



**MEININGER
HOTELS**

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Company presentation Jan 2025





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HOTELS**

Introduction

A decorative red dashed line starts at the top left, curves across the top, and then curves down towards the bottom left, ending near a solid red dot.

Founded in 1999 in Berlin, today MEININGER Hotels is a key player in the **hybrid hotel market**, with **36 operating leasehold and management sites and over 20,000 beds across 25 European cities**.

Each of the hotels reflects the **unique MEININGER concept**, offering a modern and youthful design-led environment with several ancillary facilities and common areas, sold on a per bed basis.

Although the core **target customers** remain **educational groups**, the modern appeal of the offering drives growth in the market by penetrating other customer segments.

MEININGER Hotels has grown continuously over the past 15 years, generating **revenue of €197 million in FY24 and €222 Mio in FY25 (forecast)**

MEININGER Hotels business growth

Having laid the foundation for further expansion over recent years, MEININGER Hotels has a further **8 hotels currently in various stages of development and is planning further openings in the next years.** The group plans to operate a **total of 22,000 beds internationally by 2026.**

ARES Management controls the company's board and **fully supports** the unique MEININGER Hotels business model.

Sustainability and Corporate Social Responsibility

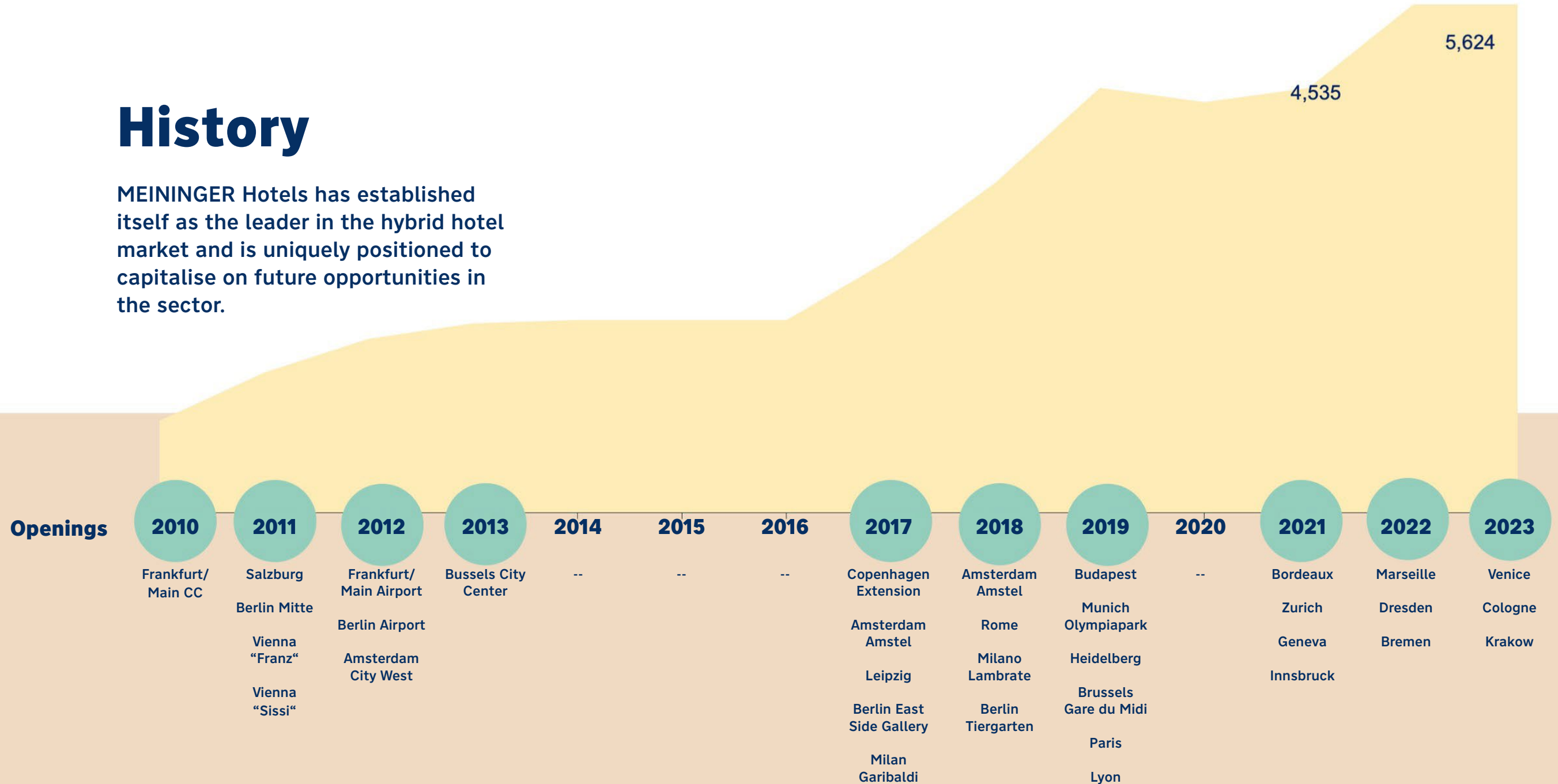
Sustainability and Corporate Social Responsibility have been extremely important ever since MEININGER Hotels' incorporation. These notions are reflected not only in our core values, but also in our guiding principles.

We have established an in-house **Sustainability Core Team** and an **Urban Green Team** consisting of different employees of our Management Board, headquarter and hotels. **Together** with our **guests and business partners** we are on a journey to detect solutions and develop impactful measures.

We are working on several projects with support of **external experts** to contribute to a more environmentally and socially reliable world for the benefit of **future generations**.

History

MEININGER Hotels has established itself as the leader in the hybrid hotel market and is uniquely positioned to capitalise on future opportunities in the sector.



The hybrid model

The background features a dark blue triangle on the left side, pointing towards the center. The rest of the background is a light yellow color. A red dashed line starts from the top center, curves downwards and to the right, then curves back to the left, ending with a solid red dot. In the top right corner, there are two vertical yellow bars of different heights, separated by a thin white line.



