Europe's most compelling hospitality investment markets**

The hotel enjoys a prime location in the prestigious Salario and Parioli districts, among the Italian capital's most sought-after residential and business neighbourhoods. Situated within immediate proximity to Villa Borghese, numerous embassies and major institutions, the property benefits from a well-balanced mix of leisure and corporate demand.

The hotel also enjoys excellent connectivity, with tram lines 2 and 3 located just 70 metres away and direct access to Policlinico metro station (Line B), providing convenient connections to Rome's principal business districts and leading tourist attractions<sup>1</sup>.

Driven by sustained international appeal, Rome recorded a historic tourism performance in 2025, welcoming nearly 22.9 million visitors, up 3.4 % year-on-year<sup>2</sup>. The Italian capital also ranked as the third most attractive European city for hotel investment in Cushman & Wakefield's Hotel Investor Compass 2025.

Rome's hospitality market also offers particularly favourable fundamentals for value creation strategies. Hotel supply remains highly fragmented, with a large proportion of independently operated properties, while strict planning constraints significantly limit new development. At the same time, transaction activity remains exceptionally limited, with only around fifteen hotel transactions completed in 2025 across a market comprising more than 900 hotels<sup>3</sup>. This structural scarcity continues to support asset values and reinforces the attractiveness of well-located properties offering significant repositioning potential.

*« The acquisition of the Hilton Garden Inn Rome Claridge perfectly illustrates our investment strategy : identifying well-located assets with*

*strong underlying fundamentals and significant value creation potential. Rome remains one of Europe's most attractive hospitality markets, underpinned by resilient leisure and business demand as well as structurally constrained supply. We are delighted to complete this new investment alongside SOHOMA, through SOHOMA INTERNATIONAL, a long-standing partner with whom we share the same conviction in active asset management and long-term value creation.»*

**Maxime Durand, Managing Partner at EXTENDAM**

*« European hospitality represents one of Eternam's strongest investment convictions today. Gateway cities such as Rome, Paris and Athens combine structurally resilient leisure and business demand with an underexploited quality hotel offering, creating an ideal environment for long-term value creation strategies. This acquisition marks the first milestone of a broader European expansion strategy that we intend to pursue with ambition.»*

**Jonathan Donio, President of Eternam**

*« This acquisition reflects Sofiparc Hotels' accelerating international expansion across Europe. Fully aligned with our investment strategy, it strengthens our presence in one of the continent's most attractive hospitality markets alongside leading partners recognised for their expertise and their ability to create sustainable long-term value.»*

**Valérie Bros, Board Member and Chief Executive Officer of Sofiparc**

*« Beyond this landmark acquisition, our ambition is to establish a lasting presence across Europe, and*

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*particularly in Italy, by building local teams and partnering with trusted stakeholders. Every new country presents its own challenges, but also a unique opportunity to embrace different ways of working and further strengthen our organisation.*

*Rome marks another important milestone in this journey, driven by a strong collective commitment to the success of this project.»*

**Henry Simpson, Chief Executive Officer of SOHOMA INTERNATIONAL**

1 Google Maps.

2 Ente Bilaterale del Turismo del Lazio - 2025 - Istituto Nazionale di Statistica (ISTAT) - 2024.

3 Statista - Hotelchains - Hospitality Investor - 2025.

**EXTENDAM**  
CAPITAL PARTNERS IN HOSPITALITY

**ETERNAM**

**SOHOMA**

**Sofiparc**



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*Past performance is not indicative of future performance and is not constant over time.*

### About EXTENDAM

With more than €5.1 billion in assets under management, EXTENDAM is Europe's leading hospitality investment platform. Active across the continent's principal hotel markets, the Group has built a portfolio of more than 400 hotels representing nearly 32,000 rooms. Leveraging recognised expertise in investment, asset management and value creation, EXTENDAM partners with institutional investors, family offices and private clients to acquire, develop and enhance hospitality assets. Its entrepreneurial approach and deep understanding of European markets enable the Group to identify and execute high-potential investment opportunities.

### About ETERNAM

Authorised and regulated by the Autorité des Marchés Financiers (AMF), Eternam is an independent investment management company operating across the entire real estate value chain, including real estate investment funds, club deals, SCPI advisory services and residential investments. Supported by a team of 30 professionals, Eternam has developed recognised expertise in sourcing, structuring and managing commercial real estate and hospitality investments. The firm currently manages more than 25 collective investment funds and 30 club deals, representing over €1.6 billion in assets under management.

### About SOHOMA INTERNATIONAL

Founded in 2023 by Timothée Hainguerlot, Louis Solanet and Henry Simpson, SOHOMA INTERNATIONAL was established to drive the Group's European expansion. The company develops and operates both branded and independent hotels across key European destinations outside France, supported by SOHOMA's long-standing financial partners. Its ambition is to build a portfolio of strategic hospitality assets throughout Europe.

As a dedicated hotel operator, SOHOMA INTERNATIONAL leverages the Group's in-house expertise across revenue management, finance, operations and project management, while establishing local teams for on-the-ground operational functions. Already active in Belgium, the company owns the Hotel Navarra in Bruges (94 rooms) and operates the Greet Brussels Airport hotel.

### About SOFIPARC

SOFIPARC was created through the consolidation of OPmobility's non-industrial real estate assets, including office buildings and associated parking facilities in the Paris and Lyon regions. The company manages and develops its real estate portfolio with a long-term investment approach. Structured as a public limited company with a Board of Directors, SOFIPARC established Sofiparc Hotels in 2021 to accelerate the diversification of its real estate activities into the hospitality sector.



FRANCE'S LEADING PRIVATE EQUITY FIRM

DEDICATED TO BUDGET AND MIDSACLE HOSPITALITY IN EUROPE

260  
DEALS

400  
HOTELS

32 000  
ROOMS

€5,1 bn  
ASSET VALUE

SOURCE : EXTENDAM - 31/12/2025

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### MORE INFORMATION ON

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