

zero two nine

On a mission to create happiness.



029 Group is a global hospitality and lifestyle platform blending luxury, technology and community to build and support category-defining brands aimed at making people's lives happier.



HOTELBIRD



About 029 Group.

We believe that the next-generation of consumer brands will be built on **connection, experiences** and **community**.

In a post-pandemic world, **new patterns of work, life and leisure** are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus.

029 Group backs the most audacious entrepreneurs with a **hands-on investment approach**, focusing on areas where we can add significant value through our platform, global network and company building expertise.

029 Group is based in Berlin, Germany.



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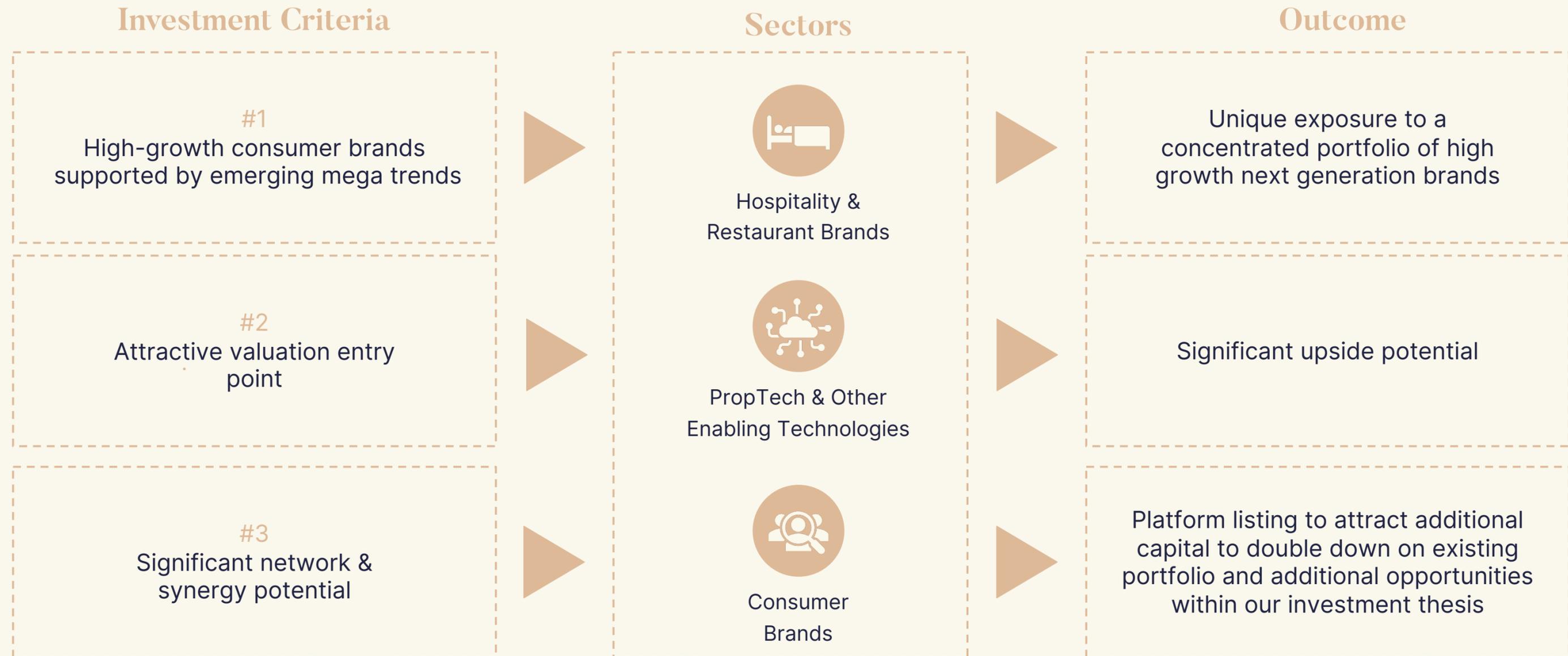
Building category-defining brands is at the heart of our next-generation hospitality and lifestyle platform. 029 Group supports a unique synthesis of luxury, innovation, and community for the post-pandemic world.

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LORIN VAN NULAND

Chief Executive Officer

Our Value Proposition.



Our Operating Model.