Multi-room types

Since MEININGER Hotels opened its first property in 1999, it has become the leading budget hotel offering multiple room types.

The accommodation ranges from classic private double, twin or multiple bedrooms to shared hostel style dorm rooms with multiple beds.

The hotels also feature designer budget quality, public areas and furnishings combined with exceptionally friendly service.

The properties are well located near public transport centres.





Target groups

The flexible room concept enables MEININGER Hotels to uniquely combine markets traditionally used by hostels, such as

school groups,

backpackers,

flashpackers with the family

and business travellers

Flexible room concept

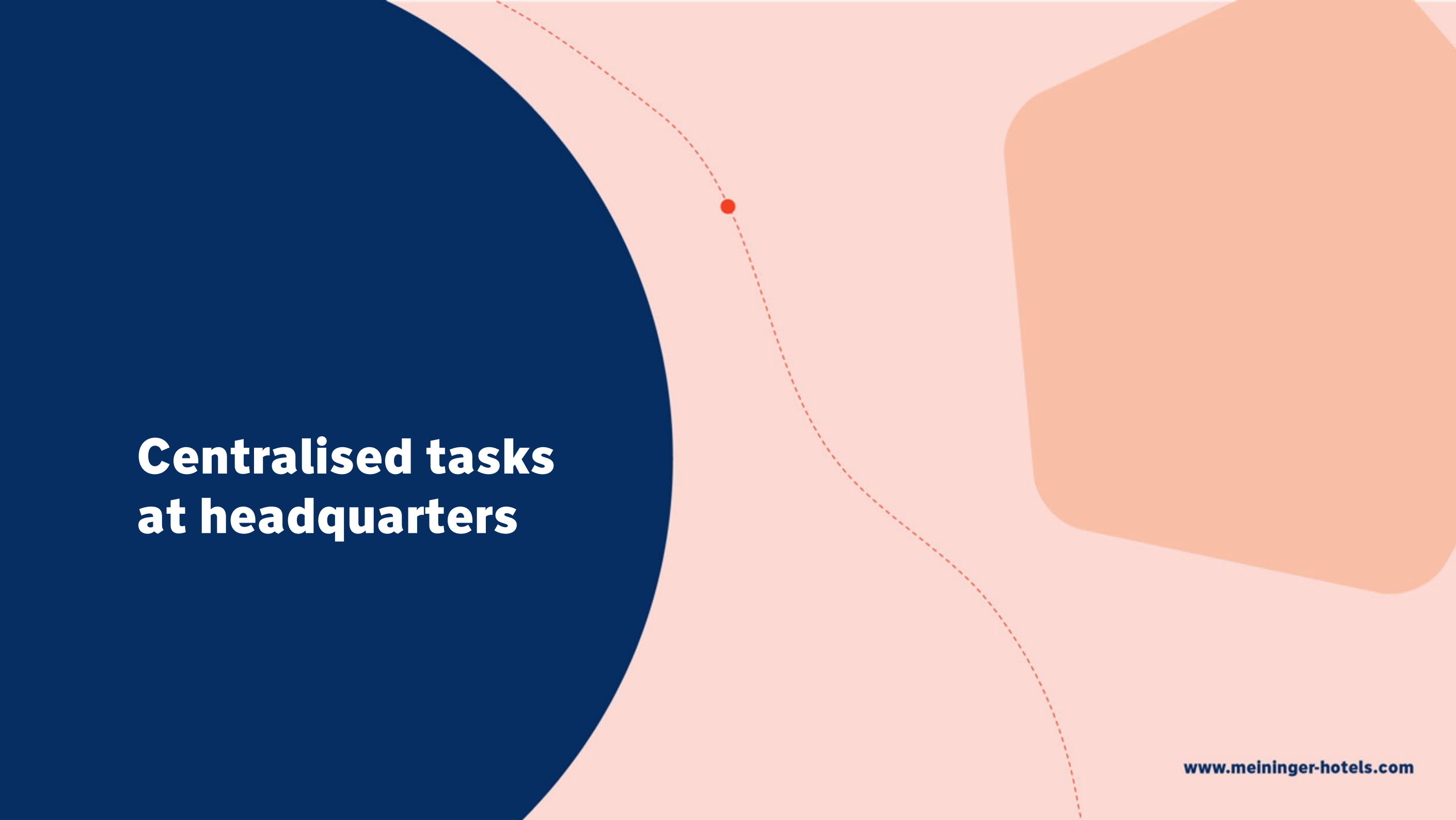


**Maximises
occupancy in rooms
and beds**

**Optimal use
of space**

**Enables accommodation
of both traditional hotel
and hotel customers**

**Maximises
occupancy in rooms
and beds**



Centralised tasks at headquarters

Centralised tasks at headquarters

MEININGER's headquarters is a service provider for its hotels.

It supports all administrative processes, such as

- **Sales & Marketing**
- **Revenue Management**
- **Reservations**
- **Finance**
- **Human Resource Management**
- **in-house design & pre-opening team who can compile technical feasibility studies.**

This centralised structure enables MEININGER Hotels to optimise development costs as well as to ensure efficient operations.

