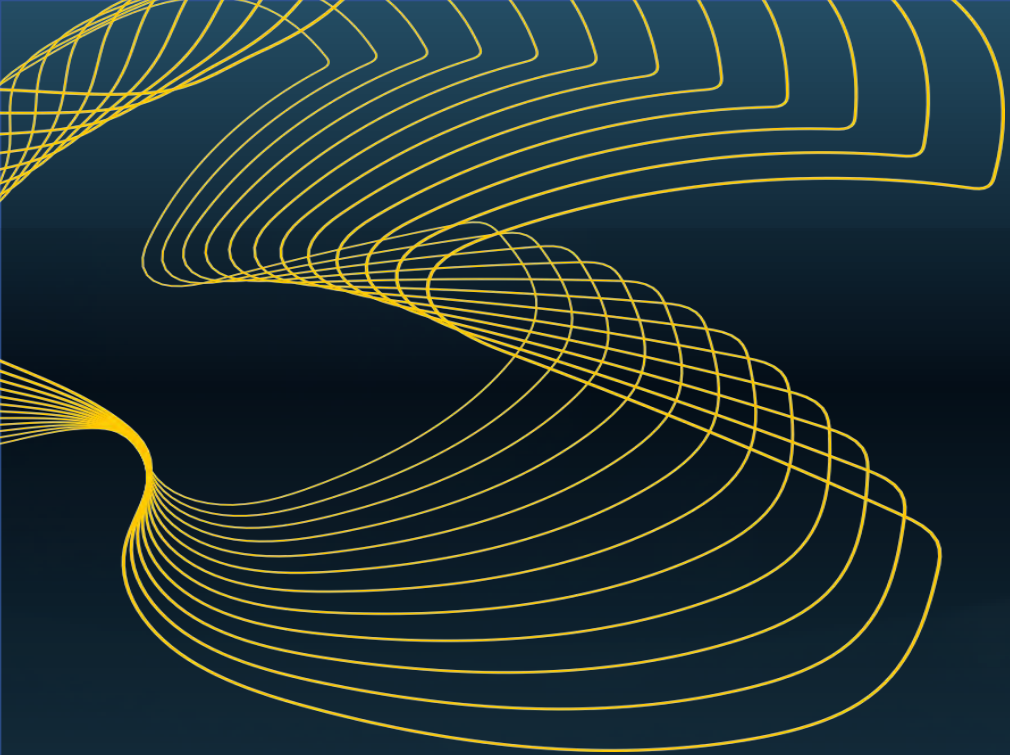




GHOTEL
Group

BE PART OF OUR JOURNEY.



INTRODUCTION

Attractive hotels in attractive locations across Germany and Austria.

GHOTEL Group operates an extensive portfolio comprising budget-, midscale- and upscale hotels in popular cities. Besides our own brands GHOTEL hotel & living and nestor hotels, we can offer our guests a wide range of highly recognized international brands with our franchised hotels.

Every hotel responds to the desires of modern leisure and business travellers offering a wide range of amenities, e.g. a comprehensive breakfast buffet, high speed wlan and flatscreen TVs.

For hosting meetings or congresses, our hotels provide suitable daylight spaces in every size and with every equipment needed for a successful convention. We create the right atmosphere for your ideas!

GHOTEL Group is looking forward to welcoming you in one of our hotels!

HISTORY

1994

COMPANY START-UP

as a dormitory service provider
for the Deutsche Bundespost

2005

TAKEOVER

by the AURELIUS Equity
Opportunities Group

2006

BRAND LAUNCH

- GHOTEL hotel & living

2007

STRATEGIC REORIENTATION

as a professional
hotel operator

2010

NEW OPENING

- GHOTEL hotel & living Koblenz

2012

NEW OPENING

- GHOTEL hotel & living
Wuerzburg

2015

SALE

of the real estate
portfolio and focus

2016

NEW OPENING

- GHOTEL hotel & living
Essen

2018

NUMEROUS TAKEOVERS:

