

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.



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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.



“

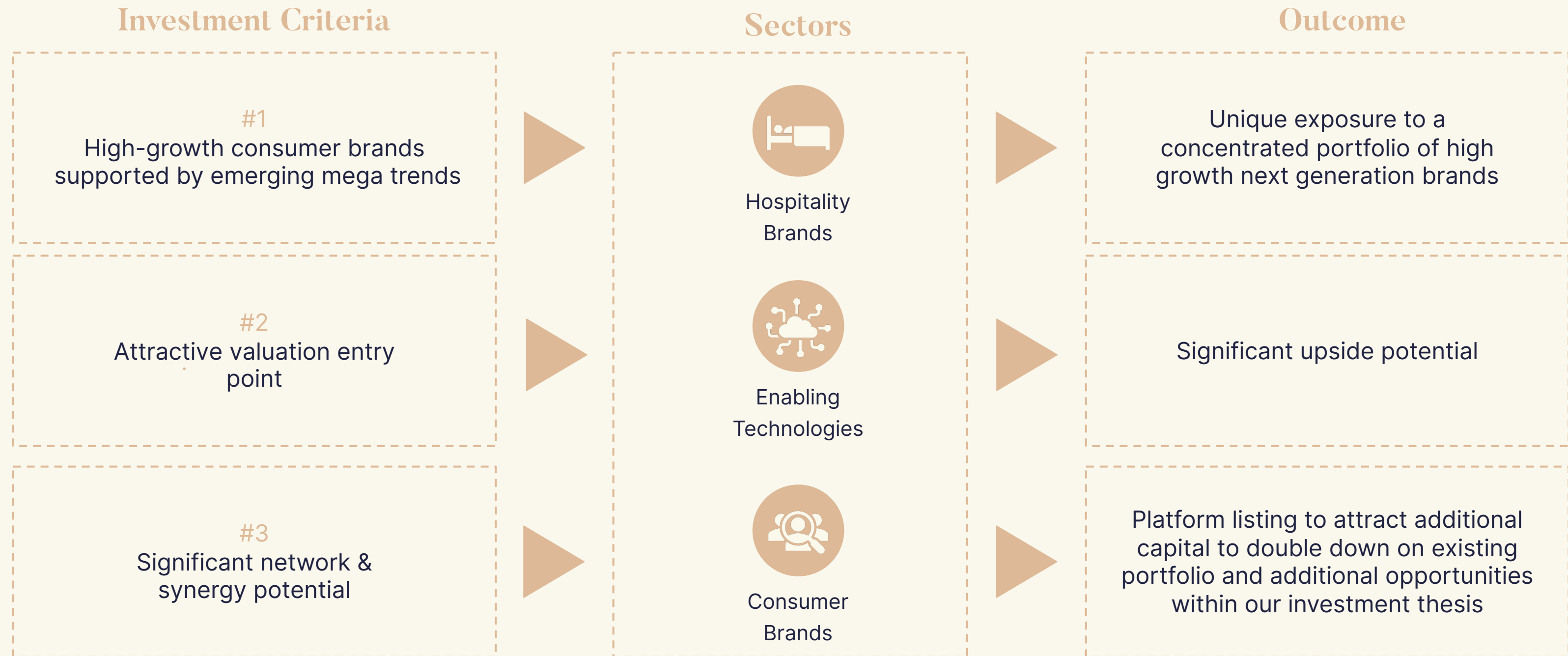
Building category-defining brands is at the heart of our next-generation hospitality and lifestyle platform. 029 Group supports a unique synthesis of luxury, innovation, and community for the post-pandemic world.

”

LORIN VAN NULAND

Chief Executive Officer

Our Value Proposition.



Our Operating Model.



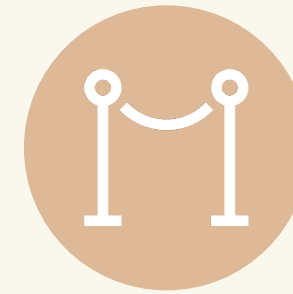
PROPRIETARY ACCESS

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.



