



THE PRIZE NEWS



PRIZEOTEL.COM





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01 THE COMPANY

prizeotel is a hotel chain in the economy segment, designed by Karim Rashid. It was founded by hotelier Marco Nussbaum and real estate economist Dr Matthias Zimmermann in 2006. For the development of its hotels in Germany, prizeotel works together with the international designer Karim Rashid from New York. The designer's style can be found in all the hotels – from the rooms' and corridors' layout to the lobby lounge. That's why the hotels are „signature brand hotels“. prizeotel is an exclusively designed product with the charm of a private hotel. It does not aim for the mass market, but rather for quality-conscious

business and city travellers who want to enjoy much comfort for less money. Since 2009, the first prizeotel, the prizeotel Bremen-City, has successfully been established in the market. The prizeotel Hamburg-City was opened in 2014, the prizeotel Hannover-City in September 2015. The medium-term objective is to be the most unconventional hotel chain in economy segment as well as qualitative leader with a presence on Germany's core markets and chosen european metropolises.

www.prizeotel.com/en

02 THE HOTELS



PRIZEOTEL BREMEN-CITY

Opening: 14. February 2009
Corporate name: prize Bremen GmbH
Category: Two Star Superior
Designer: Karim Rashid
Team: > 20
Rooms: 127 Designer rooms
Address: Theodor-Heuss-Allee 12,
28215 Bremen

PRIZEOTEL HAMBURG-CITY

Opening: 28. June 2014
Corporate name: prize Hamburg GmbH
Category: Two Star Superior
Designer: Karim Rashid
Team: > 50
Rooms: 216 Designer rooms
Address: Högerdamm 28,
20097 Hamburg

PRIZEOTEL HANOVER-CITY

Opening: 25. September 2015
Corporate name: prize Hannover GmbH
Category: Two Star Superior
Designer: Karim Rashid
Team: > 40
Rooms: 212 Designer rooms
Address: Hamburger Allee 50,
30161 Hanover

03 EQUIPMENT FEATURES

prizeotel as a signature brand product designed by top New York designer Karim Rashid offers a particularly original overnight experience. The challenge is to achieve the optimum of the overnight accommodation including breakfast – like classical bed

and breakfast hotels – and to create something special for the guests. The prizeotel brand enables a service experience optimally focussed due to a consequent furnishings' design which is not only highly efficient, but also offers the best comfort, including cool,

modern gimmicks for a more comfortable stay. prizeotel surprises its guests by high-quality design, a top quality combined with high-motivated people.



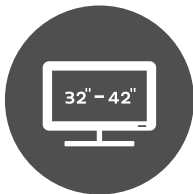
High-comfort bed 1,80 x 2,00 m with 4* luxury bed linen



XL shower head for rainforest feeling



High-speed WIFI throughout the entire hotel



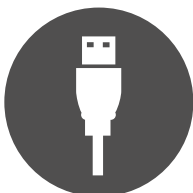
Flat Screen TV (min. 32")



