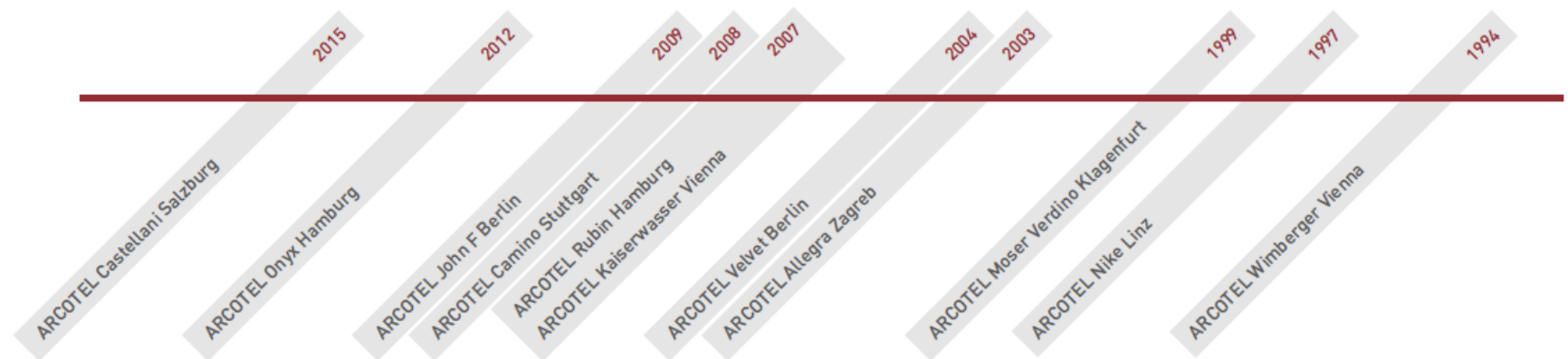




ARCOTEL Hotels

Founding and History

ARCOTEL Hotels is a family-owned company which was established in Vienna in 1989. The ARCOTEL group combines a personal and individual environment with international standard and top quality. The private Austrian group positions itself as a business and city hotel chain with currently eleven hotels in Austria, Germany and Croatia.



ARCOTEL Hotels

Mission & Vision

Mission

We use the individual strength of each site, encourage our employees to develop their talents and make room for new ideas and their implementation. We convince with charm, warmth and joy of work.

On this basis we built on the past 27 years successful business and offer guests and partners best service.

Vision

As an independent, family-owned hotel group, ARCOTEL Hotels is growing with its employees on the international hotel market and its synonym for Austrian hospitality and professionalism.

