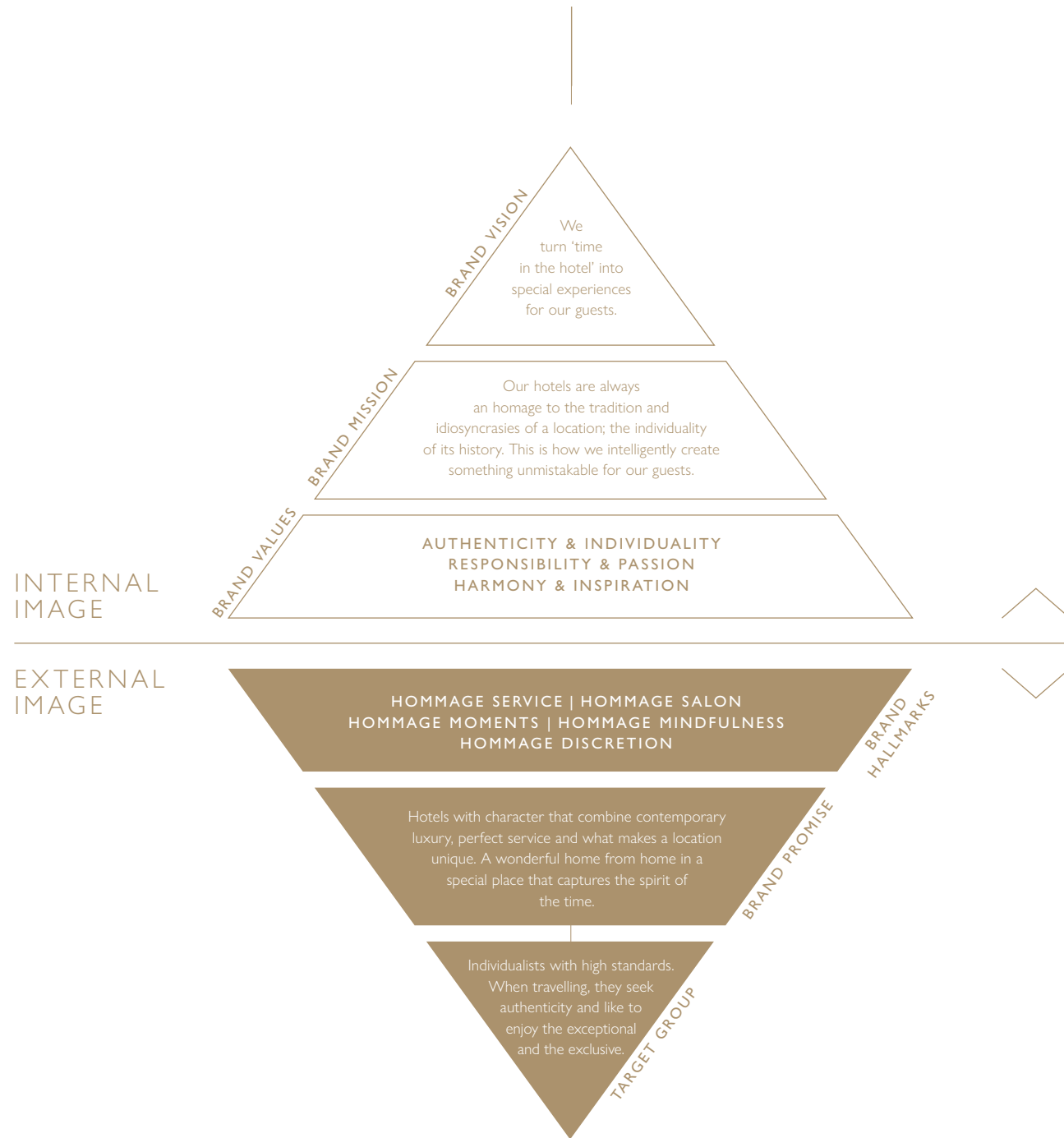




HOMMAGE
LUXURY HOTELS COLLECTION

WHERE
MOMENTS
MAKE
MEMORIES

THE HOMMAGE BRAND MAKES AN IMPACT
BY COMBINING THE BRAND ESSENCE WITH
THE UNIQUE CHARACTER OF EACH
INDIVIDUAL HOTEL



HOMMAGE
LUXURY HOTELS COLLECTION

AS A COLLECTION

The Hommage Luxury Hotels Collection brand consists of two components that complement each other to form a unique brand promise:

The brand essence consists of the elements that define a Collection establishment – specifically the repeated elements that guests can expect in every hotel. The second part of the brand promise is based on the unique character and personality of each individual property.