HDMI plug at the bed to connect to TV



Stream your videos, pictures & co. via AirPlay®



USB connection to charge your phone next to the bed



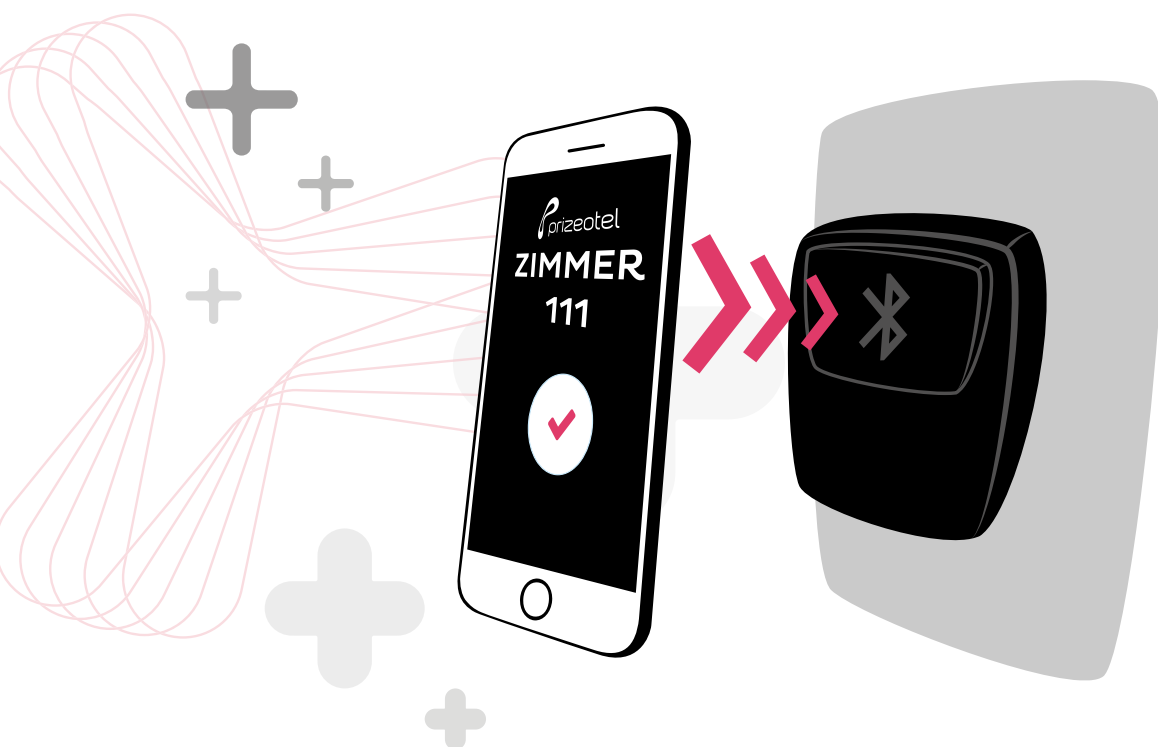
musicLamp with Bluetooth connection



24 hour reception

MOBILE CHECK IN

With introducing the app for prizeotel's Mobile Check In, the hotel brand brings new impulses to the hospitality industry and increases the focus on the 'Mobile Guest', who organizes his trip mostly via smartphone. Therefore, prizeotel offers its guests a new booking technique, as well as the possibility to use the smartphone as an actual room-key.



MOBILE CHECK IN

ONLY 3 STEPS TO ENTER YOUR ROOM



Reservation:

After inserting personal- and billing information, the easy reservation process is made with respect all laws of data privacy.



Push-message:

At 3pm, the guest receives a push-message with his room number and is now able to access it accordingly.



Elevator and rooms:

By using the smartphone's Bluetooth function, the guest is able to activate the elevators and access the hotel room.



04 THE STRATEGY

FIVE Bs FOR SUCCESS

The prizeotel's concept is based on the 5-B strategy as a central component. All five B's stand for the initial letter of the concept's main success and comfort criteria – from booking to the guest's departure:

BOOKING: Booking the hotel room is easy and fast via www.prizeotel.com. It is not necessary to compare to alternative providers as prizeotel pursues the best price strategy, which means that the guest gets the best available price for the inquired period via www.prizeotel.com. For that, prizeotel developed an own Internet Booking Engine (IBE) and optimises it constantly for the best booking comfort.

BATHROOM: Greatest possible bathroom comfort enables the guest's relaxation. Due to high-quality, big, soft towels at the level of a luxury hotel, a spaciouly walk-in designer shower without shower curtain, but with a glass door and an XL shower head for rainforest feeling, as well as daylight in the bathroom, offer a place of calm and relaxation for every guest.