ARCOTEL Hotels

Management



Martin Lachout,
CEO
ARCOTEL Hotel AG

Dr. Renate Wimmer,
Owner
ARCOTEL Group

ARCOTEL Hotels

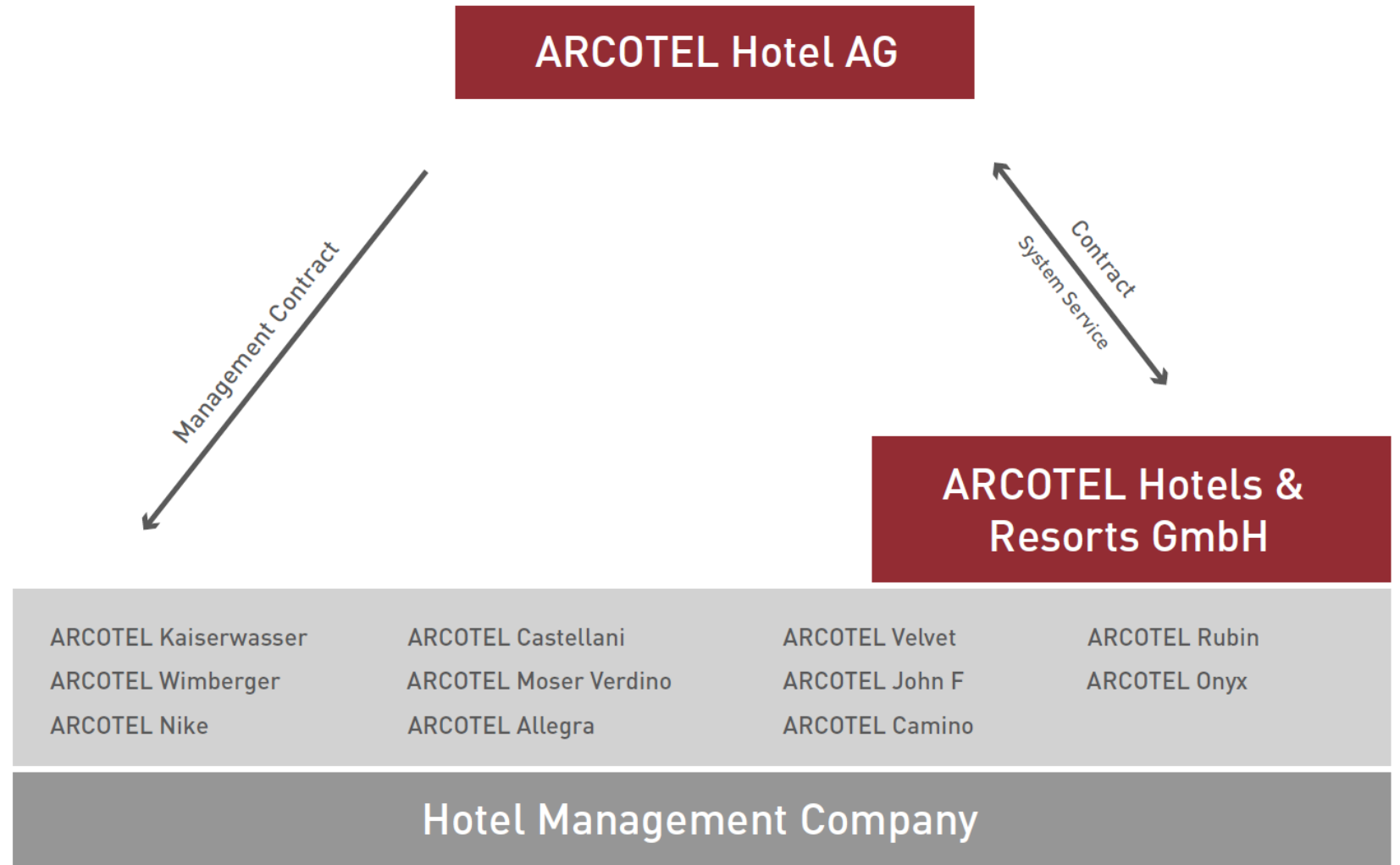
ARCOTEL Structure



ARCOTEL Hotels

The core function of the ARCOTEL Hotel AG includes the management of all ARCOTEL Hotels as well as international project development and research into trends.