The result is a distinctive Hommage hotel experience that brings together the extraordinary nature of an individual hotel with consistently high levels of quality in the service, culture and attitude.

THE UNIQUE HOMMAGE EXPERIENCE

In a highly competitive market, relevant and tangible differentiation is the basis of successful brand positioning. Simply 'doing better' in the usual category standards is not enough.

A new brand in particular needs to shape its profile around what makes it different in order to give guests a reason to engage with the brand. That is why, for the Hommage Luxury Hotels Collection, the first step was to develop tangible and relevant USPs that could be implemented consistently as hallmarks in every hotel.

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1 > HOMMAGE SERVICE

For us, the Hommage team, the very highest level of guest satisfaction is our top priority. We are approachable, committed and professional, working together seamlessly and always there to handle any request.

2 > HOMMAGE MOMENTS

Our hotels act as a stage for extraordinary moments that other hotels cannot offer. The result is unique memories and 'social currency' for our guests, which make us stand out in the long term.

3 > HOMMAGE SALON

The central location of our Hommage establishments is a room that is only open to guests: the Hommage salon. It acts as a drawing room and a place of retreat while also serving as a venue for special cultural encounters in music, literature or art.

4 > HOMMAGE MINDFULNESS

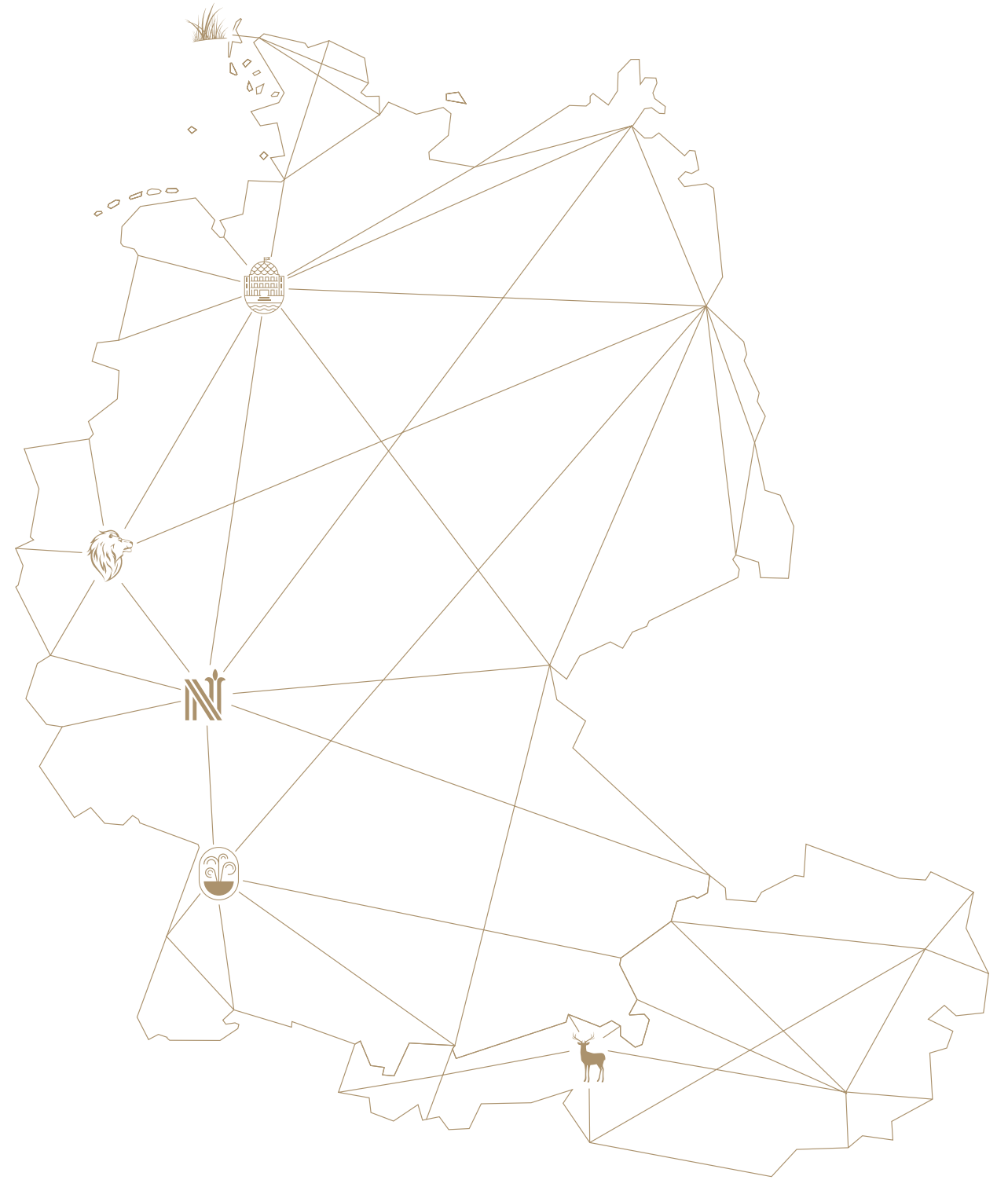
In our Hommage establishments, mindfulness is put into practice. In addition to individually developed spa and wellness facilities, we provide an exclusive Hommage yoga programme. The culinary concept of the Hommage Luxury Hotels Collection rounds off our approach to mindfulness on a culinary level.

