



ASPIRE
HOTEL

WE *ASPIRE* TO THE HIGHEST QUALITY ...

SUBJECT: LONG-TERM LEASE AGREEMENTS

The Aspire Group is interested in entering into long-term lease agreements to assume the operation of hotels.

In this regard, the main possibilities include:

- Signing a new lease during a development project.
- Signing a new lease for a refurbished or existing hotel.
- Taking over an existing lease for a hotel operation.

Our lease agreements typically encompass the following key elements:

- A duration of approximately 20-30 years.
- Market-oriented indexation/rent review.
- Bank guarantee/rental collateral.
- Preferably double net contracts (triple net contracts are also possible).

SUBJECT: BRANDING

The Aspire Group holds a unique market position in Germany, operating hotels under two distinct branding options: through international brands via franchise agreements or under Aspire's own label.

Especially in the case of city center locations, our own brand is exceptionally suited for the successful refurbishment of existing hotel buildings or the redevelopment of office spaces into modern, state-of-the-art city center hotels.

For development, we are particularly interested in city center locations within the DACH region, featuring a minimum of 50 rooms, and ranging up to 400 rooms.

Our preference is as follows:

- 50-150 rooms under the white-label Aspire brand.
- 100-400 rooms under a franchise agreement with international brands.



SUBJECT: INVESTMENT OPPORTUNITIES IN REAL ESTATE

The Aspire Group is well-equipped with the financial resources required for various real estate investment opportunities, including the acquisition of available plots, investment in existing hotel properties, and participation in development projects.

Our investment capabilities include:

- Single investments of up to EUR 100 million.
- Preference for asset deals, with share deals possible through a Special Purpose Vehicle (SPV).

For land/plots, we seek opportunities that meet the following criteria:

- Building approval for hotel use must be in place.
- Gross Floor Area (GFA) ranging from 3,000 to 6,000 square meters.
- Conveniently located.

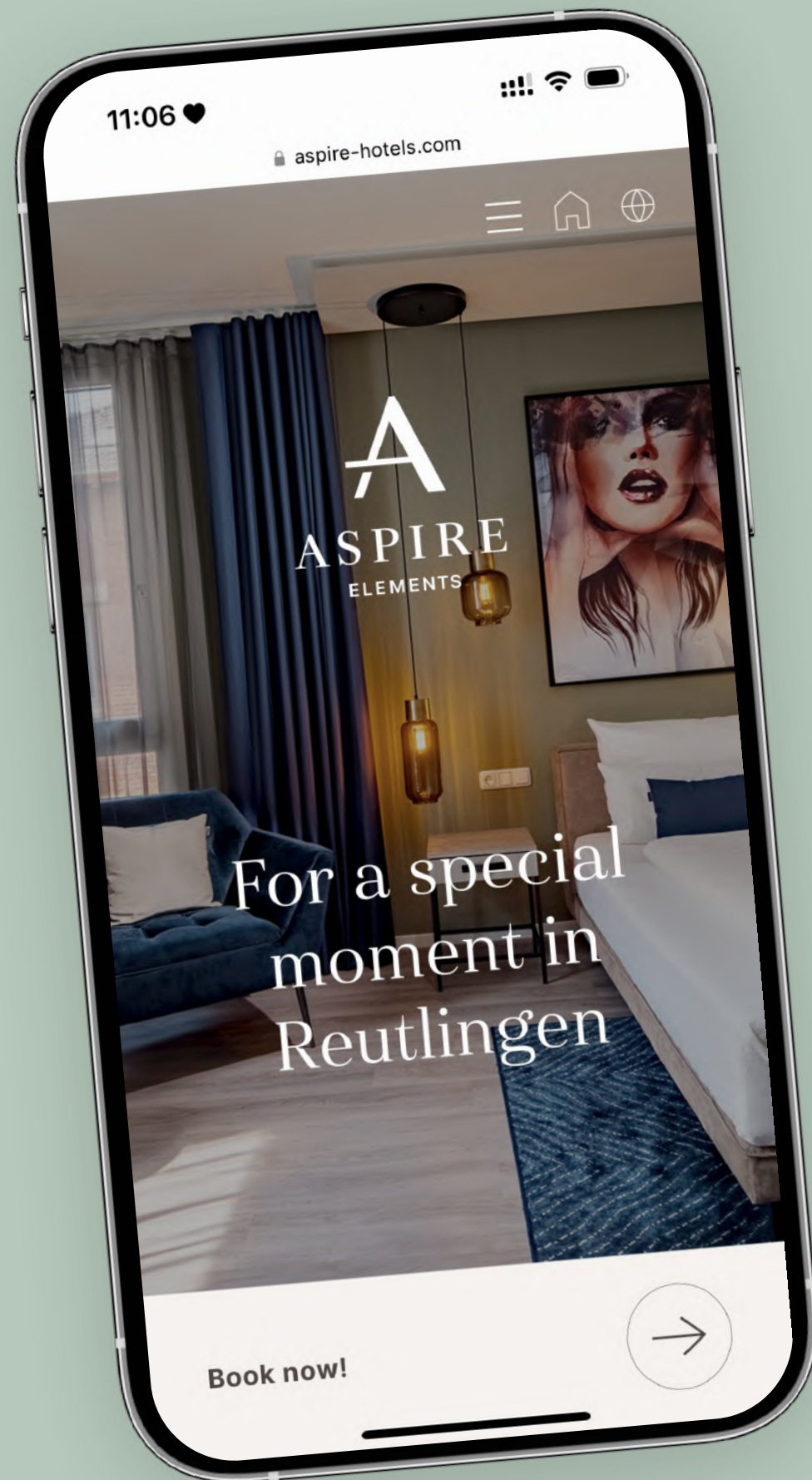
Regarding existing hotel buildings, we are interested in properties with:

