



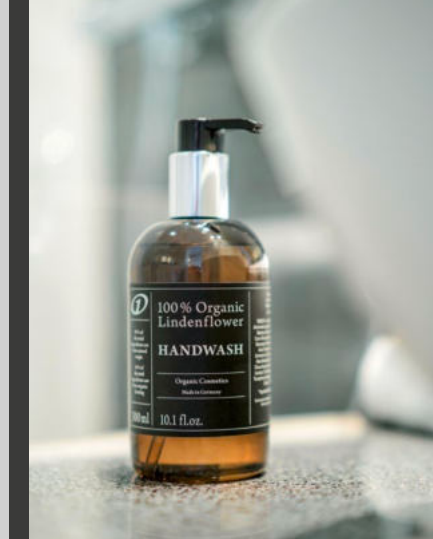
DISCOVER  
MOTEL *1* ONE



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" flatscreen TV
- Dornbracht bath fittings
- Hansgrohe raindance shower
- Freifrau relax chair
- B&B Italia desk







UPCYCLING IN  
AMSTERDAM-WATERLOOPLEIN



NEWSPAPER HOUSE  
IN HANOVER



## NEIGHBOURHOOD

We like each hotel to be different. Each of our hotels has a unique design and features different furniture from leading international designers. We care about the local environment and work with local artists and craftsmen to engage with the neighbourhood.

HISTORY OF THE POST OFFICE  
IN LEIPZIG-POST







MOTEL ONE  
GRAZ

## 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  
COLOGNE-MESSE



MOTEL ONE  
SAARBRÜCKEN



MOTEL ONE  
BARCELONA-CIUTADELLA





MOTEL ONE  
MUNICH-EAST SIDE



MOTEL ONE  
HAMBURG-FLEETINSEL







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  
AACHEN



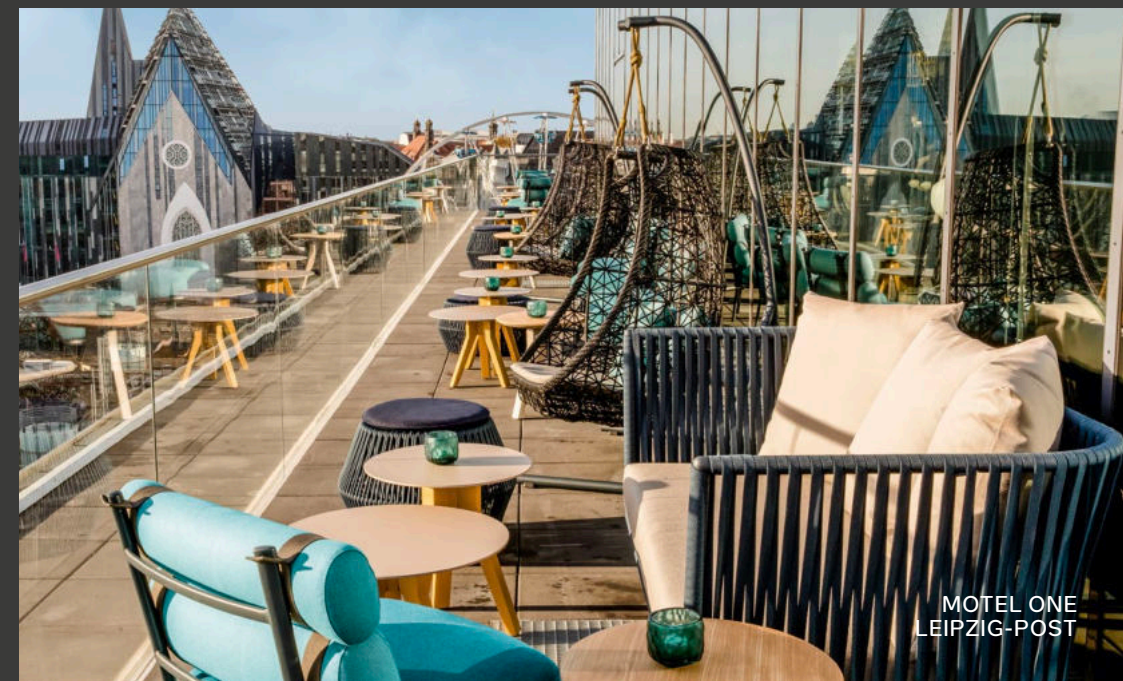
MOTEL ONE  
BARCELONA-CIUTADELLA



MOTEL ONE  
BERLIN-UPPER WEST



MOTEL ONE  
NUREMBERG-HAUPTBAHNHOF



MOTEL ONE  
LEIPZIG-POST

# 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.





## ONE PLANET. ONE FUTURE. SUSTAINABILITY AT MOTEL ONE.

At Motel One, our goal is to **sustainably improve the world through our business activities.**

