



# COMPANY PRESENTATION PRIMESTAR GROUP

December 2021

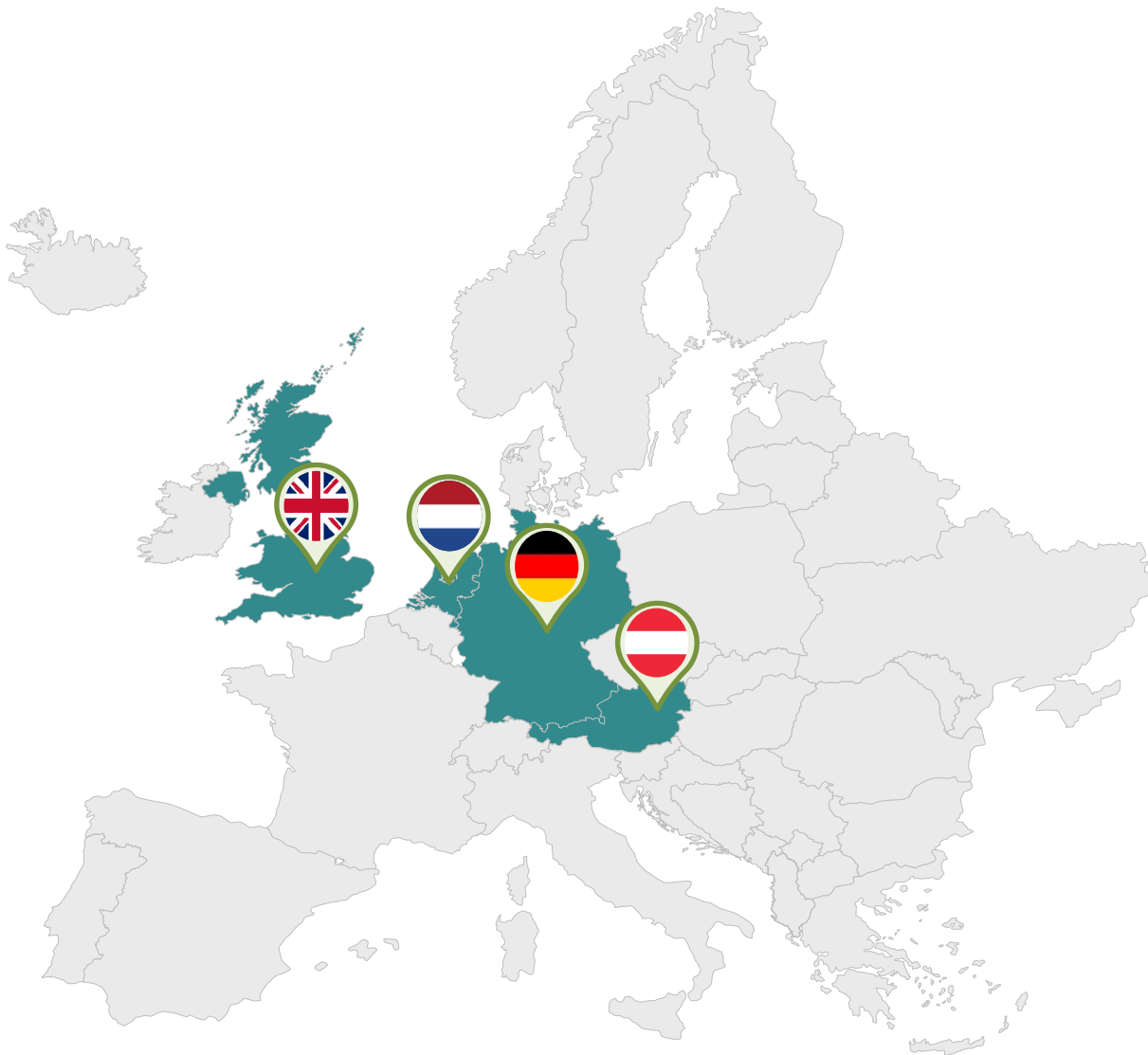
## PRIMESTAR AT A GLANCE

- ★ **PRIMESTAR was founded in 2014** by private investors and entrepreneurs **with a strong expertise both in the real estate development and hotel sector**
- ★ In May 2021 the founding CEO Andreas Erben bought out the other shareholders in a **Management Buyout together with an institutional Swiss investor**
- ★ The company currently **operates 12 newly built hotels in German A-cities with strong occupancy** (overall > 80%) and has committed to **2 further hotels via a long-term lease contracts** with start operations by **2022 resulting in a total of 14 hotels by mid 2022.**
- ★ **The business model is currently asset and cost light with a focus on core location 3\* hotels with a strong brand** (no ownership of assets, pure lease and operation) **maximizing profit and cash flow**
- ★ **It is PRIMESTAR's goal to generate a win-win solution for all value chain partners.** All hotels currently operated were built by premium developers allowing them to sign a blue chip lease contract at the beginning of the lease and were forward sold to blue chip institutional investors (e.g. DEKA, Union Invest, Allianz)

## PRIMESTAR CORPORATE STRATEGY

- ★ PRIMESTAR is focused on **German Top 20 cities** with planned **expansion into UK Top 20 cities + selected Austrian (Vienna, Graz, Salzburg) and Dutch (Amsterdam) cities with limited / focused service and 80+ rooms in central locations**, good infrastructure as well as selective airport hotels
- ★ It is PRIMESTAR Hospitality's objective to work with institutional strong market participants creating an institutional platform
- ★ **PRIMESTAR through its first segment "Franchise"** is one of the **leading operator of international brand hotels** in Germany. PRIMESTAR is one of the very few German operators with strategic Multi-Development-Agreements (MDA) with **Intercontinental Hotels Group – IHG and Hilton** in place. Primestar has a tailored brand and franchise approach for each individual location
- ★ **PRIMESTAR has established its second strategic pillar with PRIMESTAR OPERATOR** taking advantage of the current dislocation of the hospitality sector through COVID-19. PRIMESTAR has started entering previously distressed rental contracts at a discount rent through an own PRIMESTAR brand maximizing the overall EBITDA and FCF profile. Overall 20+ hotels are planned under this segment with the first lease agreements and start of operations signed.