BED: The big high-comfort beds (180 x 200 cm) with high-quality mattresses and covers on the slatted frames as well as luxurious bed linen in the quality of a luxury hotel provide a relaxing sleep. The sleeping comfort is supported indirectly by the doors', walls' and floors' insulation values.

BREAKFAST: The rich breakfast buffet enables the guests to start their day dynamically, due to freshly ground coffee in different varieties from the Coffee Flavour Station, or fruit freshly prepared every day as well as home-made Bircher muesli. For allergy sufferers, the hotel offers soy milk, lactose-free milk as well as gluten-free bread, rolls and muesli.

BE HAPPY: We work in a 'People's Business' – happy team members mean happy guests.



Karim

05 THE DESIGNER

I WANT TO CHANGE THE WORLD

Karim Rashid, the 'Pop Star' amongst the designers, was born in Cairo in 1960. He studied Industrial Design at the University of Ottawa and completed another study with famous architect and designer Ettore Sottsass, whose aim it was to create distinctive design accessible to everyone. Until today, Rashid follows this aspect in all his work.

After completing his studies, Rashid worked as an Industrial Designer and became internationally famous with his paper basket called 'Garbo Can' in 1996. His autobiographical manifesto "I want to change the world", in which he pleads for the broad democratisation of design, was published in 2001. His design is based on the so called 'Blobism', in which he describes the world in the shape of a bubble.

In the meanwhile, Rashid published more than 3.000 designs for which he received various of the most renowned awards, such as the Red Dot Award or Good Design Award. Many of his pieces are shown in permanent exhibitions, i.e. MoMA in New York or Centre Pompidou in Paris. He received honorary doctorate degrees by the Corcoran College of Art and Design in Washington, USA, as well as the Ontario College of Art and Design in Canada.



Karim

KARIM RASHID ABOUT PRIZEOTEL:

"prizeotel was a project in 'Designocracy': high design affordable to all. Design is not for the elite or the rich. I have always wanted to design a very inexpensive hotel and prizeotel brought the opportunity! The concept had to be very smart and economical yet pleasurable and inspiring. I maximized choices and used high performance materials and furnishings to have the greatest impact for the least amount of investment. prizeotel creates a unique experience for the travelers and is ground breaking on the budget hotel market."

06 THE SUCCESS



07 THE HEADS



Marco Nussbaum
Founder & CEO

Marco Nussbaum devotes himself to the operations and the expansion of the hotel brand prizeotel. He is the mover and shaker and the pioneer of a traditional branch. With prizeotel, he goes an unconventional way to success.



Dr. Matthias Zimmermann
Co-Founder

Dr Matthias Zimmermann is a real estate economist and developed – together with Marco Nussbaum – the hotel's real estate concept. Within the prizeotel's interdisciplinary co-operation, he is responsible for the construction of new prizeotels.



Maximilian May
Investor

Maximilian May is a real estate economist and is focused on financing the prizeotel's expansion both nationally and internationally. The May Group acts as a strategic investor of prizeotel and is specialised on building the hotel properties.



KARIM RASHID Designer

The Egyptian-born, New York-based Rashid is one of the best known figures in the world of industrial design, creating products that are unusual, stylish and functional. His distinctive playful approach has won him many awards, but he argues above all for design that's democratic and relevant to our lives today. *CBC, February 2016*



Brussels/Berlin, 7th March 2016

Rezidor enters economy segment through acquisition of prizeotel

The Rezidor Hotel Group today announced its entry to the economy segment through the acquisition of a 49% stake of prizeotel for a price of €14.7m and has secured further rights including the acquisition of the remaining 51% in 4 years from now. Prizeotel is a dynamic start-up company – a young hotel chain with currently 3 operating properties in Germany and 1 further hotel under development. The brand was founded by Marco Nussbaum and co-created with New York-based industrial designer Karim Rashid.