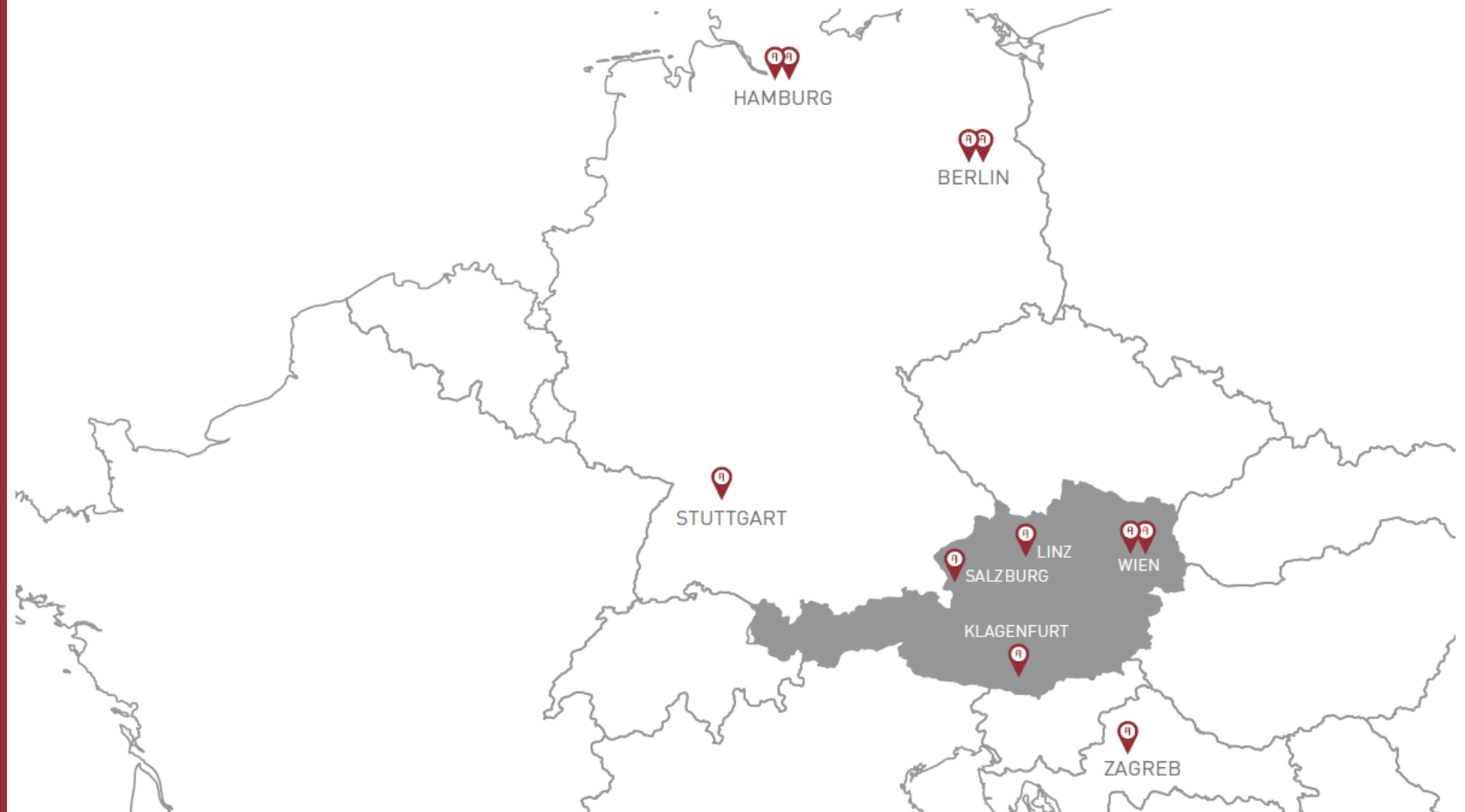
The ARCOTEL Hotels & Resorts GmbH secures with know-how the operational management structure in the ARCOTEL hotels.



ARCOTEL Hotels

ARCOTEL Hotels currently operates eleven 4-star or 4-star superior hotels with a total of 1.929 rooms in Austria, Germany and Croatia.

ARCOTEL Hotels employs currently 880 members of staff as enthusiastic team at the sites of Berlin, Hamburg, Klagenfurt, Linz, Salzburg, Stuttgart, Wien und Zagreb.



ARCOTEL Hotels

Company Figures

ARCOTEL Hotel AG key figures

	2014
Net Revenue	EUR 5,5 Mio.
Equity Ratio	95,8%
EBIT	22,6%

ARCOTEL Hotels key figures

	2012	2013	2014	2015
Hotels (AT, DE, HR)	10	10	10	11*
Total Revenue net	EUR 58 mil.	EUR 60 mil.	EUR 62 mil.	EUR 62 mil.**
Occupancy	77%	78%	80%	79%**

* Acquisition of the ARCOTEL Castellani by December 2015

** ARCOTEL Castellani is not included in this result

ARCOTEL Hotels

The 3 pillars of the
ARCOTEL company
structure

ARCOTEL Hotel AG
Sole Shareholder Dr. Renate Wimmer
Nominal Capital EUR 784.867,02
Chief Executive Officer (CEO) Martin Lachout
Manager Company Developer

ARCOTEL Hotels & Resorts GmbH
Sole Shareholder Dr. Renate Wimmer
Share Capital EUR 145.345,75
Managing Director Dorit Dubsy, Nebojsa Simic
Service Provider

R. Wimmer Beteiligungen GmbH	DRW Beteiligungen GmbH
Sole Shareholder Dr. Renate Wimmer	Sole Shareholder Dr. Renate Wimmer
Share Capital EUR 944.747,34	Share Capital EUR 36.336,42
Managing Director Dr. Renate Wimmer	Managing Director Dr. Renate Wimmer
Owner of Hotel Management Company	

ARCOTEL Hotels

Real Estate & Leasing
Contracts

Real Estate

ARCOTEL Wimberger Wien
ARCOTEL Nike Linz

Leasing Contracts

All other hotels are longterm rental contracts.

