

An abstract graphic on the left side of the image, consisting of a teal outline that forms a large, irregular shape. Inside this outline, there are several areas filled with a teal dot pattern (halftone).

DISCOVER
MOTEL **1**one

LIKE THE PRICE.
LOVE THE DESIGN.





AFFORDABLE LUXURY

Our guests enjoy finest Egyptian cotton sheets and top of the range box-spring beds, experiencing a truly exceptional environment of designer furniture and recognised brands at a fair price point – our idea of affordable luxury.

HIGH QUALITY MATERIALS

- Box-spring bed
- Egyptian cotton
- Dark granite
- Organic amenities
- Fluffy 600g towels

RENOWNED BRANDS

- Artemide lights
- LG 43" Flat-screen TV
- Dornbracht bath fittings
- Hansgrohe raindance shower
- Freifrau relax chair
- B&B Italia desk



MEDIA & LITERATURE IN
BERLIN-SPITTELMARKT



UPCYCLING IN
AMSTERDAM-WATERLOOPLEIN



BOOKS IN
FRANKFURT-RÖMER

NEIGHBOURHOOD

We like each hotel to be different. Our hotels each have a unique design and feature different furniture. We care about the local environment and work with local artists and craftsmen to engage with the "neighbourhood story".



HISTORY OF THE POST OFFICE IN
LEIPZIG-POST



MOTEL ONE
MUNICH-HAIDHAUSEN

LIFESTYLE

Designer lounges, free Wi-Fi and communal work spaces create an intimate and functional environment that caters for the changing tastes of modern travellers.

Our dedication to the highest quality and service is visible in our stylish bars, open to everybody around the clock. Guests can choose from a wide range of high-quality spirits, regional selections of wine and beer as well as an exclusive menu with a selection of minimum 40 top gins, carefully hand-picked with a focus on regional distilleries.



MOTEL ONE
BERLIN-UPPER WEST



MOTEL ONE
COLOGNE-MESSE



MOTEL ONE
BARCELONA-CIUTADELLA



MOTEL ONE
WARSAW-CHOPIN



MOTEL ONE
LINZ



MOTEL ONE
PARIS-PORTE DORÉE

WORKSPACES

With 24/7 coffee, free Wi-Fi and designer furniture, our workspaces provide the perfect environment to catch up on your business or be creative. Some of our hotels also have meeting rooms that guests can book for meetings that require more privacy.



MOTEL ONE
ZURICH

MOTEL ONE
BARCELONA-CIUTADELLA



MOTEL ONE
NUREMBERG-HAUPTBAHNHOF

CLOUD ONE BAR

Set against the city's skyline our Cloud One Bar provides the perfect place for a sundowner or a late night in a relaxed atmosphere and offers multiple ways to unwind as you enjoy an evening above the city.



MOTEL ONE
BERLIN-UPPER WEST



MOTEL ONE
LEIPZIG-POST



MOTEL ONE
BONN-HAUPTBAHNHOF



MOTEL ONE
BONN-HAUPTBAHNHOF



MOTEL ONE
EDINBURGH-ROYAL

ONE PLANET. ONE FUTURE.

At Motel One we help to make the world a better place. We use sustainable materials and furniture. We offer our guests an organic breakfast and organic cosmetics and toiletries. 100% of our electric power comes from renewable sources.

The One Foundation aims to give children and young people a better future by supporting their education.



