PRESS RELEASE

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IDEA Reaffirms Hilton's Continued Involvement in the Freetown Cape Sierra Hotel Project

Freetown, Sierra Leone — 16 November 2026

International Development Enterprise Associates (UK) Ltd ("IDEA(UK)"), developers of the Hilton Freetown Cape Sierra Hotel, wishes to reaffirm Hilton's continued involvement in the development of the landmark 200-room hotel at Cape Sierra, Aberdeen, Freetown.

The hotel will be managed and operated by Hilton under its **flagship Hilton Hotels & Resorts brand**, developed to five-star international standards and offering premium international hospitality, conference and leisure facilities.

IDEA (UK) wishes to clarify that the Hilton Freetown Cape Sierra Hotel is distinctly different from the Hilton Garden Inn at Freetown International Airport.

Hilton operates several hotel brands designed to cater for different levels of hospitality. Of the three brands:

- **Hilton Garden Inn – Quality Accommodation:** Offers comfortable accommodation with essential services and amenities, primarily catering to travellers seeking convenience and value.
- **DoubleTree by Hilton – Higher Quality:** Provides a more premium, full-service hotel experience with a broader range of facilities, restaurants and guest services.
- **Hilton Hotels & Resorts – Premium Quality:** Hilton's flagship brand and the highest positioned of these three, offering a more prestigious international hotel experience with extensive facilities, restaurants, conference amenities and guest services.

The Hilton Freetown Cape Sierra Hotel will operate under the **flagship Hilton Hotels & Resorts brand**, positioning it at the premium end of Sierra Leone's international hospitality market.

IDEA (UK) also confirms that negotiations with its existing lenders remain ongoing, with the parties working towards concluding the necessary agreements and legal documentation to facilitate the resumption of construction activities at Cape Sierra.

IDEA (UK) remains fully committed to completing the development and delivering a landmark international hotel that will be operated by Hilton and will contribute significantly to Sierra Leone's tourism, business and hospitality sectors.

ENDS

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