- A minimum of 50 rooms.
- No existing operator or minimal remaining contractual terms.

Additionally, we are open to the takeover of hotel chains, with the following preferences:

- Operating entities (preferably with no owned properties).
- Hotel chains consisting of 2 to 10 hotels.
- Both white-label and branded hotels are within our scope of interest.





Aspire – Where Hospitality Meets Heart

When you choose an Aspire boutique hotel for your stay, you're making a conscious choice for your own well-being. Our commitment is to create an experience that feels as familiar and comforting as your own home. With an abundance of sensitivity and 25 years of expertise in the upscale hotel industry, we skillfully balance design, comfort, and exceptional service to ensure your stay is truly memorable.

About Aspire Hotel GmbH

Aspire Hotel GmbH was founded by two prominent German hotel entrepreneurs, each with a robust background in both the real estate and hotel sectors. Our unique approach involves acquiring hotel assets through a company-affiliated with best-in-class operations.

Brand Identifiers

Brand loyalty and guest loyalty are more important to us than ever before. Our complimentary amenities include:

- Water
- Coffee
- Bike rental
- Wi-Fi

... and much more.



LEADERSHIP



Andreas Erben
CEO



Heiko Grote
CEO



André Pietz
DEVELOPEMENT MANAGER

Andreas Erben

has over 25 years of experience in the real estate industry, with a particular emphasis on hotel real estate for more than 15 years

