

Strategic realignment

Hirmer Hospitality is going to unite the three hotel brands Travel Charme Hotels & Resorts, Urban Nature and trueee. hotels & places under one roof

Munich, November 18, 2021 (w&p) - A big hit: As part of the Munich-based Hirmer family business, Hirmer Hospitality is going to unite three strong hotel brands under one roof: Travel Charme Hotels & Resorts, which guarantee memorable vacation experiences, with nine individual vacation hotels on the German Baltic coast, in the Harz mountains and in the Austrian Alps, the modern and young lifestyle concept Urban Nature with the first hotel at the North Sea in St. Peter-Ording, and the luxury-segment trueee. hotels & places with hotels with strong character and a distinctive profile at Tegernsee in Bavaria and in Bad Gastein and a new construction project at Lake Garda. The new brand structure is a strategic milestone for the company's commitment to the hospitality sector and forms the basis for further growth in this segment.

"We are delighted to herald a new chapter in the history of the company and for the industry with Hirmer Hospitality and the three independent hotel brands Travel Charme Hotels & Resorts, Urban Nature and trueee. hotels & places. Under the new roof, we will bundle our expertise in tourism and set new impulses in the future. In addition, we are addressing an even broader target group and are thus well positioned for a successful future," explains Dr. Christian Hirmer, shareholder and spokesman for the Hirmer Group.

Daniel Eickworth, Managing Director Hirmer Real Estate and Hirmer Hospitality, adds: "Travel Charme Hotels & Resorts is already an established name in the German and international vacation hotel industry and has been the Hirmer Group's flagship for the hospitality segment since 2018. With the two new brands Urban Nature and trueee. hotels & places, we are adding to our tourism portfolio under the roof of Hirmer Hospitality and expanding our ambitions in this segment in a long-term and sustainable way."

In the future, Hirmer Hospitality will form the third major pillar of the Hirmer Group alongside the retail (menswear) and real estate segments. The managing director and spokesman of the Hirmer Group is Dr. Christian Hirmer. The management of Hirmer Hospitality is in the hands of Daniel Eickworth and Matthias Brockmann, previously Managing Director of Travel Charme Hotels & Resorts. In addition, Daniel Eickworth remains Managing Director of Hirmer Real Estate. With the restructuring of the company and the new brands, the Hirmer Group is setting the course for its expansion in the hotel segment in order to help shape the industry over time, to position Hirmer Hospitality as a valuable employer brand and to rise among the market-leading hotel companies in the German-speaking region in the long term.

Hirmer Hospitality - Innovation. Passion. Responsibility.

The Hirmer Group combines the tradition of a third-generation, owner-managed Munich-based family business with the dynamics of a modern group of companies - not only as Germany's top address for men's fashion and as a real estate company, but also in the hospitality industry. With its

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growing dedication, the Hirmer Group is clearly committed to the hotel industry, even in times of crisis, and is positioning itself as a trustworthy brand and a reliable employer. "The Hirmer name has always stood for trust, reliability and top quality. We are very pleased to be able to bring these values to the hospitality industry in the future, in addition to our mainstays of retail and real estate," explains Dr. Christian Hirmer.

Travel Charme Hotels & Resorts - Bright eyes. Dream vacation. Favorite places.

Travel Charme Hotels & Resorts, which the Hirmer Group acquired back in 2018, stands for unique experiences and established hospitality. Currently, the collection of the expert for the upscale vacation hotel industry includes nine individual houses: the Kurhaus Binz and the Nordperd & Villen Göhren on the island of Rügen, the Strandhotel Bansin and the Strandidyll Heringsdorf on Usedom, the Ostseehotel Kühlungsborn, the Hotel Gothisches Haus in Wernigerode as well as the Bergresort Werfenweng in Salzburger Land, the Fürstenhaus on Lake Achen in Tyrol and the Ifen Hotel in Kleinwalsertal. The individual hotels do not only impress with their fantastic locations, but also mesmerise their guests with a unique blend of personal service, a pinch of adventure and a whole lot of heart and soul.

Urban Nature - Inspiring. Colorful. Open-minded.

The best of both worlds: Urban Nature is more than just another hotel brand. Urban Nature is a place of fusion, of double contrasts, of fantasy and dreaming. City and country, community and cocooning, self-expression and security - Urban Nature positions itself as a polarizing living space for modern nomads with an urban attitude to life, surrounded by fancy landscapes and always in harmony with nature. Here, everyone from the young backpacker to the neo-ecological hipster can choose how much city and how much nature he or she wants to experience. As if through a magical puddle that connects city and countryside, Urban Nature makes it easy to leave one's personal comfort zone and broaden one's horizons, thereby becoming inspired and creating new free space for oneself. Open-mindedness, sociability and freedom characterize the self-image of the new brand. The first hotel of the Urban Nature brand will open in St. Peter-Ording on April 1, 2022.

truuee. hotels & places - Individual. Strong in character. True.

truuee. hotels & places creates lifestyle living spaces with rough edges, unique stories and plenty of room for resounding experiences - freedom-seeking, nature-loving, adaptable and, above all, truthful. With specific thematic backgrounds, the hotels encourage people to reflect on themselves and come to terms with their own relationship to the world. Top priority: the needs of the individual. With truuee. hotels & places, everyone can be who they are, think and say what they want and do as they like. The brand welcomes everyone and is primarily aimed at a progressive and mostly age-independent target group in the premium and luxury segment.

The two brands truuee. hotels & places and Urban Nature share a common set of values consisting of freedom, locality, whimsicality, diversity, closeness to nature and sustainability. However, they differ in their product focus.

The first Hirmer Hospitality property outside the DACH region and the first property of the truuee. hotels & places brand column will be the newly built Hotel L'Affetto sul Lago di Gar-da in Salò on Lake Garda. The building ensemble "Badeschloss" and "Hotel Straubinger" at Straubinger Platz in Bad

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Gastein as well as the Hotel Bachmair at the Bavarian Tegernsee, which is currently being extensively renovated, will also be part of the new sender brand trueee. hotels & places.

For more information visit www.hirmer-hospitality.de, www.travelcharme.com, or www.urban-nature.de and www.trueee.com.

About Hirmer Hospitality

Hirmer Hospitality is part of the traditional, family-run Munich-based Hirmer company and combines three strong hotel brands under one roof: Travel Charme Hotels & Resorts, the leading expert for vacation hotels in Germany and Austria, the young and dynamic lifestyle concept Urban Nature with the first house in St. Peter-Ording planned for 2022, and the brand trueee. hotels & places located in the luxury segment. These include legendary hotel icons at Tegernsee in Bavaria, Bad Gastein and Lake Garda. Hirmer Hospitality's portfolio currently includes nine hotels and six hotel projects in Germany, Austria and Italy. With the restructuring of the company and the new brands, the Hirmer Group is setting the course for its further expansion in the hotel segment in order to become one of the market-leading hotel companies in German-speaking countries in the long term and to position itself sustainably as a trustworthy employer brand.

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