## PRIMESTAR ASSET STRATEGY – ACQUISITION PROFILE



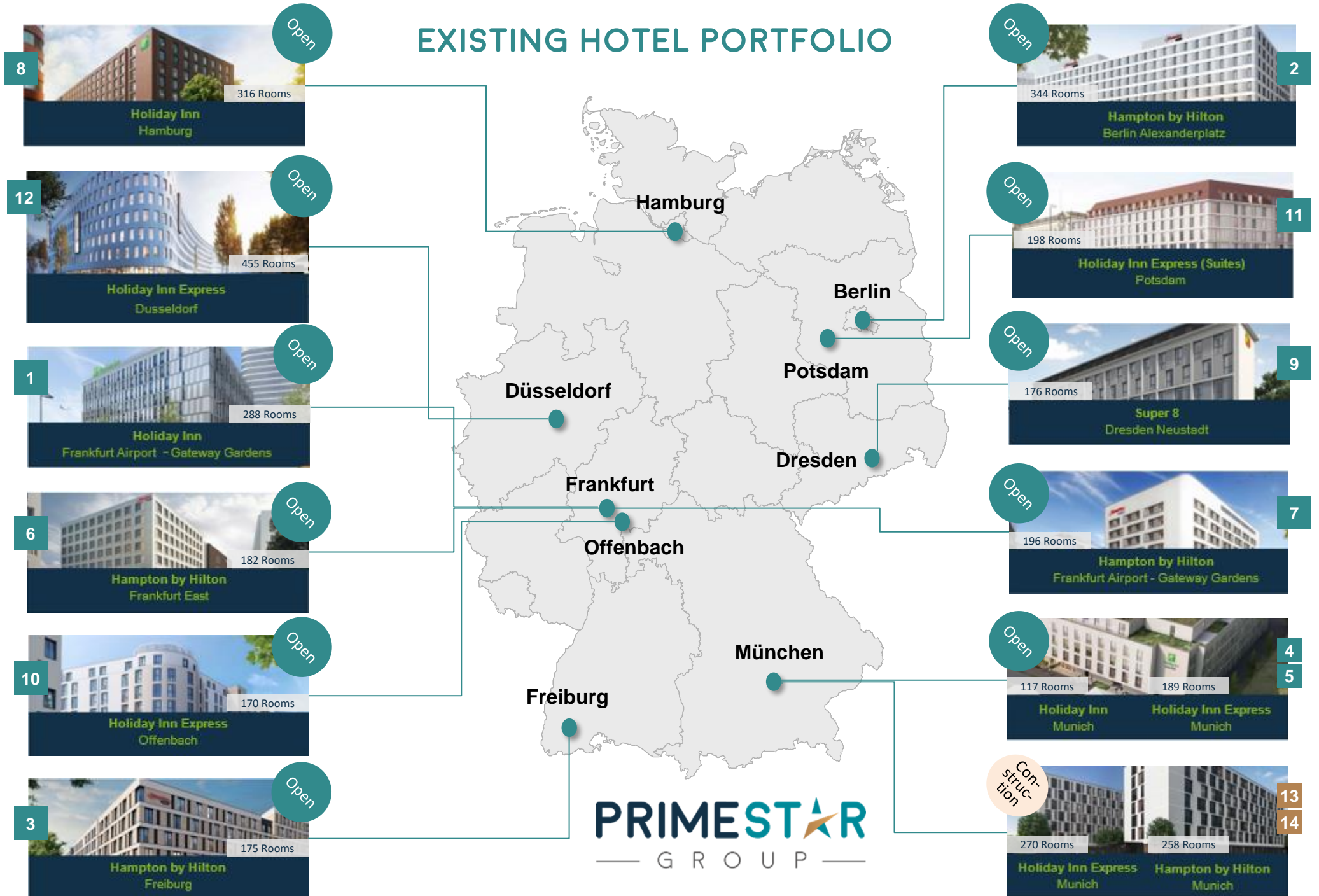
### PRIMESTAR is looking for...

- Cities: focus on German Top 20 with planned expansion into UK Top 20, Vienna, Graz, Salzburg and Amsterdam
- Hotels with 80+ rooms
- Central or easily accessible location
- Limited service
- Purchase/Lease
- Existing hotels/properties or development
- Takeover of existing leases or operating companies

### PRIMESTAR is offering...

- Long-term lease agreement
- Partner with good credit rating
- Reliability & speed

# EXISTING HOTEL PORTFOLIO



## STRONG PARTNERSHIP ACROSS VALUE CHAIN: TOP INTERNATIONAL FRANCHISE

### Current Franchise Network



**IHG**® British multinational hospitality company headquartered in Denham, Buckinghamshire with hotels in over 100 countries



Holiday Inn is a British-owned American brand of hotels, and a subsidiary of InterContinental Hotels Group. Founded as a U.S. motel chain, it has grown to be one of the world's largest hotel chains with over 1,100 hotels worldwide



A global brand of full-service hotels and resorts and the flagship brand of American multinational hospitality company Hilton. Around 600 hotels in the world



Hampton by Hilton (formerly Hampton Inn). A brand of hotels trademarked by Hilton Worldwide. The Hampton hotel brand is a chain of moderately priced, upper midscale hotels with limited food and beverage facilities



Wyndham Hotels & Resorts has over 20 brands in over 80 countries around the world and more than 9000 hotels ranging from economic to upper scale



Super 8, formerly Super 8 Motels, is an American hotel brand, the world's largest budget hotel chain with over 2,400 locations worldwide. The chain is a subsidiary of Wyndham Hotels and Resorts

## CONTACTS



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