NOVUM
HOSPITALITY

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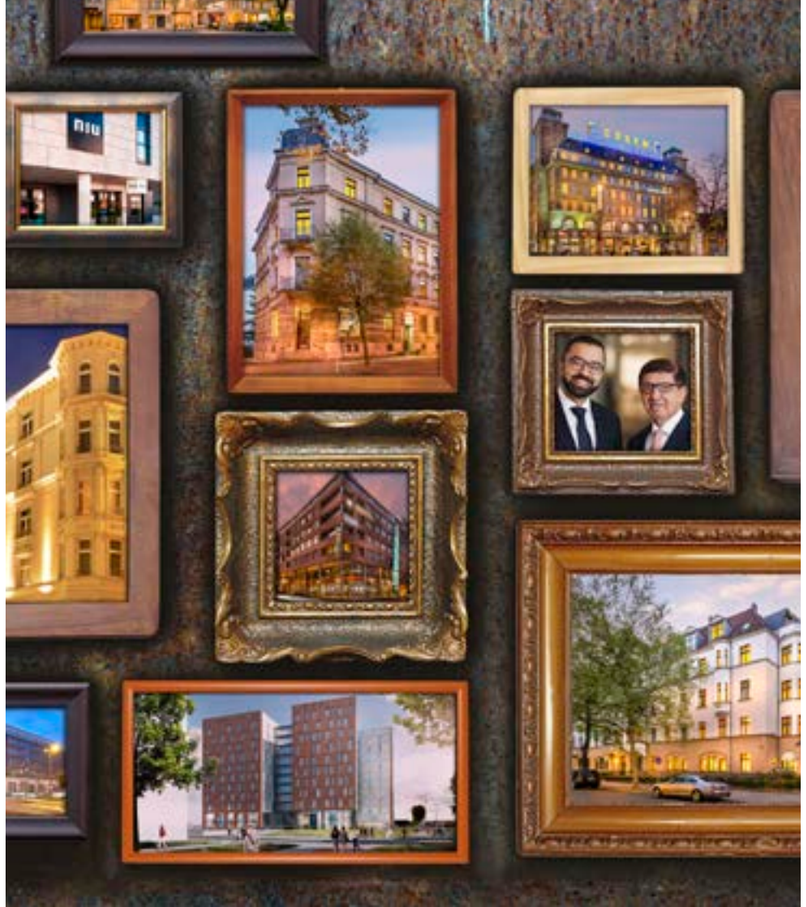
Hoteliers backed by 30 years of experience

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



WE ARE FAMILY

"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

THREE BRANDS

NOVUM Hotels – Individually designed establishments entirely without standardised fixtures and fittings.

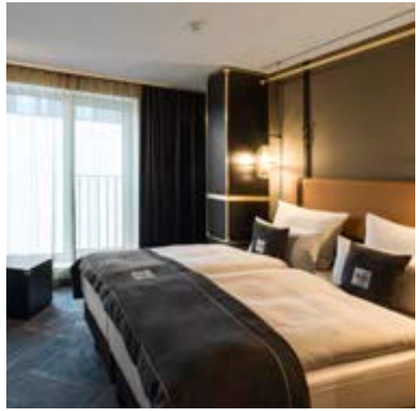
Select Hotels – Four-star city hotels with ultra-modern fixtures and fittings and extensive services for business and events.

niu’s winning features are smart comfort and regional storytelling. This hotel experience inspires – and the Living Lobby and Bistro pamper guests.

ADDED VALUE, TWICE OVER

The real estate arm of NOVUM Hospitality, NOVUM Flächenprofi, invests in the redevelopment and renovation of real estate, plans hotel and apartment-house developments, and makes these buildings fit for the future.

NOVUM IT Solutions regards itself as the bedrock of NOVUM Hospitality's stable growth. Our IT solutions ensure streamlined processes and continuous expansion.



WHAT MAKES US SPECIAL

NOVUM Hospitality is managed centrally from the Hansa City of Hamburg. The administrative departments there are Reservations, Sales & Marketing, Accounting, Personnel Management, IT, and 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 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 upkeep and modernisation of our hotels.

OUR PHILOSOPHY

“Excellent, motivated employees are the foundation of constant and growing success.”

We contractually guarantee jobs in the operations 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.”