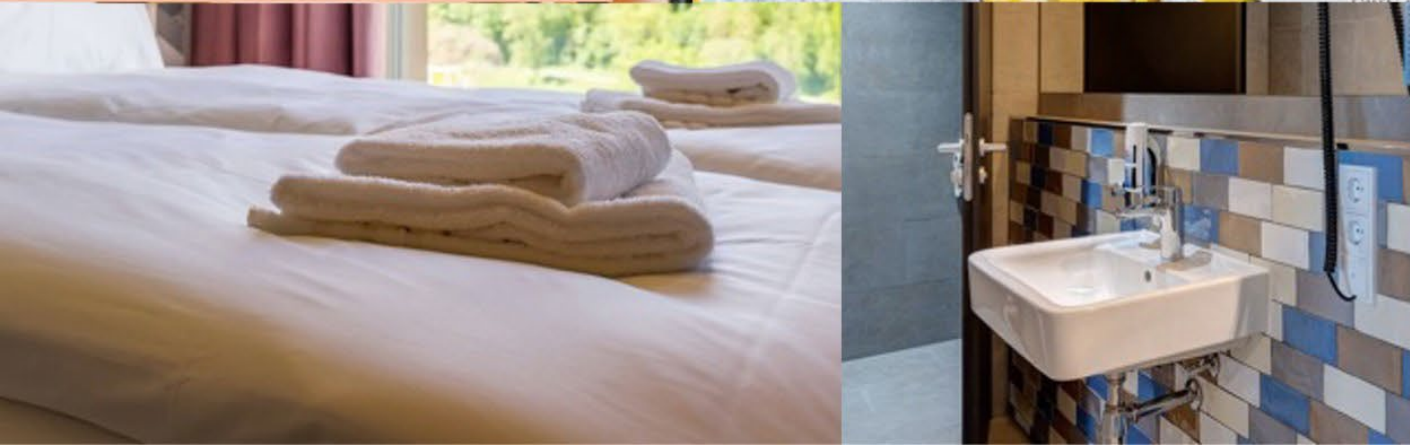




BEST-IN-CLASS product offering



Rooms



Rooms

Modern rooms with quality furnishings

- single and twin bedrooms for couples, individuals and business travellers
- quad rooms (variations of twin and bunk beds) for families and small groups
- unisex and mixed-sex dormitories

24-hour reception and on-site laundry facilities

Flexible bed and room structures enabling MEININGER Hotels to maximise revenue potential in each target market by selling per bed

Bedding and towels provided free-of-charge

En-suite bathrooms across all room types



Communal areas for food & beverage



Communal areas for food & beverage

Spacious communal areas for groups of guests to relax and unwind, which can also be utilised as ad-hoc meeting spaces for business travellers

Gaming rooms with pool tables / table football

Each MEININGER hotel provides an F&B offering:

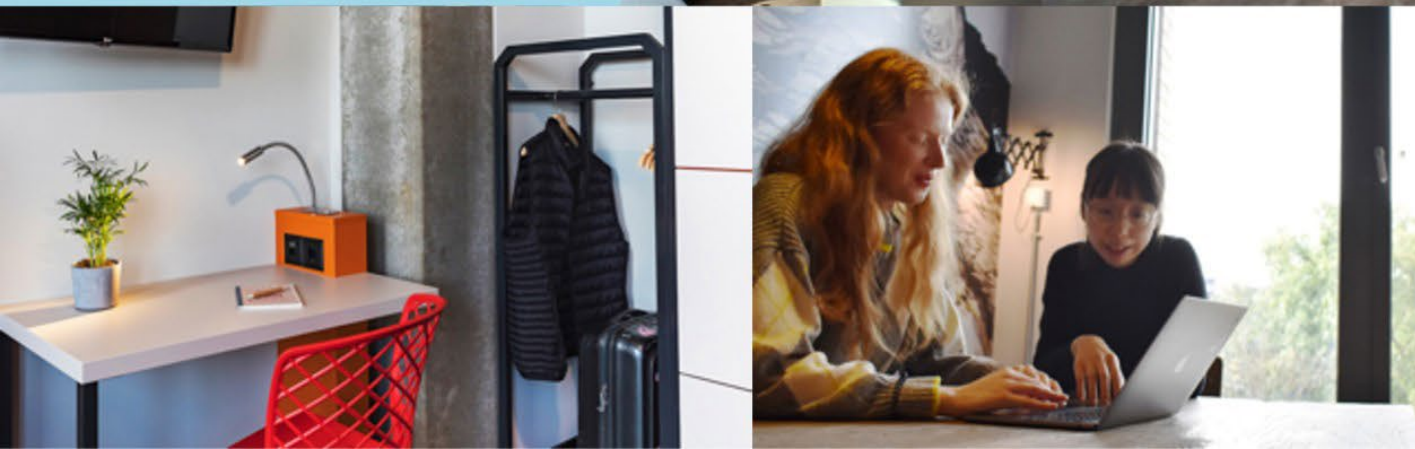
- fresh buffet breakfast and speciality coffees served daily from 6.30am till 10.30am
- a bar that serves cocktails and drinks to capture a high share of guests' F&B spend

Well-equipped guest kitchens that offer the opportunity to cook a meal whilst socialising





Business



Business

Advanced business offering targeted at corporates as the demographic of guests continues to evolve along with the concept, with an estimated 10% of guests now being business travellers

- free Wi-Fi as well as fax, print and copy services at reception
- on-site secure car parking and late check out

Locations specifically targeted and tailored to this segment, such as the MEININGER Frankfurt Messe and Airport hotels which are only minutes away from key business locations

Existing portfolio

Total Hotels per location and country

Site locations	Country	Opened	Rooms	Beds
München City Center	Germany	2004	94	394
Berlin Alexanderplatz	Germany	2008	90	328
Hamburg City Center	Germany	2009	116	423
Berlin Hauptbahnhof	Germany	2009	296	820
Salzburg City Center	Austria	2011	101	362
Berlin Mitte “Humboldthaus”	Germany	2011	116	424
Wien Downtown “Franz”	Austria	2011	131	487
Wien Downtown “Sissi”	Austria	2011	102	294
Frankfurt/Main Airport	Germany	2012	167	412
Berlin Airport	Germany	2012	156	357
Amsterdam City West	Netherlands	2012	321	1,177
Bruxelles City Center	Belgium	2013	170	727
Urban House Copenhagen	Denmark	2017	228	879
Leipzig Hauptbahnhof	Germany	2017	126	404
Berlin East Side Gallery	Germany	2017	243	825
Milano Garibaldi	Italy	2017	80	268
Amsterdam Amstel	Netherlands	2018	184	802
Roma Termini	Italy	2018	109	343