- nestor Hotel Ludwigsburg
- nestor Hotel Neckarsulm
- Holiday Inn Express Guetersloh
- Holiday Inn Dusseldorf
- Holiday Inn Salzburg City
- Intercity Hotel Goettingen

REBRANDING

to GHOTEL hotel & living

2019

NEW OPENING

- Holiday Inn Osnabrueck
- GHOTEL hotel & living Bochum

2020

TAKEOVER BY ART-INVEST REAL ESTATE

2020

NEW OPENING

- ibis budget Bayreuth and ibis Styles Bayreuth
- Takeover ibis Styles Pforzheim
- Signing Management contract for
Hanseatischer Hof Luebeck

2021

NEW OPENING

- Moxy Cologne Bonn Airport
- ibis Dusseldorf Airport and
- Novotel Dusseldorf Airport

2022

NEW OPENING

- Moxy Cologne Muelheim
- ibis Styles Munich Perlach

2023

NEW OPENING

- TRIBE Baden-Baden

ORGANIGRAM



ART INVEST
— REAL ESTATE —

GHOTEL
Group

GHOTEL Group GmbH (Headquarters)

GHOTEL
GmbH

- GHOTEL hotel & living Hannover
- GHOTEL hotel & living Kiel
- GHOTEL hotel & living Wuerzburg
- GHOTEL hotel & living Koblenz
- GHOTEL hotel & living Essen
- GHOTEL hotel & living Bochum
- GHOTEL hotel & living Goettingen
- Novotel Dusseldorf Airport
- ibis Dusseldorf Airport

GhOTEL
Deutschland GmbH

nestor Hotel Objekt
Ludwigsburg GmbH

- nestor Hotel Ludwigsburg

nestor Hotel Objekt
Neckarsulm GmbH

- nestor Hotel Neckarsulm

GhOTEL
Germany GmbH

- ibis budget Bayreuth
- ibis Styles Bayreuth
- ibis Styles Munich Perlach
- ibis Styles Pforzheim
- TRIBE Baden-Baden

GhOTEL
Arcadia GmbH

Arcadia
Hotelbetriebs-Gesellschaft mbH

- Holiday Inn Dusseldorf City
- Holiday Inn Express
Guetersloh
- Holiday Inn Osnabrueck