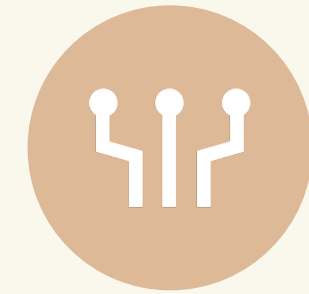
ENTREPRENEURIAL APPROACH

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.

Backed by Christian Angermayer.

“ A huge part of our investments centres around the theme of happiness. Being truly happy is what I strive to achieve for myself, and what I want every other person to be. ”

Apeiron Investment Group is the private investment firm of entrepreneur and investor Christian Angermayer. Apeiron invests globally into the most exciting and world-changing tech companies with a hands-on, entrepreneurial investment approach.

Its global presence, \$3.5+ billion AUM, and extensive track record in venture building across a wide range of verticals provides a powerful platform to be strategic investors to 029 Group's brands and accelerate their success.



Christian Angermayer

Serial Entrepreneur, Investor and
Founder of Apeiron Investment
Group

Unique Market Opportunity.

1

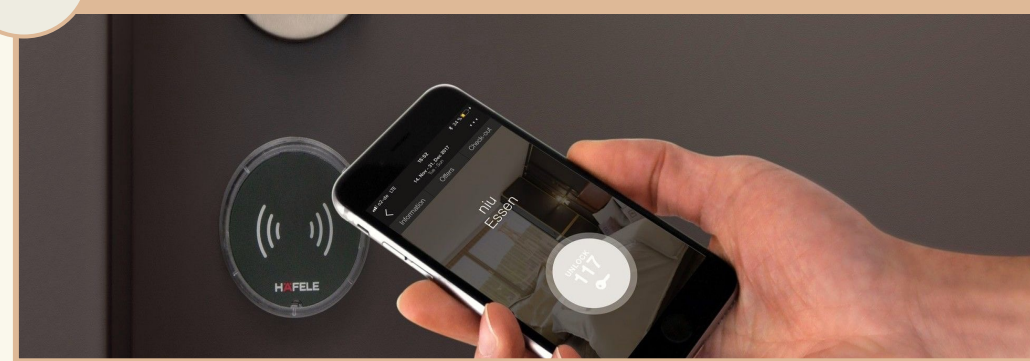
EMERGING HOSPITALITY CONCEPTS



- Strong growth in community-based lifestyle hospitality concepts:
 - Global luxury hotel market size is expected to grow from \$128bn in 2023 to \$293bn by 2030 at a CAGR of 11%.
 - Millennial travellers becoming #1 spenders, and demanding conscious product offering
- Market growth underpinned by hybrid work/life concepts, health and well-being trends.

2

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.

3

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 \$700bn in 2023 to \$1.7tn in 2032 at a CAGR of 9.3%.

► SUPPORTIVE MACRO TRENDS DRIVING OUR INVESTMENT AND VALUE CREATION STRATEGY

Source: Bain & Company (2021), Fortune Business Insights (2021), HospitalityTech (2022), Knowledge Sourcing Intelligence (2022), Statista (2022), Future Market Insights (2022)

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.



Dr. MARTINA WIMMER

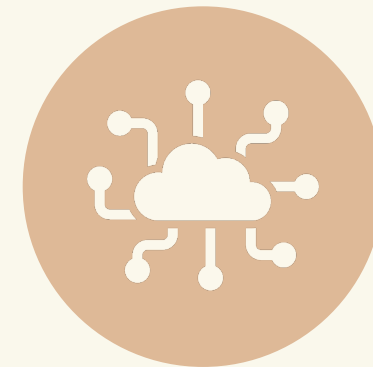
Deputy Chairman

Martina is a highly experienced attorney with a strong background in corporate law and finance. She has worked for several years at a prestigious law firm in Vienna, where she was involved in various M&A transactions, mergers, spin-offs, and other restructuring activities for international corporations. In recent years, she transitioned into the venture capital scene, holding positions as a Senior Legal Counsel, and has been involved in numerous transactions from seed funding to IPO. Martina holds a doctoral degree in law from the University of Vienna.

Our Segments.