Site locations	Country	Opened	Rooms	Beds
Milano Lambrate	Italy	2018	131	475
Berlin Tiergarten	Germany	2018	238	847
Budapest Great Market Hall	Hungary	2019	184	744
München Olympiapark	Germany	2019	172	822
Heidelberg Hauptbahnhof	Germany	2019	100	331
Bruxelles Gare du Midi	Belgium	2019	170	678
Paris Porte de Vincennes	France	2019	249	946
Lyon Centre Berthelot	France	2019	169	590
Zurich Greencity	Switzerland	2021	174	582
Bordeaux Gare Saint-Jean	France	2021	173	526
Genève Centre Charmilles	Switzerland	2021	104	362
Innsbruck Zentrum	Austria	2021	74	260
Marseille Centra La Joliette	France	2022	194	572
Bremen Hauptbahnhof	Germany	2022	127	378
Dresden Zentrum	Germany	2022	173	719
Venice	Italy	2023	112	434
Cologne	Germany	2023	208	745
Krakow	Poland	2023	135	509

Locations of the portfolio and pipeline

Existing locations by country

AUSTRIA
4 hotels

ITALY
4 hotels

BELGIUM
2 hotels

NETHERLANDS
2 hotels

DENMARK
1 hotels

POLAND
1 hotels

FRANCE
4 hotels

SWITZERLAND
2 hotels

GERMANY
15 hotels

Total 36 hotels

HUNGARY
1 hotels

Additional deals signed by country

GERMANY
2 hotels

GREECE
1 hotels

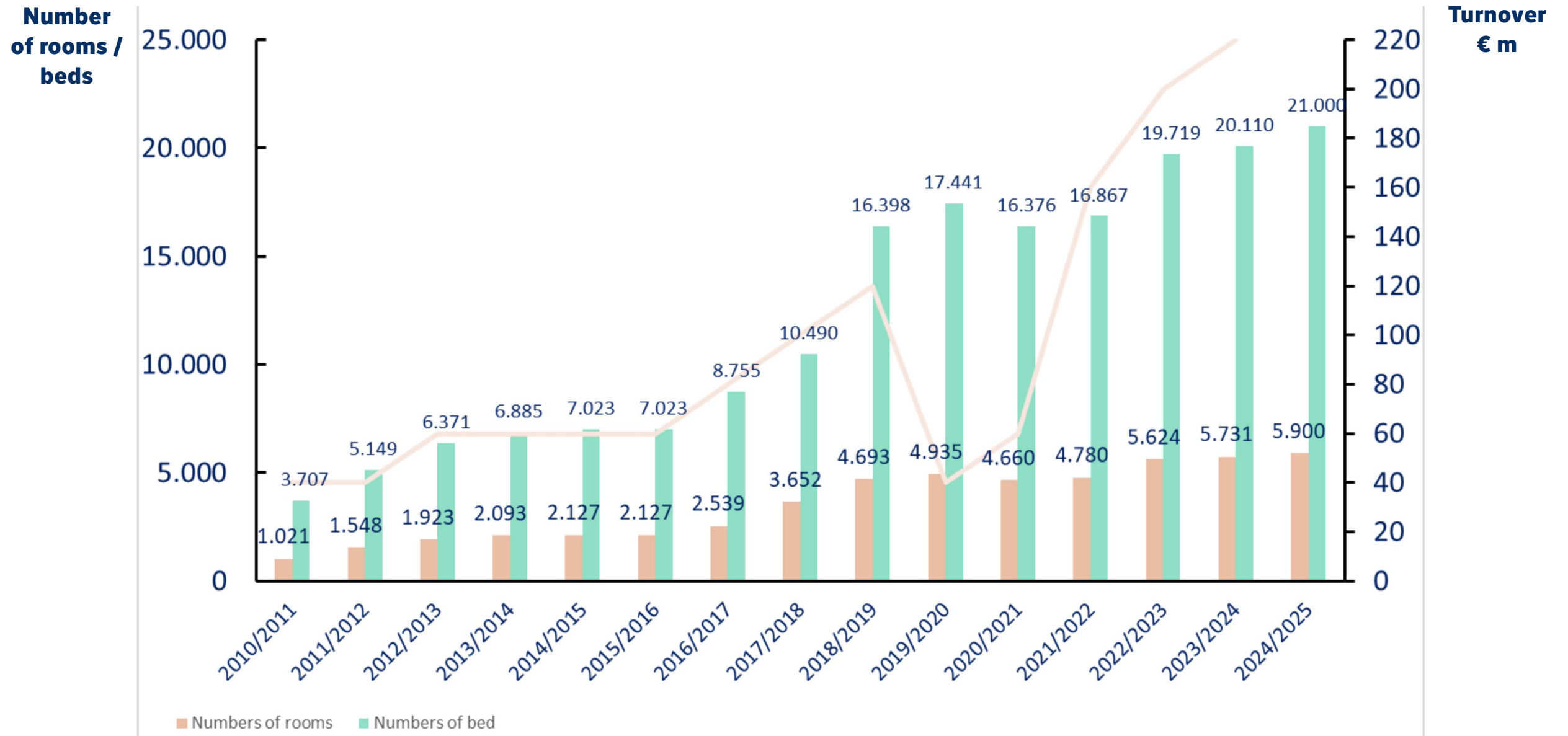
ISRAEL
1 hotels

Total 8 hotels

SPAIN
2 hotels

**UNITED
KINGDOM**
1 hotels

Growth of the portfolio and revenue





New deals under development

Tel Aviv

Hotel specifications

Address

Levanda St 5
Tel Aviv-Yafo, Israel