5 > HOMMAGE DISCRETION

Naturally, the professional discretion of all employees comes as standard at our hotels, and, of course, we have a special security concept for particularly exposed guests.

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OUR HOTELS



SÖL'RING HOF



HOTEL KÖ59



PARKHOTEL BREMEN



HOTEL NASSAUER HOF



MAISON MESSMER



This gem in the Rantum dunes lies directly above the North Sea. This magical place in the far north entrances the senses with haute cuisine at a 2-star level. Come and try it out for yourself with cooking classes and culinary experiences.



Bremen's 'Gute Stube' is a traditional grand hotel in the middle of the Bürgerpark. The hotel's striking dome hall is a prominent landmark and invites you in to enjoy Hanseatic hospitality or your private dream wedding.



Düsseldorf – Rhenish joie de vivre meets a vibrant mix of art, culture, cuisine and fashion. And, fittingly, the lifestyle Hotel Kö59 Düsseldorf is situated on the famous Königsallee boulevard featuring modern design and contemporary luxury.



Located between the state parliament building and the Kurhaus, this venerable grand hotel with its own thermal spring has welcomed many illustrious guests in its 200-year history. The fireplace bar with humidior is unique in Wiesbaden, just like the exquisite award-winning cuisine in the ENTE restaurant.



This elegant 5-star hotel is located right next to the Kurpark and casino. Its historic Malersaal hall breathes new life into times gone by, while the exclusive spa will take your breath away. Imperial tradition is reinterpreted with regional specialities in the in-house Theaterkeller restaurant.



This exclusive resort welcomes you and offers spacious comfort in the breathtaking Tyrolean mountains. Create lasting memories in the sophisticated atmosphere of Kitzbühel, the Eichenheim Championship Golf Course directly beside the hotel and the wide range of leisure activities.

GRAND TIROLIA





HOMMAGE
LUXURY HOTELS COLLECTION

AS AN EXPERIENCE



OUR CREDO FOR THE
HOMMAGE LUXURY HOTELS
COLLECTION IS 'WHERE
MOMENTS MAKE MEMORIES'.
WE WANT TO CREATE
EXCEPTIONAL EXPERIENCES
FOR OUR GUESTS THAT THEY
WILL NOT FORGET.

Jörg T. Böckeler, CEO





Maison Messmer

A NEW INTERPRETATION OF LUXURY

The exclusive hotels in the Hommage Luxury Hotels Collection combine a blend of top-class service, regionally influenced starred cuisine, high-quality wellness amenities and unique moments. We promise to our guests to make the time they spend in our hotels an unforgettable experience. Every one of our hotels is closely tied to its position, surrounding area and distinctive region – and guests can experience this for themselves in a very personal way. Our carefully selected exclusive experience offers, such as an early morning oyster harvest with an award-winning chef, complement our reinterpretation of contemporary luxury and satisfy a desire for the subtle difference that transforms a stay with us into a lifelong memory.