ARCOTEL Hotels

Partnerships

For all centralised purchasing, construction & maintenance services related the ARCOTEL Group and to new hotel projects. The company works together with:

AS Handel, EDV & Bauträger GmbH
Konstantingasse 8 | Top 7 | 1160 Wien
Managing Director Christian Buchinger
E office@a-s.cc
T +43 1 522 01 79
www.a-s.cc



ARCOTEL Hotels



KR Raimund D. Wimmer

From the founding of the company until his death in March 2006, KR Raimund D. Wimmer was the managing director and CEO.

KR Raimund Wimmer was active as member in all sectors of tourism for over 25 years. He started his career with a professional education at the college for tourism at Schloss Klessheim in Salzburg. He studied business administration at the Vienna University of Business and Economics and economics at the University of Vienna. He took on the role as European Director and International Vice President of the Hotel Sales and Marketing Association (HSMA). For several years he was the President of the marketing group L'Austria per L'Italia and managing board member of the Austria Convention Bureau. He was also Vice President of the Round Table Conference Hotels Austria, Vice President and speaker for Vienna's 4-star alliance which represents 70% of Vienna's 4-star hotels. He is the author of the book „Winning in tourism through professional marketing and successful sales“, published (in German) for the Tourismus Marketing Akademie at Vienna's business development institute WIFI.

ARCOTEL Hotels

Milestones

2015

With December ARCOTEL acquires the 4-star hotel „Parkhotel Castellani“ in Salzburg and is therefore now present in the west of Austria.

2014

Martin Lachout takes over the position as CEO of the ARCOTEL Hotel AG in September.

Eight out of ten ARCOTEL Hotels received the TripAdvisor® „Certificate for Excellence“.

ARCOTEL Hotels improve within the Top 50 ranking of the highest selling hotel companies in Germany.

The ARCOTEL group achieves ninth place in the category of „Top Average Prices 2013“ with their German hotels.

The Austrian private family-owned company manages to improve 4 places to place 41 in the overall ranking with a total net revenue of EUR 33,7 million.

The ARCOTEL Onyx Hamburg achieves the „HolidayCheck Award 2014“ in the category „citytrips“.

ARCOTEL Hotels

Milestones

2013

Since the end of 2013, ARCOTEL Hotels and ARCOTEL Camino have been included in the portfolio of the PATRIZIA Immobilien AG – the ARCOTEL Onyx was purchased by a subcompany of Deka Estate. This demonstrates that ARCOTEL Hotels is an excellent and interesting partner for investors.

2013 was the year of special honours: the ARCOTEL Hotels mobile website took one of the top 3 places in the „European Mobile Innovation Award 2013“ and Tempo congratulated the ARCOTEL Onyx Hamburg with an award for the „Most Stylish Toilet“. In addition, the “Expedia®-Insiders’ Select™ List“ chose our youngest hotel as the best hotel in Germany.

6 out of 10 ARCOTEL Hotels obtained the „Certificate of Excellence“ from TripAdvisor and the hotel.de award „Top Rated Hotel 2013“. All ten ARCOTEL Hotels received the Booking.com award for perfect service and guest satisfaction. The ARCOTEL Kaiserwasser Vienna was given the „HolidayCheck TopHotel 2013“ award as the only 4-star-superior hotel in Vienna and its Restaurant UNO was awarded a toque for the third time in a row by Gault Millau.

ARCOTEL Hotels

Milestones

2012

In May 2012 the ARCOTEL Onyx Hamburg opened its doors to its guests. With new projects particular importance will be set on environmental awareness and energy efficiency.