GFA

8,900 sqm

Type of property

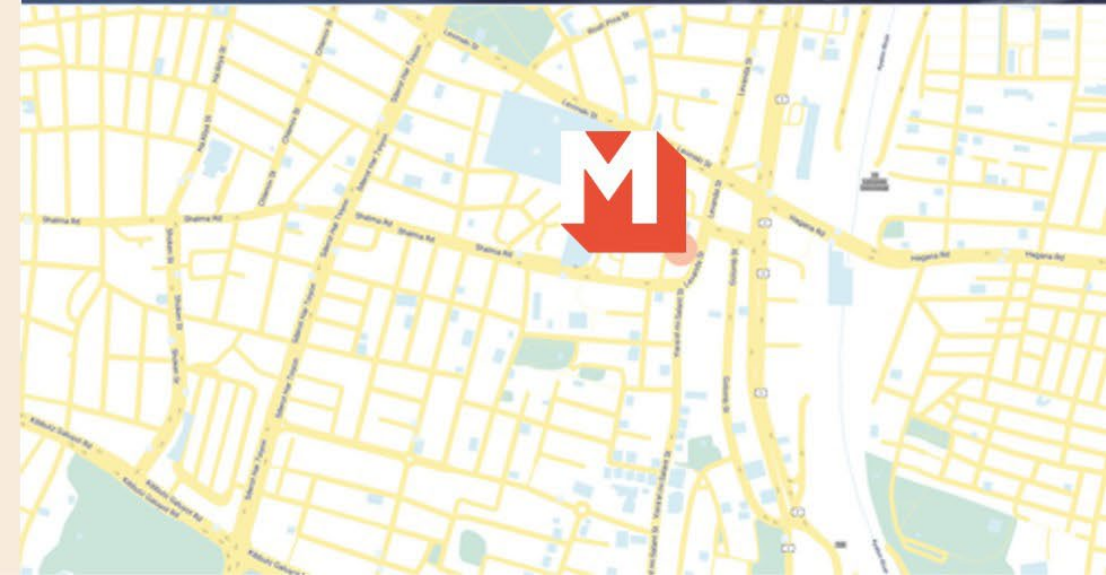
New built

Number of rooms

218

Expected start of operation

Q4 2026



Barcelona

Hotel specifications

Address

Hospitalet / Barcelona
Spain

GFA

tbd sqm

Type of property

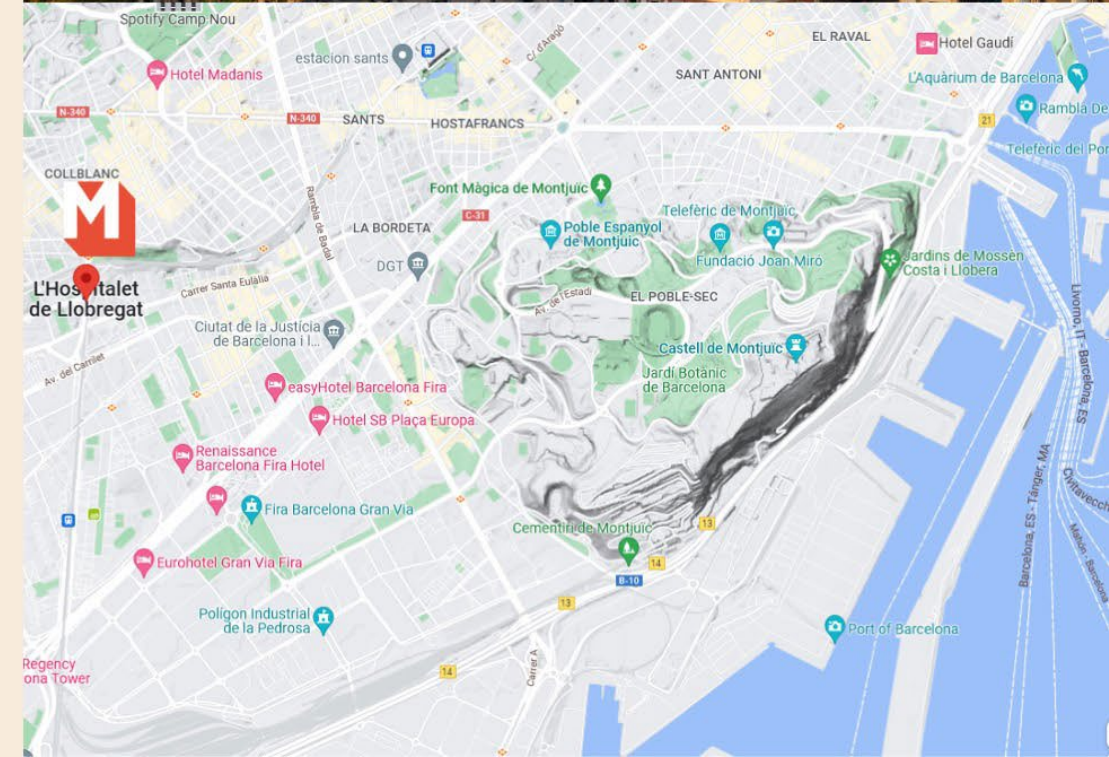
New built

Number of rooms

163

Expected start of operation

Q1 2026



Edinburgh

Hotel specifications

Address

1 Osborne Terrace
Edinburgh EH12 5HG
UK

GFA

tba

Number of rooms

157

Type of property

Office conversion

Expected start of operation

Q3 2026



Kiel

Hotel specifications

Address

Werftbahnstr.1
24193 Kiel
Germany

GFA

8000 sqm

Number of rooms

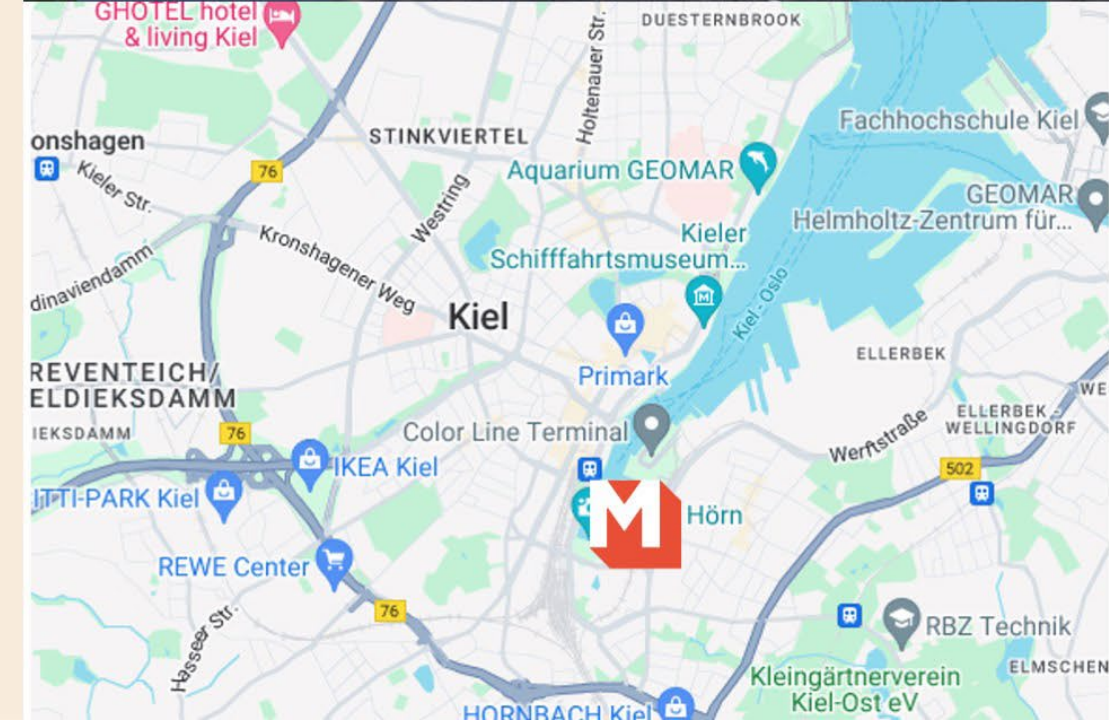
181

Type of property

New built

Expected start of operation

Q4 2026



Strasbourg

Hotel specifications

Address

16 Place de la Gare
67000 Strasbourg
France

GFA

3910 sqm

Number of rooms

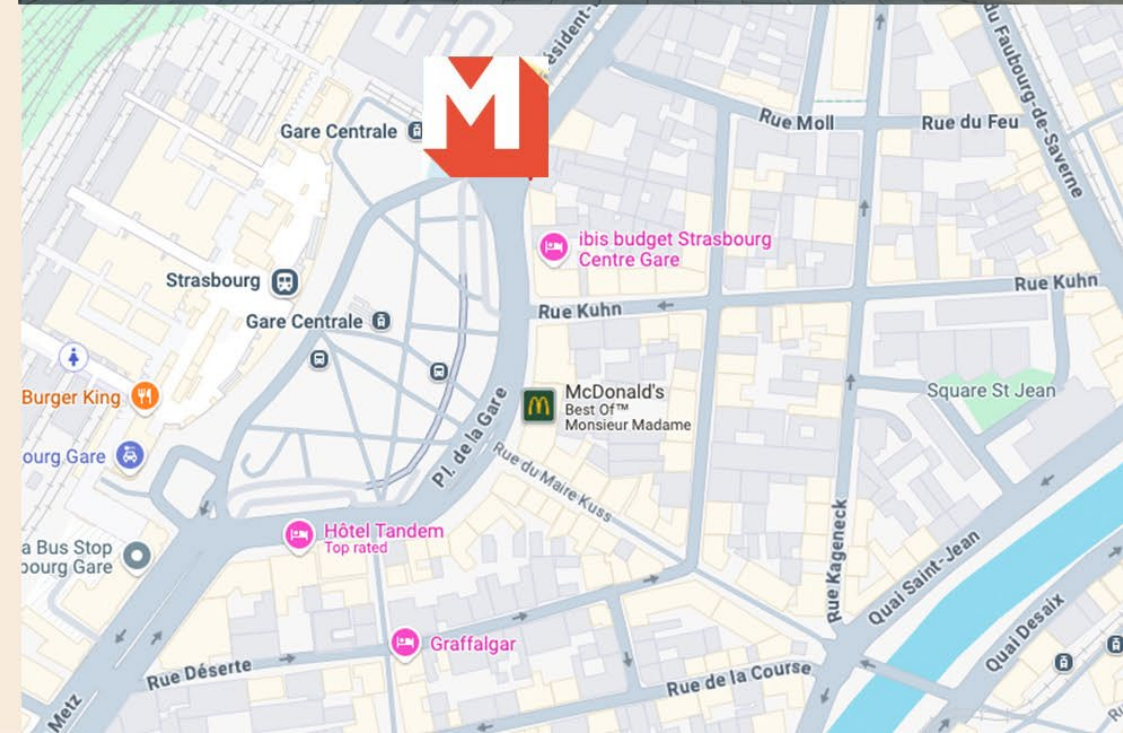
114

Type of property

New built

Expected start of operation

Q3 2027



Madrid

Hotel specifications

Address

tba
Spain

GFA

tba

Number of rooms

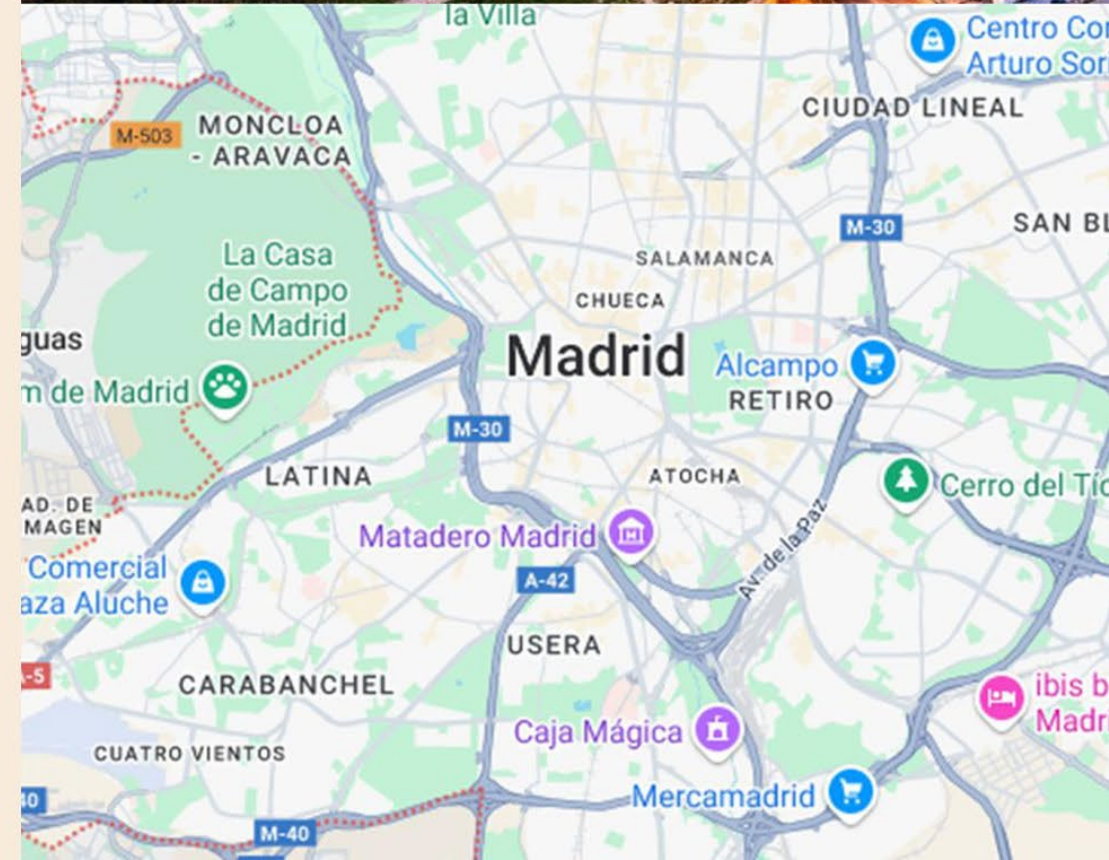
tba

Type of property

tba

Expected start of operation

Q4 2027



Expansion strategy

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GROWTH PLAN STRATEGY