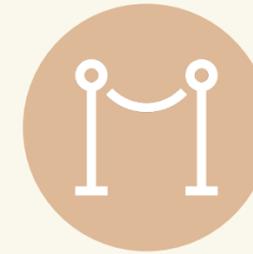
PROPRIETARY ACCESS

Our complementary networks and skillsets enable us to incubate, invest, and source unique opportunities in the hospitality, real estate and technology sectors. Our network allows us to introduce our portfolio companies to Tier 1 investors and support them along their capital formation journeys.



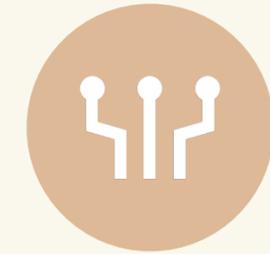
ENTREPRENEURIAL APPROACH

We follow a hands-on, entrepreneurial investment approach. Through our extensive company building experience, we support our portfolio companies to navigate roadblocks and strategically grow their business.



VALUE CREATION THROUGH SYNERGIES

We only invest in opportunities when we see added value through our complementary skills, such as talent sourcing, cross-selling opportunities across our platform, buy-and-build value creation, and capital formation.



PROVEN TRACK RECORD

Our founding team has been working together for many years. Thanks to their excellent track record in a multitude of successful private and public transactions, our companies benefit from their exceptional strategic and public and private capital markets abilities.

Unique Market Opportunity.



- Global hospitality sector hit hard by COVID-19 crisis.
- Luxury segment witnessed strong recovery in consumer demand, significant uplifts relative to pre-covid numbers.
- Strong post-COVID-19 rebound: Average spend per trip for 2022 is in excess of 2019 data, as consumers look to offset COVID.



- Strong growth in community-based lifestyle hospitality concepts:
 - Global luxury hotel market size is expected to grow from \$93.4bn in 2020 to \$239bn by 2028 at a CAGR of 10.4%.
 - Millennial travellers becoming #1 spenders, and demanding conscious product offering
- Market growth underpinned by hybrid work/life concepts, health and well-being trends

Source: Bain & Company (2021), Fortune Business Insights (2021), HospitalityTech (2022)

Unique Market Opportunity.

3

NEW INDUSTRY-SHAPING TECHNOLOGIES



- Smart technologies are driving efficiency and disrupting the traditional value chain.
- Technology is used to re-think and automate processes in hospitality: e.g., to identify and acquire real estate, forecast demand, manage day-to-day operations and more.
- 84% of hospitality companies stated that they appointed an individual responsible for digital transformation.

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GENERATIONAL SHIFTS IN CONSUMER BEHAVIOUR



- Generation Z and Millennials' consumer behavior is changing.
- Mega trends shift towards health, organic and premium.
- Functional and performance drinks (e.g., nootropics) are becoming increasingly popular.
- The global premium alcohol market is estimated to grow from \$439bn in 2020 to \$660bn in 2027 at a CAGR of 6.0%.

► SUPPORTIVE MACRO TRENDS DRIVING OUR INVESTMENT AND VALUE CREATION STRATEGY

Our Team.



LORIN VAN NULAND

Co-Founder & Chief Executive Officer

Lorin is the Chief Executive Officer of 029 Group. Lorin is passionate about technology and community and founded one of the most culturally impactful hospitality brands in New York. Lorin has over 15 years of experience across venture capital, capital markets and M&A. Lorin is a principal at Apeiron Investment Group and holds a variety of board and observer positions. Lorin holds graduate degrees from New York University and Maastricht University and started his career as an M&A attorney at Cleary Gottlieb in New York.



JUAN RODRIGUEZ

Chairman

Juan has been active in the venture scene for more than 20 years. He gained extensive experience in finance and sales controlling at a telecom startup before moving to the investor side in 2007 at FinLab AG, one of the first and largest fintech and blockchain investors in Europe. There, he developed deep expertise across investor relations and finance, eventually assuming the role of managing director and CFO in 2013. Since 2021, Juan is managing partner at C3 Venture Capital.



THOMAS HANKE

Deputy Chairman

Thomas has been an entrepreneur and investor for more than 10 years with a strong suit in financial structuring, M&A deals, and Buy & Build strategies. After studying business administration at the University of Würzburg, Thomas Hanke worked in various management positions in the areas of small & mid cap private equity and venture capital from 2009 on. In 2020, Thomas co-founded Elevat3 Capital, a European venture and growth capital investment fund.