NOVUM Flächenprofi, the in-house general contractor to NOVUM Hospitality, 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 provided by the ultra-modern IT services from NOVUM IT Solutions ensures the smooth running of all departments on a day-to-day basis.

NADER ETMENAN

FOUNDER

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 created the corporate headquarters of a tourism group. In 2004 he handed over the enterprise 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 joined his parents' company in 2000 and commenced his business studies course at the Nordakademie at the same time. His focus lay on building up central management. Today, as Chief Executive Officer & Owner of NOVUM Hospitality, he is responsible for the areas of strategy, financing, sales and the expansion of the booming corporate group.

HISTORY

1988

Founding and opening of the first hotels in Hamburg by Nader Etmenan, laying the foundation of the company.

1994

Mortesa Etmenan joins the company his father founded and supports him in the management of the firm.

2000

David Etmenan joins the company and begins preparing for the group's growth into the future.

2004

David Etmenan becomes CEO & Owner of the family-managed group.

2009

NOVUM Hospitality continues growing and begins with the creation of a centralised management system.

2011

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

2014

Novum takes its place among the ten largest hotel companies in Germany.

2015

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

2016

European-wide expansion, with 114 hotels at 31 locations.

Multi Development Agreements (MDAs) with the InterContinental Hotels Group, AccorHotels, 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 150 hotels at 65 locations.

New franchise partnership with the Wyndham Hotel Group.

Successful opening of the first niu hotels in Europe.

A further 50 niu hotels in the pipeline.

MANAGEMENT

MORTESA ETMENAN
Chief Operating Officer
Operations & Strategy, Human Resources, Inventory Management

SAMIRA SAID
Chief Project Officer
Project Development & Management, Interior Design

TORSTEN SCHOLL
Chief Financial Officer
Financing, Expansion, Project Development, Law

MARTIN STEGNER
Chief Information Officer
Business and IT Vision, Architecture & Services

CHRISTIAN MOLL
Chief Business Officer
Treasury, Cash Management, Finance

NOVUM HOTELS

SELECT HOTELS

niu

DEVELOPMENT & EXPANSION

YEAR	HOTELS	ROOMS
1988	1	49
2010	12	560
2011	21	1,524
2012	23	1,977
2013	32	2,349
2014	41	2,991
2015	61	5,435
2016	114	12,000
2017	150	17,000
2018	>160	>20,550

- Growth in Europe's core markets with all NOVUM Hospitality brands
- New construction developments and conversions for the niu brand
- 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 agreement as well as partially via acquisition

Search profile:

- Top inner-city location
- 12,000 to 20,000 square metre total floor area
- New construction or converted real estate
- Flexible room sizes and proportions
- Minimum requirements in terms of visibility
- Integration into mixed-use concepts

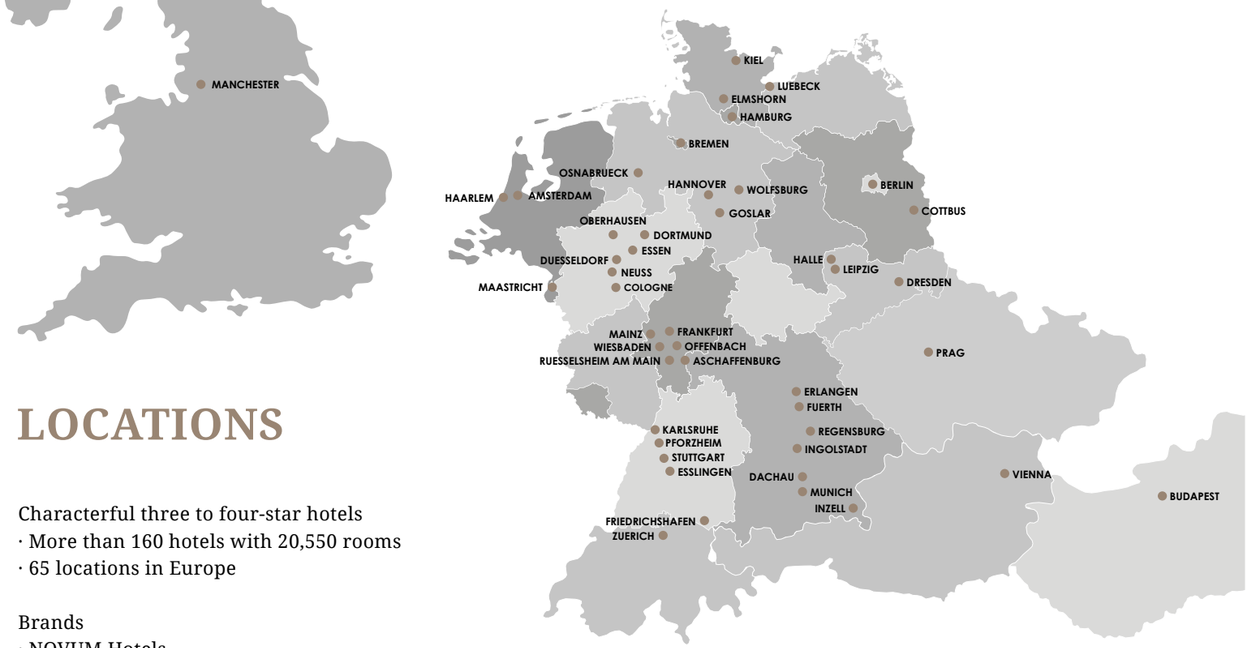
What we offer:

- Deal sourcing with in-house expansion department
- Flat hierarchies and short decision-making routes
- Flexibility and fast reactivity
- Joint planning & project management
- Adaptable room-booking schedule
- Excellent creditworthiness with high finance and investment rating
- Exit-viable partner

Contractual terms:

- 20 years contract duration and 2 x 5 years option
- Fixed lease agreements, market-compliant indexing and collateral security

NOVUM Hospitality's expansion beyond the German-speaking markets is accelerated through existing and future multi-development agreements.



LOCATIONS

Characterful three to four-star hotels
· More than 160 hotels with 20,550 rooms
· 65 locations in Europe

Brands
· NOVUM Hotels
· Select Hotels
· niu

Franchise
· Strategic growth through international brand across Europe

Treugast Investment Ranking 2016 ‘A’
This renowned ranking compiles the economic efficiency and professionality of the 70 most important hotel companies in Germany.

NOVUM IT SOLUTIONS

NOVUM IT SOLUTIONS

With NOVUM IT Solutions, NOVUM Hospitality represents an in-house specialist that creates a professional and economical system infrastructure. NOVUM IT Solutions therefore attains a profitable working environment both in individual hotels and at the company headquarters.

IN OUR HOTELS

· High-speed guest WiFi
· CCTV
· Locking systems
· Cash register systems
· Media-on-demand

AT OUR HEADQUARTERS

· Yield and revenue systems
· Telephony/VoIP
· Backup solutions
· Data security
· Database solutions
· E-mail collaboration server
· Mobile e-mail
· QM and CRM systems
· Server and network infrastructure
· Failover cluster & load balancing
· Location networking
· Grid computing
· Server mainframes
· Hosting & web design
· Helpdesk

NOVUM FLÄCHENPROFI

NOVUM Flächenprofi functions as an internal general contractor to NOVUM Hospitality and its property management matters. However, NOVUM Flächenprofi offers custom solutions for construction, redevelopment or renovation projects to third parties as well, along with development planning. With its qualified employees, NOVUM Flächenprofi covers a broad spectrum of construction-related services.

SAFETY & CARE
The perfect result counts – we guarantee it through professional project planning.

QUALITY & PRICE
With us, you will always enjoy an optimum price/performance ratio.

DEADLINE-COMPLIANT & RELIABLE
It goes without saying that we will hand over in time.

COMPETENT & PERSONAL
Reliable contact partners are always on hand for your queries.

NOVUM Flächenprofi's wide range of services means that it can offer you high-quality complete solutions from one source. Working processes can be harmonised more efficiently as a result, thus ensuring that your construction project is completed smoothly.

DRYWALL
- Windows and doors
- Tiles and silicone
- Plumbing
- Carpentry

FLOORING
- Carpeting
- Parquet/laminate

INTERIOR DESIGN
- Décor
- Fabrics
- Furnishing

PAINTWORK
- Painting
- Wallpapering

CUSTOMER SERVICE
- Professional, friendly advice by our service team
- Swift emergency assistance
- TV delivery and mounting

“Our aim is to enhance value by reducing potential vacancy levels and increasing tenant satisfaction.”

David Etmenan – Chief Executive Officer & Owner, NOVUM Hospitality, Hamburg

SOCIAL ENGAGEMENT

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, “get to grips, 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*

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*

Version: 06/18

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