

ULTIMACAPITAL

PRESS RELEASE

Ultima Capital SA celebrates its 10th anniversary by joining forces with Groupe Barrière to introduce Fouquet's Gstaad

Switzerland, 22 October 2026 – Ultima Capital SA (BX: ULTIMA, “Ultima”), a Swiss luxury real estate owner, developer and operator listed on BX Swiss, is proud to announce that, in celebration of its 10th anniversary, it is opening a new chapter in its successful collaboration with Groupe Barrière. From 4 December 2026, Ultima Hotel Gstaad – the founding property of the Ultima Collection – and Ultima Promenade Gstaad will welcome guests under the Fouquet's Gstaad brand, with Ultima Capital retaining full ownership of both assets.

Ten years after opening Ultima Hotel Gstaad, the founding property of the collection, Ultima Capital and Groupe Barrière have chosen to combine their respective expertise and shared vision of exceptional hospitality to create a distinctive new destination in the heart of the Swiss Alps.

More than a rebranding, this evolution represents the meeting of two complementary worlds of luxury.

On one side, Groupe Barrière, an internationally renowned name in luxury hospitality, brings its heritage, timeless elegance and unmistakable French art de vivre. Its prestigious Fouquet's brand, synonymous with refinement, exceptional gastronomy and the art of hospitality, finds a natural home in Gstaad, a destination celebrated for its sophistication, authenticity and understated prestige.

On the other, Ultima Collection, which has spent the past decade perfecting the art of ultra-personalized hospitality, brings its intimate understanding of the expectations of the world's most discerning guests. From its boutique hotel experience to the exceptional management of private chalets and residences with five-star hotel services, Ultima Collection has established a unique approach to luxury, where every experience is individually crafted and tailor-made in every aspect, from housekeeping to gastronomy, and where privacy remains paramount.

Together, these two philosophies will shape the opening of Fouquet's Gstaad, across the resort and private chalet, with the ambition of creating Gstaad's first very intimate, contemporary place: a destination that combines the prestige and service excellence of an iconic international brand with the intimacy, flexibility and highly personalized attention of a private resort & chalet.

A new generation of Alpine luxury

Under unchanged ownership and leadership, both properties are entering a new era, embracing a more contemporary, vibrant and lifestyle-driven interpretation of luxury while remaining deeply respectful of Gstaad's heritage.

The ambition is not to reinvent Gstaad, but to celebrate everything that makes it extraordinary while introducing a fresh perspective on the traditional palace experience.

The continued presence of the acclaimed Zuma pop-up perfectly illustrates this vision, bringing an international and contemporary dining experience to the destination while complementing the elegance and authenticity of the Swiss Alps.

At Fouquet's Gstaad hotel and private chalet, contemporary energy will coexist with timeless sophistication. International appeal will meet local traditions, and exceptional experiences will remain discreet, intimate and effortlessly personal.

Above all, both properties will remain faithful to the values that define Gstaad: privacy, discretion, understated luxury and the art of making the exceptional feel entirely natural.

Ten years of excellence, a shared vision for the future

This milestone also marks a new chapter in Ultima Capital's development strategy, with the group retaining full ownership of its Gstaad assets while strengthening its collaboration with one of the most respected names in international hospitality.

"Gstaad has always held a special place in Ultima Collection story, and we begin this new chapter with great pride. By evolving our model while retaining ownership of the properties, we are building a more resilient, future-focused group, and an exciting new era for Gstaad, our guests, and the future we are building together."

Beat Ganz, CEO, Ultima Capital

The Ultima Collection spirit lives on

As Ultima Hotel Gstaad and Ultima Promenade Gstaad prepare to welcome guests under the Fouquet's Gstaad brand from 4 December 2026, the essence of what has made these properties exceptional over the past decade will be elevated by this new brand, bringing its international expertise and exceptional art de vivre. The dedicated on-site team will remain in place, ensuring continuity, familiarity and the highly personalized attention guests have come to expect, while raising service standards further through this new partnership.

Guests will continue to enjoy the privacy, warmth, personalized attention and exceptional five-star service that have become the signature of Ultima's hospitality, now enhanced by the heritage, international recognition and savoir-faire of Groupe Barrière

All existing reservations will be honored as confirmed, ensuring a seamless transition for guests.

A new brand. Two exceptional heritages. One shared ambition: to write the next chapter of luxury hospitality in Gstaad.

About Ultima Capital SA

Ultima Capital SA holds, develops and operates a portfolio of 3 resorts, 18 chalets and villas and 11 other hospitality-related properties across 11 locations. The business activity of Ultima includes the long-term direct or indirect holding and operating of luxury properties, located across Switzerland, France, and Greece.

The Company's shares are traded on the BX Swiss exchange in Switzerland under the ticker symbol 'ULTIMA' (Swiss Security number 49106400, ISIN: CH0491064009).

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