

SELINA HOSPITALITY PLC CORPORATE GOVERNANCE GUIDELINES

Effective October 27, 2022

The Board of Directors (the “*Board*”) of Selina Hospitality PLC (the “*Company*”) has adopted these Corporate Governance Guidelines (the “*Guidelines*”) to assist the Board in its exercise of its responsibilities, including, without limitation, compliance with the applicable rules and requirements of the Securities and Exchange Commission (the “*SEC*”) and the Nasdaq Stock Market (the “*Nasdaq*”) and other legal requirements. These Guidelines reflect the Board’s judgment as it relates to sound corporate governance practices by which the Board oversees the Company’s business affairs. These Guidelines are subject to change from time to time by the Board.

I. BOARD COMPOSITION AND DIRECTOR QUALIFICATIONS

A. Size of Board

The Board believes that its optimal size is between five and nine members. The Company’s Articles of Association specify a minimum and maximum number of directors; any change to the minimum or maximum number of members of the Board would require amendment to the Company’s Articles of Association and shareholder approval.

B. Independent Directors

Subject to any permitted phase-in periods or exceptions that may apply, the Board will be composed of a majority of directors who meet the criteria for independence established by the Securities Exchange Act of 1934, the Nasdaq, and any other applicable regulatory authority and these Guidelines (“*Independent Directors*”). Whether directors are independent will be reviewed annually by the Board, based on the recommendation of the Nominating and Corporate Governance Committee.

C. Board Membership Criteria

The Nominating and Corporate Governance Committee shall be comprised of Independent Directors, and responsible for establishing policies and criteria for selecting new directors, reviewing the background and qualifications of individuals being considered as director candidates, actively seeking individuals to recommend to the Board as potential Board members, and recommending any proposed changes to the Board. Among the qualifications and criteria considered in the selection of candidates, the Nominating and Corporate Governance Committee will look at the following attributes and criteria of candidates: experience, skills, expertise, independence qualifications, diversity, personal and professional integrity, character, business judgment, time availability in light of other commitments, dedication and conflicts of interest. The Nominating and Corporate Governance Committee may, if it deems appropriate, establish procedures to be followed by shareholders in submitting recommendations for Board candidates and policies as may be established by the Nominating and Corporate Governance Committee from time to time for consideration of Board candidates recommended by shareholders.

D. Directors Who Cease to be Independent

Each director shall notify the Board of any change in circumstances that may put his or her independence at issue. If so notified, the Board will reevaluate, as promptly as practicable thereafter, such director's independence. An Independent Director who ceases to qualify as such after election to the Board will be required to tender a resignation as a director promptly to the Board, which will consider whether to accept or reject the resignation, taking into consideration the effect of such change on the interests of the Company.

E. Directors Who Change Their Job Responsibility

When a director's principal occupation or business association changes substantially from that which they held when originally invited to join the Board (including retirement), they will be required to tender a resignation as a director promptly to the Board. The Board will consider whether to accept or reject the tendered resignation, taking into consideration the effect of such change on the interests of the Company.

F. Resignation, Retirement or Refusal to Stand for Reelection

In the event that a director intends to resign or retire from, or refuse to stand for reelection to, the Board, such director must tender written notice of such intent directly to the Chair of the Board (the "*Chair*"), who will share such notice with the corporate secretary. The Board shall determine the action, if any, to be taken with respect to such notice.

G. Retirement Age

It is the Board's view that, while Board refreshment is an important consideration in the Board's assessment of its composition, the best interests of the Company are served by its being able to take advantage of all available talent, and that the Board should not make determinations with regard to its membership solely on the basis of age. Accordingly, there are no established limits for retirement from the Board.

H. Board Tenure

Each director's continuation on the Board shall be reviewed at the expiration of his or her term and before that director is reconsidered for re-election. In connection with its annual recommendation of director nominees, the Nominating and Corporate Governance Committee shall assess the contributions of incumbent directors eligible for nomination for a further term. While Board refreshment is an important consideration in the Board's assessment of its composition, the Board considers that the best interests of the Company are served by its being able to take advantage of all available talent, including those who have been able to develop insights into the Company and its operations over time. Accordingly, there are no established term limits for service on the Board.

