limehome

DESIGNED TO STAY

Q&A

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 and what are the responsibilities?

As Managing Director, Dr Josef Vollmayr is responsible for the strategic orientation of the company, business development and the areas of operations and marketing. Since the end of 2020, Cesar de Sousa Freitas has strengthened the management and as Co-CEO, he is responsible for the digital product, finance and people segments. In particular, he is also responsible for investor relations.

How was the idea for limehome born?

Both founders travelled a lot in their previous jobs as management consultants. After Josef Vollmayr spent more than 500 nights in various hotels around the world during his time as a management consultant at McKinsey, he couldn't let go of the idea of developing a concept that eliminates waiting times, combines modern design with a feeling of home and at the same time promises the standards of an established hotel brand.

Which investors stay behind limehome?

HV Holtzbrinck Ventures, Lakestar, Picus Capital, AW Rostamani Group, Capital Four and Global Growth Capital.

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

In the most recent financing round, which was closed in October 2022, limehome was able to raise 45 million euros from investors. The main investors include HV Holtzbrinck Ventures, Lakestar, Picus Capital, AW Rostamani Group, Capital Four and Global Growth Capital.

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

How many properties does limehome have under contract?

limehome currently has 7.500 apartments at more than 280 locations in 134 cities under contract.

In which countries does limehome operate?

limehome currently operates in Germany, Austria, Switzerland, the Netherlands, Belgium, Spain, Portugal, Hungary, Italy and Greece.

In which cities and countries is limehome represented?

Germany
Aachen, Aalen, Augsburg, Baden-Baden, Bamberg, Bayreuth, Berlin, Bodenmais, Bremen, Bremerhaven, Chemnitz, Dachau, Darmstadt, Dresden, Düsseldorf, Erfurt, Essen, Flensburg, Frankfurt, Garching, Gütersloh, Hamburg, Hanover, Ingolstadt, Kassel, Koblenz, Cologne, Leipzig, Magdeburg, Mainz, Metzingen, Moenchengladbach, Montabaur, Munich, Muenster, Nuremberg, Osnabrück, Passau, Potsdam, Rosenheim, Rottenburg am Neckar, Saarbrücken, Salzgitter, Stuttgart, Trier, Ulm, Wolfsburg and Zwickau

Austria
Graz, Krems, Klagenfurt, Linz, Salzburg Villach & Vienna

Netherlands
Amsterdam, The Hague & Eindhoven

Spain
Barcelona, Haro (La Rioja), Granada, Madrid, Malaga,Oviedo, Seville, Valencia & Vitoria

Portugal
Evora, Lisbon, Porto

Hungary
Budapest

Italy
Milan, Rome

Greece
Athens, Piraeus

Switzerland
Zurich

See https://www.limehome.com/our-location for an overview.

ABOUT THE PRODUCT

What problem does limehome solve?

B2C

limehome makes the lives of business- and city-travellers simpler and more comfortable, by reducing unnecessary waiting times through technology and making premium design apartments in central city locations affordable.

B2B

limehome increase the floor space efficiency of real estate use of any asset class through efficient planning methodology. limehome also introduces the innovative operator model of digital serviced apartments to Germany's traditional top-tier cities as well as lower-tier cities in a yield-enhancing way.

How does the limehome business model work?

limehome operates commercial real estate space in central city locations – including second and third tier cities – by providing design apartments for short- and long-term stays. The spaces are developed by renowned architects, are revamped in the shortest possible time through limehome's design concept and are thereupon offered and managed via limehome's technology platform which is offered on all common booking platforms.

limehome's guests experience a completely digital and contactless service from book, room allocation, check-in and the round-the-clock available customer care, through to check-out, automatic, electronic invoicing and room service. The internal processes are likewise almost entirely automated. In addition to its own yield management solution, a digital access solution, automatic room service control and maintenance solutions enable efficient operation of the locations. Limehome has also developed its own digital and data-driven solutions in the selection, design and development of the locations.

How does the dynamic pricing of the apartments work?

The prices of the rooms are calculated automatically for 365 days in advance according to the demand, the respective market price and the current occupancy rate at the locations. On days with high demand, such as during trade fairs or major events, the price automatically increases accordingly. The algorithm makes use of machine learning methods by historically checking which capacity utilisation is achieved at the respective price and demand. Based on this, the parameters are continuously adjusted.

How does the fully digital customer journey work?

The users of limehome experience a completely digital service that works contactless, from the dynamic pricing of the apartments, the booking, room allocation, check-in and the customer service that is available around the clock, to the check-out, the automated, electronic invoicing and the control of the room service.

What's different about the traditional hotel/Airbnb stay?

Unlike a traditional hotel, limehome does not have a reception or a restaurant, neither does it have a spa or similar amenities. The focus of limehome is on stays in high-quality design apartments. The customer journey is also completely digital, which simplifies the check-in, check-out and billing processes. In contrast to Airbnb, limehome is a standardised and quality-checked hotel concept and not a collection of different, primarily privately offered accommodation.

THE INDUSTRY

What challenges do traditional hotels face?

Traditional, large hotels face the challenge that their business is primarily analogue, and they therefore have a lot of catching up to do in terms of digitalisation. In addition, they have very high personnel costs, approx. 40-50 percent, on the one hand, and on the other hand, they only have a floor space productivity (the ratio of turnover to floor space used) of approx. 65 percent.

In addition, today's travellers want to be flexible, also visit second- and third-tier cities and feel at home when travelling. However, large hotels tend to focus on A-cities and, due to the aforementioned cost factors, cannot meet the same standards as smaller alternatives in a similar price segment.

What does the future look like? How much potential does the industry still hold?

The market is currently strongly fragmented and when it to the hotel market has a market penetration of only 10 percent. That said, 99 percent of all profit in Germany is still generated by traditional, non-tech players. For us, as a tech-enabled hospitality concept, this means great opportunity to increase our market share. There are also opportunities for us on the real estate side, as we can find suitable objects for our growth within a matter of weeks. Large hotels on the other hand often have to look for 20 years to find a suitable piece of real estate, as their search for larger premises is much more difficult than the search for smaller houses.