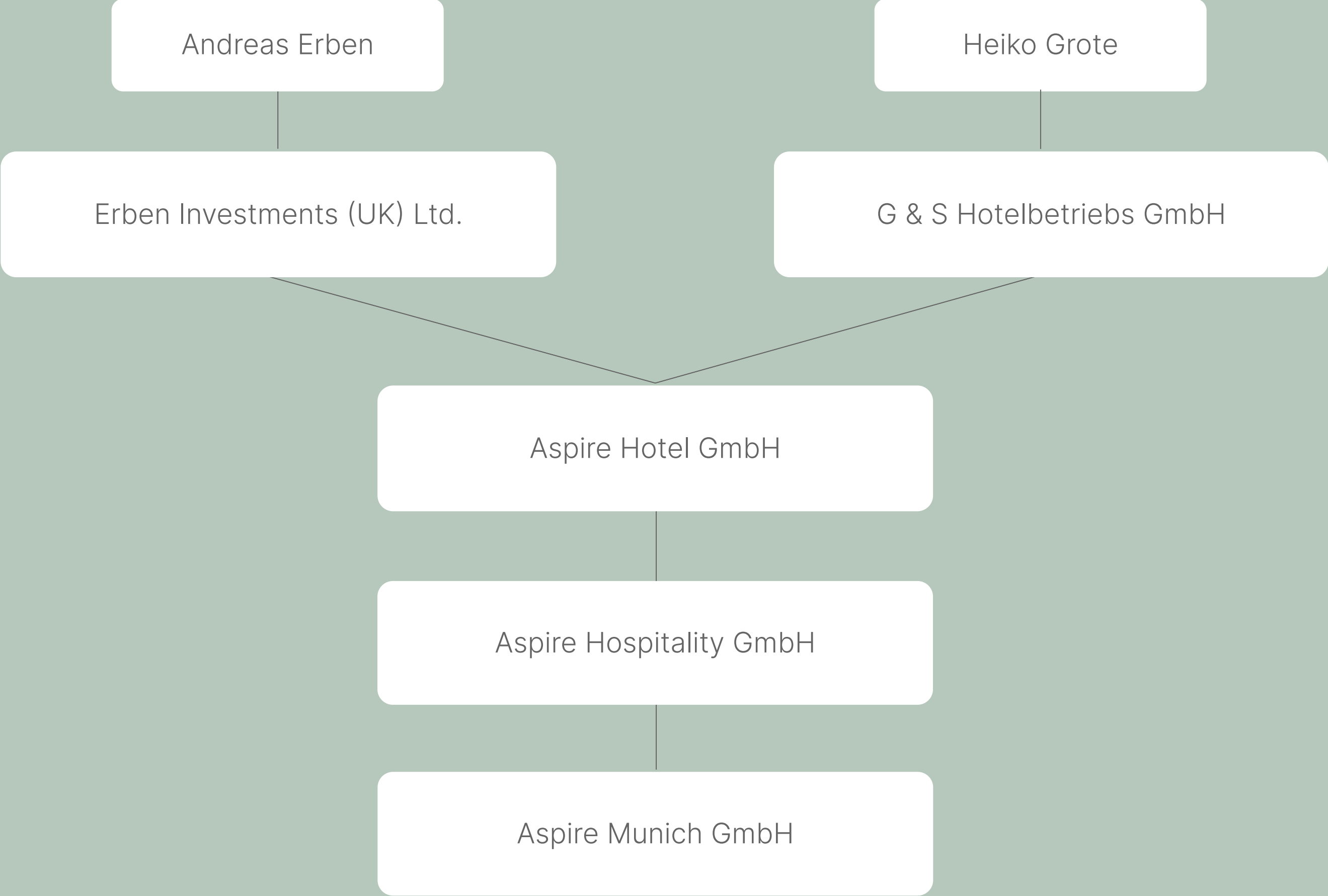
Heiko Grote

a Second-Generation Hotelier, Certified Hotel Manager, and Chef with Over Three Decades of Industry Expertise

André Pietz

has accumulated over 25 years of experience in the international hotel industry. With more than 13 years dedicated to hotel development, he has previously contributed his expertise to renowned hotel chains across Europe





FACT SHEET



BERLIN
HEADQUARTER

2018
FOUNDING YEAR

€10M
REVENUE

78%
OCCUPANCY

437
ROOMS

3
HOTELS



VISION

2024

€21M

REVENUE

82%

OCCUPANCY

668

ROOMS

6

HOTELS



VISION

2027

€75M

REVENUE

85%

OCCUPANCY

2500

ROOMS

20

HOTELS



myroom24 Partnership

With myroom24 as our partner, the Aspire Group extends its reach beyond the day-to-day business to tap into the long-stay market.

This strategic collaboration allows us to engage with new target groups and unlock an additional revenue stream.

Typically, hotels achieve an average occupancy rate of around 85%. myroom24 specializes in renting out the remaining 15%, effectively boosting our occupancy rate to approximately 90%.

Simultaneously, cost reductions further enhance our EBITDA, contributing to a 30% increase.

This partnership empowers us to optimize capacity utilization, surpassing our competitors in the process.

myroom24 stands as the premier marketplace booking platform for long-stay guests. They transform hotel rooms into permanent living spaces, offering an affordable monthly housing solution that's both flexible and convenient.