I. Diversity

The Board seeks the best director candidates based on the skills and characteristics required without regard to race, color, national origin, religion, disability, marital status, age, sexual

orientation, gender, gender identity or expression, or any other basis protected by applicable law. The members of the Nominating and Corporate Governance Committee actively seek candidates for the Board that embody diversity in skills, abilities, industry knowledge, experience, gender, race, and ethnicity, as well as such other factors considered useful depending on the needs of the Board at such time. Any search firm engaged to assist with director recruitment must include women and minority candidates in the pool from which the Nominating and Corporate Governance Committee select director candidates.

J. Conflicts of interest

Directors are expected to avoid any action, position, or interest that conflicts with an interest of the Company or gives the appearance of a conflict. If an actual or potential conflict arises that is not within parameters of director activity specifically permitted by the Company's governing documents, a director shall promptly inform the Chair or the Chair of the Nominating and Corporate Governance Committee, as appropriate, who will review such matter with the Board or legal counsel if necessary. If a significant conflict exists and cannot be reasonably resolved, the director should resign. It is the responsibility of the Board to decide any conflicts questions.

K. Notification of Additional Board Service; Limits on Board and Audit Committee Memberships

Each person serving as a director must devote the time and attention necessary to fulfill the obligations of a director. Key obligations include appropriate attendance at Board and committee meetings and appropriate review of preparatory material. Directors are also expected to attend the annual meeting of shareholders. Directors will advise the Chair in advance of accepting an invitation to serve on another company board. Service on boards and committees of other organizations should be consistent with the Company's Code of Business Conduct and Ethics.

Unless the Board determines that the carrying out of a director's responsibilities to the Company will not be adversely affected by the director's other directorships, directors who also serve as an executive officer of a public company will not serve on more than a total of two public company boards, and directors who are not executive officers of a public company will not serve on more than four public company boards in addition to the Company's Board.

If a member of the Audit Committee wishes to serve on the audit committees of more than a total of three public companies (including the Company), the Board must approve such additional service, after determining whether such simultaneous service impairs the director's ability to serve effectively on the Audit Committee, before the director accepts the additional position.

II. BOARD OF DIRECTORS RESPONSIBILITIES

The business affairs of the Company are managed under the direction of the Board. The primary responsibilities of each director include, but are not limited to, to act in a way that he or she considers, in good faith, would be most likely to promote the success of the Company for the benefit of its stockholders as a whole and to exercise independent judgment and reasonable care, skill, and diligence. The primary objective of the directors should be to enhance the long-term value of the Company for the benefit of its stockholders as a whole. The Board and management understand that the long-term interests of the Company's shareholders are advanced by responsibly

addressing the concerns of other stakeholders and interested parties, including employees, customers, suppliers, communities of which the Company is a part, government officials and the public at large.

Directors must fulfill their responsibilities consistent with their fiduciary duty to shareholders and all statutory duties imposed by the UK Companies Act 2006, the rules and regulations set forth by the SEC and Nasdaq, and all other applicable rules and regulations. These duties include, but are not limited to, acting to promote the success of the Company for the benefit of its stockholders as a whole and exercising independent judgment and reasonable care, skill, and diligence. Directors are also expected to comply with all Board and Company policies and procedures.

Each director is entitled to rely in good faith on the accuracy of the records of the Company and the information, opinions, reports and/or statements presented by the Company's officers, employees, Board committees, outside advisors and auditors. In discharging their obligations, directors are entitled to rely on the honesty and integrity of the Company's senior executives and its outside advisors and auditors, and the responsibilities of the directors do not relieve the primary responsibilities of the Company's management to maintain the books and records of the Company in an accurate manner and in reasonable detail, devise and maintain effective systems of internal accounting and financial disclosure controls, prepare financial statements that are accurate and complete and fairly present the financial condition, results of operation and cash flows of the Company; and devise and maintain policies, procedures and a corporate culture that promote compliance with legal and regulatory requirements and the ethical conduct of the Company's business.