With a further **8 lease contracts** signed across Europe, MEININGER Hotels is well positioned to operate a total of **22,000 beds** internationally **by 2026**.

The core pillar of this strategy is to do “more of the same”, bringing the **proven and hugely successful hybrid hotel concept** into **new markets throughout key cities in Europe**.

Recent Openings in Venice (Feb 2023), Cologne (September 2023) and Krakow (Sept 2023) have been very successful.

The background features two decorative wavy lines in a light orange color. One line starts at the top left, curves across the top, and ends on the right. The other line starts on the left, curves down and then up, ending at the bottom right. A small solid orange dot is located on the lower-left curve of the second line.

The highly experienced Project Team has proven its ability to develop up to **six new openings in parallel**, each tailored to the typical **MEININGER standard**.

Full development of a “support-hub” has been completed to enable continued roll-out whilst ensuring consistent **quality and service throughout the estate**.

MEININGER Hotels has established relationships with leading pan-European hotel investors, who are keen to support MEININGER Hotels’ growth in Europe through **long-term lease contracts**.

Why invest in MEININGER Hotels

Demand

High demand from both traditional hotel and hostel guests

Low volatility

Strong demand from budget leisure, business and education markets, which are resilient in times of economic downturns

Flexibility for conversions

The MEININGER concept allows for ease of conversion of existing buildings

Efficiency

Efficient use of space combined with low energy requirements

Return of investment

Industry leading returns on investment due to efficient use of space and high profitability

Site specifications and conversion execution

Due to its **wealth of experience** and **significant flexibility** around its concept, the MEININGER team can use a wide variety of sites for **conversion**, all reflecting the **unique MEININGER quality** and **atmosphere** following their refurbishment.

Central/city
centre locations



Excellent transport
connections



3,500 sqm to 10,000 sqm
gross area



New built,
converted hotel
or office buildings



Typical site specifications

Key specifications
that MEININGER Hotels
seeks in new properties
for refurbishment
and development New built,
converted hotel
or office buildings



No special
requirements
regarding visibility



Integration in mixed-used concepts possible,
access also from the 1st or 2nd floor

Flexibility of
room sizes
and layout



Conversion process and execution

12-18 months

MEININGER Hotels' Operations team will start the sales and operational processes approximately 12-18 months before the opening of the hotel