HOSPITALITY



ENABLING
TECHNOLOGIES

HOTELBIRD



CONSUMER
BRANDS



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.



Hospitality Brands

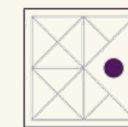


Portfolio Company #1

Limestone Capital

Limestone Capital is a vertically integrated Swiss-based private equity firm that delivers value through transformation in the travel & leisure industry. Limestone's core focus is on value-add, special situations, and distressed opportunities, where they source, develop, and operate unique properties and operating companies often requiring significant repositioning, management change, and quality design.

Most investments follow a branded platform strategy where value add real estate is transformed by scalable, technology-enabled operating brands and seasoned management teams delivering double digit returns for shareholders and investors. Its platforms, including Aethos Hotels, Emerald Stay, and others operating over €1bn in real estate assets and have been featured globally in Architectural Digest, Bloomberg, Condé Nast Traveler, Forbes, Vanity Fair, Vogue, and amongst many others.



LIMESTONE
CAPITAL

æthos

Limestone Capital. Company Snapshot.

Company Information

Company Name: Limestone Capital AG
Website: www.limestone-capital.com/
Year Founded: 2018
Segment: Hotel & Restaurant Brands
Headquarter: Zug, Switzerland
Employees: ca. 185
Short Description: Limestone Capital is a fully integrated investment firm dedicated to identifying and creating values within the hospitality sector.



Management Team



Benjamin Habbel
Founder & CEO



Jeff Coe
Co-Founder & COO

Key Highlights

- AUM: >€1bn
- Building the next generation of boutique hotels in attractive locations
- Since 2018, 8 hotel projects in Portugal, France, Italy, and Spain: 4 in operation and 4 under development
- In October 2023, Limestone Capital AG expanded its European presence with the acquisition of Hotel Axel on Calle de Atocha, Madrid. Limestone acquired the operational hotel from Hotel Investment Partners (HIP), a leading owner of resort hotels in Southern Europe owned by Blackstone-managed funds.
- In March 2023, Limestone Capital AG has acquired a luxurious resort hotel in Costa Smeralda, Sardinia. The acquisition marks a significant addition to the growing portfolio of four hotels in Italy. The property will be repositioned as an Aethos hotel, with the aim of elevating it to a modern 5-star standard and enhancing operational performance to drive profitability.



Aethos Sardinia, Italy



Aethos Corsica, France



Aethos Monterosa, Italy



Aethos Mallorca, Spain



Aethos Ericeira, Portugal



Aethos Saragona, Italy

Enabling Technologies



Portfolio Company #2

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

Hotelbird.

Company Information

Company Name: hotelbird GmbH
Website: www.hotelbird.com
Year Founded: 2015
Segment: PropTech
Headquarter: Munich, Germany
Employees: ca. 30
Short Description: Developer of a hotel experience digitization mobile application designed to facilitate hotel booking and digital check-in and check-out

