



CASTLEWOOD HOTELS

Tradition with a twist



Smura Family & Castlewood

“A WARM WELCOME”

Kateryna Smura, CEO

“Thank you for your interest in Castlewood Hotels & Resorts.

As a family business, we include our Guests and Team to our extended family, and hope they will experience the same warmth only a family can provide.

The foundation for Castlewood Hotels & Resorts was laid in 2015 and by now, our group operates seven hotels in the most pristine areas of Germany.

Our connection to nature, tradition and family is very important to us, and hence our Castlewood philosophy.”

CONCEPT

Castlewood Hotels & Resorts

The Castlewood Hotels Group's business model is based on the understanding that there is a unique opportunity in today's hotel market which specifically focuses on regional travellers.

First and foremost, target groups such as families, senior citizens and younger couples are addressed, who are looking for a value for money performance and wish to combine their weekend trip, a short vacation, annual vacation, or even family celebrations with sporting activities and / or cultural experiences.

The fear of health hazards, crime, terrorism, or simply budget constraints, are important factors nowadays, which influence the choice of a travel destination in favour of another. An important trend and thus a growth market is the lastminute traveller



who wants to reach his destination in a few hours by car, train or bus.

Based on above, the Castlewood Hotels & Resorts Group focuses on family business run or privately operated hotels, which have not been able to find a successor within their own family to continue the business and therefore should find an operator who keeps the family tradition alive. The Castlewood Group has made it its business to continue these hotels and traditions in the best possible way and to reposition them in the market accordingly. This represents added value for both the guests and the investor.

Selected hotels are usually located in regions with diverse outdoor conditions, where sports activities such as skiing, hiking, cycling and many other cultural experiences can be enjoyed together with family or friends.



THE 7 PILLARS OF THE CASTLEWOOD HOTELS & RESORTS GROUP

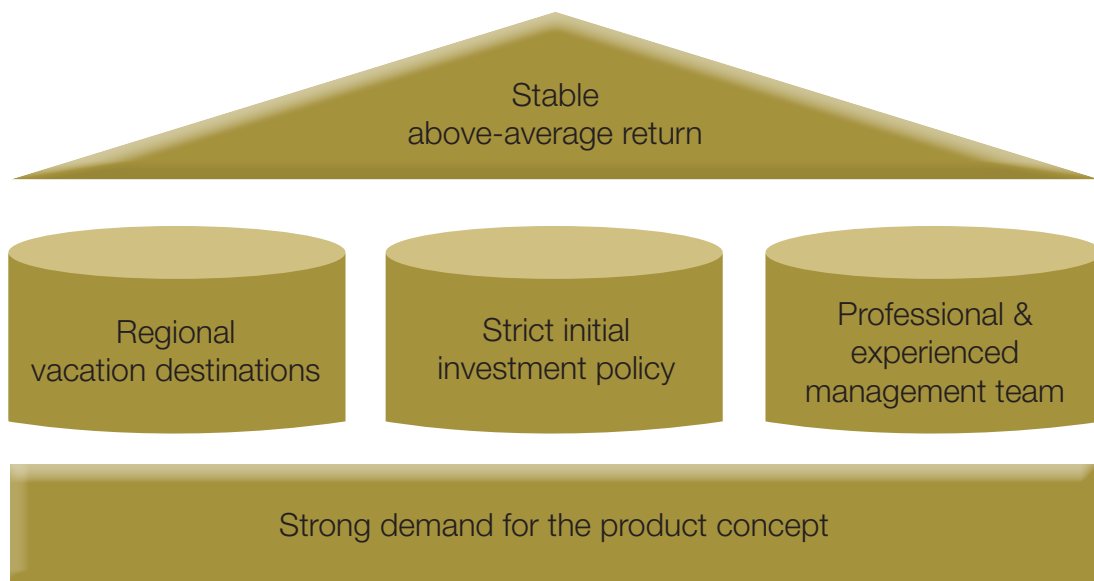


With a very diverse but well-structured range, we offer our customers personal support with a very good price-performance ratio, which is the key to our success.

