



## Q&A

### THE COMPANY

#### **When was limehome founded?**

limehome was founded in 2018.

#### **Who founded limehome?**

Lars Stäbe and Dr Josef Vollmayr founded limehome.

#### **Who runs the company and what are the responsibilities?**

As Managing Director, Dr Josef Vollmayr is responsible for the strategic orientation of the company, business development and the areas of operations and marketing. Since the end of 2020, Cesar de Sousa Freitas has strengthened the management team as CFO and is responsible for the digital product, finance and people segments. In particular, he is also responsible for investor relations.

#### **How was the idea for limehome born?**

Both founders travelled a lot as management consultants. After Vollmayr spent more than 500 nights in various hotels around the world during his time as a management consultant at McKinsey, he could not let go of the idea of developing a concept that eliminates waiting times, combines modern design with a feeling of home and at the same time promises the standards of an established hotel brand.

#### **Which investors stay behind limehome?**

HV Holtzbrinck Ventures, Lakestar, Picus Capital and Global Growth Capital.

#### **How many properties does limehome operate?**

limehome currently has around 95 locations in 46 cities.

#### **In which cities is limehome represented?**

Europe-wide - Germany, Austria, Netherlands, Spain

All locations: <https://www.limehome.com/our-locations/>

### **How many apartments does limehome have?**

limehome currently has 1,300 bookable flats, more than 2,600 are signed.

### **In which countries is limehome represented?**

In Germany, Austria, Spain and the Netherlands.

### **How much capital has limehome been able to raise from its investors so far?**

In total, limehome has raised almost 40 million euros from investors so far. The main investors include HV Holtzbrinck Ventures, Lakestar, Picus Capital and Global Growth Capital.

Since 2021, Bauwens, MOMENI and Althoff Hotels have also been involved in limehome as part of a strategic partnership, bringing with them many years of expertise in the real estate industry and (premium) hotel business.

### **How much capital has limehome been able to raise from its investors so far?**

In total, limehome has raised almost 40 million euros from investors so far. These include leading European venture capital investors such as HV Holtzbrinck Ventures, Lakestar and Picus Capital and venture debt financing from Global Growth Capital.

Since 2021, Bauwens, MOMENI and Althoff Hotels have also been involved in limehome as part of a strategic partnership, bringing with them many years of expertise in the real estate industry and (premium) hotel business.

## **ABOUT THE PRODUCT**

### **What problem does limehome solve?**

#### **B2C**

limehome makes the lives of business and city travellers easier and more comfortable by eliminating unnecessary waiting times through technology and making premium design accommodation in central city locations affordable.

#### **B2B**

limehome increases space efficiency in real estate uses of all asset classes through efficient planning methods and brings the innovative operator model of digital serviced flats to classic A to B as well as C and D cities in Germany, increasing returns.

## **How does the limehome business model work?**

limehome manages commercial spaces in central city locations - also in B- and C-cities in Germany with design flats for short- and long-term rent. The spaces are developed by renowned architects, redesigned and equipped in the shortest possible time based on the design concept, and finally offered and operated via the limehome technology platform using the common booking platforms.

Guests of limehome experience a completely digital service that works contactless, from booking, room allocation, check-in and round-the-clock customer care to check-out, automated electronic billing and room service control. The internal processes are also almost completely automated. In addition to its own yield management solution, a digital access solution, automatic room service control and maintenance solutions enable efficient operation of the locations. Limehome has also developed its own digital and data-driven solutions in the selection, design and development of the locations.

## **How does the dynamic pricing of the flats work?**

Room prices are calculated automatically for 365 days in advance according to demand, the respective market price and the current occupancy rate at the locations. On days with high demand, such as trade fairs or major events, the price automatically increases accordingly. The algorithm makes use of machine learning methods by historically checking which capacity is achieved at the respective price and demand. Based on this, the parameters are continuously adjusted.

## **How does the fully digital customer journey work?**

The users of limehome experience a completely digital service that works contactless, from the dynamic pricing of the flats, the booking, room allocation, check-in and the round-the-clock customer service, to the check-out, the automated, electronic invoicing and the control of the room service.

## **What's different about the traditional hotel/Airbnb stay?**

Unlike a classic hotel stay, limehome has no reception and no restaurant, spa or similar. The focus of limehome is on stays in high-quality design flats. The customer journey is also completely digital, which simplifies the check-in, check-out and billing process. In contrast to Airbnb, limehome is a standardised and quality-checked hotel concept and not a collection of different, primarily private offers.