HOTELBIRD

Management Team



Korbinian Hackl
Co-Founder & CTO



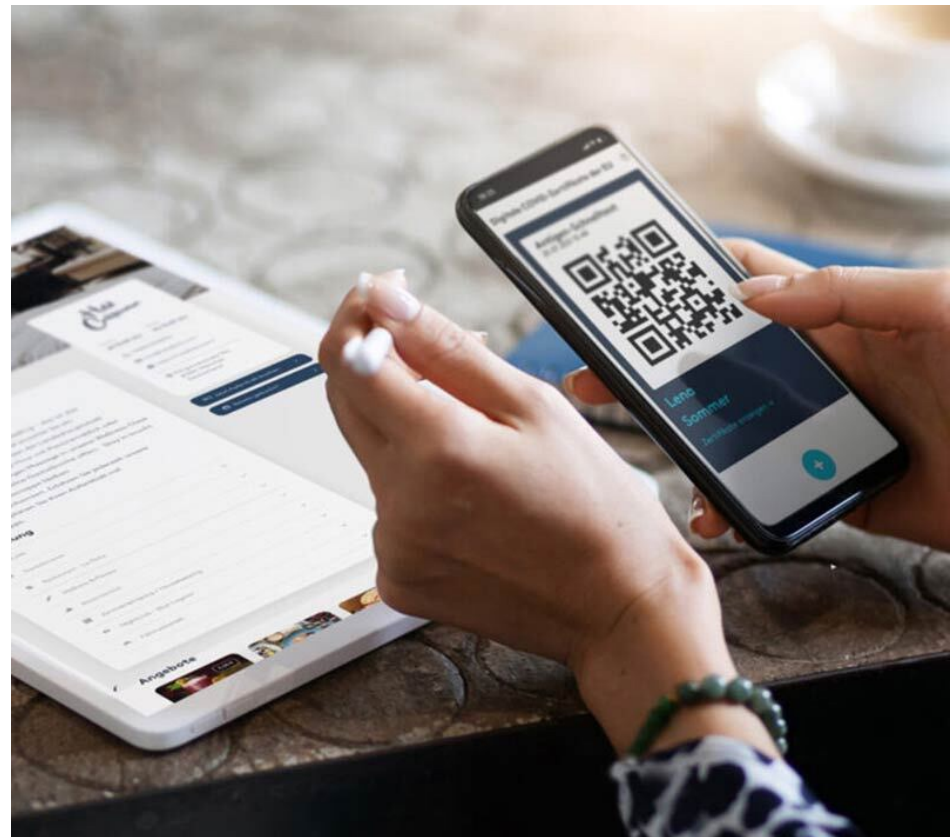
Juan A. Sanmiguel
Co-Founder & CEO

Key Highlights

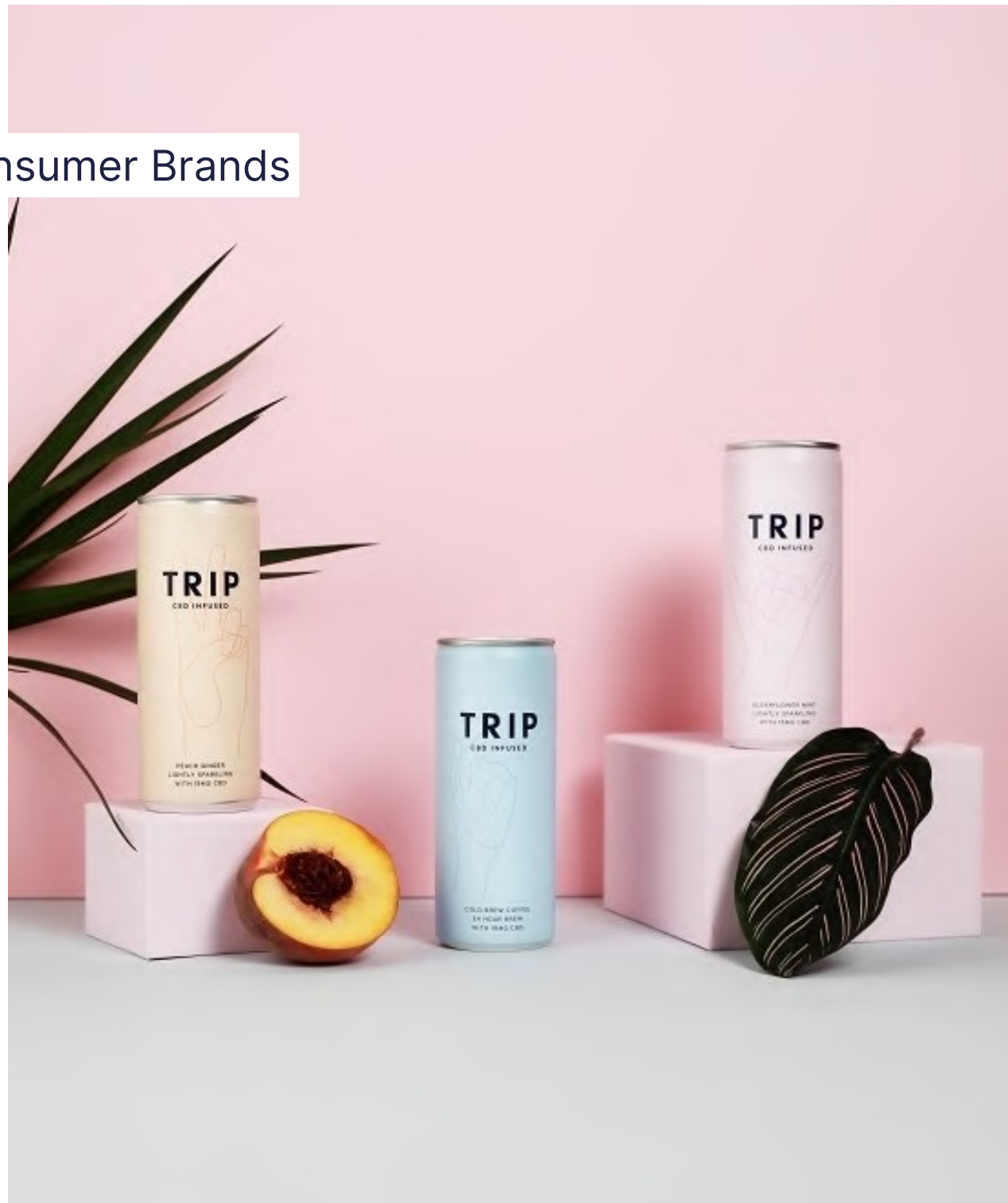
- More than 70.000 signed hotel rooms
- More than 50 connected interfaces
- More than 40 international hotel chains
- More than 200 publications in trade media
- With their various channels via the Progressive Web App, their iOS and Android App, the Self-Service Terminal or the online check-in/out via their partner Booking.com, Hotelbird guarantees the highest flexibility for the hotel guest.