CURRENT LOCATIONS

IN OPERATION

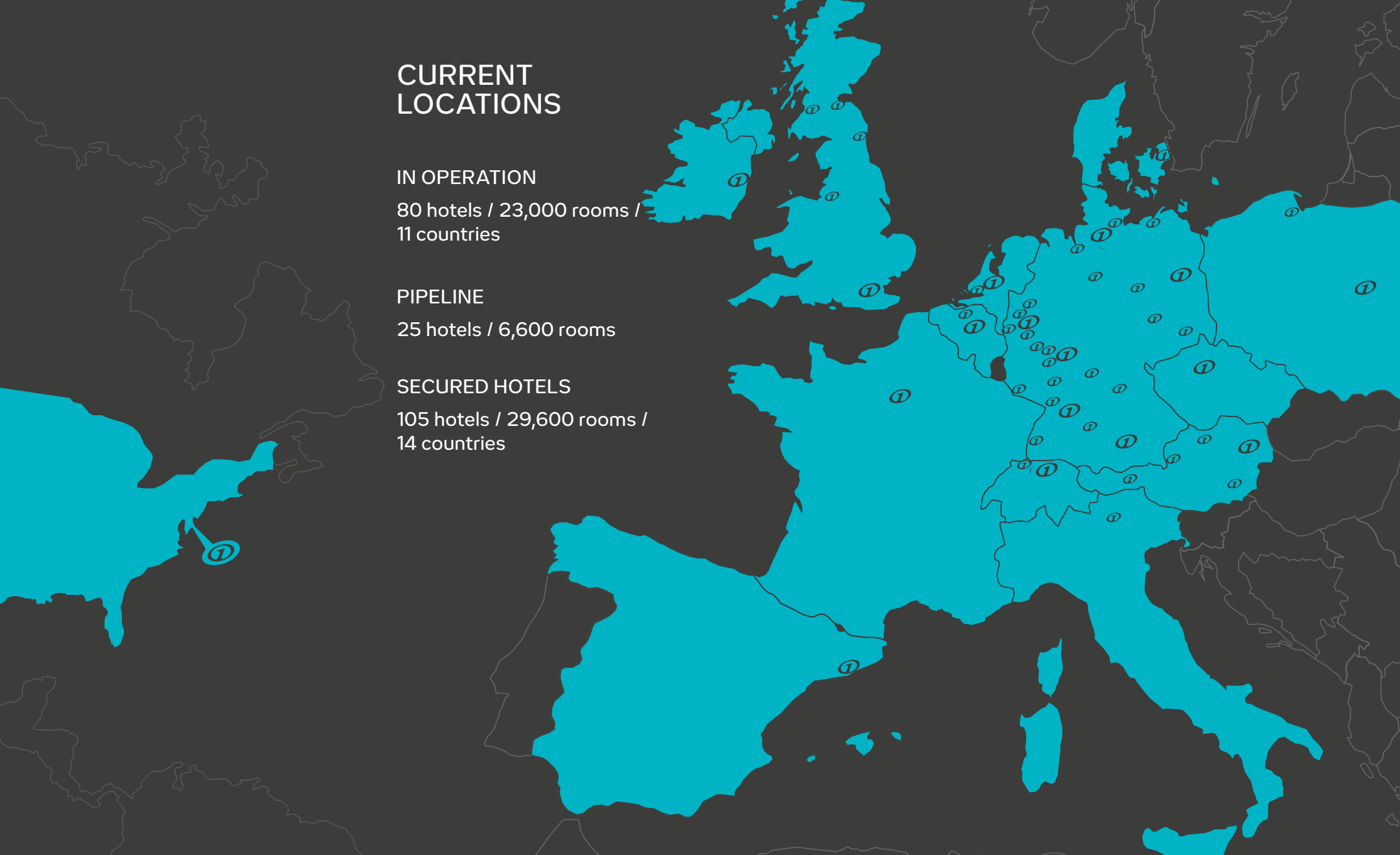
80 hotels / 23,000 rooms /
11 countries

PIPELINE

25 hotels / 6,600 rooms

SECURED HOTELS

105 hotels / 29,600 rooms /
14 countries



NEW YORK

326 Rooms

In the heart of the Financial District,
next to the 9/11 Memorial and the
World Trade Center complex.