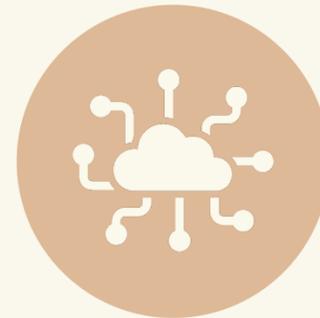
Our Segments.



HOTEL & RESTAURANT
BRANDS



æthos



PROPTech & OTHER
ENABLING TECHNOLOGIES

HOTELBIRD



CONSUMER
BRANDS

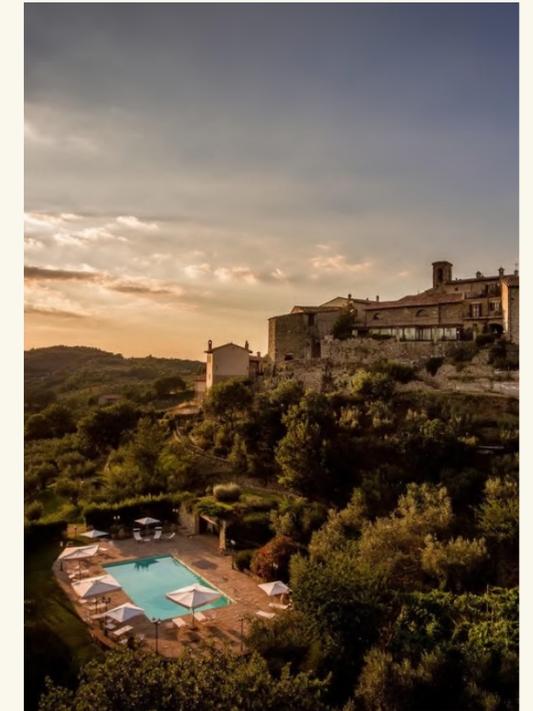


TRIP
CBD INFUSED



Our Portfolio.

Our diversified 029 Group portfolio comprises six high-quality assets across our three segments combining luxury, technology, and brands across the hospitality ecosystem.



Hotel & Restaurant Brands

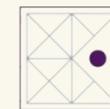


Portfolio Company #1

Limestone Capital

Limestone Capital is a vertically integrated investment firm dedicated to identifying and creating value within the hospitality sector. Limestone acquires undervalued hospitality real estate and transforms it through management, capital investment and technology.

Limestone was founded by an experienced team of investors and operators leveraging technology, efficient asset management and consumer behaviour trends. With over €100 million in assets under management, Limestone focuses on destinations in the EU where it finds, develops and operates unique hotels and member clubs. Limestone has incubated and invested in several highly relevant operators, creating a portfolio of lifestyle brands.



LIMESTONE
CAPITAL

æthos

Limestone Capital. Revenue Sources.

Management Fees

The top line is driven by the following core revenue drivers:

- Management Fees from Fund Management
- Developer Fees for Asset Management Services
- Exit / Liquidation events

Fund Exit Distributions

- After 5 year holding periods assets get traded
- Limestone participates in the Exit proceeds via a 20% carried interest
- Assets can be sold as a partial portfolio or individually

Portfolio Dividends & Distributions

- Limestone invests in ventures that brings strategic synergy to the business
- Aethos Hotels: majority owner and founder, brand managing all operating hotels regarding the assets Limestone manages
- New ventures: Limestone intends to invest in new ventures in the coming years

Selected Assets under Management



Limestone Capital. Transformation Process.



