

# OUR COMPETENCES

- · Linking real estate management and operational skills
- Centralized service that relieves and empowers across the group
- Group-wide sustainability program and successful certification with Greensign Level 4 (GSTC compliant)
- Maximum flexibility to enable diverse operator concepts
- · Strong Group structure with longterm experience
- Internal training program and leadership development
- · Own innovation and digitization concept
- · Progressive pilot projects with employee participation

### WHAT DISTINGUISHES US INDIVIDUAL SOLUTIONS

- Tailor-made for the best result in each case
- Brand flexibility: choice of over 100 brands and concepts
- Flexibility in contract types: lease, hybrid contracts, management contracts, etc.
- Project flexibility: Project development, acquisition in the portfolio, interim management, etc.
- Access to network and know-how of associated companies

#### OUR DEVELOPMENT

Increasing the value of the property, planning security and profitability in operation are clear goals.

In cooperation with the Group, we can map the entire value chain.

### STRUCTURES AND PROCESSES

By centralizing all relevant services, we are positioning ourselves efficiently and optimizing processes.

We use synergies that arise as a result of the participation of Art-Invest Real Estate and the Zech Group.

#### EFFECTIVE PARTNERSHIP

We value long-term, respectful, constructive and appreciative business relationships.

We foster cooperative exchange and share innovative ideas for business development.

#### WHAT WE CAN DO

## BEST PRACTICES

Third Party Project Developers & Investors Dual brand Duesseldorf, ibis Styles Munich Perlach, Holiday Inn Duesseldorf	Development on Balance Sheet moxy Cologne Muelheim	<b>Special Situations</b> TRIBE Baden-Baden, ibis Styles Pforzheim	Sale and Lease-Back
Interimsmanagement Hanseatischer Hof Luebeck	Participation at concept competition moxy Cologne Airport	Acquisition of trophy assets the hoxton Hamburg	Project and construction management ibis Styles & adagio access Kiel
Management contract	<b>Owner-Operator</b> Hanseatischer Hof Luebeck	Management take over ibis Styles Pforzheim	<b>Rebranding</b> GHOTEL hotel & living Goettingen