Our model ensures the investor, that the Castlewood Hotels & Resorts Group delivers above-average returns with a very low risk profile, as the investments per hotel are limited and the business plan is forecasted conservatively beforehand.

For investors who are ready to invest in second and third markets, such as in cities of Aschaffen-

burg, Kaiserslautern, Bad Dürkheim, Saarbrücken, Münster, Kühlungsborn, Büsum, Stade, Lucerne and Linz, or in holiday regions such as the Mecklenburg Lake District, the Swabian Alb and the Black Forest - the Castlewood Group is the right partner.





Leading houses with tradition into future

Exploring regions away from metropolitan areas, preferably by car or by train, is becoming increasingly important for travel enthusiasts. The Castlewood Hotels & Resorts Group is catering for this trend, especially in German-speaking countries. In addition to interesting offers for private travellers, the group is also attractive to business customers, by offering space for meetings and events. We currently have 11 hotels and resorts in our company. In the coming years, 10 to 12 hotels are to be added via purchase, lease or management contract. Thereby, we attach great importance to conti-

CORPORATE DEVELOPMENT

nuing the name and tradition of a house, knowing very well that a good hotel can help shape an entire region.

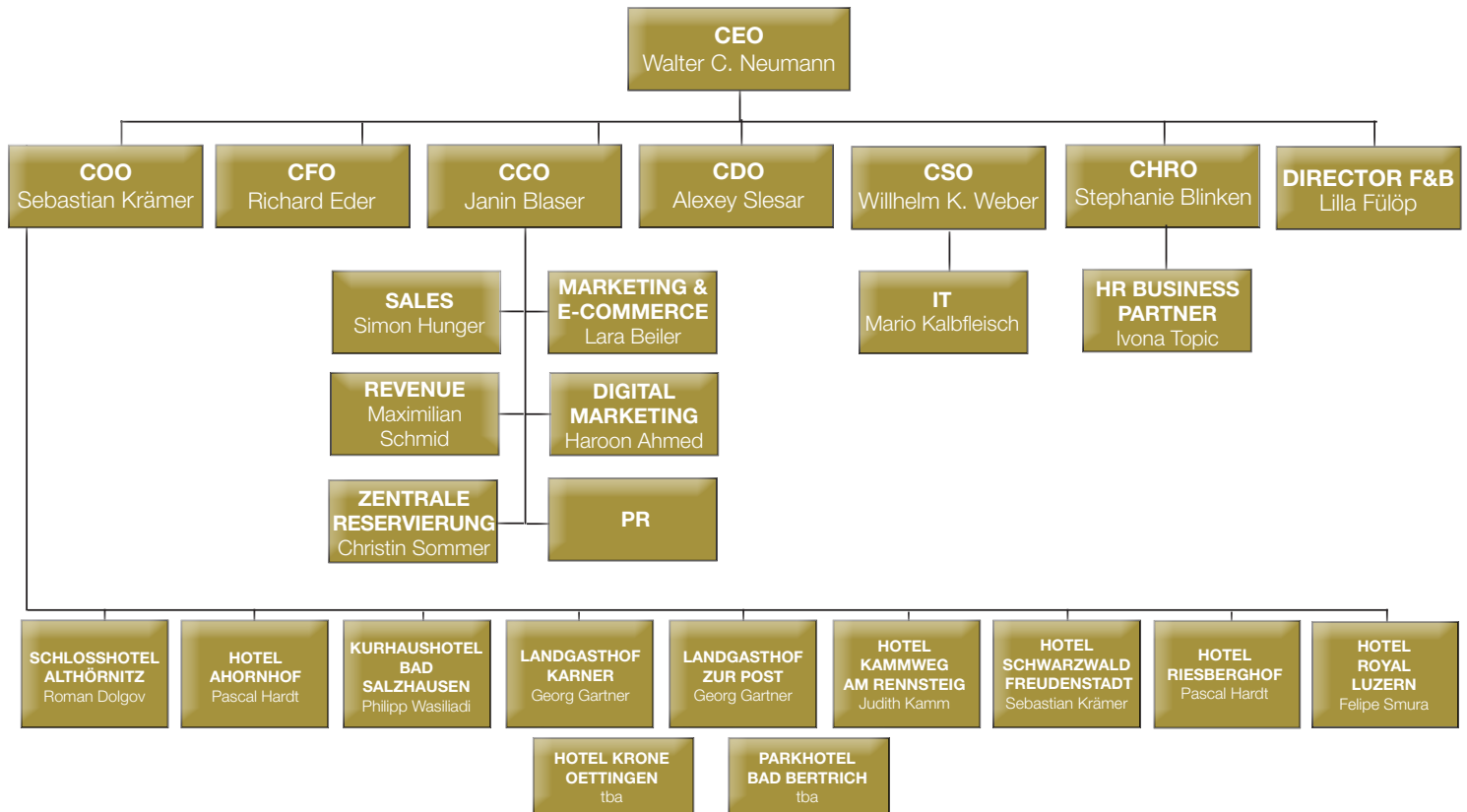
Country and castle hotels with 60 - 120 rooms, ideally with a restaurant or sports & spa structures, are particularly in our development focus: family-friendly, close to nature and with cultural offers in the area.

