

## Limehome Grows By 25% In H1'25 Despite Market Headwinds

- 2,200 new units: limehome grows more than twice as fast as previous year
- Recurring partnerships strongly contribute to deal pipeline, underscoring market trust
- New locations signed in Berlin, Stuttgart and Stralsund

**Munich, 15 July 2025.** Limehome, Europe's leading tech-enabled operator of functional design apartments, continues its rapid growth trajectory in the first half of 2025. From January to June alone, the company secured over 2,000 additional units. This more than doubles the 1,000 units from the same period in 2024. Nine new cities were added to the Limehome portfolio and ten new properties opened for guests, underscoring Limehome's role as a preferred partner for owners and developers in challenging market conditions.

Repeated success with established partners has been central to that momentum. In the first half of 2025, 44 percent of new projects stemmed from recurring partnerships (up from 30 percent in 2024), reflecting growing confidence in Limehome's fully digital, automated operating model. This development is exemplified by the collaboration with Hamburg-based developer Centralis, with whom limehome recently agreed its fourth joint project. Among the flagship follow-up deals in the first half of the year is the forthcoming 59-unit conversion at **Berlin Friedrichstraße 209**. The "Pariser Hof" mixed-use building across from Berlin tourist hotspot Checkpoint Charlie has a rich history dating back to 1906 and follows a previous successful collaboration with owner Berlinhaus in Berlin-Sybelstraße. A third joint project with a Berlin-based developer adds a first Limehome location in **Stralsund with 24 units**, a picturesque leisure destination on Germany's Baltic Sea shore. Located at **Apollonienmarkt 1**, the property is a marked UNESCO World Heritage Site in the historic city center.

### Berlin, Stuttgart, Potsdam: Recurring partnerships fuel sustained expansion

Limehome's flexible business model has proven advantageous as hotel operators and real estate partners navigate cost pressure and shifting demand patterns. Recent signings in Potsdam and Stuttgart highlight the company's versatility. A redevelopment in **Potsdam** will add around 120 units in a central city location. In **Stuttgart's Feuerbach neighbourhood**, Limehome secured more than 90 apartments in a mixed-use building. Both projects will be realised with repeat investors and illustrate how Limehome can deliver solutions for under-utilised space and development projects.

Despite the challenging economic climate, Limehome has maintained robust operational performance with an occupancy rate above 90% across all locations. The company continues to deliver attractive yields by blending business and leisure travel demand and by operating profitably in properties of almost any size. Customer loyalty developed favourably as well, with the repeat guest share climbing to 25 percent, up from 20 percent in 2024.

"Our growth shows that long-term partnerships and tech-enabled efficiency are a winning combination in the current market," says **Limehome co-founder and co-CEO Josef**

**Vollmayr.** "What sets Limehome apart is our ability to unlock value from almost any real estate asset, be it office conversions, hotel takeovers or new developments in A- to D-cities. Nearly half of our deals in 2025 are with existing partners. That is the ultimate vote of confidence in our model's ability to deliver sustainable returns."

Looking ahead, Limehome will continue to deepen its footprint in its core geographies while remaining open to projects of any size and asset class. With a strong pipeline and cash-efficient operations, the company is on course to further cement its position among Europe's largest hospitality brands.

### **About Limehome**

Limehome is a leading tech-enabled operator in the hospitality industry offering functional design accommodations across Europe. Using proprietary technology, Limehome delivers comfortable and convenient stays with a seamless digital guest experience for business and leisure travellers.

Founded in 2018, Limehome employs more than 300 people and manages over 11,000 apartments and hotel rooms under contract across 150 cities in 13 European countries. Discover more at [www.Limehome.com](https://www.limehome.com).

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