



**NOVUM**  
HOSPITALITY





# NOVUM HOSPITALITY

## Hoteliers for 35 years

The recipe for success of our family-run pan-European hotel group is five own hotel brands, traditional host mentality combined with forward-looking thinking, a high degree of digitalisation and courageous industry experts.

# WE ARE FAMILY

"NOVUM Hospitality, a family-run company from Hamburg, operates three- to four-star hotels at urban hotspots throughout Europe. Our dynamic strategy makes us one of Germany's most successful hotelgroups, famed among guests and investors far beyond the country's borders."

*David Etmenan*

*– Chief Executive Officer & Owner*







## FIVE BRANDS

the  
niu

Sustainable, inspiring urban – Winning features of the niu include smart comfort, regional storytelling and the Living Lobby.

 SELECT  
HOTELS

Select Hotels - four-star city hotels with the most modern facilities and a wide range of business and event offers.

yggötel

Cosy, charming, special – The midscale city hotels promise cosy Scandinavian hygge style, burst with hotelier charm and promote ecological awareness.

NOVUM  
HOTELS

Novum Hotels – Individually designed hotels without standardised fixtures and fittings.

acora  
LIVING THE CITY

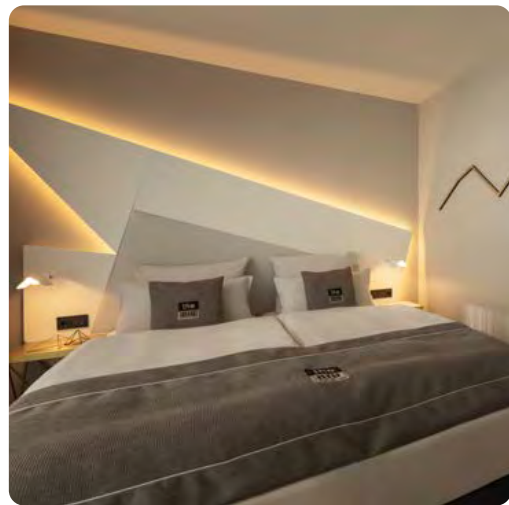
acora Living the City offers private and cleverly equipped serviced apartments with individual service offerings and lively community spaces.



# KNOW-HOW

As experienced hotel operators, we invest in the restructuring and maintenance of hotel properties and project new hotel developments with vision.

Our IT solutions ensure streamlined processes and a continuous development.





# WHAT MAKES US SPECIAL

NOVUM Hospitality is managed centrally from the Hanseatic City of Hamburg. The administrative departments there are Reservations, Sales & Marketing, Corporate Communications, Finance, Personnel Management, IT as well as Asset and Property Management. This arrangement ensures that effective processes and streamlined cost structures are guaranteed.





## OUR STANDARD

We treat every guest as a regular customer.

Our daily aspiration as a team is to offer guests a "home away from home" experience during their stay.

Treating our guests, partners and employees with respect is part of our tradition.

Matters particularly close to our heart are our guests' comfort and safety, which is why we place great value on the continuous maintenance and modernisation of our hotels.



## OUR PHILOSOPHY

**"Excellent, motivated employees are the foundation of constant and growing success."**

We contractually secure jobs in the businesses that we acquire – a matter of course for us, and a core concern for many hoteliers. Showing appreciation for our team is an important responsibility, which we never lose sight of for a single day.

**"Professional property management is second nature to us."**

As the in-house general contractor to NOVUM Hospitality, the project management has qualified employees who cover a broad range of construction services, plus redevelopment and renovation projects. All NOVUM Hospitality establishments benefit from the significant value enhancement brought about by the work of experienced professionals.

**"We are driven by innovation."**

Continuous workflow optimisation through cutting-edge IT solutions ensures the smooth running of all departments on a day-to-day basis.





## NADER ETMENAN

### FOUNDER

Nader Etmenan showed entrepreneurial farsightedness when he embarked upon a career in tourism and founded the company in 1988. With the first hotels in the traditional

Hamburg district of St. Georg, near the Outer Alster Lake, he laid the foundation of the hotel group. In 2004 he handed over the company to his sons who have been advancing the Europe-wide brand establishment ever since.



# DAVID ETMENAN

## Chief Executive Officer & Owner

David realised that he wanted to become a hotelier like his father very early. In 2000, he joins his parents' company and begins his studies in business administration at the Nordakademie. Today, as Chief Executive Officer and Owner of NOVUM Hospitality, he is not only the driving force behind the company's Europe-wide expansion, but is also responsible for the strategy of the multi-brand hotel group.