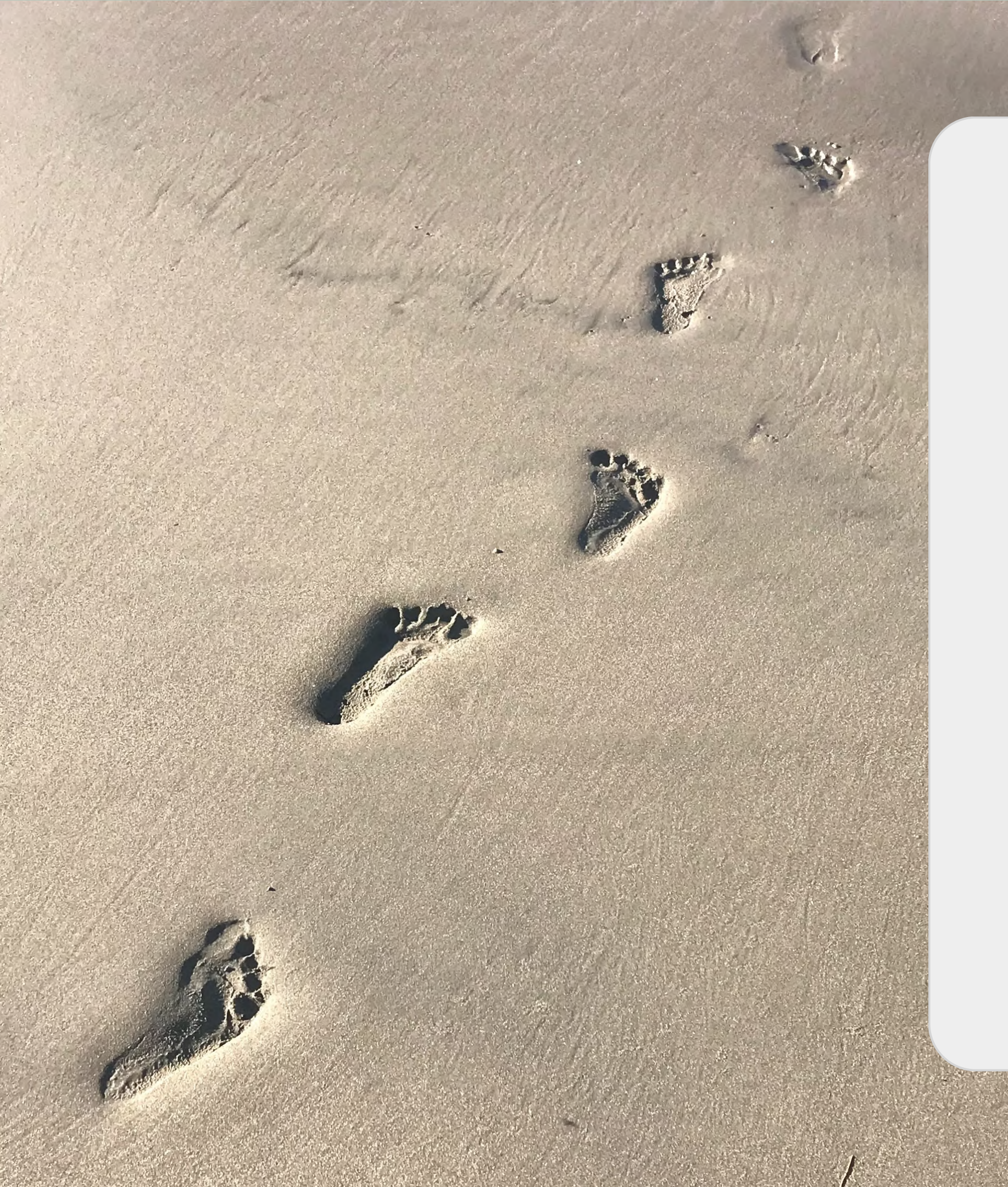


Contactless Technology Advancement

Our 24/7 Self-Check-In Terminal represents a significant advancement in contactless technology. It not only reduces labor costs but also enhances operational efficiency while saving guests valuable waiting time.

This innovation elevates the customer service experience to an entirely new level.





ESG (Environmental, Social, and Governance) Initiatives

At Aspire, our investment decisions and sustainability principles revolve around creating value for society while bolstering our corporate reputation.

The Aspire Group is actively committed to:

- **Environmental Responsibility:** We are dedicated to minimizing our external environmental impact, with the ultimate goal of becoming a carbon-neutral company. We're taking steps to combat the climate crisis and promote eco-friendly practices.
- **Social Impact:** Our efforts extend to fostering a positive impact on the future of our employees, our company, our valued guests, and our esteemed partners.

Through our ESG initiatives, we aim to contribute positively to both society and the environment, aligning our business with responsible and sustainable practices.