If our engagement and commitment helps solving succession planning or a renovation backlog, then we are particularly pleased.



ORGANISATIONAL STRUCTURE

Management Cooperation Castlewood Hotels & Resorts



SKILLS

Castlewood Hotels & Resorts Group

In order to realize the ideas of our partners, guests and investors, two characteristics are particularly important: An excellent performance in the hotel industry and noticeable openness for everything and everyone. This makes hospitality at the highest level possible.

We offer:

- industry expertise, regionally and internationally
- cultural competence to highlight regional characteristics and to make it part of a unique stay for our guests
- culinary competence to match the regionality of our houses with the needs of our guests
- commercial competence in order to achieve the best conditions on site and for the company as a whole
- social competence in order to work as a team in the best possible way and to be able to respond perfectly to each guest



Special Strenght:

- General management for integrated leadership and representation
- Marketing as a sales driver & digital megaphon
- Turnaround management for quick profitability
- Revenue management for optimal positioning
- Training of young management staff
- Optimization of operational processes
- Bundling of business processes

With all the international experience and competence it is first and foremost the joy of satisfied guests that drives us and makes the best performance possible.



THE TEAM

CEO

Walter C. Neumann

Walter C. Neumann, the current Chief Executive Director of Seetelhotels, will become the CEO of Castlewood Hotels & Resorts Group and Grand Metropolitan Hotels starting January 2024. Neumann, a trained hotel management professional, has an extensive career in the hotel industry. In the early years of his career, he worked in various specialized areas and held senior positions both domestically and internationally. He was part of renowned hotel groups such as Lindner Hotels and Rocco Forte. In 2006, he took on the role of Managing Director at Travel Charme. His career eventually led him to Azimut Hotels, where he served as CEO from 2013 to 2018, contributing to the company's growth and development.



COO

Sebastian Krämer



Sebastian Kraemer, formerly Chief Executive Officer of the international hotel group Azimut Hotels, is the COO of Castlewood Hotels & Resorts since 01.10.2021. Sebastian Kraemer started his career in the hospitality industry in 1983. He is a certified graduate of the Academy for Hotel- & Tourismmanagement in Koblenz (Germany) and fluent in German, English, Russian and French. Since 1997 he had various leading positions, with being in charge of budgeting- & human resource matters, in famous hotel groups like the Dorint-Sofitel, Kempinski, Starwood, Rocco Forte Hotels and The Three Sisters Hotel inne. Before joining Azimut Hotels he was working for the Reikartz Hotel Group, where he established an Ukrainian hotel group in the position of chief operating officer.