WHERE MOMENTS MAKE MEMORIES



Michael Kammermeier,
Restaurant ENTE



Björn Freitag, Restaurant Kö59

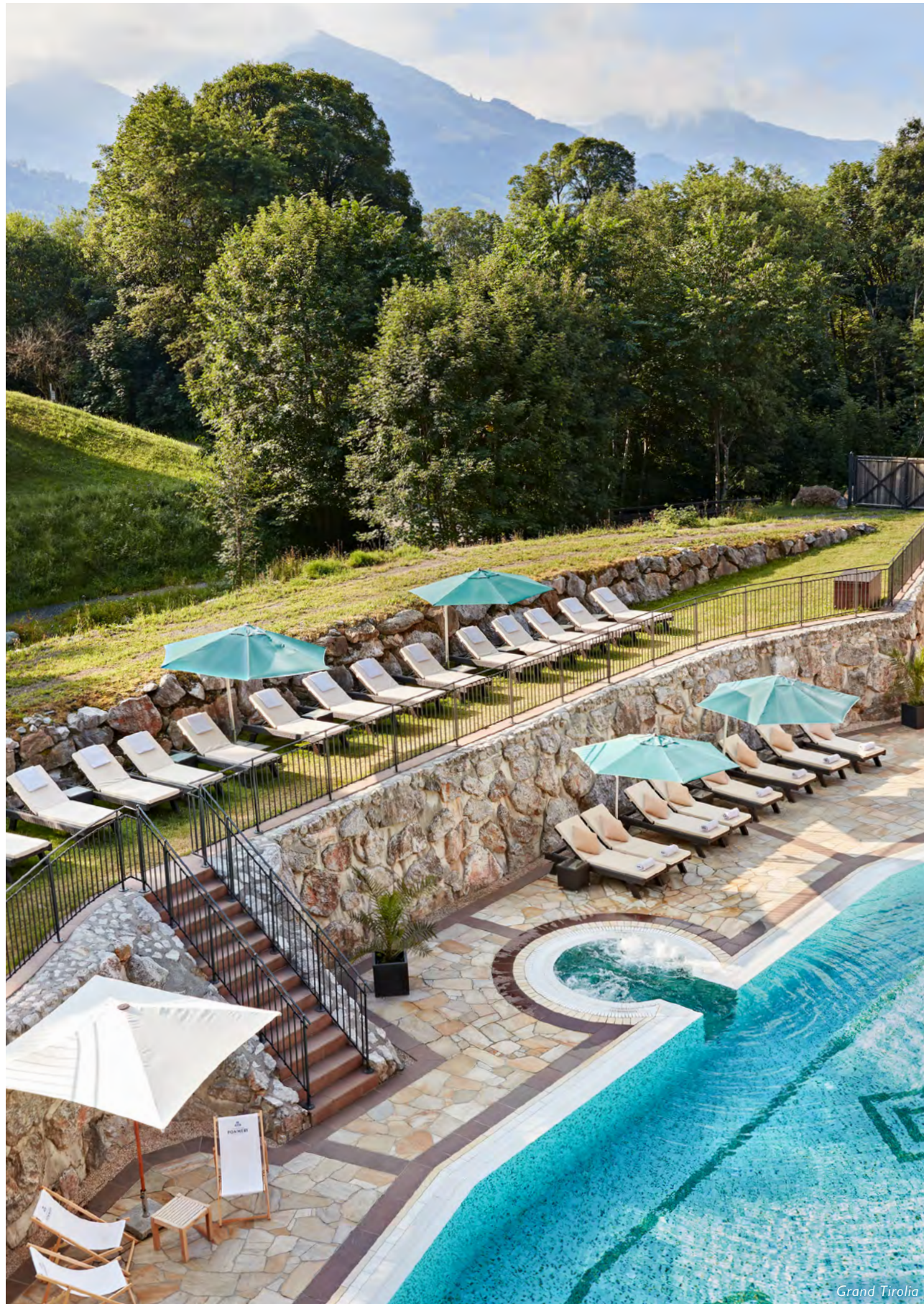


Jan-Philipp Berner, Söl'ring Hof

LOCAL DELIGHTS AT THE HIGHEST LEVEL

Discovering and tasting the special characteristics of its cuisine might be the most beautiful way to get to know a place. That is why our top chefs Jan-Phillip Berner on Sylt, Markus Kammermeier in Wiesbaden and Björn Freitag in Düsseldorf invite you to discover regional specialities and dishes individually.