No matter whether it's through climate protection, the purchase of sustainable products, being a multi-award-winning employer or through societal commitment.



MOTEL ONE  
BONN-HAUPTBAHNHOF

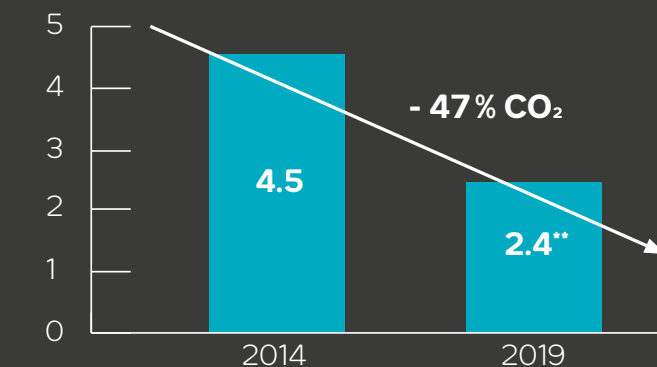


## CLIMATE PROTECTION AT MOTEL ONE

### CO<sub>2</sub> footprint

Over the last few years, we have already implemented far-reaching measures to cut our CO<sub>2</sub> emissions. This has enabled us to reduce the CO<sub>2</sub> value per overnight stay **by 47% in 2019, compared to 2014\*.**

### CO<sub>2</sub> emissions per room night (in kg CO<sub>2</sub> for Scopes 1 and 2)



\* Reduction in CO<sub>2</sub> intensity calculated for Scopes 1 and 2. Calculations performed in collaboration with Schlange, Zamostny & Co. GmbH and Climate Partner.

\*\* According to the HCMI, the CO<sub>2</sub> value per room night is 3.4 kg CO<sub>2</sub>. This value includes Scopes 1 and 2 and laundries from Scope 3.





## ORGANIC PRODUCTS ON THE BREAKFAST TABLE

A good day starts with a good breakfast. That is why we place high value on organic and Fairtrade products when selecting food for our breakfast buffet.

Organic certification Germany: DE-ÖKO-037  
Organic certification Austria: AT-BIO-902



## CERTIFICATIONS AT MOTEL ONE

**Motel One is certified!**  
We are home to various certifications.

### Building

A growing number of our hotel buildings have been awarded sustainability certificates.

Motel One is proud to have received the following building certifications:

BREEAM, DGNB, LEED® green building program.

A comprehensive list of our certified locations can be found on our website.

LEED®, and its related logo, is a trademark owned by the U.S. Green Building Council® and is used with permission.

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Motel One Berlin-Upper West  
in the building of Upper West  
Immobilien GmbH