III. BOARD MEETINGS AND PROCEDURES

A. Meeting Frequency

The Board will hold at least one regularly scheduled meeting each quarter.

B. Agenda Items

Each director is free to suggest agenda items to the Chair and to raise at any meeting topics not on the agenda.

C. Attendance

All directors are expected to make reasonable best efforts to attend all meetings of the Board, meetings of the committees of which they are members and the annual meeting of shareholders. Members are encouraged to attend Board meetings and meetings of committees of which they are members in person, but may also attend such meetings by telephone or video conference.

D. Meeting Materials and Preparation

Information and materials important to the Board's understanding of topics expected to be discussed at meetings should, to the extent practical, be distributed sufficiently in advance to

permit prior review. In the event of a meeting on short notice, or if materials would contain highly confidential or sensitive information, it is recognized that written materials might not be available in advance.

Each director should be sufficiently familiar with the business of the Company, including its financial statements and capital structure, and the risks and competition it faces, to facilitate active and effective participation in the deliberations of the Board and of each committee on which they serve. Management will make appropriate personnel available to answer any questions a director may have about any aspect of the Company's business. Directors should also review the materials provided by management and advisors in advance of the meetings of the Board and its committees and should arrive prepared to discuss the issues presented.

E. Separate Sessions of Independent Directors

Independent Directors will meet regularly, in executive session, without management. If not a member of management, the Chair will preside in executive session. If the Chair is absent or disqualified, the chair of the Audit Committee will preside. If the chair of the Audit Committee is absent, an Independent Director designated by the other independent directors will preside. The name of the presiding director will be disclosed as required by the applicable rules and requirements of the SEC and Nasdaq.

In the event that the non-management directors include directors who are not independent, the Company will, at least once a year, schedule an executive session including only Independent Directors. The Independent Directors will choose a lead Independent Director to preside at these meetings. The name of the lead Independent Director will be disclosed as required by the applicable rules and requirements of the SEC and Nasdaq.

IV. DIRECTOR COMPENSATION

The Board, upon the recommendation of the Human Capital Management and Compensation Committee, will establish the form and amount of compensation to be paid to non-management directors, and review this compensation each year.

V. DIRECTOR ORIENTATION AND CONTINUING EDUCATION

The Company Secretary, in conjunction with management and outside counsel, is responsible for the new director orientation, which generally will take place over the first six months of board service and is designed to familiarize new directors with the Company's business, strategies, challenges, and governance policies and procedures.

The Board encourages all directors to participate in third-party continuing education programs to assist in developing and maintaining skills necessary or appropriate for the performance of their responsibilities. The Company will pay all reasonable expenses related to the continuing director education.

VI. COMMITTEES OF THE BOARD

A. Number, Structure and Appointment of Committee Members

The Board is responsible for the oversight of management on behalf of the Company's shareholders. The Board is assisted in its oversight function by Board committees. The Board shall have at all times three standing committees: (i) an Audit Committee, (ii) a Nominating and Corporate Governance Committee, and (iii) a Human Capital Management and Compensation Committee. All members of these committees shall be Independent Directors, and shall be appointed by the Board. Membership on the committees is reviewed each year by the full Board, which also designates a chair or co-chair for each committee. Each committee member and chair serves at the pleasure of the Board. There is no strict committee rotation policy. Changes in committee assignments are made based on committee needs, director experience, interest and availability, and evolving legal and regulatory considerations.

The Board may, from time to time, establish or maintain additional committees as necessary or appropriate.

B. Committee Charters

Each committee shall discharge its responsibilities in accordance with its own charter. Each committee charter shall set forth: the purposes, goals and responsibilities of the committee; qualifications for membership on the committee; and committee structure and operations. Each committee charter shall also specify procedures for committee member appointment and removal, as well as require that the committee annually evaluate its performance and report its assessment to the Board.

C. Committee Meetings

The chair of each committee, in consultation with committee members, shall determine the frequency and length of committee meetings unless otherwise provided in the charter for such committee. The chair of each committee, in consultation with committee members and appropriate members of management, shall establish such committee's meeting agenda. Each committee member may recommend items for inclusion on such committee's meeting agenda.