ARTIFICIAL INTELLIGENCE



AI Revenue Management

Our AI-driven revenue management system empowers us to generate profitable demand and strengthen our brand. AI has the capacity to analyze hundreds of variables simultaneously, including sales patterns, customer foot traffic, and external data such as weather conditions, current events, and public holidays.

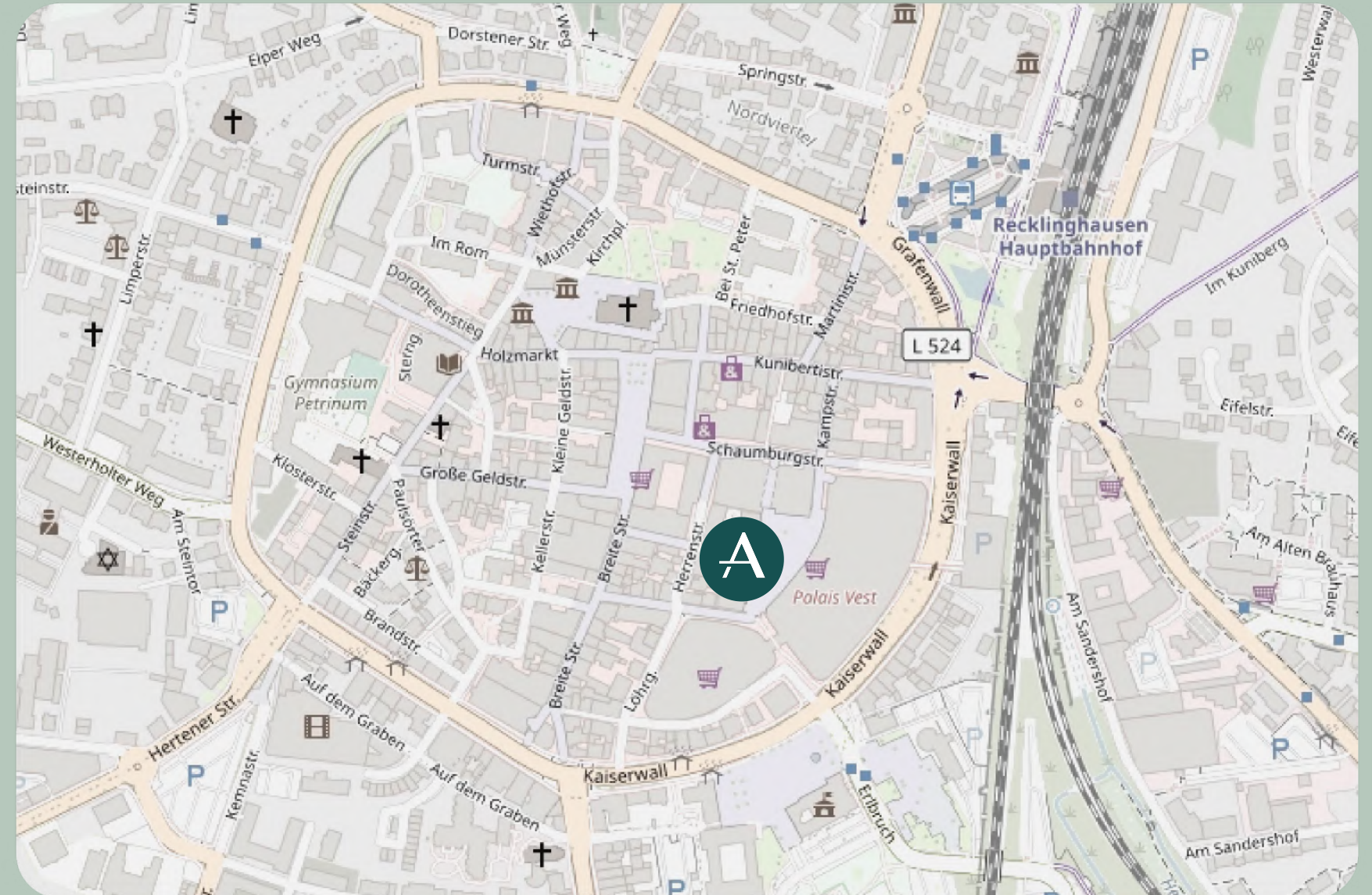
This sophisticated approach ensures precise decision-making and maximizes revenue opportunities.