Motel One Cologne-Waidmarkt &  
Motel One Cologne-Messe



Motel One Munich-Haidhausen

**BREEAM**  
delivered by **bre**

Motel One London Tower-Hill

**BREEAM** NL

Motel One Amsterdam



## CURRENT LOCATIONS Q4 2022

### IN OPERATION

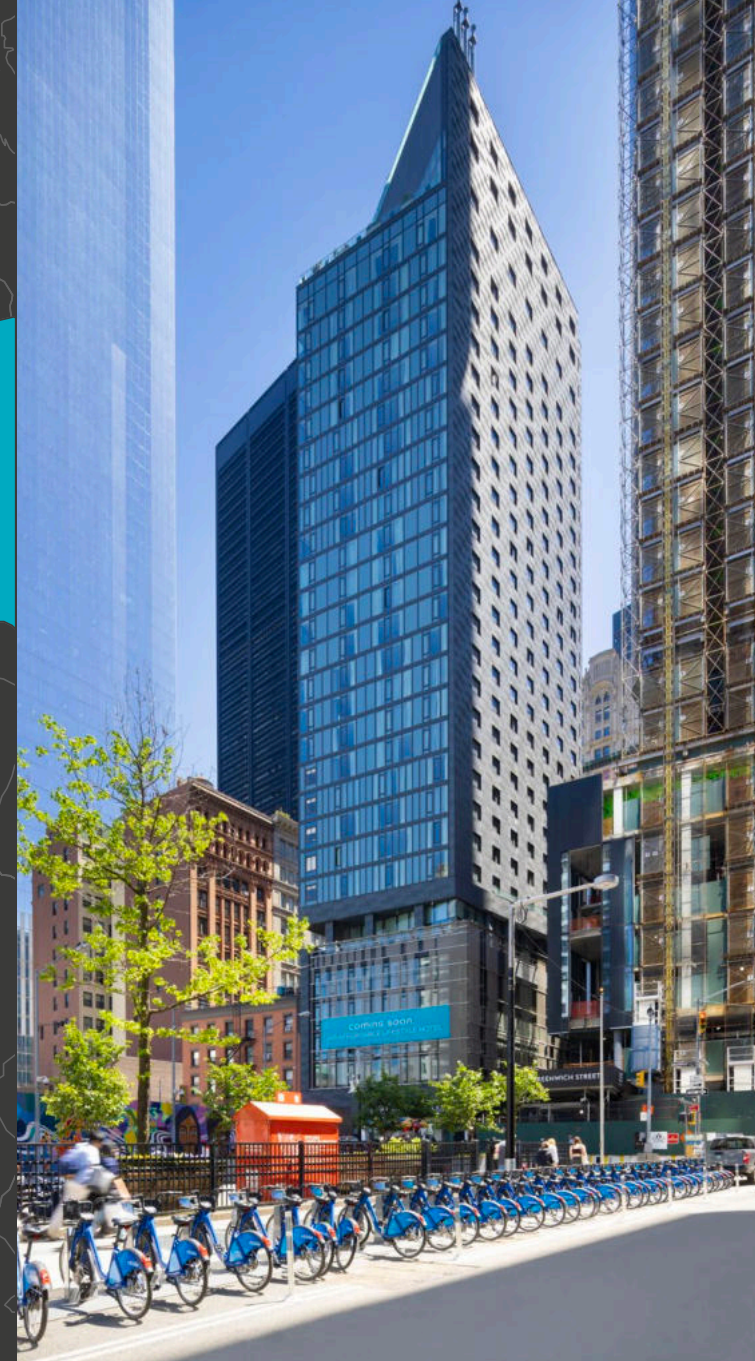
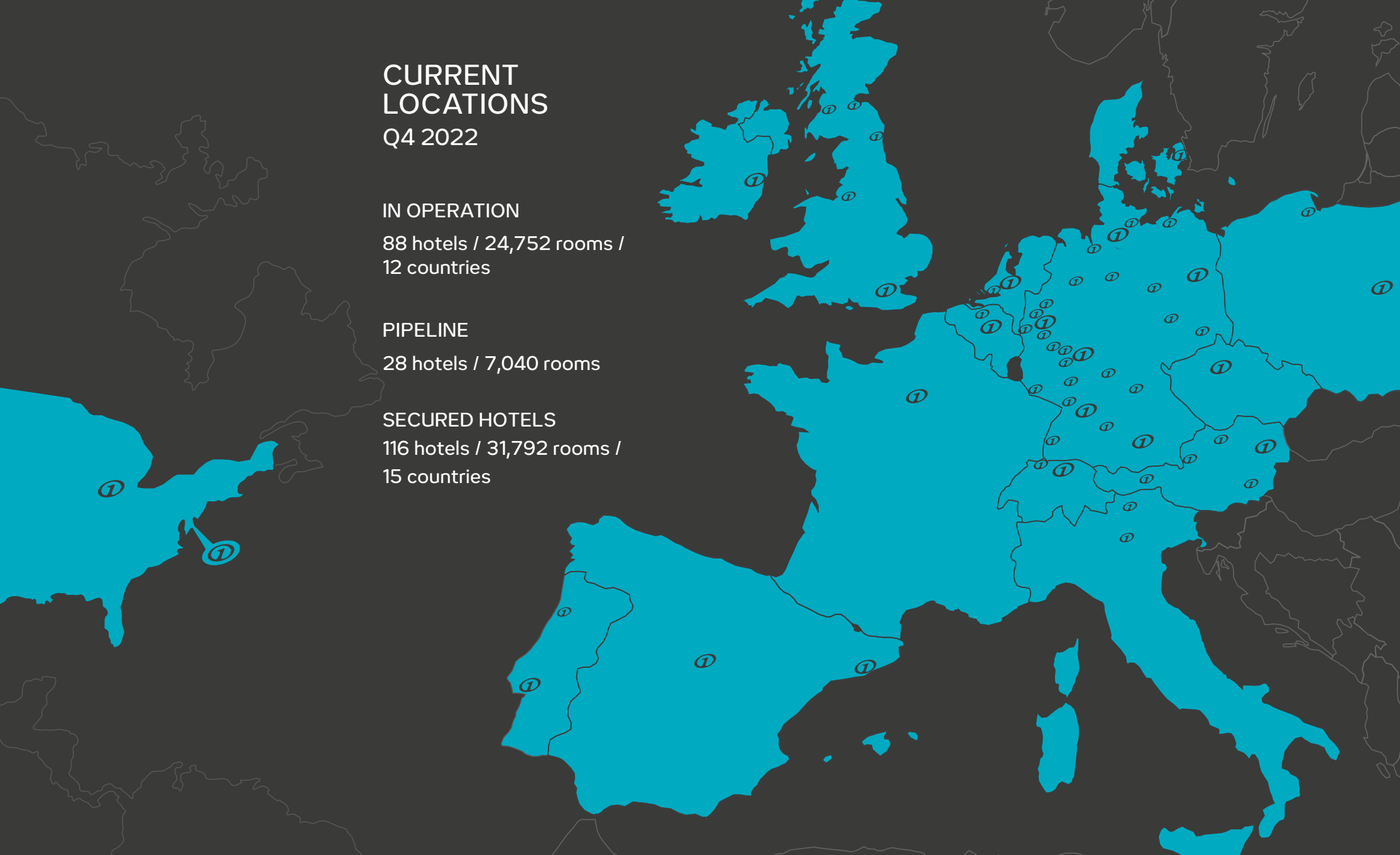
88 hotels / 24,752 rooms /  
12 countries