Partnerships with leading hotels





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

TRIP.

Company Information

Company Name:	TRIP Drink Ltd.
Website:	www.drink-trip.com/
Year Founded:	2017
Segment:	Consumer Brands
Headquarter:	London, United Kingdom
Employees	ca. 25
Short Description:	Producer of beverages and oil created from CBD hemp and extracts from medicinal and recreational purposes



Management Team



Dan Khoury
Co-Founder



Olivia Ferdi
Co-Founder



James Edmunds
Managing Director

Key Highlights

- Recognized as the 4th fastest growing company in the UK.
- TRIP has also been crowned as the winner of Soft Drinks Brand of the Year in The Grocer Gold Awards 2023.
- TRIP's exceptional growth has propelled them onto the prestigious Sunday Times 100 list, making it the first beverage brand to secure a spot in the top 5 in over a decade
- Since launching in 2019, TRIP added two more family members to the business, growing to become the UK's leading premium CBD brand with a strong brand positioning
- Stocked in 25,000 supermarkets and shops around the UK: e.g., Sainsbury's, M&S, Boots, or Waitrose
- Lucrative cannabidiol market continues to hurtle towards a predicted \$20bn in value
- Exclusive supplier partnership with Soho House Group
- Product available in over 2000 locations in the UK alone
- Strong focus on international expansion



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.



Brother's Bond.

Company Information

Company Name:	Brother's Bond Distilling Co. LLC
Website:	www.brothersbondbourbon.com/
Year Founded:	2020
Segment:	Consumer Brands
Headquarter:	Fort Worth, Texas, USA
Employees:	ca. 10
Short Description:	Producer of crafted hand-selected batch, distilled, and aged bourbons



Management Team



Paul Wesley & Ian Somerhalder
Co-Founders

Key Highlights

- Behind Brother's Bond Bourbon are two American actors - Paul Wesley and Ian Somerhalder - best known for their roles together in the series "The Vampire Diaries".
- Brother's Bond Bourbon is one of the fastest selling bourbon brands and the most followed alcohol brand on Instagram with >1.9m followers
- More than 50,000 cases shipping the first four months after launch
- Part of the proceeds are given back to support regenerative farming practices and help reversing climate change.
- In 2023, Brother's Bond launched a new rye whiskey and cask strength bourbon.
- Featured in the Tag Global Spirits Awards for 2023, for their American Straight Bourbon – Original Cask Strength.
- Brother's Bond's Straight Bourbon also has been awarded a Gold 96 Point Spirit rating by Cigar & Spirits Magazine.