In addition to asset management, his focus is on the trend-setting corporate areas of IT and human resources.





# MEILENSTEINE

**1988**

Founding and opening of the first hotels in Hamburg by Nader Etmenan.

**2009**

NOVUM Hospitality continues growing and establishes a centralised management system.

**2011**

Successful expansion with hotel openings in the core markets in Germany.

**1994**

Mortesa Etmenan joins his father's company and supports him in the management of the business.



**2014**

NOVUM Hospitality is ranked among the ten largest hotel companies in Germany.

**2000**

David Etmenan joins the company and begins to prepare for the group's growth into the future.

**2004**

David Etmenan becomes CEO & Owner of the family-run hotel group.

**2015**

Acquisition and full takeover of Winters Hotel Company. The portfolio grows to over 60 hotels nationwide.

**2017**

Expansion of the Hamburg headquarters to 4,000 sqm.

Launch and nationwide rollout of the niu brand.

Cooperation with the NGO Viva con Agua.

**2018**

Over 165 hotels in 65 locations.

New franchise partnership with Wyndham Hotel Group and Hilton.

Successful opening of the first the niu hotels in Europe.

**2022/23**

Opening of the first hotel in Spain.

Start of cooperation with Greensign.

Active with 130 hotels in 65 locations, including 40 the niu hotels. A further 20 hotels in the active pipeline.

**2019**

More than 180 hotels in 65 locations.

Founding of the NOVUM Hospitality School to enable the in-house training of staff.

Continuous openings of the niu hotels in Europe. More than 50 hotels in the pipeline.

Launch of the fourth own hotel brand Yggotel.

**2020/21**

Successful opening of more than 15 hotels in spite of the global market disruption caused by COVID-19.

Opening of the first the niu hotel in the UK.

Launch of fifth own hotel/serviced apartment brand acora Living the City.

**2016**

European-wide expansion, with 114 hotels in 31 locations.

Conclusion of Multi Development Agreements (MDAs) with InterContinental Hotels Group, Accor, Best Western and Choice Hotels.



# EXPERIENCED MANAGEMENT TEAM



**DAVID ETMENAN**  
Chief Executive Officer & Owner  
Strategy, Asset Management,  
IT and Human Resources



**CHRISTIAN MOLL**  
Deputy Chief Executive Officer  
Asset Management, Expansion Planning,  
Strategic Corporate Direction



**DR. STEFAN GNEUSS**  
Chief Financial Officer  
Finance, Accounting,  
Controlling, Treasury



**TOBIAS HANEMANN**  
Chief Operating Officer  
Hotel Operations, Procurement,  
Facility Management



**SAMIRA SAID**  
Vice President Projects  
Project Management, Interior Design,  
Marketing and Events



**MARTIN STEGNER**  
Chief Development Officer  
Asset Management,  
Business Development



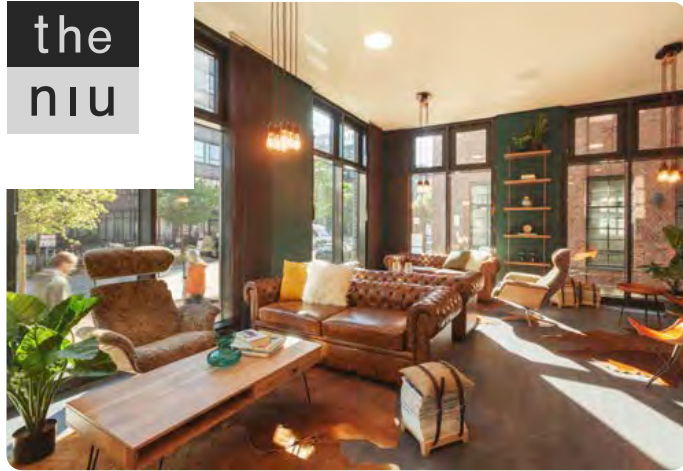
**Jörg Bertold**  
Vice President HR  
Human Resources,  
NOVUM Hospitality School