### PIPELINE

28 hotels / 7,040 rooms

### SECURED HOTELS

116 hotels / 31,792 rooms /  
15 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 m<sup>2</sup> per bedroom (including all front of house and back of house areas)
- Minimum GFA 3,000 m<sup>2</sup>

### EXAMPLE OF A 300-BEDROOM HOTEL

- Front of house: 540 m<sup>2</sup>
- Back of house: 265 m<sup>2</sup>
- 3 guest elevators

All areas without corridors, staircases and technical rooms

### FORM OF CONTRACT

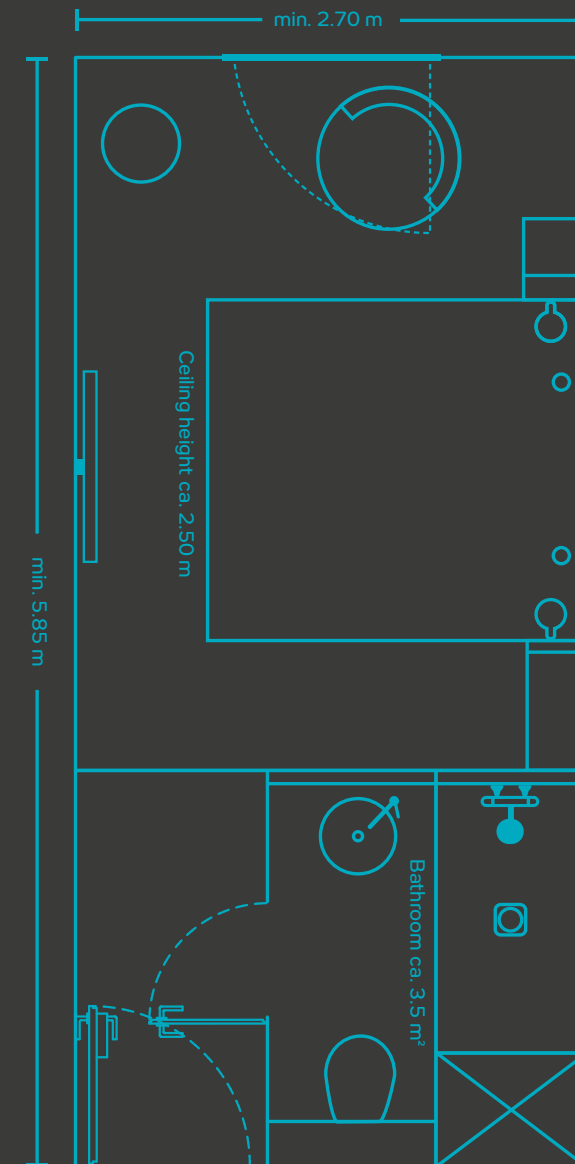
- Purchase
- Lease
- Joint Venture

### STANDARD ROOM

- Net internal area 16 m<sup>2</sup> per bedroom
- Including 3.5 m<sup>2</sup> bathroom
- Flexible room layout

### EXAMPLE ROOM LAYOUT

(no strict requirement – can be adjusted)







## MOTEL ONE COPENHAGEN

The Motel One Copenhagen is a perfect example of the rebranding of existing hotels. It corresponds to our location and product requirements and was easily integrated into our portfolio. It is located right in the centre of the Danish capital in vicinity to the city hall and the Rådhuspladsen.

## REBRANDING OF EXISTING HOTELS

Motel One is looking for rebranding opportunities of existing hotels across Europe and the US. We are flexible in terms of the type of property, as Motel One can support owners in rebranding activities to meet our brand requirements.



## MOTEL ONE HAMBURG-FLEETINSEL

This state-of-the-art, but classic new Motel One is located on an island between the two canals Herrengabenfleet 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 flatscreen TV.





## INVESTMENT PARTNERS



SWISS PRIME SITE



## RECENT SELECTED AWARDS



## MOTEL ONE GROUP FINANCIAL SUMMARY

KEY PERFORMANCE METRICS	2014	2015	2016	2017	2018	2019	2020	2021	2022
No. Hotels	54	51	55	62	71	74	75	80	88
No. Rooms	12,822	13,887	14,583	17,387	20,160	20,851	21,086	23,020	24,752
- Owned rooms	3,563	2,493	2,984	2,974	3,655	3,400	3,400	3,853	3,853
- Owned rooms in %	28%	18%	20%	17%	18%	16%	16%	17%	16%
Occupancy	75%	75%	77%	77%	77%	77%	28%	30%	64%
Rev per Room sold	€ 81	€ 88	€ 89	€ 91	€ 95	€ 98	€ 98	€ 99	€ 114
P&L STATEMENT (kEUR)									
Revenue	256,358	321,697	357,411	400,818	487,148	562,264	208,964	237,740	638,740
EBITDA	81,219	96,617	111,036	121,771	150,250	175,960	-42,541	-34,788	170,978
EBIT	54,290	69,880	79,952	87,328	92,100	115,546	-94,648	-86,473	114,252
EBT	70,948	99,455	128,478	89,936	133,490	165,598	-102,080	28	116,482
Tax	-21,570	-22,004	-36,865	-31,301	-29,040	-37,092	+24,781	-7,647	-38,099
Net Result	49,378	77,451	91,613	58,635	104,450	128,506	-77,299	-7,619	78,383
BALANCE SHEET (kEUR)									
Fixed Assets	428,703	436,443	535,590	643,033	700,553	667,614	696,937	752,025	779,904
Net Working Capital	55,881	55,595	-14,339	73,354	-4,010	-52,212	35,901	115,611	165,432
Net Debt	94,909	48,864	153,063	173,972	215,124	172,540	199,318	197,314	98,636
Equity	277,913	331,984	396,866	395,707	489,439	547,286	461,718	439,100	515,836
Net Debt/EBITDA	1.2	0.5	1.4	1.4	1.4	1.0	n.a.	n.a.	0.6





## 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

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