In the same vein, culinary delights are very important to us in all our hotels: starting with the exquisite ingredients from regional partners, our head chefs create delectable works of art, rooted in the local culinary culture. The perfect craftsmanship comes into its own in the presentation of the dishes, turning every single course into a culinary event and an experience for all the senses.



WHERE TIME DOESN'T MATTER

It is important to be able to leave the hustle and bustle of everyday life behind. Each of our hotels contains perfect little havens of peace and relaxation. The spa area – a place where precious minerals revitalise the skin – will become a new favourite refuge. Our hotels are personal fountain of youth, with top-class, tailor-made beauty treatments and massages to soothe the soul. Let stress drifts away as our skilled yoga teachers support our guests to regain their inner balance.



Parkhotel Bremen

THE PLEASURE IS ALL OURS

Special life events deserve a special setting. In our hotels, we ensure that the most important days in life are an unforgettable highlight for our guests. Whether guests are celebrating a wedding, a milestone birthday or a career promotion – we always go the extra mile for them. This begins with detailed planning of the celebration: choosing from a small, private room, the festive ballroom, or even private use of the entire Söl'ring courtyard as a personal sanctum. Our dedicated staff will guide guests through the preparation and support them on the big day itself. Our commitment to offer our guests exclusive experiences during their stay with us means that we are your trusted partner when it comes to transforming your most precious moments into lifelong memories.



Jan-Philipp Berner, Söl'ring Hof

WHAT OTHERS DON'T GET TO SEE

Our guests get exclusive access – bringing them, as authentically as possible, closer to the region and the local culture. The Hommage moments created for this purpose will guarantee that guests take away unique memories of their visit. Anyone can visit the museum, but only we can offer a private guided tour outside normal opening hours.

Visit a traditional vineyard and pick the grapes yourself. Experience a private early morning mountain hike and afterwards enjoying a champagne breakfast while the first rays of sunshine kiss the Alps.

All Hommage moments are tailored to each location and environment. They are dependent on the season, always limited in numbers and can be booked exclusively with Hommage Luxury Hotels Collection.



OUR STRENGTH: MARKETING

MARKETING

Marketing activities focus on appealing to our future guests at all relevant touchpoints. We systematically use digital channels, SEO/SEA and social media, all focused on our home page, for this. Continuous tracking allows us to constantly optimise the marketing budget.

GEOGRAPHIC FOCUS

Our geographic focus is Germany, Austria and Switzerland, as well as strong international inbound markets. Regular visits and exhibition appearances are planned, e.g. in the USA, UAE and UK.

REVENUE MANAGEMENT

The Hommage pricing policy is based on the value of our products and services. For even greater attractiveness, prices can be combined for interesting components. This is all managed by a

Revenue Management team with state-of-the-art tools. Central campaigns are accompanied and individual offers are developed for each hotel. OTAs and direct vendors in the leisure sector receive direct support.

SALES

The focus of the sales team is on digital distribution. The Hommage hotels have a channel-specific presence on all popular online portals. Online campaigns are planned out and implemented, while guest satisfaction and loyalty programmes form the data focus of owned-media marketing. The central reservation service in Cologne offers guests expert contacts for all questions and requests. Sales are focused and specialised for the market segments targeted by Hommage with a high proportion of individual customers of more than 55%.



WHAT WE ARE LOOKING FOR

We are looking for hotels with a unique personality. Hotels that have an individual signature and abundant character. Hotels that will enrich our collection with their style and brilliance. We prefer established properties with a history and projects that tell a story. We are looking for hoteliers who understand that our kind of luxury stems from individuality and that Hommage provides the perfect conditions to allow the right hotel to shine.

REQUIREMENTS

City or resort hotels with a five-star rating with at least 100 rooms in Germany, Austria or Switzerland. The buildings must include a bar, restaurant, meeting area, fitness suite and spa.

TYPES OF CONTRACT

Lease

- › 5 Halls Hommage GmbH offers various models of lease agreements including fixed-term lease, hybrid lease and different forms of percentage lease.
- › Lease agreements are drafted together with the lessor and developed individually.

