



PRESS Q&A

ABOUT THE COMPANY

When was Limehome founded? Limehome was founded in 2018.

Who founded Limehome?

Lars Stäbe and Dr Josef Vollmayr founded Limehome.

Who manages the company?

Dr. Josef Vollmayr and Cesar de Sousa Freitas run Limehome as co-CEOs. Dr. Vollmayr is responsible for the company's strategic direction, business development, operations, and marketing.

Cesar de Sousa Freitas joined the management team at the end of 2020. De Sousa Freitas is responsible for the digital product, finance, and people segments. In particular, he is also responsible for investor relations.

How did the idea for Limehome come about?

Both founders traveled extensively in their roles as management consultants. After spending more than 500 nights in various hotels around the world during his time as a management consultant at McKinsey, Dr. Vollmayr couldn't shake the idea of developing a concept that would eliminate waiting times, combine modern design with a feeling of home, and at the same time promise the standards of an established hotel brand.

Which investors are backing Limehome?

Limehome's investors include Cheyne Strategic Value Credit, HV Holtzbrinck Ventures, Lakestar, Picus Capital, AW Rostamani Group, and Capital Four.

How much capital has Limehome been able to raise from its investors so far?

At the end of 2025, Limehome secured a strategic investment of €75 million from Cheyne Strategic Value Credit.

In 2022, Limehome completed a financing round with €45 million in growth capital. In addition to HV Capital, Picus Capital, and Lakestar, the AW Rostamani Group and Capital Four also participated in the financing.

Since 2021, Bauwens, MOMENI, and Althoff Hotels have been involved in Limehome as part of a strategic partnership, contributing their many years of expertise in the real estate industry and (premium) hotel sector.

How many properties does Limehome have under contract?

Limehome currently has more than 13,000 suites under contract at 360 locations in 159 cities.

In which countries does Limehome operate?

In Germany, Austria, Switzerland, the Netherlands, Belgium, Spain, Portugal, Hungary, Italy, Greece, Czechia, France, and England.

In which cities is Limehome represented?

All cities where Limehome operates accommodations are listed on our website:

<https://www.limehome.com>



THE CONCEPT

What problem does Limehome solve?

B2C / For guests

Limehome makes life easier and more comfortable for business travelers, city breakers, and families by minimizing unnecessary waiting times through technology and providing access to spacious, stylishly designed accommodation in central locations at fair prices.

B2B / For investors/real estate stakeholders

Limehome is a digital hotel concept that operates fully equipped serviced apartments via a specially developed digital platform.

Automated processes and lean operational structures allow Limehome to profitably operate locations that are no longer viable for conventional hotel concepts due to high operating costs.

The concept is suitable for large and small commercial spaces in existing buildings or new construction projects. Limehome leases space as the sole tenant or in a mixed-use arrangement.

What are serviced apartments?

Serviced apartments are an alternative between hotel rooms and vacation rentals. Limehomes' offerings are aimed at business and leisure travelers. Guests book Limehomes for an average of just under three days, primarily using hotel booking platforms such as Booking.com. Limehome accommodations usually have a kitchenette and offer cleaning and customer service.

How does dynamic pricing work?

Room prices are automatically calculated 365 days in advance based on demand, the respective market price, and current occupancy rates at the locations. On days with high demand, such as trade fairs or major events, the price automatically increases accordingly. The algorithm uses machine learning methods to check historical data on the occupancy achieved at each price point and level of demand. The parameters are then continuously adjusted based on this information.

How does the fully digital customer journey work?

Limehome users experience a completely digital service that works contactlessly, from dynamic apartment pricing, booking, room allocation, check-in, and 24/7 customer support to check-out, automated electronic invoicing, and room service management.

Serviced apartments, hotels, and commercial living

How is it different from a traditional hotel stay/Airbnb?

The Limehome concept focuses on stays in high-quality, designer accommodations. The fully digitalized check-in, check-out, and billing process makes your stay straightforward and efficient.

Unlike Airbnb, Limehome is a standardized and quality-tested hotel concept rather than a collection of different, primarily private offers. Limehome's service includes multilingual customer support around the clock and, depending on the location, parking spaces and communal areas.

Unlike hotels, the concept deliberately does without a reception, restaurant, or spa facilities as found in classic mid-range and upscale hotels. Limehome guests also benefit from these cost savings.

How do serviced apartments differ from the commercial living segment?

The commercial living segment is designed for permanent or long-term furnished living, typically for several months to several years. Serviced apartments, on the other hand, are a temporary, hotel-like form of accommodation for tourists.

How do serviced apartments affect the housing market in urban centers?

Serviced apartments are not part of the regular housing market and therefore do not compete with traditional rental apartments. Limehome only rents commercial space. Like any company, Limehome works closely with the relevant municipal and local authorities when renting, renovating, and operating its apartments.

THE INDUSTRY

What challenges do traditional hotels face?

Traditional, large hotels face the challenge that their business is primarily analog in nature and they therefore have a lot of catching up to do in terms of digitalization. In addition, they have very high personnel costs, approx. 40-50 percent, but only have a space productivity (the ratio of revenue to space used) of approx. 65 percent.

In addition, today's travelers want to be flexible, visit B and C cities, and feel at home when traveling. However, large hotels usually focus on A cities and, due to the cost factors mentioned above, cannot meet the same standards as smaller alternatives in a similar price segment.

What does the future hold? How much potential does the industry still have?

The European hospitality market is highly fragmented. The majority of industry margins are currently still generated by traditional hotel concepts without a technological basis. This presents great growth opportunities for digital hotel concepts.

Limehome's model offers three structural advantages: AI-supported location search enables rapid expansion based on robust forecasts. The flexible concept is suitable for different types of properties. In addition, the lean operational structures also make it possible to operate locations that are not profitable for full-service hotels.