“We are delighted to partner with prizeotel, an entrepreneurial and creative economy brand. It ideally complements our compelling brand portfolio currently ranging from mid-scale to luxury, and facilitates our responsiveness to the evolving needs of our guests. With this transaction, we now offer additional choices and opportunities to both our customers and owners”, said Wolfgang M. Neumann, President & CEO of Rezidor at the International Hotel Investment Forum IHIF in Berlin. “The acquisition allows us a fast-paced entry to the economy segment – an increasingly attractive sector due to its rapid development opportunities and resilience to the economic cycles. Prizeotel is a commercial success story and has differentiated itself through innovative urban design, tech-savvy focus, personal touch and unique team culture – a total fit to Rezidor”, added Neumann.

“Alone we can do so little, together we can do so much. I am glad to partner with Rezidor to transform prizeotel from a local player to an international economy brand. Having started our journey back in 2009, we will now write the next chapter of our unconventional success story. I am happy, proud, chilled and especially thankful for the work and dedication each team member of prizeotel as well as all our partners have put into creating this unique brand”, said Marco Nussbaum, CEO of prizeotel. “The current owners of prizeotel’s real estate will keep the properties and plan to invest in further projects”, ended Nussbaum.

Following the purchase, which will be closed during the next few weeks, Rezidor and prizeotel plan an integrated approach towards the brand’s Business Development as well as Sales, Marketing & Distribution. Prizeotel will continue to be led by Marco Nussbaum, and his team who retain full responsibility for the business. Rezidor will steer key strategic aspects through its shareholding governance represented by Wolfgang M. Neumann. An integrated development and commercial support will be in place to accelerate the pursuit of growth opportunities and optimise business support for prizeotel.

“Combining and cross-fertilizing prizeotel’s market and brand knowledge with Rezidor’s international expertise will unlock value for both organisations. We will initially grow the German network and target key cities in Austria, Switzerland and BeNeLux primarily through leases, but also management agreements. Prizeotel will offer a unique investment proposition with its compelling design, value-engineered development costs, high operating efficiencies and an optional turn-key construction solution”, commented Elie Younes, Executive Vice President & Chief Development Officer of Rezidor.

