

Press Release

## **029 Group SE: Portfolio company Limestone Capital with major strategic milestones in H1 2025**

**Berlin, 24<sup>th</sup> July 2025.** 029 Group SE (ISIN: DE000A2LQ2D0), a global hospitality and lifestyle investment platform, announces substantial strategic progress at its portfolio company Limestone Capital AG in the first half of 2025. Key brand openings, platform developments, and acquisitions underscore Limestone's ability to create long-term value through differentiated, founder-led hospitality concepts.

### **Aethos expands with new hotel openings and landmark acquisition in London**

In June, Aethos Mallorca opened its doors, introducing a new benchmark for lifestyle hospitality in the Balearic Islands. Perched above the turquoise waters of Cala Fornells, the hotel embodies the Aethos philosophy of community, wellbeing, and intentional design. With its refined architectural language and deep connection to local culture, the property has already drawn praise from *Condé Nast Traveler España* and marks a significant step in Aethos' Mediterranean expansion. New openings in Madrid and London are underway, with the acquisition of Nobu Hotel London Shoreditch in February 2025 forming the foundation for the upcoming Aethos London flagship.

This momentum builds on the ongoing success of Aethos Ericeira, a flagship example of the brand's vision in action. What was once an overlooked, bankrupt oceanfront clinic has been reimaged into one of Portugal's most acclaimed 5-star boutique hotels, featured in numerous international publications such as *Condé Nast Traveller*, *Forbes*, *Bloomberg*, and many more. With 50 rooms, the hotel combines wellness, contemporary architecture, and elevated F&B to offer guests a distinctly local yet globally appealing experience. It was recently awarded one of the first-ever MICHELIN Keys in Portugal, a new distinction from the MICHELIN Guide honoring hotels that offer truly exceptional stays.

### **Entering a major growth phase with Limestone's new wine & spa brand LOISIUM**

Earlier this year, Limestone Capital completed the landmark acquisition of a majority stake in LOISIUM Wine & Spa Hotels, a leading experiential hospitality brand renowned for its wine-focused retreats across Austria and Central Europe. Backed by a €100 million investment

program, four new LOISIUM properties are currently in development across key destinations in France and Italy, supporting the brand’s next phase of European expansion.

**Launch of Crafted: A new nature-led hospitality brand**

In the first half of 2025, Limestone also officially announced the launch of Crafted, a new lifestyle hotel and members’ club brand, incubated in collaboration with hospitality entrepreneur and co-founder Chris King. The debut property, Crafted at Powdermills, opens later this year in East Sussex. Crafted is Limestone’s latest addition of bold and differentiated concepts, aligned with our strategy of building founder-led platforms that stand out in today’s evolving hospitality landscape. The brand is nature-first, creatively charged, and thoughtfully designed for balancing modern lives — a concept that complements our existing portfolio of Aethos, LOISIUM, Voara, and Anagram, while bringing something entirely new to the table.

Reflecting on the first half of 2025, Limestone Capital — with over €1 billion in assets under management — remains deeply committed to creating long-term value through its branded platforms, combining design, operational depth, and entrepreneurial execution to shape the future of hospitality across Europe’s most vibrant markets.

## **About Limestone Capital AG**

Limestone Capital is a leading private equity firm dedicated to investing and creating value in the experience economy. We develop and incubate branded platforms in the global travel and hospitality sector, often alongside a value-add real estate strategy. Limestone advises family offices and institutional investors on their investment strategies and has over €1 billion Euro invested across its various hospitality platforms. Existing portfolio companies include Aethos Hotels, Emerald Stay, LOISIUM Wine & Spa Hotels, Voara, as well as various operating real estate assets in European destinations such as Madrid, Milan, Lisbon, Ericeira, Mallorca, Corsica and Sardinia.

Further information: <https://www.limestone-capital.com/>

## **About 029 Group SE**

029 Group SE believes 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 they can add significant value through their platform, global network and company building expertise. 029 Group is based in Berlin, Germany.

Further Information: <https://www.029-group.com/>

### **029 Group SE**

Kurfürstendamm 14

10719 Berlin

E-Mail: [ir@029-group.com](mailto:ir@029-group.com)

<https://www.029-group.com/>