CFO **Richard Eder**

After working in operations on several ships, Richard shifted his focus to finance and quickly climbed the ranks from Assistant Financial Controller to Manager of Finance & Business Support at the Crowne Plaza Hamburg. He also worked with Crowne Plaza for two years in Heidelberg before returning to the Crowne Plaza Hamburg as a Financial Controller in 2008. Most recently, Richard held the position of Resident Controller at the Park Hyatt hotel in Hamburg.

CCO **Janin Blaser**

Janin Blaser, certified business economics graduate of the University of Bayreuth, is the Chief Commercial Officer at Castletwood Hotels & Resorts since March 2020. Therefore, she is responsible for sales, marketing, e-commerce, revenue management, PR & communications as well as digitalisation and expansion. Prior to that Janin Blaser used to work in the field of brand development for Kempinski and Dorint. Initially coming from business consulting, she focussed on the sector of e-commerce for several years before managing a content manufactory in Bremen, the biggest fashion photography and film studio of Europe, with well-known clients like Hugo Boss, Adidas, About You and G-Star.





CCO

Wilhelm K. Weber

International experienced Hospitality Executive with a strong focus on Digital Transformation and Revenue Management. Wilhelm K. Weber is a business leader and motivational speaker with over 20 years of experience in the fields of business development and distribution. Weber has worked with a wide range of clients, including major multinational corporations, small and medium-sized enterprises, and startups. The prestigious list includes Kempinski, Melia, Dorint, Steigenberger as well as iconic hotels such as the Kulm Hotel St Moritz, Cinnamon Grand Colombo or the contemporary The Omnia Zermatt. In addition to his work as a consultant, the Cornell and Luzern Alumnus is also a highly sought-after speaker and lecturer.



CDO

Alexey Slesar

Alex Slesar, an esteemed international hospitality and real estate executive, has made significant contributions to the industry over the past two decades. His career began at Hyatt International, where he served as Vice President for Development and Acquisitions in Russia, CIS, and Eastern Europe. Alex successfully led Hyatt's entry into the Russian market, expanding its regional presence. He later held the position of Executive Vice President at JLL Hotels, overseeing transactional business in the region. Additionally, as Partner and Head of Capital Markets at Cushman & Wakefield Russia, Alex played a vital role in capital markets. Noteworthy contributions were made at GledenInvest, where he led successful hotel transactions and developed an impressive project pipeline. Currently, Alex continues to shape the industry as an advisor to the Chairman of the Board at GledenInvest.

CHRO **Stephanie Blinken**

After successful completion of her international Hospitality & Tourism studies at the IU Bad Honnef, Germany, Stephanie started her career with Kempinski Hotels. While shaping her career in Human Resources, she was working for the group in destinations as Berlin, Geneva, Bahrain and Rwanda. In 2015 Stephanie moved back to Germany and held the position of Director Human Resources for the Althoff Hotels at lake Tegernsee, South of Germany. Her last professional step before joining CWHR was leading the HR & Training department at the Steigenberger Frankfurter Hof from 2019 until June 2022.



OUR VISION

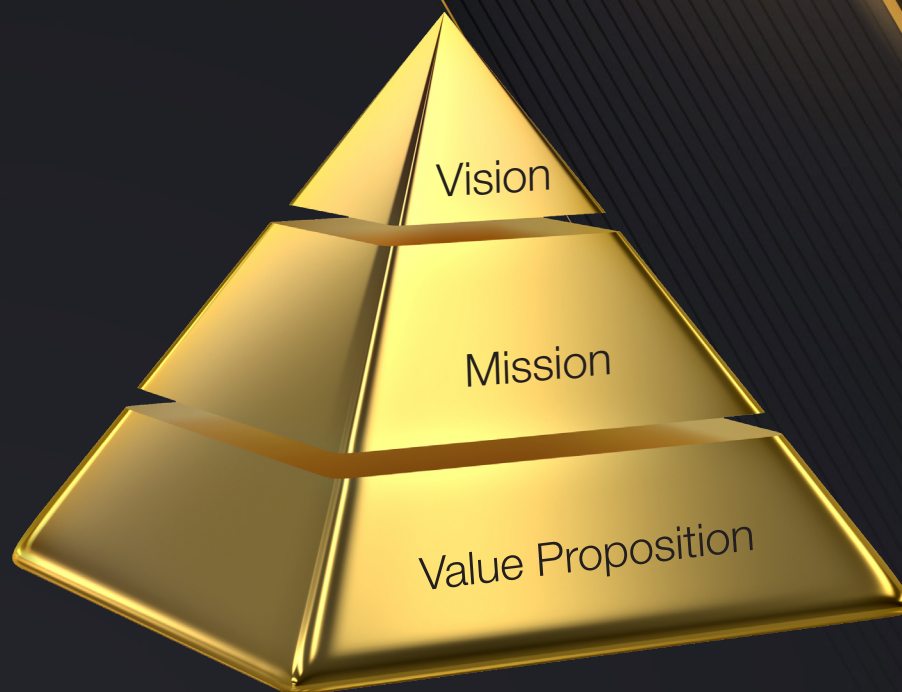
Hospitality through Warmth and Friendliness