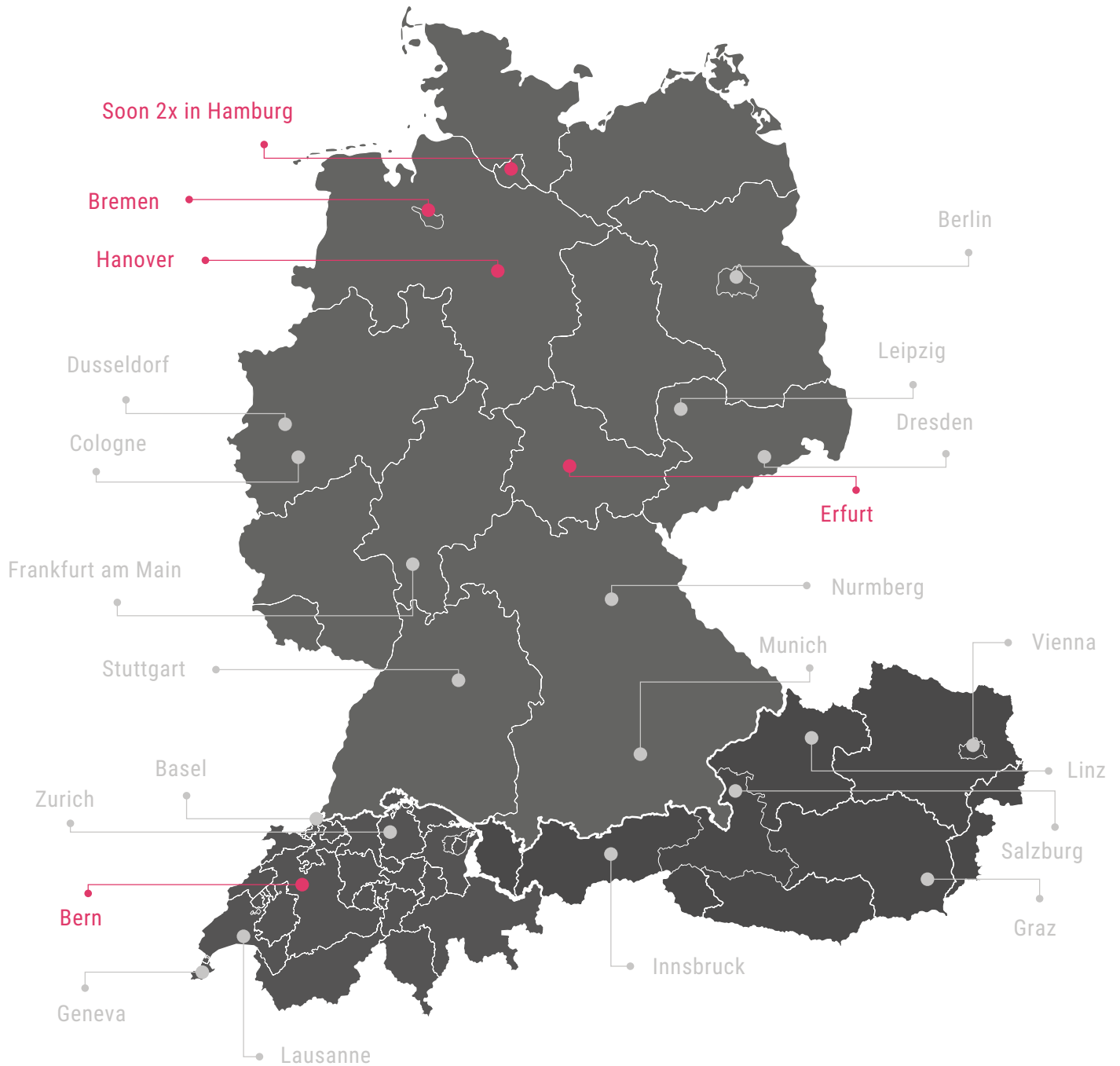
Prizeotel currently operates 3 hotels with a total of 555 rooms in Hamburg, Hannover and Bremen. Exclusively designed by Karim Rashid, these signature hotels feature an appealing, futuristic look and put a focus on technology as well as hassle-free service for business and leisure guests seeking individual experiences at great value for money. An extension of the property in Hamburg and a second hotel in Hamburg-Reeperbahn were equally announced today.

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08 THE VISION



prizeotel is the most unconventional hotel chain in economy segment as well as qualitative leader with a presence on Germany's core markets and chosen european metropolises.

COMING SOON

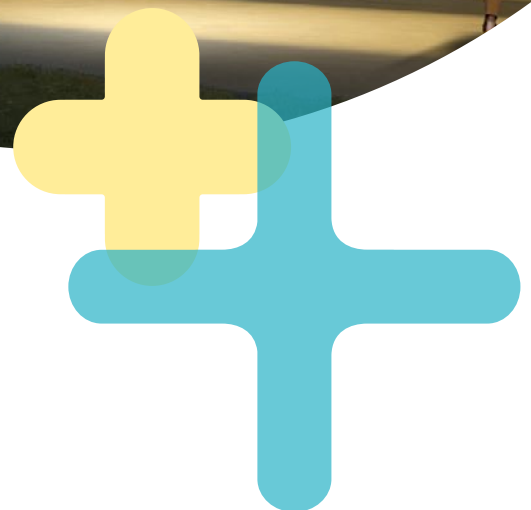
PRIZEOTEL
HAMBURG - ST. PAULI



COMING SOON

prizeotel Hamburg - St. Pauli

Coming Soon: Q1 2018
Category: 2 star superior
Designer: Karim Rashid
Rooms: 260 designer rooms





**COMING
SOON**

PRIZEOTEL BERN-CITY



COMING SOON

prizeotel Bern-City

Coming Soon: 2019
Category: 2 star superior
Designer: Karim Rashid
Rooms: 188 designer rooms