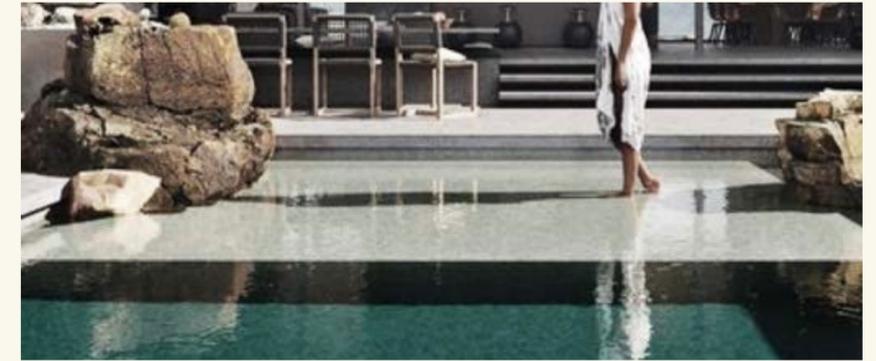
COMMUNITY CENTRIC DESIGN

Limestone develops for a modern community of guests, that seek to be surrounded by like minded individuals.



CONNECTING SPACES & NATURE

Their projects thrive to connect our spaces with nature in a harmonious way.



DIFFERENTIATED POOL DESIGN

Innovative pool and outdoor spaces attract guests and vocals alike, while creating signature looks for each asset.



INNOVATIVE ROOM DESIGN

Modern room designs allow Limestone to have more rooms with less space, without compromising comfort.



LIGHT CONSTRUCTION TECHNIQUES

Where possible, light construction techniques enable faster and more cost efficient developments.



CONNECT MODERN & HISTORIC

Many of their projects integrate historic buildings or elements, with modern and minimalist architecture in a surprising way.

Aethos. Hospitality Brand.



MEMBERSHIP CLUB

Membership is inclusive, affordable, while selective.

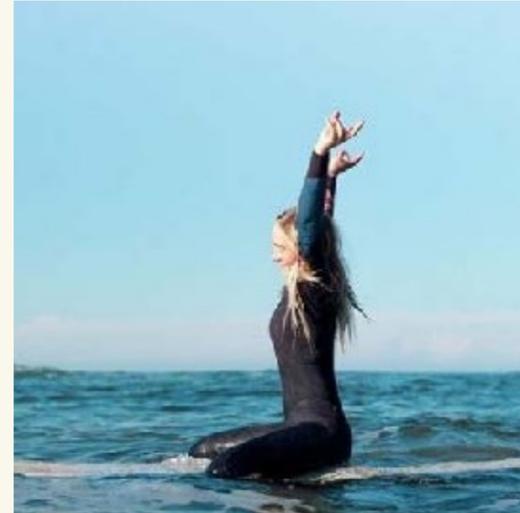
The Aethos community of members receive an extra level of service and has access to club rooms, gym and special programming.



PERSONAL WELL BEING

Well being is at the centre of their programming and positioning.

In a world that creates anxiety and stress, Aethos is offering a sanctuary of relaxation and well being to their members and guests.



UNIQUE EXPERIENCES

Aethos offer their guests unique experiences that allow them to learn something new, experience something they've craved to see, or just unplug in a comfortable environment that feels like a second home.



WORK ENVIRONMENT

Co-Working spaces in all hotels

Conference and seminar rooms for corporate off-sites

Special member benefits for companies and individual members



ORCHESTRATED EVENTS

A big part of our brand is the curation of special events and experiences, from open air DJ to special workshops.

Big focus on offering new experiences through programmed teaching.

▶ A hospitality brand for the adventurous, creative and mindful individuals with love for community and experiential travel. Aethos is positioned towards conscious travellers and communities in metropolitan areas.