„Tradition with a twist“

Castlewood Hotels & Resorts
unites the comfort of tradition,
with the convenience of modernity.

Our interpretations of the tradition
of each and every house is expressed by the
choice of carefully selected,
individual details.



Our **VISION** is to be the most successful castle- and country-hotel group in the DACH region.

It is our **MISSION** to create extraordinary experiences and thus lasting memories for our guests, through cordiality and attention to detail.

VALUE PROPOSITION

We measure our efforts and our success through the following for us relevant instruments:

- Guest satisfaction
- Employee satisfaction
- Economic success

PHILOSOPHY & VALUES

Every Hotel and Resort is an Experience

Philosophy

We are family-oriented, close to nature and tradition-conscious. These characteristics shape us in our thoughts and actions. It shapes us in the way we meet and treat people, sincere and honest, how we understand them and how we share their feelings. Our strength lies in the implementation of these values, which are also reflected in our team. We use it to create beautiful moments for our guests and fellow human beings.

„Hospitality through warmth and friendliness.“

1. We are passionate hosts

We want to get a place in the inner gallery of fond memories of our guests.

With the greatest attention to detail, we take care of the well-being of our guests and we appreciate that they made the journey to us.



2. We are proud of our traditions

Castlewood traditions are lived and constantly reinterpreted with our guests and employees.

We know the tradition of the house and region, accordingly, we try to inspire our guests.

We create in-house traditions and celebrate them together with our guests.



3. We are creators of pleasure

By creating culinary experiences we want to inspire
all the senses of our guests.

Our nature-loving attitude is based on the
regional influences of our hotels, which also shape
the taste and design of our products.

We carry the joy of life in us and we aim to take
our guests on a journey of senses.



4. We carry a sense of warmth & humor – we like to laugh

We value a natural, respectful manner and we
recognize it in others with the greatest joy.

We are warm, welcoming and in harmony
with nature.

Everything we do, we do with ease. We face the
everyday challenges with a zest for life and a sense
of humor.



5. We are attentive and mindful

We take pride in what we do and how we do it.

We treat other people as we do ourselves
want to be treated.

We respect our counterparts and value what we
achieve together, each with his or her contribution.



OBJECTIVES AND SUSTAINABLE ECONOMIC SUCCESS



Our company operates, leases and manages hotel properties in Germany, Austria and Switzerland. We take over the operational management with the aim of using strategic, operational and investment measures to lead hotel projects to sustainable economic success. This includes not only the development of location and staff, but also the increase in service quality within the framework of a target-oriented market positioning.

We always work in close coordination with the owner or the investor. In all of this, our investors, and of course we, benefit from our many years of industry experience and our management skills in the operational area, as well as from our know-how when it comes to professional market strategies.