Consumer Brands



Portfolio Company #5

Fjör

fjör is a science-driven, direct-to-consumer skincare brand that addresses skin ageing and skin-irritation concerns. fjör's approach involves curating remarkably simple formulas and product ranges featuring a unique hydrolytic enzyme suitable for all skin types.

fjör was built on three core pillars, to be a brand that is: simple, powerful and accessible.

Our founder Natalie embarked on a journey to redefine what a simple and powerful skincare routine looks like, without losing efficacy. A skincare brand that empowers you to achieve healthier and more confident skin with fewer products and better ingredients. fjör is truly inspired by Nordic simplicity, led by design and powered by science.

fjör

Fjör.

Company Information

Company Name:	Fjör
Website:	https://www.fjor.life
Year Founded:	2021
Segment:	Consumer Brands
Headquarter:	London, United Kingdom
Employees:	10
Short Description:	Nordic simplicity meets scientific innovation for healthier, confident skin with fewer products and better ingredients



Management Team



Natalie Enslöv
Founder & CEO



William Smithwhite
Co-Founder & CFO

Key Highlights

- Fjör's flagship product is the world's first hydrolytic serum, offering anti-aging and deep hydration benefits.
- Clinically verified, the serum is free from preservatives and fragrance, catering to all skin types, including sensitive skin.
- Developed in collaboration with ZymIQ Technology, fjör's hydrolytic enzyme helps rebalance the skin's microbiome and enhances the performance of other skincare ingredients.
- The hydrolytic serum is lightweight, absorbs easily into the skin, and formulated with powerful ingredients for nourishing and healing properties.
- Suitable for both men and women, the hydrolytic serum offers a multifaceted approach to skincare.
- Fjör's gender-neutral appeal and accessibility emphasize education and holistic well-being for all skin types
- Offers a differentiated take on the highly lucrative skincare market, which is heading towards \$175bn value by 2030

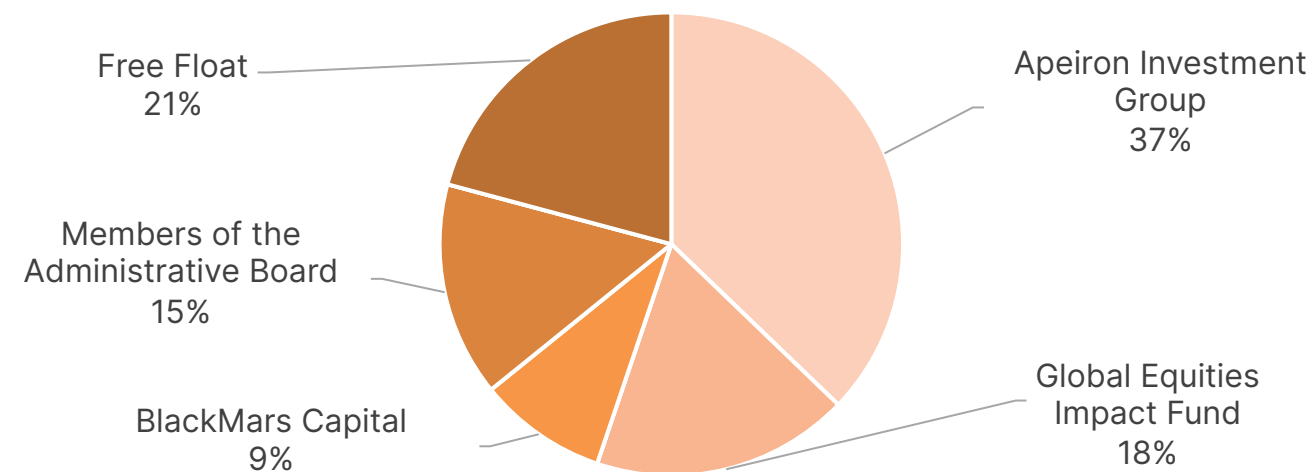


Share data.