**OKSANA NÄSER**  
Vice President IT  
IT Infrastructure and  
System Architecture



the  
niu

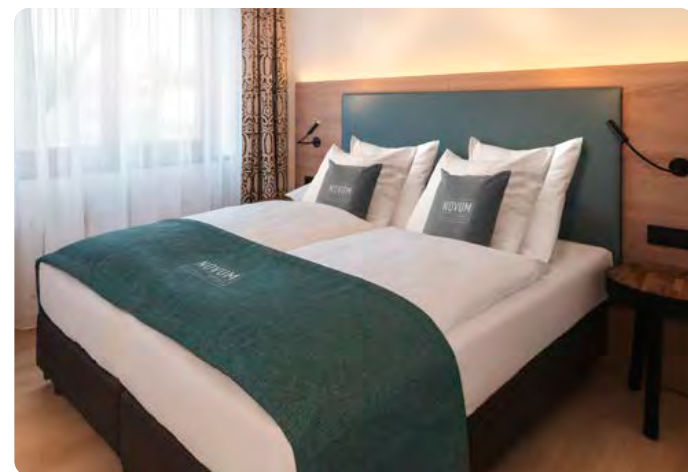
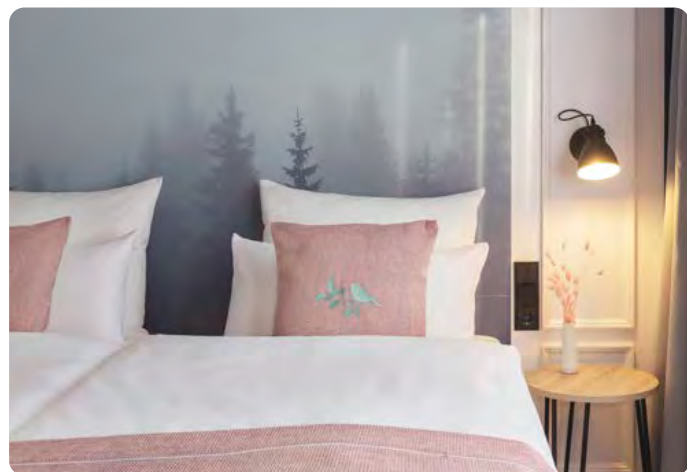


 **SELECT**  
HOTELS

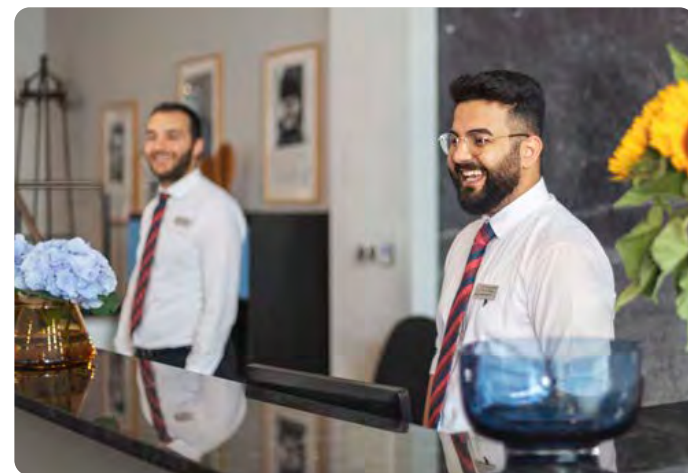
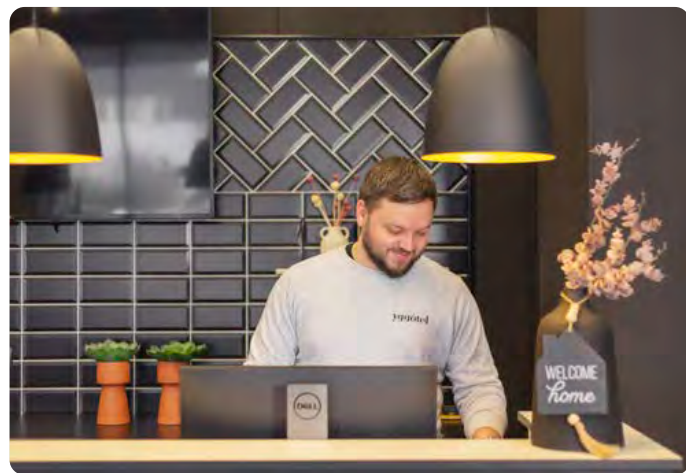




yggötel



NOVUM  
HOTELS







## LOCATIONS

Distinctive mid- and upscale hotels  
 · over 150 hotels with more than 20,000 rooms  
 · over 65 locations in Europe

### Brands

- the niu
- Select Hotels
- Yggotel
- Novum Hotels
- acora Living the City

### Franchise

- Franchisee
- Partnering with international brands across Europe



### Teugast Investment Ranking

The renowned rating, which annually evaluates the most important hotel companies represented in Germany, rates NOVUM Hospitality 2022 with 'A'.

