

PRESS RELEASE

NOVUM HOTEL GROUP SECURES YET ANOTHER LOCATION IN GERMANY IN COOPERATION WITH F1RST IMMOBILIEN AND HIGHSTREET DEVELOPMENT

- **New construction in Regensburg**
- **258 Rooms, close to the Main Station**
- **New concept for NOVUM Style Hotels starting in 2017**

- CEO David Etmenan focuses on a contemporary, creative ambience of wellbeing combined with regional products for fancy Living Lobby-

Regensburg/Hamburg, 15 December 2016

Top location in Regensburg: The 21st NOVUM Style Hotel - a new building with 258 rooms - is being constructed near the Main Station and in walking distance of the beautiful old town centre of Regensburg. This hotel project has been developed as a joint venture of F1RST Immobilien GmbH Düsseldorf, HIGHSTREET Development GMBH, BL Immobilien GmbH Regensburg, and Zepter Vermögensverwaltung – to open its doors in Regensburg in 2019. A newly designed Living Public Area will become a central meeting venue for hotel guests as well as for people from the neighbourhood, adding value to the location and inviting people to co-work. This hotel is the Hamburg NOVUM Hotel Group's 114th establishment.

"Having decided upon Regensburg, we can add an important new place to the Novum map – it is located in an economically strong Bavaria, between Southern Germany and the Czech Republic. Together with HIGHSTREET DESIGN GmbH (Hayo Nadler Architekten, Hamburg) we are planning further

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new hotel complexes in emerging centres,” explains David Etmenan, Managing Partner of the NOVUM Group.

„We are very pleased to have won over Mr. Etmenan with his Novum Hotel Group for our project in Regensburg. This will be our very first mutual project development, although Highstreet has been advising the Novum Group on several other projects already. We are also convinced that this new hotel project fits excellently into the well-established hotel landscape of Regensburg and look forward to further mutual projects in future,” comments Holger Wohner, Managing Director of First Immobilien and Stefan Schnoor, Representative of the Highstreet Group.

The new lobby and room concept is now being introduced step by step to the contemporary NOVUM Style Hotels. High-speed WiFi, Co-Working space, Pop-up-Stores, and a specially designed Coffee Bar are the main outstanding features, “Our focus goes towards an up-to-date hotel concept, offering fresh and smart F&B as well as stylish comfort, in both the public areas and guest rooms. The Novum Living Lobby will be guided by local requirements and conditions, reflecting the region’s heritage,” summarises David Etmenan.

The ambience plays an important role when decisions are made on the design and furnishings, the selection of materials, colours and style. Equipped with technical extras of the highest level, the bathrooms are the highlight of every hotel room. Additionally, the hotel beds and room interiors have been designed with a particular view on quality, comfort and usefulness.

ABOUT HIGHSTREET DEVELOPMENT GMBH:

Highstreet Development GmbH develops and completes large property projects in the section of new construction, conversion or refurbishment. The company has offices in Dusseldorf and Hamburg and specialises in asset class-hotels and retail properties. It is also active in procuring lease resp. rental agreements and searching for operators.

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ABOUT THE NOVUM HOTEL GROUP:

The family-managed Novum Hotel Group with currently 114 hotels and more than 12,000 rooms at over 31 locations throughout Europe is one of the largest hotel group in Germany. Established in 1988 and continuously expanding since 2004 under the management of David Etmenan, the Novum Hotel Group proves to be extremely dynamic. The hotel portfolio includes three- and four-star hotels, always centrally located, operating under the brand names of Novum Hotels, Novum Select Hotels, Novum Style Hotels, and Novum LikeApart Hotels. Additionally, the NOVUM Hotel Group functions as a franchise holder and operator to InterContinental Hotels Group and Accor. www.novumgroup.de



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Visualisation - Project Kirchmaierstraße 8 NOVUM Style Hotel



View - The new concept for NOVUM Style Hotels / Living Lobby