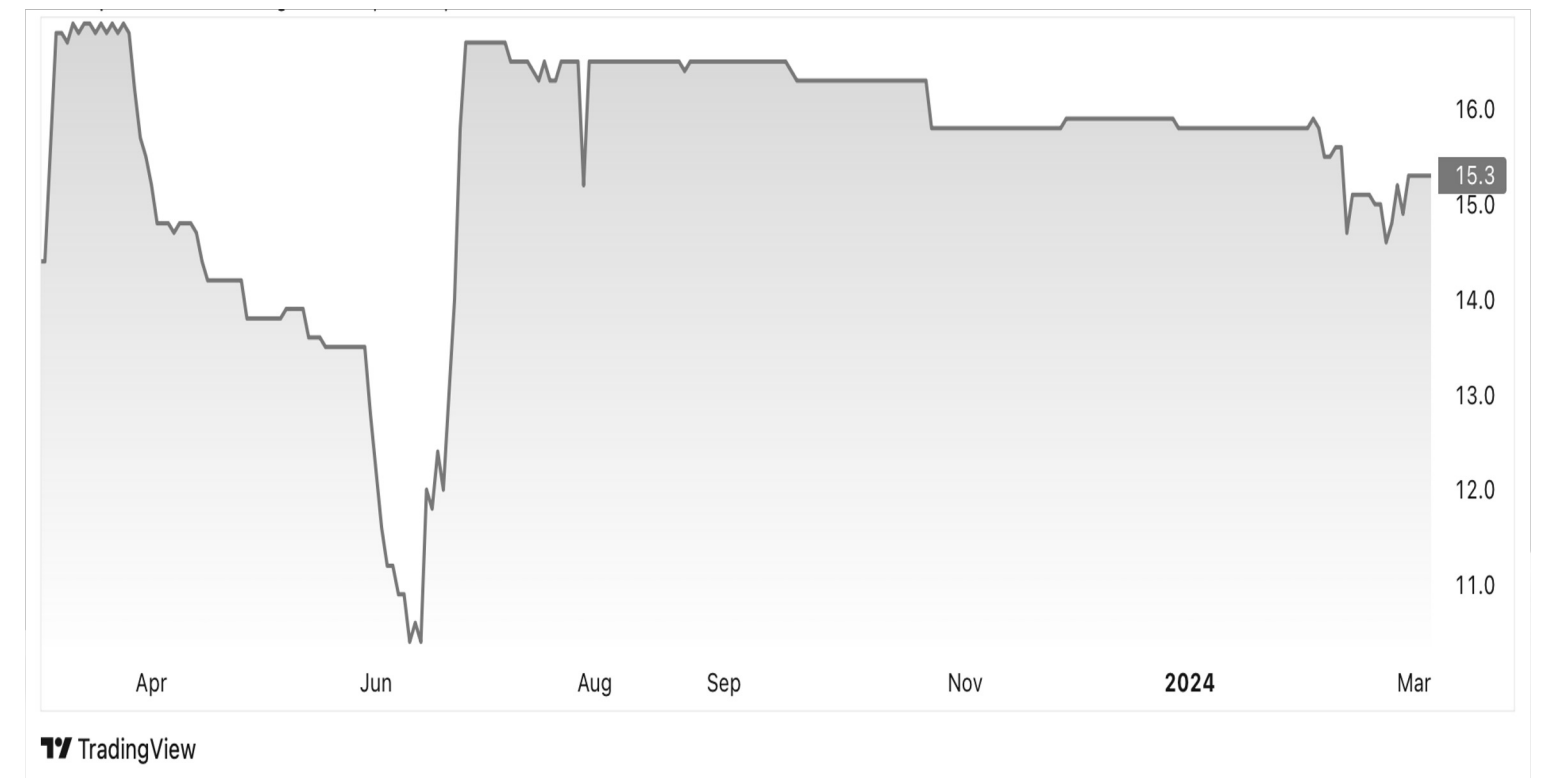
Basic Information

Share Capital: EUR 5,000,000
Number of shares: 5,000,000
Stock Exchange: Xetra, Dusseldorf, Munich
(regulated market)
WKN: A2LQ2D
ISIN: DE000A2LQ2DO
Symbol: Z29

Shareholder Structure



Stock Price Development



Get in touch.

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10178 Berlin
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Email ir@029-Group.com