The German ARCOTEL Hotels were listed for the second time among the 50 highest selling hotel companies. They achieved place 48 with a revenue of EUR 37.121,00 per room. With that the hotel group is located in this range among the top 10.

2011

According to the TREUGAST Investment-Ranking the ARCOTEL Hotel group was among the best rated hotel businesses in Austria, scoring an AA rating in 2011, just as in previous years.

In the investment ranking for Germany our hotels maintained their A rating from previous years in Berlin, Hamburg und Stuttgart.

ARCOTEL Hotels

Milestones

2010

2010 also marked the beginning of ARCOTEL Hotels' cooperation with the online agency TrustYou. Since 2008 TrustYou has set the standard for reputation management with software solutions for analysing reviews, comments and tweets across the social web media. This enables companies to capture reliable reviews directly from customers and to integrate these authentic customer opinions into business strategies.

In the same year the partnership with Bookassist started, which is the leading provider for booking technologies and online marketing services for hotels. In cooperation with ARCOTEL Hotels, the company's new website was developed and launched in 2011.

2009

2009 the ARCOTEL John F Berlin was opened. In addition, the ARCOTEL system management was restructured. The Online Marketing and PR departments were established and the company's revenue management structure was created. These measures contributed to doubling the percentage in the group's overall turnover from 15 to 30%.

ARCOTEL Hotels

Milestones

2008

Since 2008 the ARCOTEL Kaiserwasser Vienna has been included in the portfolio of the Union Investment Real Estate AG open fund. The ARCOTEL John F Berlin was now a subsidiary of the ARAB Investment Group.

The ARCOTEL Camino Stuttgart was opened in the same year.

2007

This year marked the opening of the ARCOTEL Kaiserwasser Vienna and the ARCOTEL Rubin Hamburg.

In addition, 2007 also witnessed the re-launch of the ARCOTEL Hotel group's corporate design.

ARCOTEL Hotels

Milestones

2006

The company's founder Raimund D. Wimmer died in 2006. His wife Dr. Renate Wimmer continued to run the company according to his interest.

2005

The ground-breaking ceremony for the construction of the ARCOTEL Kaiserwasser Vienna was attended by media representatives, politicians and local residents.

2004

In 2004 the ARCOTEL Hotel group opened the ARCOTEL Velvet in Berlin and thus successfully entered the German market.

ARCOTEL Hotels

Milestones

2003

2003 marked the opening of Zagreb's first design hotel, the ARCOTEL Allegra, whose overall concept carries the signature of the architect Harald Schreiber, artist and industrial designer. Since then Schreiber has worked with Dr. Renate Wimmer to design several other ARCOTEL Hotels

At the same time, the wir@arcotel.at project was launched with the aim of putting service and staff at the heart of everything that we do. This led to a new vision and a revision of the mission statement and their implementation in the group's everyday work.

2002

The show room of the first designer hotel in Zagreb – ARCOTEL Allegra Zagreb – was finished.

A special charity event was held for the AID for AIDS Vienna at the ARCOTEL Wimberger Vienna: an eight-hour dance marathon „until you drop for a good cause“.

ARCOTEL Hotels

Milestones

2001

In the 5th year of its existence ARCOTEL Hotel AG now had eight hotels. The new corporate design was clear, contemporary and dynamic – the green was adapted, the logo streamlined and ornamentation eliminated from the typography. The new advertising slogan was „Behind a successful day is an ARCOTEL“.

1998-2000

From 1998 to 2000 ARCOTEL invested in the setting up of a comprehensive management system incorporating state-of-the-art technology.

All hotels were connected to worldwide reservation systems – GDS/CRS – and since then have used a central customer database.

All hotels apply the standards of the ARCOTEL system manual.

According to the image analysis carried out in 2000, in an unprompted survey on brand recognition, ARCOTEL was Austria's 2nd best-known brand after the Hilton and ahead of the Ibis and Marriott.

ARCOTEL Hotel AG

ARCOTEL Hotel AG

FN 46904 b registered at Handelsgericht Wien (Commercial Court Vienna)

Chief Executive Officer: Martin Lachout

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ARCOTEL
Hotel AG

Thank you for your attention!

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