Aethos Ericeira, Portugal



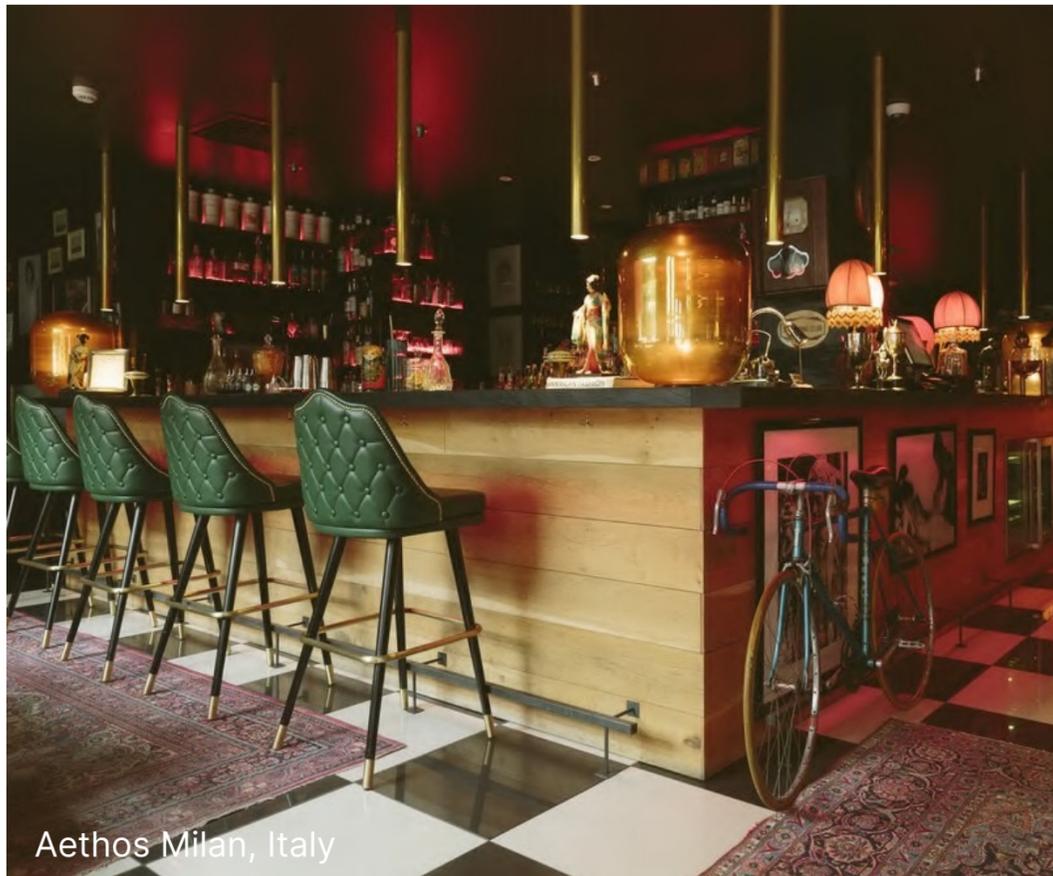
Aethos Córscica, France



Aethos Lisbon, Portugal



Aethos Mallorca, Spain



Aethos Milan, Italy



Aethos Saragona, Italy

Hotel & Restaurant Brands



Portfolio Company #2

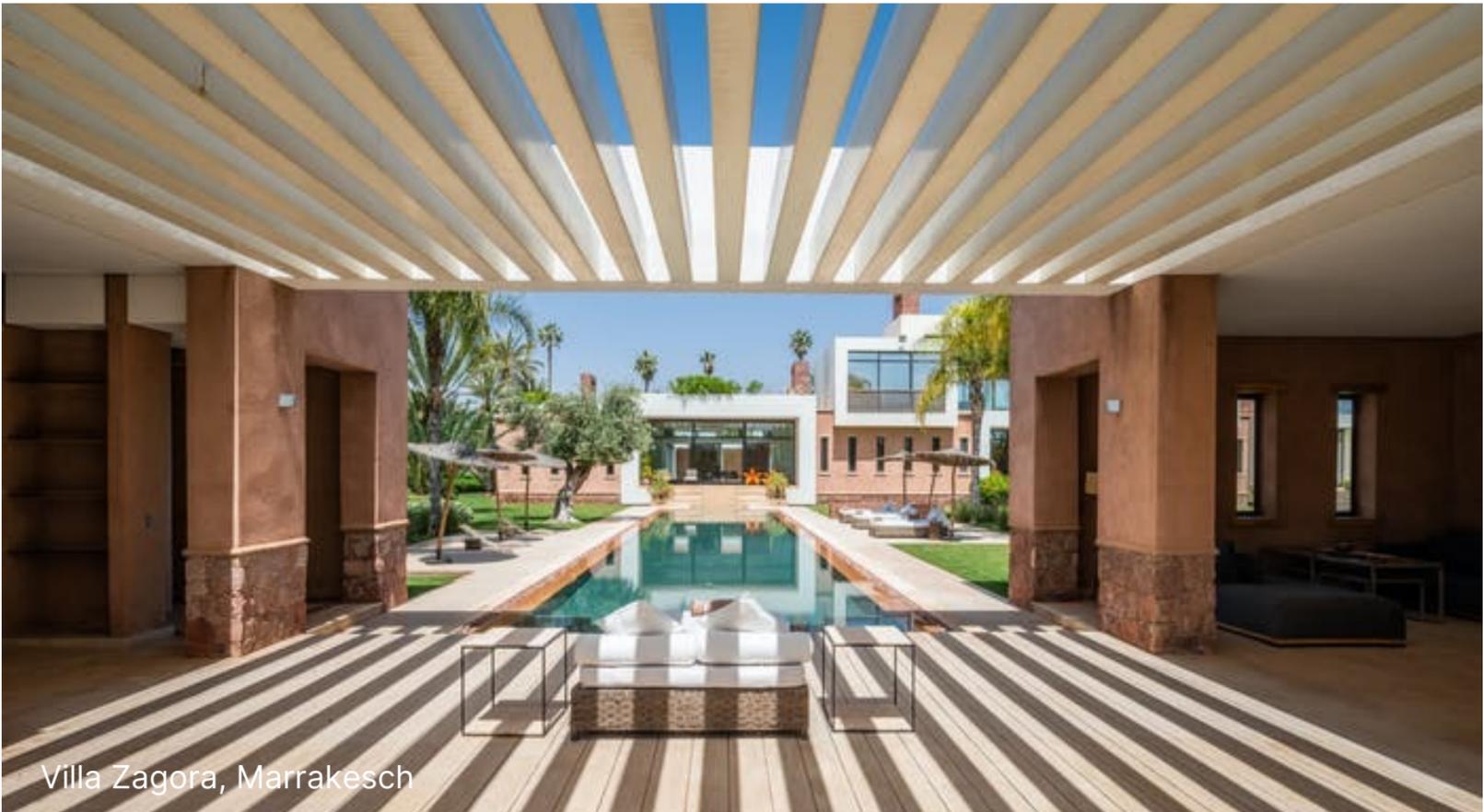
Emerald Stay

Emerald Stay is a hotel chain comprised of luxury homes.

Emerald's mission is twofold:

1. Offer discerning international travellers authentic and warm hospitality experiences in exclusive destinations with predictability in comfort, quality and personalised services.
2. Partner with owners of premium secondary properties in order to manage their assets like a hotel: best-in-class marketing, professional housekeeping, careful maintenance, rigorous reporting. Homeowners generate income from their properties while having total peace of mind that their property is looked after with the utmost care.