ASPIRE PALAIS



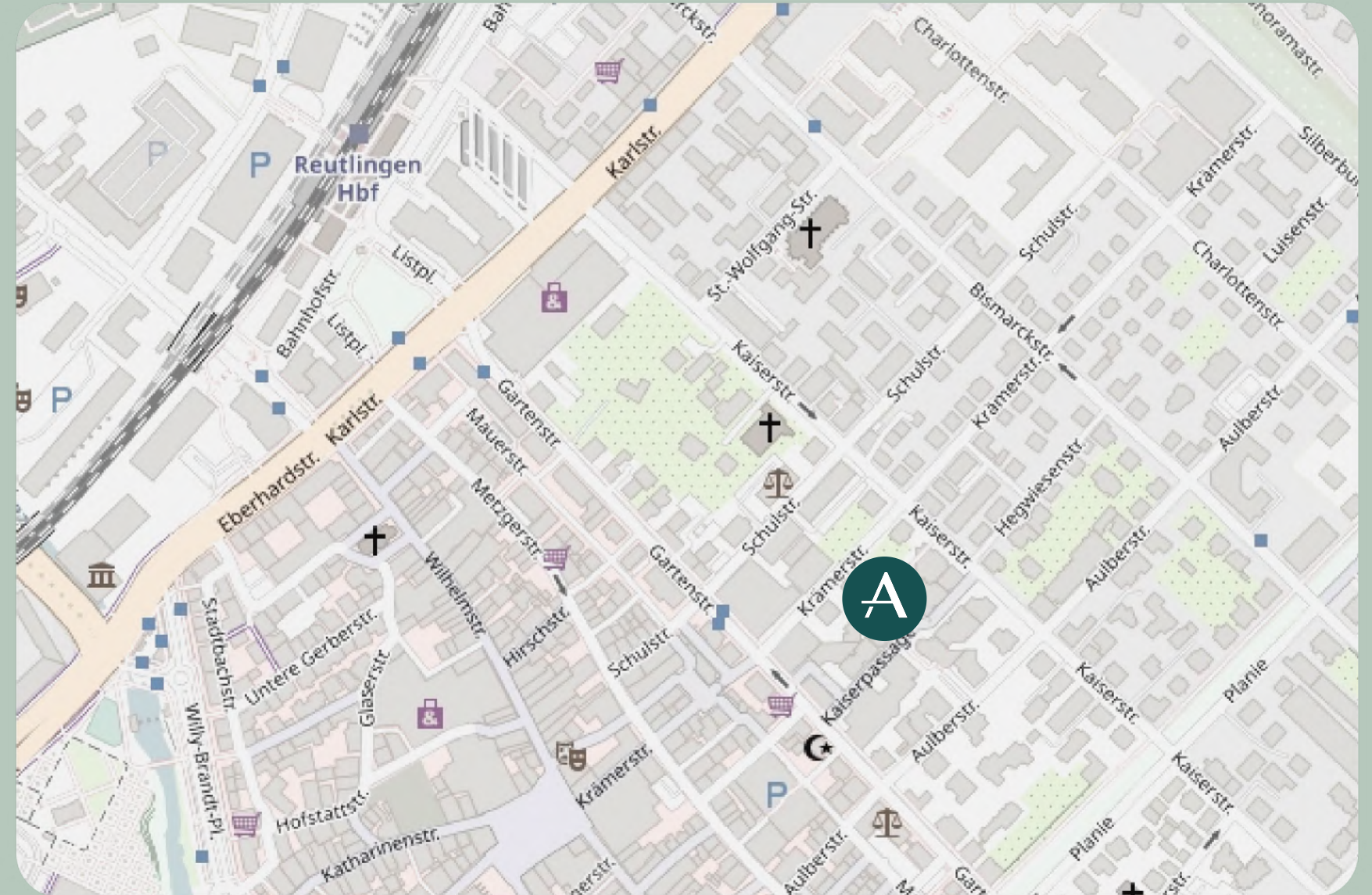
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Status	Refurbishment
Opening	01/03/2024
Category	3 Stars
Rooms	60