VII. LEADERSHIP

A. Chair of the Board

The Board will be chaired by an Independent Director unless otherwise approved by the Board. The Board believes that the decision of whether to have the same person occupy the offices of Chair and Chief Executive Officer should be made by the Board, from time to time, in its business judgment after considering relevant factors, including the specific needs of the business and the best interests of the Company and its shareholders.

The Chair will preside over all meetings of the directors, be responsible for the agenda at all meetings of the Board and will preside over meetings of the Company's shareholders. The Chair will preview information sent to the Board as necessary and approve meeting schedules to assure that there is sufficient time for discussion of all agenda items.

B. Evaluation of the Chief Executive Officer

The Board makes an evaluation of the Chief Executive Officer at least annually. Such evaluation is conducted by the Independent Directors. In accordance with the terms of its charter, the Human Capital Management and Compensation Committee will conduct an annual review of the Chief Executive Officer's performance and report its conclusions to the Independent Directors of the Board.

C. Succession Planning

In accordance with the terms of its charter, the Human Capital Management and Compensation Committee reviews succession planning for the Chief Executive Officer (including in the event of emergency), and the Chief Executive Officer reviews succession planning for the other members of senior management. The Human Capital Management and Compensation Committee and the Chief Executive Officer shall report on succession planning to the Board, and the Board shall review succession planning, at least annually.

VIII. BOARD OPERATIONS

A. Attendance of Non-Directors at Board Meetings

Non-directors, including members of management, may be present at Board meetings at the invitation of the Chair.

B. Board Access to Management

Directors have access to such members of Company management as the directors deem necessary or desirable for the Board to carry out its duties.

C. Confidentiality of Information

In order to facilitate open discussion, the Board believes maintaining confidentiality of information and deliberations is imperative.

D. Board Interaction with Institutional Investors, Analysts, Press and Customers

Company management is the contact with outside parties. From time to time, directors may be asked by the Chair, the Chief Executive Officer or management to speak with others, as appropriate.

E. Board Access to Outside Resources

The Board and Board committees may, if they wish to do so, seek legal or other expert advice from a source independent of management and shall be provided the resources for such purposes. Generally, this would be with the knowledge of the Chief Executive Officer, but this is not a condition to retaining such advisors.

F. Insurance and Indemnification

The directors shall be entitled to have the Company purchase reasonable directors' and officers' liability insurance on their behalf and to the benefit of indemnification to the fullest extent permitted by law and the Company's Articles of Association and any indemnification agreements.

IX. ANNUAL PERFORMANCE EVALUATION OF THE BOARD

The Board will conduct an annual self-evaluation to determine whether it and its committees are functioning effectively. This annual self-evaluation will be coordinated and overseen by the Nominating and Corporate Governance Committee.

X. REVIEW OF CORPORATE GOVERNANCE POLICIES; AMENDMENTS

At least annually, the Nominating and Corporate Governance Committee will review and reassess the adequacy of these Guidelines and recommend any proposed changes for approval by the Board. In doing so, the Nominating and Corporate Governance Committee shall give due regard to relevant rules and guidance, as well as to the comments and recommendations of the UK Corporate Governance Code and SEC regulations governing domestic issuers, insofar as they are applicable to the Company. In addition, the Nominating and Corporate Governance Committee will consider any other governance matters that arise from time to time within the scope of the Nominating and Corporate Governance Committee Charter and will develop appropriate recommendations for the Board. In addition, the Audit Committee will annually review management's monitoring of the Company's compliance programs and the Company's Code of Business Conduct and Ethics, including a report of violations and waivers of the Company's Code of Business Conduct and Ethics.

The Board may amend, waive, or suspend any of these Guidelines at any time, with or without public notice, if it determines in the exercise of the Board's judgment such action is necessary, appropriate or in the best interest of the Company.

XI. COMMUNICATING WITH THE BOARD

Shareholders are invited to communicate to the Board, its committees, the Chair or with non-management and independent directors as a group by writing to:

Selina Hospitality PLC
Attention (Board member)
Office of the Company Secretary
6th Floor, 2 London Wall Place
Barbican, London
EC2Y 5AU
United Kingdom