STRATEGY

Sustainably successful with realistic principles

The goal for every Castlewood hotel is to become a household name in its area. We achieve this claim by following four strategic principles:

- being a preferred employer with motivated, goal-oriented colleagues thanks to good, fair wages and support
- highest guest satisfaction thanks to personal care, excellent facilities, friendly staff, courteous service and an attractive price-performance ratio



- economic success through synergy and solid finances, both individually and in the group as a whole
- sustainable profitability and above-average returns with low risk thanks to conservative planning, limited takeover- and investment budgets as well as an excellent finance management

These four principles apply to both: to day-to-day business and to the further development of the group. They are the measure of our actions, their constant realization is the core of our work.

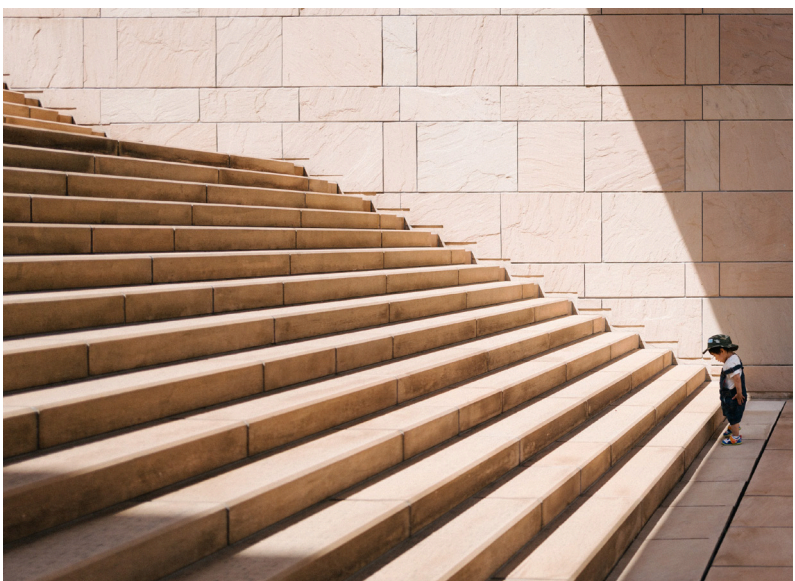
FACTS & NUMBERS

Healthy Growth in the Heart of Europe

Since the Castlewood Hotels & Resorts Group was founded in autumn 2017, we have already combined 11 hotels in the 3-4 star range under one roof. Despite the constant growth of our group, we are careful to only choose hotels that fit into our portfolio and promise opportunities for successful positioning within the framework of our philosophy. All of our hotels are characterized by their individuality and personality and have one thing in common: tradition. Whether it is our time-honored *Landgasthof Karner*, which is over 550 years old, or our *Hotel Kammweg am Rennsteig*,

which is located right by the oldest long-distance hiking trail in Germany - all of our houses have a story to tell and a reference to the region. They all combine their very own tradition - the tradition of the house, the tradition of the region and of course the tradition that we bring as experienced hoteliers, which is based on the love for hospitality. This is particularly important to us and we will continue striving to do so.

Number Hotels & Resorts	11
Regions	Bavarian Forest, Black Forest, Chiemgau, Thuringian Forest, Upper Lusatia, Central Hesse, Eifel, Lucerne, Danube-Ries
Room Total	850
Restaurants & Bars	15 Restaurants & 12 Bar
Wellness Facilities	7
Conference Facilities	28 Concerence Rooms





CASTLEWOOD HOTELS & RESORTS

Landgasthof Karner
Chiemgau, Deutschland

Landgasthof Zur Post
Chiemgau, Deutschland

Hotel Ahornhof
Bayerischer Wald, Deutschland

Hotel Riesberghof
Bayerischer Wald, Deutschland

Schlosshotel Althörnitz
Oberlausitz, Deutschland

Hotel Kammweg am Rennsteig
Neustadt am Rennsteig, Deutschland

Kurhaushotel Bad Salzhausen
Wetterau, Deutschland

Hotel Schwarzwald Freudenstadt
Schwarzwald, Deutschland

Hotel Royal Luzern
Luzern, Schweiz

Hotel Krone Oettingen
Donau-Ries, Deutschland

Parkhotel Bad Bertrich
Eifel, Deutschland

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