# STRATEGIE

YEAR	HOTELS	ROOMS
1988	1	49
2010	12	560
2011	21	1.524
2012	23	1.977
2013	32	2.349
2014	41	2.991
2015	61	5.435
2016	114	12.000
2017	150	17.000
2018	169	22.400
2019	180	24.500

YEAR	HOTELS	ROOMS
2020*	150	20.000
2021	150	20.000
2022	150	20.000
2023	150	20.000

\*Start of Corona crisis  
Data incl. secured pipeline

- Continued establishment of the brands the niu & Yggotel in Germany, Austria, UK & the Netherlands
- New constructions and conversions for the brands the niu, Select Hotels, Yggotel and acora Living the City
- Growth predominantly via rental and lease agreements

## Search profile:

- Top central locations
- Total floor area: 12,000 to 20,000 square metres
- New buildings and converted properties
- Flexible room size and layout
- Low requirements regarding visibility
- Integration into mixed use concepts

## What we offer:

- Deal sourcing through our own expansion department
- Flat hierarchies and short decision-making paths
- Flexibility and fast reactivity
- Joint planning & project management
- Flexible room booking programme
- Strong credit rating, high finance and investment rating
- Exit-viable partner

## Contractual conditions:

- 20-year contract term and 2 x 5-year option
- Fixed lease contracts
- Indexation and collateralisation in line with the market

NOVUM Hospitality cultivates franchise partnerships with international hotel brands:

**IHG**  
HOTELS & RESORTS

**ACCORHOTELS**  
Feel Welcome

**Hilton**  
HOTELS & RESORTS





# NOVUM HOSPITALITY SCHOOL

## NOVUM HOSPITALITY SCHOOL

Being an initiative of NOVUM Hospitality, the NOVUM Hospitality School focuses on ensuring the continuous education and training of talents within the hotel industry.

The educational offer addresses both own staff members as well as specialists and managers of all company-owned brands. The goal is to identify, train and bind motivated employees.

To achieve this goal, NOVUM Hospitality is cooperating with renowned service providers such as the German Hotel Academy (Deutsche Hotelakademie, DHA).

**novum.school**



**“The continuing education and training of all employees is essential to the successful progression of the company. Therefore, personnel development at NOVUM Hospitality is a topic of particular importance to me.”**

David Etmenan – Chief Executive Officer & Owner, Novum Hospitality, Hamburg







## SOCIAL ENGAGEMENT

**NOVUM Hospitality is committed to multiple social and charity projects – the most important cooperations are:**

### **NADER ETMENAN FOUNDATION**

The Nader Etmenan Foundation adheres to the motto, "lend a hand, don't look away" and provides assistance exactly where help is needed most. The foundation, set up in 2015, supports needy children and families, promotes the integration of people with a migration background and helps victims of war both in Germany and abroad. The Nader Etmenan Foundation has made it its aim to support people who need help and are willing to make active changes in their lives. [www.nader-etmenan-stiftung.de](http://www.nader-etmenan-stiftung.de)

### **waterfront e.V. – THE FUNDING ASSOCIATION THE HCU**

Waterfront e.V. – the funding association of the HafenCity University Hamburg (HCU) – funds apprenticeship and research at the HCU. The association's aim is to contribute to a first-class research and teaching environment by funding innovative projects to produce outstanding graduates and promote excellent research work, thus supporting knowledge transfer between university and society. [www.waterfront-hcu.de](http://www.waterfront-hcu.de)

### **VIVA CON AGUA DE SANKT PAULI**

Viva con Agua de Sankt Pauli e.V. is a non-profit organisation committed to ensuring that all people worldwide have access to clean drinking water. To achieve this goal, they promote water projects and actions at home and abroad. The Viva con Agua Kosmos has grown steadily and now stands for a network of more than 10,000 volunteer supporters. There are Viva con Agua volunteer crews in countless German cities and independent registered clubs in Switzerland, Austria and the Netherlands. [www.vivaconagua.org](http://www.vivaconagua.org)



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