

MOTEL ONE OPENS FIRST HOTEL IN NEW YORK UNDER NEW BRAND

--Hotel group launches The Cloud One Hotels following its best financial quarter —

With the opening of its first hotel in New York City, Motel One Group presents its new lifestyle brand The Cloud One Hotels. The hotel boasts a prime location in Downtown Manhattan right next to the World Trade Center complex and the 9/11 Memorial. The new brand gives Motel One Group more flexibility in developing and deploying new projects.

The announcement comes as Motel One Group reveals its best quarterly result in the company's history. The group is committed to resuming pre-pandemic levels of performance and occupancy in its hotels, and continued success post-pandemic has allowed for expansion across Europe and beyond. The Q3 financial results show a revenue increase of nearly 40% from pre-Covid (2019) to EUR 202 million.

In the UK, Motel One has seen significant growth this year and has secured two new locations in London.

Daniel Müller, Co-CEO of Motel One Group, said: Motel One Group is the first German hotel company to make the leap to the USA, where the fascinating cosmopolitan city of New York has provided the inspiration for starting The Cloud One Hotels. The new brand is all about experience, individuality and sustainability. "The Cloud One Hotels is designed to impart a feeling of freedom and ease,'

Stefan Lenze, Co-CEO of Motel One Group, added: "Our new brand is another driver of our expansion. It gives us even more flexibility in terms of our growth, both when taking over existing hotels and when opening up new projects and markets. We were recently able to secure locations in Chicago and Verona."

The Cloud One New York-Downtown offers an excellent, central location with ideal transport connections. The hotel boasts over 326 rooms across 28 floors, including two rooftop suites with a superb view of the New York skyline and the Hudson River.

The interior design sweeps guests off into an urban jungle, toying with natural materials, casual sofas, lamps made of bamboo and card, plants and modern architecture. On the sixth floor, the Cloud One Wine Bar & Lounge awaits guests with an exclusive design, outdoor terrace and an unobstructed view of the World Trade Center complex. Workbenches provide a relaxed spot to work, inviting leather sofas and comfortable armchairs are ideal for a drink and make the perfect space for guests whatever their requirements.

At the wine bar, connoisseurs can choose from an exclusive selection of 60 first-class US organic wines selected by Mark Guillaudeu, US Sommelier of the Year 2022. Guests can also enjoy organic snacks, a large selection of cocktails and an authentic New York sound, regularly punctuated by local DJs.

The strong focus on sustainability encompasses climate protection, as well as sustainable operations and services. Regional produce is first choice. At the organic breakfast guests will find, among other things, handmade jam and pastrami from Brooklyn, honey from beehives on the hotel's roof and peanut butter ground in-house. The New York breakfast experience is finished off with egg soufflé, overnight oats and a large selection of vegan dishes.

The Cloud One Hotels emphasises its strong commitment to sustainability by purchasing 100 percent green electricity from renewable sources. Dishes, textiles and sanitary products are all sustainably certified. All amenities such as shampoo, shower gel and body lotion are organic products.

Stefan Lenze, Co-CEO of Motel One Group said: “Launching The Cloud One Hotels in New York is a logical step and a fantastic addition to the existing Motel One concept. In New York, we have designed a product and a brand that we are proud of. The first-class design, the unique breakfast, the music and the bar concept all reflect what The Cloud One Hotels' vision. We would like to thank our property owner and partner, Union Investment, who made our first location in the USA possible for us.”

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About Motel One Group

Like the price. Love the design. Founded in 2000, the Munich-based company has won multiple awards for its concept and is considered to have launched the budget design hotel category.

Motel One Group currently operates 85 hotels with more than 24,264 rooms in 12 European countries (as of October 2022). Guests and industry insiders alike enjoy Motel One's unique combination of high-quality interiors, exclusive design, excellent service and outstanding city centre locations at attractive prices. In 2022, the Group launched the new lifestyle brand The Cloud One Hotels in New York.

More information can be found at www.motel-one.com.