Villa Zagora, Marrakesch



Chalet Omaroo II, Morzine



Riad Adilah, Marrakesch



La Ferme de Margot, Morzine

Enabling Technologies



Portfolio Company #3

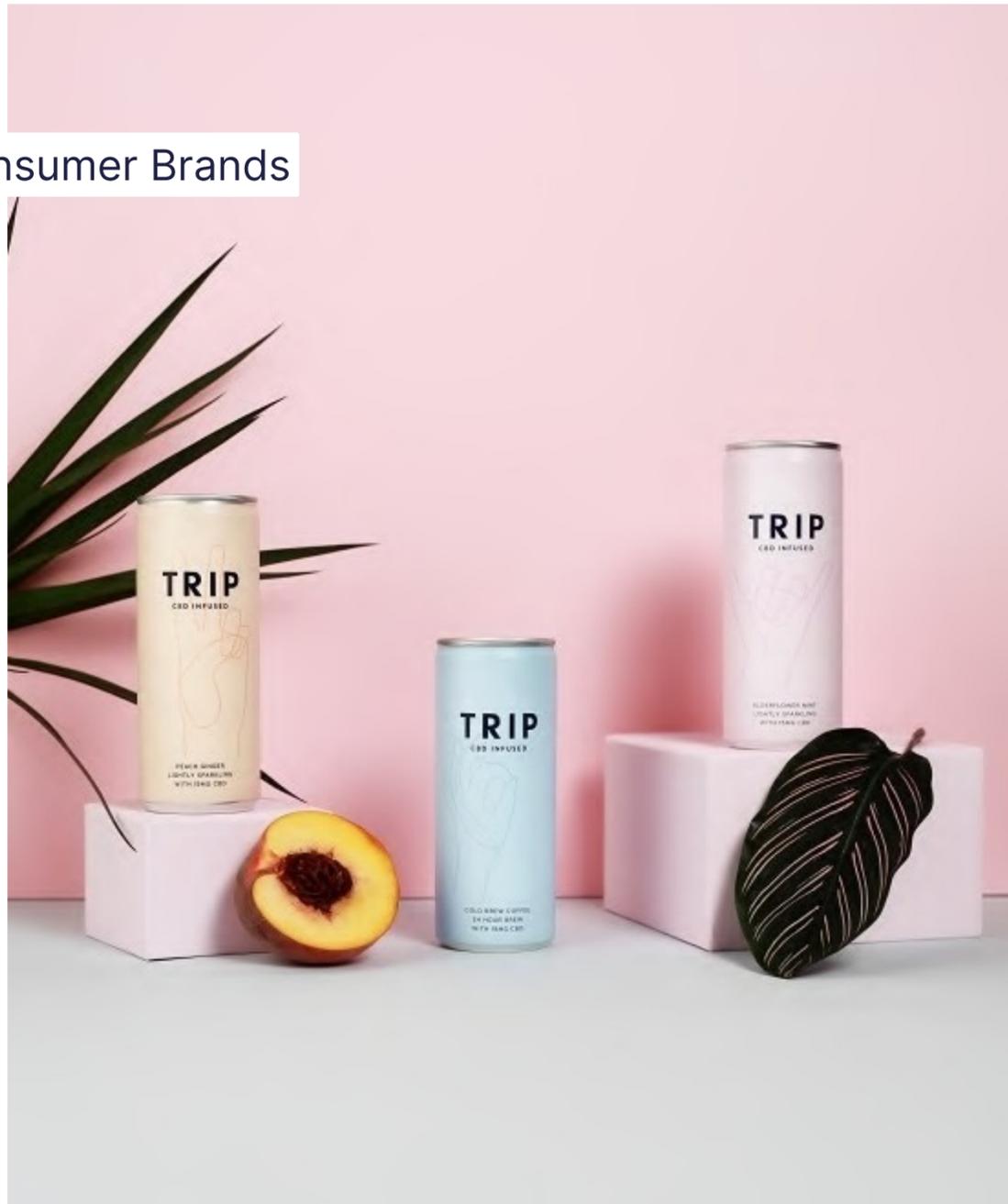
Hotelbird

Hotelbird provides the core technology for a seamless digital guest journey and empower hosts to increase their operational success. Hotelbird has established itself as the leading provider of digital check-in/out solutions since its foundation in 2015.

Hotelbird has by far the largest market share in Germany and enjoy great trust in the hotel industry. Most leading German hotel chains rely on the Hotelbird Platform. As the first specialized provider on the market, Hotelbird brings an enormous wealth of experience that benefits our partners.

HOTELBIRD

Consumer Brands



Portfolio Company #4

TRIP

TRIP is a UK-based consumer brand on a mission to help you find your calm amidst the chaos. Thanks to TRIP's commitment to using only the highest quality CBD available in the UK, the range of delicious CBD infused drinks and oils are loved by their customers and has cemented TRIP's position as a leading premium CBD brand.

- Plant powered - Infused with potent natural botanicals like ginseng, l-theanine, turmeric and chamomile to aid digestion, immunity and stress relief.
- Uniquely delicious - Forget earthy, hempy tastes – Trip has crafted a range of sophisticated flavours that taste as good as they make you feel.