AI MXY Hotel
Operations GmbH

- Moxy Cologne Bonn Airport
- Moxy Cologne Muelheim

GhOTEL
Austria GmbH

Arcadia
Hotelbetriebs GmbH

- Holiday Inn Salzburg City

GHOTEL
hotel & living



NOVOTEL
HOTELS & RESORTS

nestor
HOTELS



TRIBE

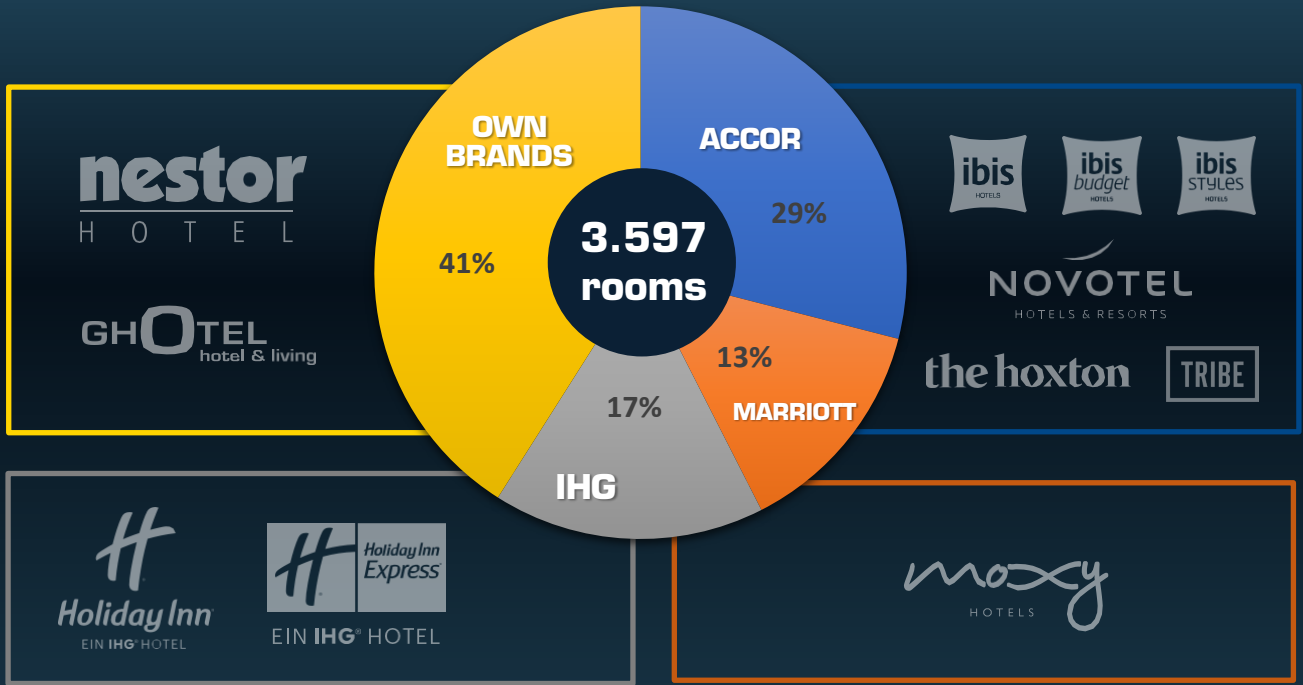


Holiday Inn
EIN IHG HOTEL

moxy
HOTELS

Holiday Inn
EIN IHG HOTEL

PORTFOLIO



OWN BRAND

GHOTEL hotel & living Bochum	162 rooms
GHOTEL hotel & living Essen	174 rooms
GHOTEL hotel & living Goettingen	144 rooms
GHOTEL hotel & living Hannover	329 rooms
GHOTEL hotel & living Kiel	84 rooms
GHOTEL hotel & living Koblenz	120 rooms
GHOTEL hotel & living Wuerzburg	204 rooms
nestor Hotel Neckarsulm	84 rooms
nestor Hotel Ludwigsburg	179 rooms

IHG

Holiday Inn Dusseldorf	209 rooms
Holiday Inn Osnabrueck	158 rooms
Holiday Inn Salzburg City	100 rooms
Holiday Inn Express Guetersloh	126 rooms

ACCOR

ibis budget Bayreuth	84 rooms
ibis Styles Bayreuth	96 rooms
ibis Dusseldorf Airport	180 rooms
Novotel Dusseldorf Airport	210 rooms
ibis Styles Pforzheim	122 rooms
ibis Styles Munich Perlach	172 rooms
TRIBE Baden-Baden*	136 rooms
the hoxton Hamburg*	188 rooms
*pipeline	

MARRIOTT

Moxy Cologne Bonn Airport	250 rooms
Moxy Cologne Muelheim	222 rooms

GHOTEL MANAGEMENT



ERIK FLORVAAG

Since the acquisition of **GHOTEL Group** by the real estate investor and project developer Art-Invest Real Estate in 2020, Erik Florvaag is particularly responsible for the Group's strategy, corporate development and Asset Management. Prior to that he was Partner & Co-Head of Hotels at Art-Invest Real Estate. In this function he was responsible for over 40 hotel transactions as well as several project developments which made a decisive contribution to the development of the Art-Invest Group's hotel portfolio. Before that he passed several career stages at PricewaterhouseCoopers' (PwC) and ebertz & partner group.

Erik Florvaag holds a diploma in business administration from the Justus Liebig University in Giessen and a Master of Business Administration (MBA) in International Real Estate Management from the Academy of Biberach University of Applied Sciences and London Southbank University. He is also a lecturer at several universities on hotel real estate topics.