2-3 years

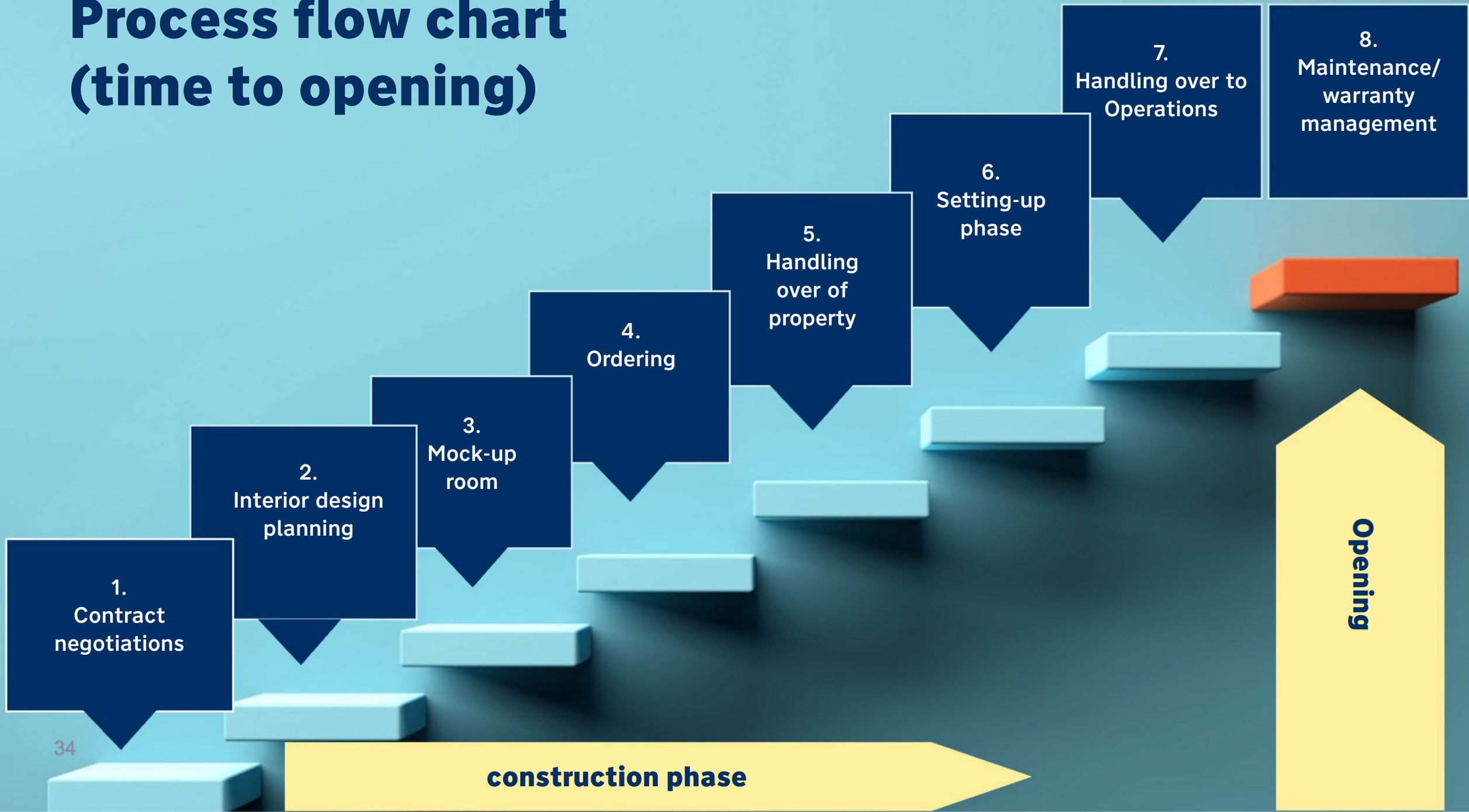
On average, for a greenfield site, it takes 2-3 years from signing a deal to opening a new hotel

12-18 months

For an office conversion, it is typically 12-18 months, and is even shorter for an existing hotel conversion

The opening process of a MEININGER hotel usually includes 8 project phases, as detailed in the next page

Process flow chart (time to opening)



Minimum area requirements



Sample calculation is based on a hotel size of 150 rooms and 450 beds

- Double/twin bed 15.5 sqm
- Double/twin bed + sofa bed 18.5 sqm
- Double/twin bed + bunk bed 18.5 sqm
- Double/twin bed + 2 bunk beds 31 sqm

subject to local building regulations

Target locations

Target market selection

Based on the success of its existing locations, MEININGER Hotels is focussing the near-term roll-out of new sites on key gateway locations across Europe, fulfilling the following criteria:

- Cities with strong appeal to the youth target market
- Excellent locations for school groups
- Availability of well-located city centre sites with conversion or new development opportunities
- Availability of sites with proximity to public transport and major transport hubs

Target locations

AUSTRIA

Vienna

BELGIUM

Antwerp

Bruges

CZECH RE-PUBLIC

Prague

DENMARK

Copenhagen

FINLAND

Helsinki

FRANCE

Bordeaux

Lille

Lyon

Marseille

Nice

Paris

Strasbourg

Toulouse

GERMANY

Berlin

Cologne

Hamburg

Kiel

Luebeck

Munich

Nuremberg

Rostock

Stralsund

Weimar

GREECE

Athens

HUNGARY

Budapest

ICELAND

Reykjavík

IRELAND

Dublin

ISRAEL

Tel Aviv

Jerusalem

ITALY

Florence

Genoa

Milan

Naples

Pisa

Rome

Turin

Venice

Verona

LATVIA

Riga

LITHUANIA

Vilnius

NETHERLANDS

The Hague

Rotterdam

NORWAY

Oslo

POLAND

Gdansk

Krakow

Warsaw

PORTUGAL

Lisbon

Porto

ROMANIA

Bucharest

BULGARIA

Sofia

SERBIA

Belgrade

SPAIN

Barcelona

Bilbao

Madrid

Málaga

Sevilla

Valencia

SWITZERLAND

Basel

Zurich

SLOVENIA

Ljubljana

SLOVENIA

Ljubljana

MALTA

Valetta

UK

Belfast

Brighton

Cambridge

Edinburgh

Glasgow

Liverpool

London

Manchester

EXPANSION TEAM



Nicolas Capelle
Vice President Development
& Asset Management



Marcus Grebenstein
Head of Development and
Asset Management D-A-CH & S.E.E.



Tiziana Oggioni
Development Manager
Italy



Arjun Menon
Vice President
Development UK & Ireland



Patrick Sanville
Head of Development
France



Pietro Nastasi
Development Manager
Italy



Jean Fréval
Development Manager
Spain



Ely Oknin
Development Manager
Israel

expansion@meininger-hotels.com
Office: MEININGER Holding GmbH
Obentrautstrasse 72, 10963 Berlin, Germany

ASSET MANAGEMENT TEAM



Nicolas Capelle
Vice President Development
& Asset Management



Marcus Grebenstein
Head of Development and
Asset Management D-A-CH & S.E.E.



Maren Anders
Asset Manager

assetmanagement@meininger-hotels.com
Office: MEININGER Holding GmbH
Obentrautstrasse 72, 10963 Berlin, Germany