TRIP

CBD INFUSED



Consumer Brands



Portfolio Company #5

Brother's Bond

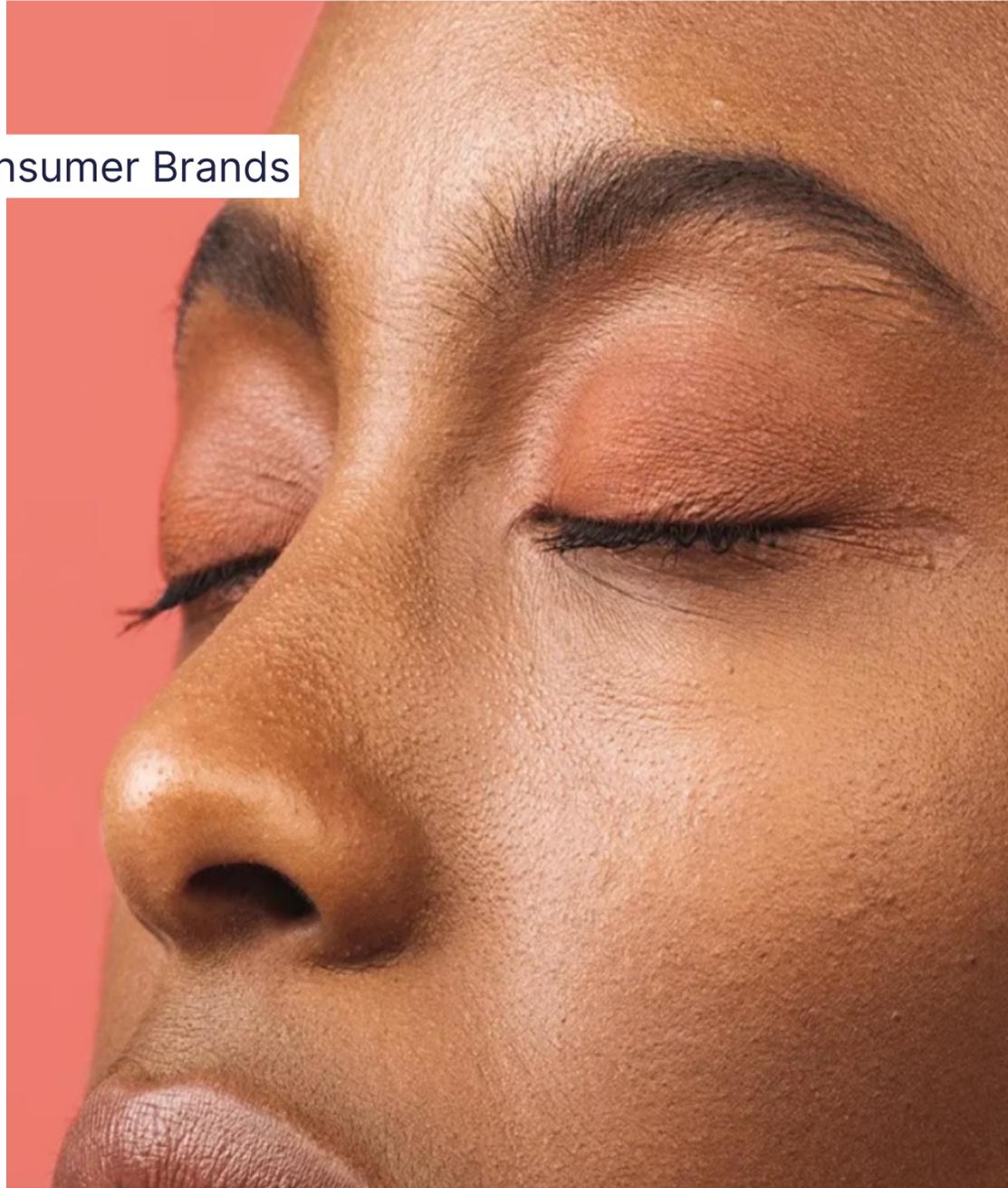
Hand-selected and rooted in the desire to create the perfect bourbon. Brother's Bond Bourbon is elegant and exceptionally smooth, complex, and balanced with a touch of sweetness and spice.

Founded by the Vampire Diaries stars Ian Somerhalder and Paul Wesley, Brother's Bond is a story of time and quality; two things we all cherish in life. Crafting an exceptional taste profile took time and patience. After the long process of blending and tasting an ample assortment of mash bills, Ian Somerhalder and Paul Wesley are proudly presenting to the world a bourbon that will captivate palates with its harmonious balance of complex flavors.





Consumer Brands



Portfolio Company #6

Conscious Good

Conscious Good is the new kind of performance brand.

Much like the sports supplements market is built around achieving goals related to a physical state, Conscious Good is applying this concept to goals related to achieving a mental state.

Conscious Good offers consumers functional supplements that help them to achieve desired mental outcomes: focus, de-stress, sleep.

Millennials and Gen Z are driving the fast-growing segment of cognitive wellness supplements, designed to meet the goals of young people.

Get in touch.

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