EXPANSION

In its international expansion Motel One focuses on locations

- in major cities
- in city centres
- with excellent public transport

QUICK CHECK

SITE

- New build
- Conversions
- Single or mixed-use developments
- Rebranding of existing hotels

SPACE REQUIREMENTS

- Gross floor area 27 – 30 m² per bedroom (including all front of house and back of house areas)
- Minimum GFA 3,000 m²

EXAMPLE OF A 300-BEDROOM HOTEL

- Front of house: 540 m²
- Back of house: 265 m²
- 3 guest elevators

All areas without corridors, staircases and technical rooms

FORM OF CONTRACT

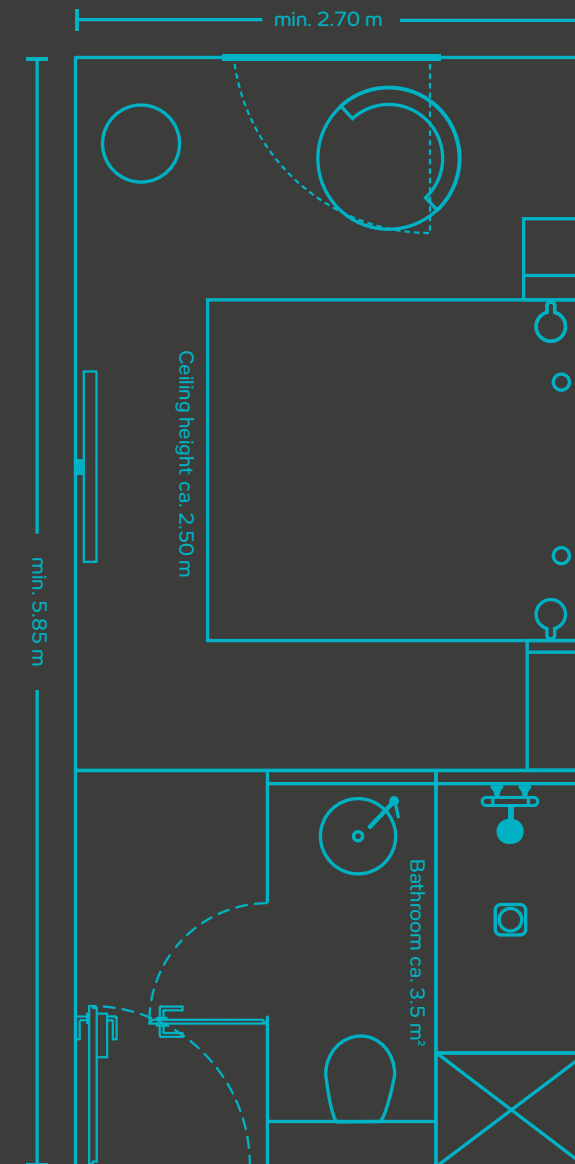
- Purchase
- Lease
- Joint Venture

STANDARD ROOM

- Net internal area 16 m² per bedroom
- Including 3.5 m² bathroom
- Flexible room layout

STANDARD ROOM LAYOUT

(no strict requirement – can be adjusted)



RECENT SELECTED AWARDS

- “Best Value for Money 2021” awarded by YouGov, Handelsblatt for the fourth time
- “Leading Employer 2021” awarded by 3.works GmbH & DIE ZEIT for the third time
- “German Service Prize 2021” awarded by German Institute for Service Quality for the sixth time
- “Most Wanted Investment Partner 2019” awarded by Treugast Solutions Group for the sixth time
- “German Brand Award Gold 2019” awarded by German Design Council for the second time
- “Game Changer Award 2018” awarded by Bain & Company and manager magazin
- “Red Dot Winner 2018” – Category: Urban Design in a Digital Space, awarded by Red Dot Design Award
- “Lifetime Achievement Award 2016” for Dieter Müller awarded by International Hotel Investment Forum
- “Entrepreneur of the Year 2016” for Dieter Müller & Ursula Schelle-Müller awarded by Ernst & Young