ASPIRE ELEMENTS



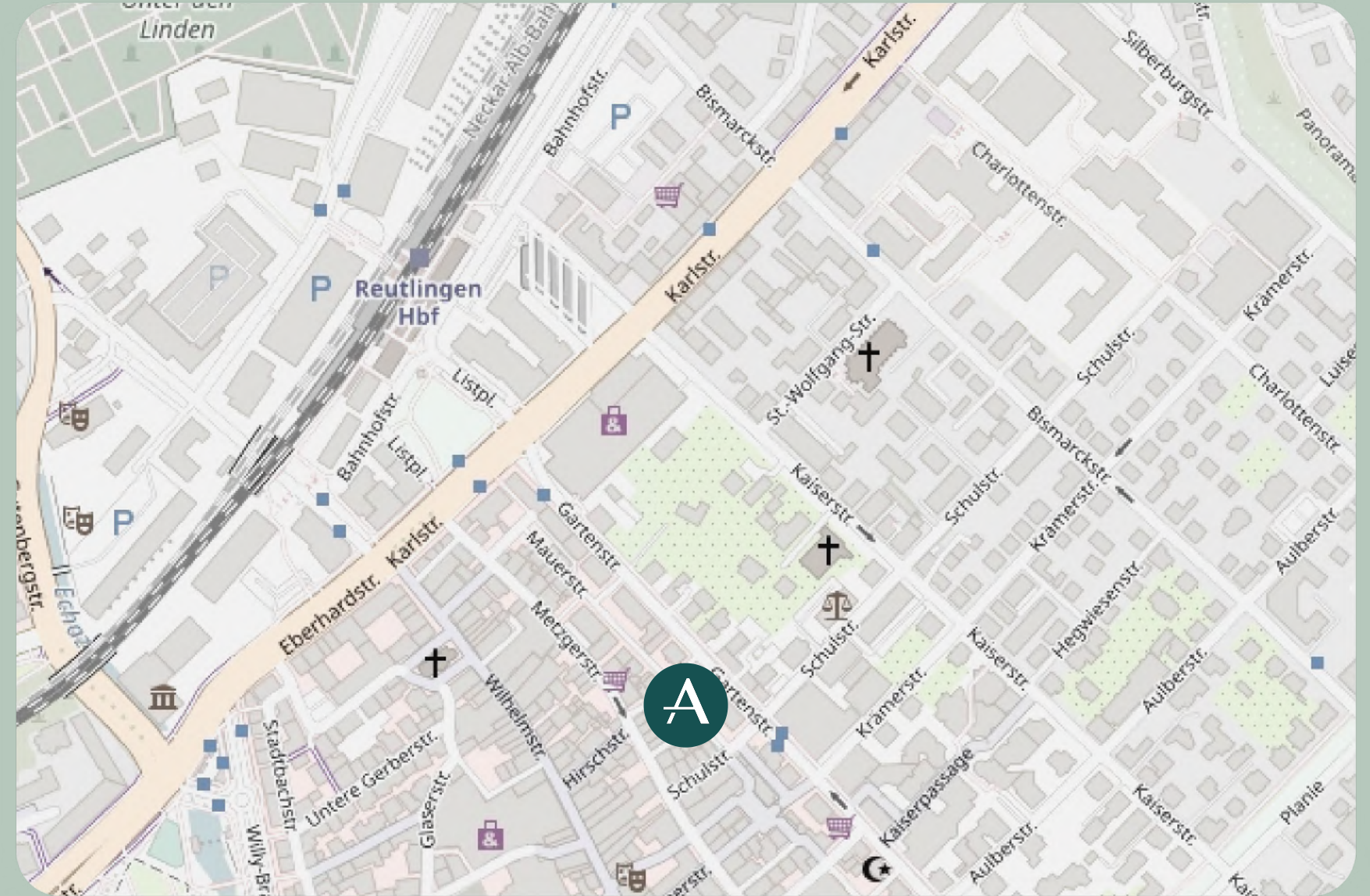
Location	Reutlingen
Status	Open
Opening	01/03/2018
Category	3 Stars
Rooms	51



ASPIRE CASTILLO



Location	Reutlingen
Status	Open
Opening	01/09/2023
Category	3 Stars
Rooms	20



BENTO INN



Location	Munich
Status	Open
Opening	01/12/2019
Category	3 Stars
Rooms	366



NOVOTEL SUITES HANNOVER



Location	Hannover
Status	Signed
Opening	01/06/2024
Category	3 Stars
Rooms	123



HAVE
ANY
QUESTI
ONS?