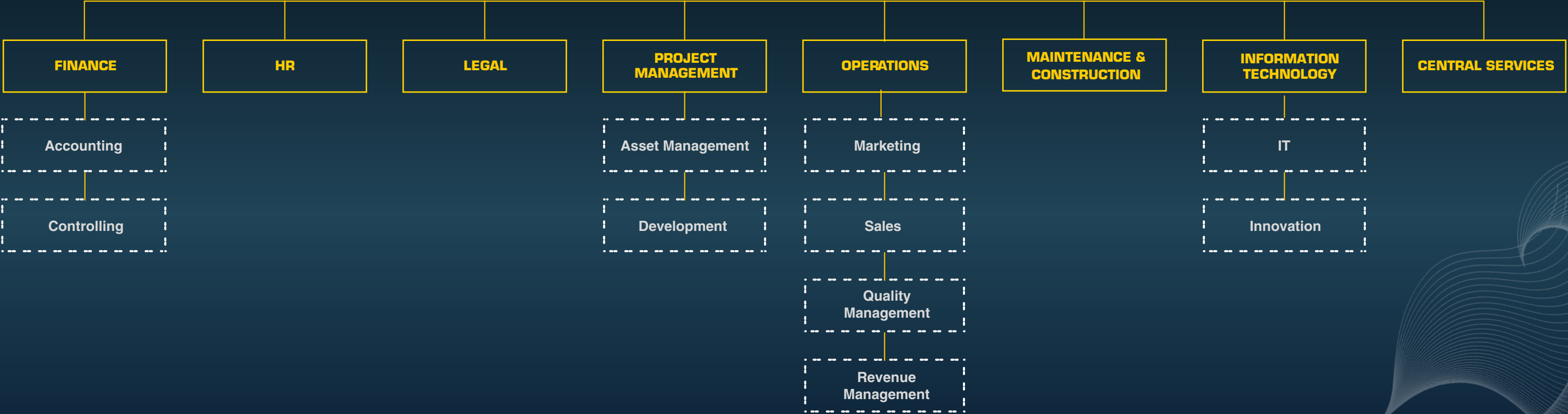


JENS LEHMANN

In 2006 Jens Lehmann joined **GHOTEL Group**, first as Director of Sales and from 2007 as Managing Director of GHOTEL being responsible for Operations, Sales & Marketing and IT. Before starting his career at **GHOTEL Group**, he passed through various management positions, for example as Managing Director, Regional Director and Director of Sales & Marketing. In total, Jens Lehmann now looks back on more than 30 years of experience in the hotel industry, both in the private hotel industry as well as in the national and international chain hotels.

Jens Lehmann successfully completed his diploma in Hotel management at WIHOGA Dortmund.