Management

- › Management of hotels and responsibility for day-to-day operation in the name of the owner
- › With or without management guarantee



YOUR PERSONAL CONTACT PARTNERS



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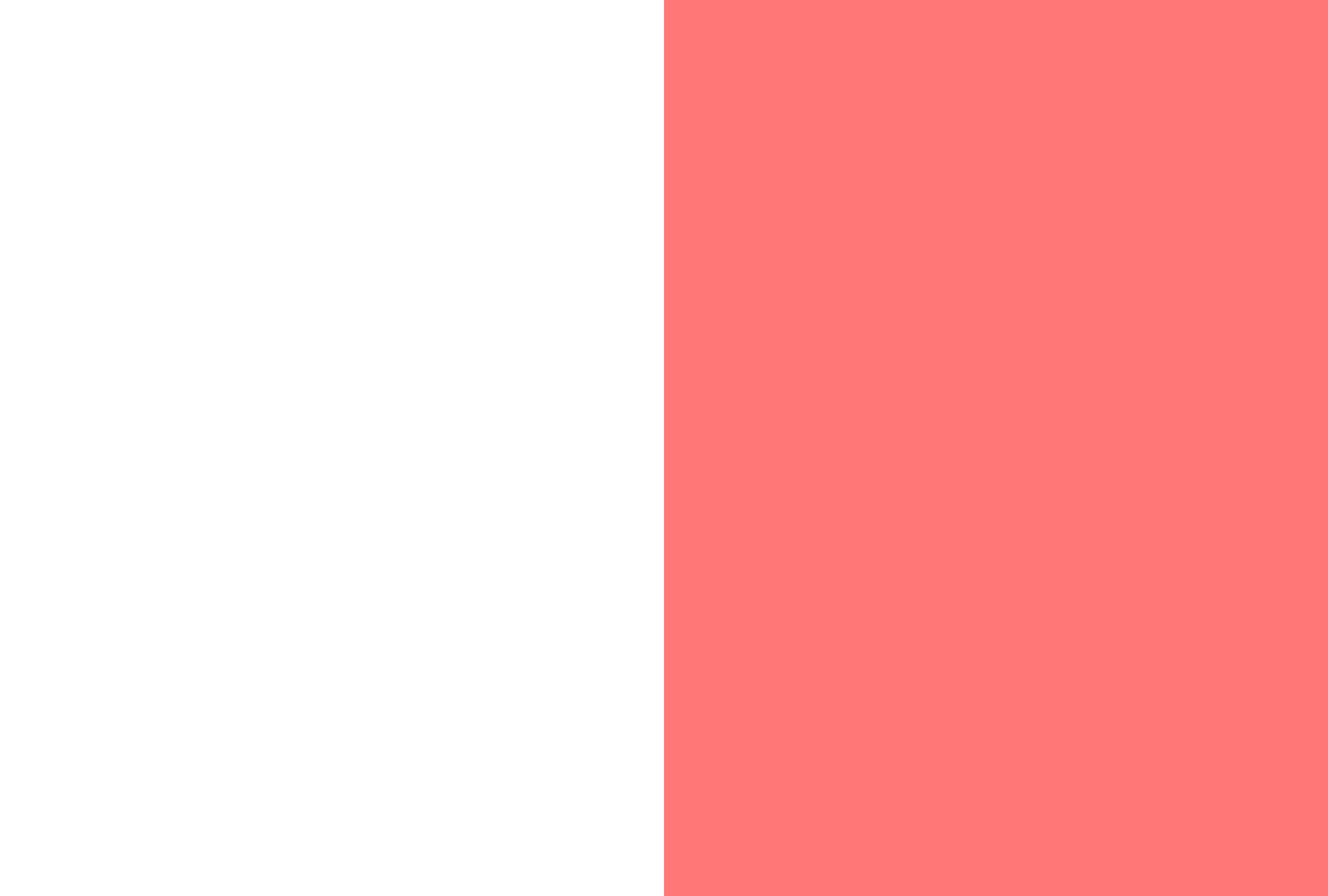
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Registergericht: Amtsgericht Köln
Registernummer: HRB 98776
Umsatzsteuer-Identifikationsnummer gemäß § 27a
Umsatzsteuergesetz: DE325581532



 HOMMAGE LUXURY HOTELS COLLECTION

SÖLRING HOF
SYLT

PARKHOTEL
BREMEN

HOTEL KÖ59
DÜSSELDORF

NASSAUER HOF
WIESBADEN

MAISON MESSMER
BADEN-BADEN

GRAND TIROLIA
KITZBÜHEL