Our booming pan-European hotel group has a recipe for success: four own hotel brands, a tradition-steeped hosting mentality combined with forward-looking thinking, a high degree of digitalisation and courageous industry experts.

NOVUM HOSPITALITY
Hoteliers backed by more than 30 years of experience

“NOVUM Hospitality, a family-run company from Hamburg, operates three- to four-star hotels at urban hotspots throughout Europe. Our dynamic expansion strategies make us one of Germany’s most successful hotel groups, famed among guests and investors far beyond the country’s borders.”

David Etmenan
– Chief Executive Officer & Owner
Novum Hotels – Individually designed establishments without standardised fixtures and fittings.

Select Hotels – Three- to four-star city hotels with cutting-edge fixtures and fittings and extensive services for business and events.

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

Cosy, charming, special – The midscale city hotels promise cosy Scandinavian hygge style, burst with hotelier charm and promote ecological awareness.
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 expansion.
NOVUM Hospitality is managed centrally from the Hanseatic City of Hamburg. The administrative departments there are Reservations, Sales & Marketing, Corporate Communications, Accounting, 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” during their stay.

We value our guests, partners and employees highly: it is a tradition we live out every day.

Our guests’ comfort and safety are particularly close to our heart, which is why we place great value on the continuous maintenance and modernisation of our hotels.
“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 innovations.”

Continuous workflow optimisation through cutting-edge IT solutions ensures the smooth running of all departments on a day-to-day basis.
Nader Etmenan showed entrepreneurial farsightedness when he embarked upon a career in tourism and founded the company in 1988. With the first hotel 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 expansion ever since.
DAVID ETMENAN
CHIEF EXECUTIVE OFFICER & OWNER

David realised that he wanted to become a hotelier like his father at an early age. He joins his parents’ company in 2000 and commences his business studies course at the Nordakademie at the same time. His focus is on building up a central management. Today, as Chief Executive Officer & Owner of NOVUM Hospitality, he is responsible for the areas of strategy, financing and expansion of the booming corporate group.
1988
Founding and opening of the first hotels in Hamburg by Nader Etmenan.

1994
Mortesa Etmenan joins his father’s company and supports him in the management of the business.

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.

2009
NOVUM Hospitality continues growing and begins to create a centralised management system.

2011
Successful expansion with hotel openings in the core markets in Germany.

2014
NOVUM Hospitality is ranked among the ten largest hotel companies in Germany.

2015
Acquisition and full takeover of Winters Hotel Company. The portfolio grows to over 60 hotels nationwide.

2016
European-wide expansion, with 114 hotels in 31 locations. Multi Development Agreements (MDAs) with the InterContinental Hotels Group, Accor, Best Western and Choice Hotels.

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 the Wyndham Hotel Group. Successful opening of the first niu hotels in Europe.

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.

2019
NOVUM Hospitality is ranked among the ten largest hotel companies in Germany.

2021
Acquisition and full takeover of Winters Hotel Company. The portfolio grows to over 60 hotels nationwide.
NOVUM Hospitality’s expansion beyond the German-speaking markets is accelerated through existing and future multidevelopment agreements.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>HOTELS</th>
<th>ROOMS</th>
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<tbody>
<tr>
<td>1988</td>
<td>1</td>
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<tr>
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<tr>
<td>2019</td>
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</table>

- Growth in Europe’s core markets with all NOVUM Hospitality brands
- New construction developments and conversions for the brands the niu and Yggotel
- Takeover of existing hotels for the brands Select and Novum Hotels
- New construction developments and conversions with franchising of international brands
- Growth predominantly via rent and lease agreements

Search profile:
- top central locations
- total floor area: 3,000 to 12,000 square metres
- new buildings and converted properties
- flexible room size and layout
- low requirements regarding visibility
- integration into mixed use concepts

Contractual conditions:
- 20 years term and 5 year option
- fixed lease agreements
- indexation and collateral security in line with market requirements

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

NOVUM Hospitality’s expansion beyond the German-speaking markets is accelerated through existing and future multidevelopment agreements.
LOCATIONS

Three- to four-star hotels with a strong character
- More than 180 hotels with 24,500 rooms
- 65 locations in Europe

Brands
- Novum Hotels
- Select Hotels
- the niu
- Yggotel

Franchise
- Strategic growth through international brands across Europe

Treugast Investment Ranking 2018 „AA“
This renowned ranking compiles the economic efficiency and professionality of the 70 most important hotel companies in Germany.
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).

https://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
NOVUM Hospitality is committed to multiple social and charity projects – the most important co-operations 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 OF 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)