INVESTMENT PARTNERS



MOTEL ONE GROUP FINANCIAL SUMMARY

KEY PERFORMANCE METRICS	2013	2014	2015	2016	2017	2018	2019	2020
No. Hotels	46	54	51	55	62	71	74	75
No. Rooms	10,293	12,822	13,887	14,583	17,387	20,160	20,851	21,086
- Owned rooms	3,310	3,563	2,493	2,984	2,974	3,655	3,400	3,400
- Owned rooms in %	32%	28%	18%	20%	17%	18%	16%	16%
Occupancy	75%	75%	75%	77%	77%	77%	77%	28%
Rev per Room sold	€ 78	€ 81	€ 88	€ 89	€ 91	€ 95	€ 98	€ 98
P&L STATEMENT (kEUR)								
Revenue	205,460	256,358	321,697	357,411	400,818	487,148	562,264	208,964
EBITDA	72,553	81,219	96,617	111,036	121,771	150,250	175,960	-42,541
EBIT	50,353	54,290	69,880	79,952	87,328	92,100	115,546	-94,648
Operating profit	43,544	50,490	63,743	72,213	80,625	83,787	106,491	-102,080
EBT	69,532	70,948	99,455	128,478	89,936	133,490	165,598	-102,080
Tax	-18,748	-21,570	-22,004	-36,865	-31,301	-29,040	-37,092	+24,781
Net Result	50,784	49,378	77,451	91,613	58,635	104,450	128,506	-77,299
BALANCE SHEET (kEUR)								
Fixed Assets	346,415	428,703	436,443	535,590	643,033	700,553	667,614	696,937
Net Working Capital	36,626	55,881	55,595	-14,339	73,354	-4,010	-52,212	35,901
Net Debt	82,739	94,909	48,864	153,063	173,972	215,124	172,540	199,318
Equity	227,050	277,913	331,984	396,866	395,707	489,439	547,286	461,718
Net Debt / EBITDA	1.1	1.2	0.5	1.4	1.4	1.4	1.0	n.a.



MOTEL ONE HAMBURG-FLEETINSEL

This state-of-the-art, but classic new Motel One is located on an island between the two canals Herrengrabenfleet and Alsterfleet.

EXTENDED STAY

In this hotel we also offer designer apartments for those who wish to stay for an extended period. The apartments are fully furnished and equipped with air-condition, kitchen, high-speed Wi-Fi and large Flat-screen TV.





ENVIRONMENT

A number of our hotels are certified by leading assessment methods such as BREEAM, LEED and DGNB.

MOTEL ONE LONDON-TOWER HILL

BREEAM – Excellent

291 Rooms

New construction in the heart of London's financial centre in the City of London, just a half mile from Tower Bridge and the Tower of London.

MOTEL ONE AMSTERDAM-RAI

BREEAM – Excellent

The first hotel in the Netherlands to be awarded the BREEAM – Excellent certificate

(Source: Dutch Green Building Council)

320 Rooms

New construction, located opposite the Amsterdam RAI Exhibition and Convention Centre.





MOTEL ONE WIEN-STAATSOPER

400 Rooms

Conversion of a listed property from the turn of the century (19th / 20th century), situated next to the Opera House in the 1st district of Vienna.

MOTEL ONE EDINBURGH-ROYAL

208 Rooms

Conversion of a historical building from the 16th and 18th century; part of Edinburgh's Old Town, a UNESCO world heritage site.





MOTEL ONE BERLIN-POTSDAMER PLATZ

239 Rooms

New construction – integrated in the Mall of Berlin, situated on Leipziger Platz and directly opposite the German Bundesrat (federal council) in the Mitte district.

MOTEL ONE BERLIN-UPPER WEST

DGNB certified

582 Rooms

New construction opposite the Kaiser Wilhelm Memorial Church in the heart of Berlin's City West; mixed-use project with Motel One as anchor tenant from the ground to the 18th floor and a roof terrace on the 10th floor.





MOTEL ONE
PARIS-PORTE DORÉE

255 Rooms

New construction of a sustainable,
innovative building with ideal
accessibility to public transportation.



MOTEL ONE
ZURICH

394 Rooms

Conversion of the historic post building
situated in Zurich's city centre
close to the "Paradeplatz" and the
famous "Bahnhofstrasse".

THE **one** FOR YOU

MOTEL ONE

Tegernseer Landstrasse 165
D-81539 München
Tel.: +49/89/66 50 25-38
Fax: +49/89/66 50 25-50
development@motel-one.com

www.motel-one.com