OUR HEADQUARTER STRUCTURE



OUR REAL ESTATE PARTNERS

Numerous hotels of our portfolio are owned by renowned institutional investors

VONOVIA



BNP PARIBAS

MARCARD, STEIN & CO
Bankiers



ART INVEST
— REAL ESTATE —

PATRIZIA
IMMOBILIEN AG

 LLB Immo KAG

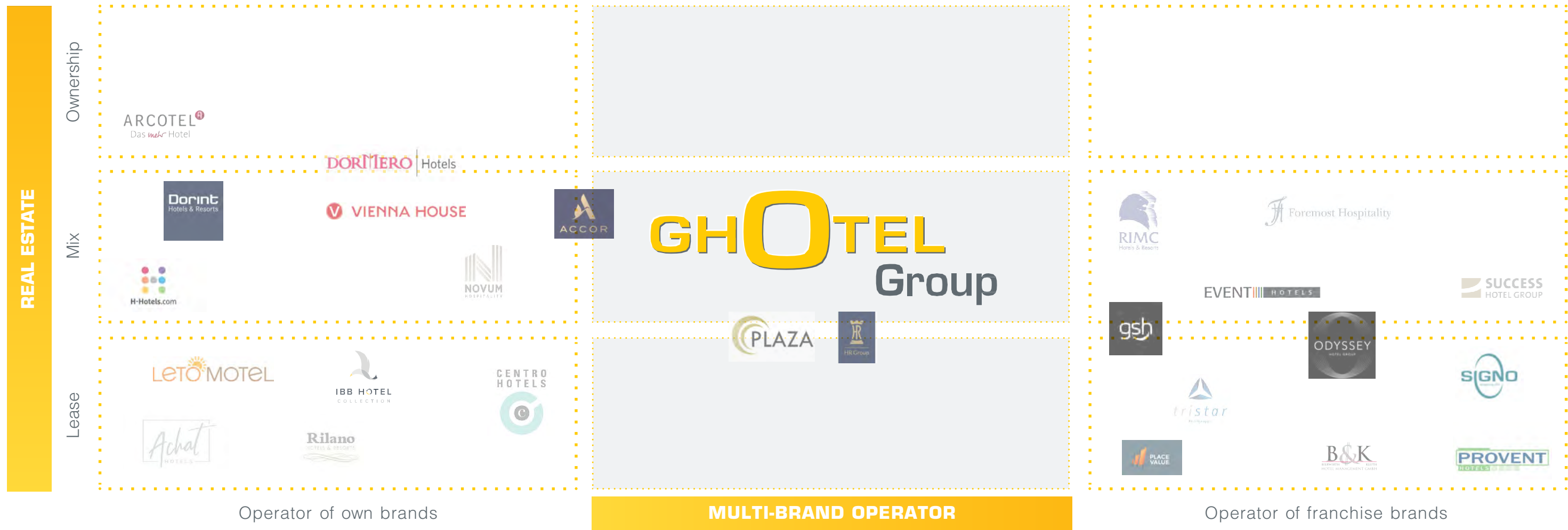
 **WARBURG-HI INVEST**
REAL ESTATE

 **KGAL**
INVESTMENT MANAGEMENT


Invesco

COMPETITIVE LANDSCAPE

With its multi-brand strategy as well as the possibility to invest into real estate, GHOTEL has a unique business model within the German hotel market





INSTITUTIONAL INVESTORS & JOINT VENTURE PARTNERS

Best practise: Holiday Inn Dusseldorf



OWN HOTEL PROJECT DEVELOPMENTS

Best practise: Moxy Cologne Muelheim



THIRD PARTY PROJECT DEVELOPERS & INVESTORS

Best practise: Dual brand Dusseldorf, TRIBE Baden-Baden



OWNER-OPERATOR

Best practise: Hanseatischer Hof Luebeck



ACQUISITION OF TROPHY ASSETS

Best practise: the hoxton Hamburg



FULL FLEXIBILITY OF OPERATING MODELS:

- **LEASE AGREEMENT** fixed or hybrid rent
- **MANAGEMENT AGREEMENT** and **INTERIM MANAGEMENT**

FLEXIBLE SPACE DESIGN

own brand and franchise brands

CREDITWORTHY PARTNER

LONG-TERM EXPERIENCE

as a successful multi-brand hotel operator

STRONG SHAREHOLDER

with access to a wide scope of real estate and construction knowhow

SEARCH PROFILE

LOCATION

- A-, B- and C-Cities in German speaking countries
- Sites with good/excellent visibility and accessibility to public transportation and daily business infrastructure

PROPERTY

- Budget-, midscale-, upscale segment
- > 100 rooms
- Existing properties, conversions, new developments
- Good/excellent visibility & accessibility

AGREEMENTS:

- No restrictions concerning contractual form & term (lease and management agreement)
- Operator free
- Possibility of real estate acquisition



GHOTEL HOTEL & LIVING BOCHUM

[HOMEPAGE](#)



GHOTEL
hotel & living



GHOTEL HOTEL & LIVING ESSEN

[HOMEPAGE](#)

GHOTEL
hotel & living



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GHOTEL HOTEL & LIVING WUERZBURG

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hotel & living



NESTOR HOTEL LUDWIGSBURG

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nestor
HOTELS



NESTOR HOTEL NECKARSULM

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nestor
HOTELS



IBIS BUDGET BAYREUTH

Homepage





IBIS STYLES BAYREUTH

[HOMEPAGE](#)





IBIS DUSSELDORF AIRPORT

[HOMEPAGE](#)