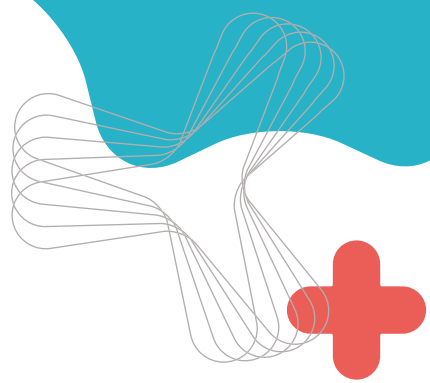


**COMING
SOON**
PRIZEOTEL ERFURT-CITY

COMING SOON

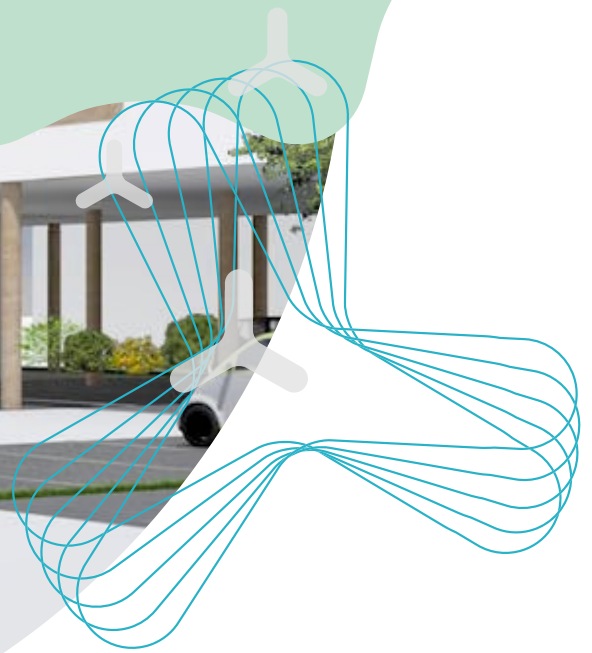
prizeotel Erfurt-City

Coming Soon: 2019
Category: 2 star superior
Designer: Karim Rashid
Rooms: 208 designer rooms



COMING SOON

PRIZEOTEL
MUNICH - AIRPORT



COMING SOON

PRIZEOTEL MUNICH - AIRPORT

Coming Soon: 2019
Category: 2 star superior
Designer: Karim Rashid
Rooms: 160 designer rooms