NOVOTEL DUSSELDORF AIRPORT

[HOMEPAGE](#)


NOVOTEL
HOTELS & RESORTS



IBIS STYLES PFORZHEIM

[HOMEPAGE](#)





IBIS STYLES MUNICH PERLACH

[HOMEPAGE](#)





Bildquelle: ARCHITRAV ARCHITEKTEN

TRIBE BADEN-BADEN

[HOMEPAGE](#)

TRIBE



THE HOXTON

Hamburg

COMING SOON

the hoxton

Bildquelle: ARCHITRAV ARCHITENTEN



HOLIDAY INN DUSSELDORF

[HOMEPAGE](#)


Holiday Inn
EIN IHG® HOTEL



HOLIDAY INN OSNABRUECK

[HOMEPAGE](#)




Holiday Inn
EIN IHG® HOTEL



HOLIDAY INN SALZBURG CITY

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Holiday Inn
EIN IHG® HOTEL



HOLIDAY INN EXPRESS GUETERSLOH

[HOMEPAGE](#)



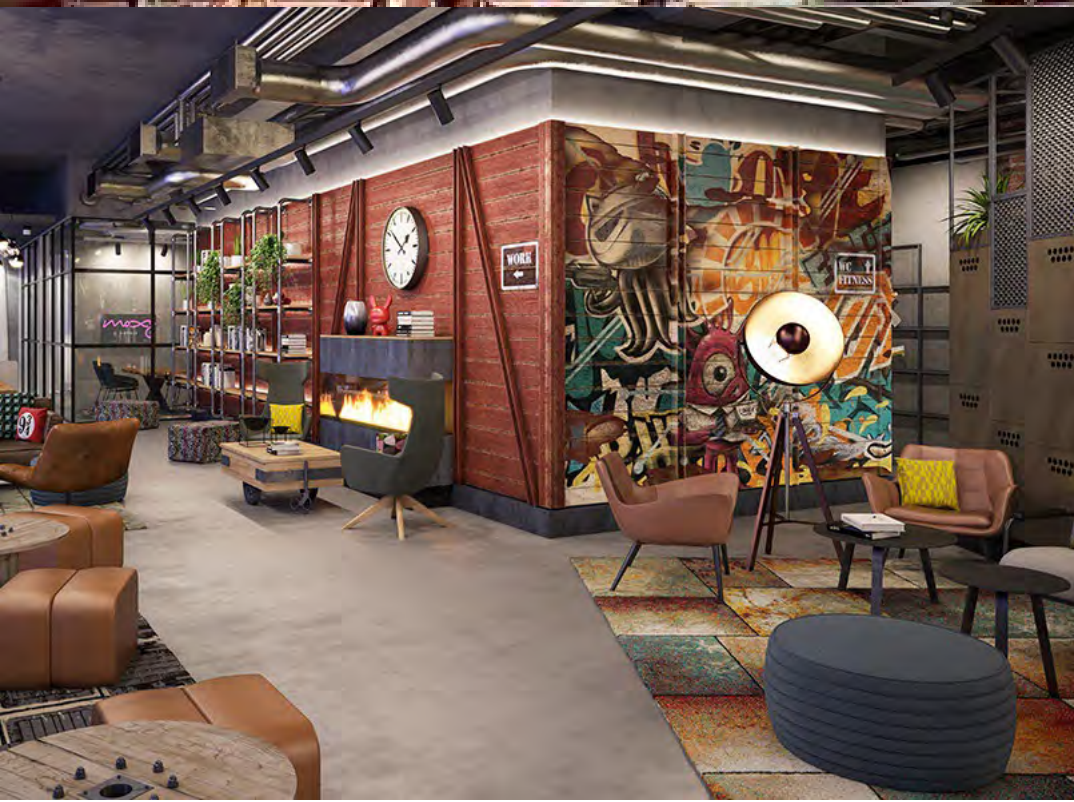
EIN IHG® HOTEL



MOXY COLOGNE BONN AIRPORT

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Thank you for your attention!

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