09 PRESS MATERIAL

CURRENT PRESS- AND VIDEO MATERIAL

is available on the prizeotel press page: WWW.PRIZEOTEL.COM/EN/PRESS

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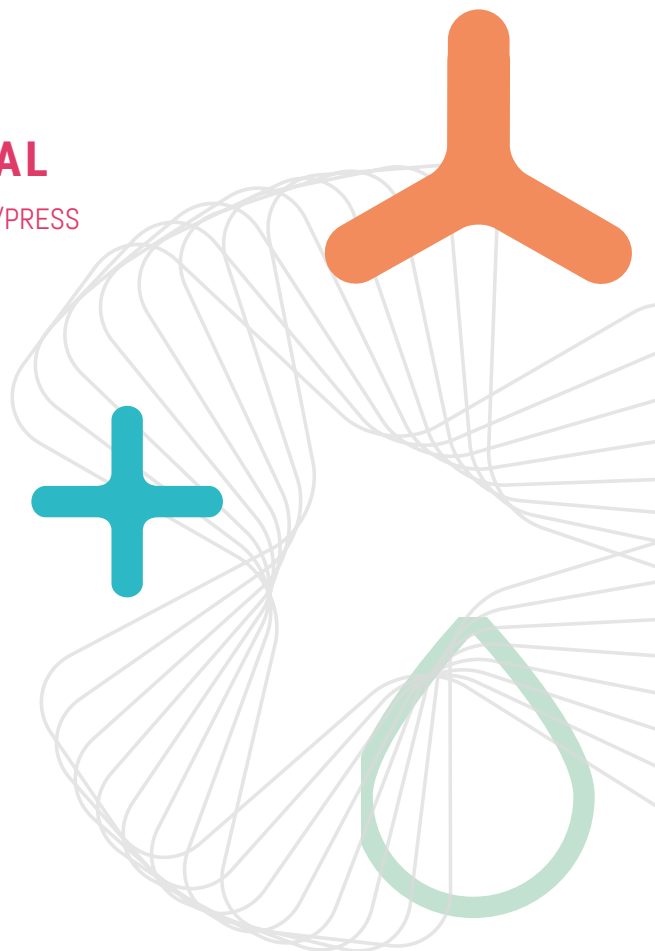
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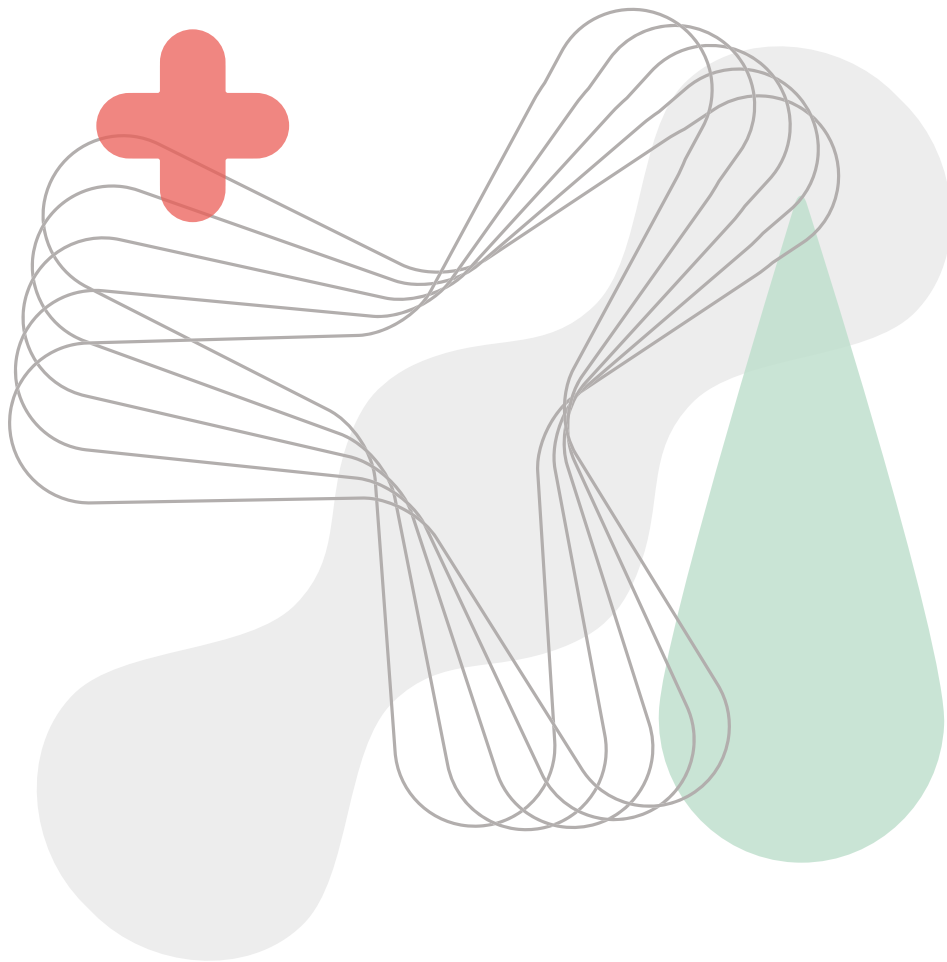
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