

Press release, 18th February 2019

25hours Hotels to open first hotel in Scandinavia in 2021

Hamburg/Copenhagen: The 25hours Hotel Company continues its success story and expands to



Denmark. The company, with hotels in Germany, Austria, Switzerland and France, is continuing on its path of internationalisation and is planning its first hotel in Copenhagen. 25hours Hotels signed a long-term lease agreement with the Hines real estate company for a unique building in the heart of the Danish capital's old town. The former university building right next to the Round Tower was home to the Faculties of Theology and Law until 2017, but was also the Royal Porcelain Factory from 1775 and a printers and paper factory from 1885. Of course all these influences will be reflected in the 25hours hotel concept.

Local architects from BBP ARKITEKTER in Copenhagen and British interior designers from Martin Brudnizki Design Studios in London are working on this with the support of the in-house creative team.

"We are currently aiming to open in June 2021," says Florian Kollenz, Chief Development Officer of the 25hours Hotel Company. "Copenhagen has always been a favoured destination. The city radiates creative energy, is a pioneer in mobility and has probably one of the most exciting culinary scenes in Europe. We have extensively studied the hotel market for the past five years and have reviewed a number of projects. It has finally worked out for us after several attempts and we couldn't be happier. The combination of location, size of the property and development partner is simply unique."

And Managing Director Michael End adds: "There is a great affinity and proximity between our company founded in Hamburg and Denmark - both geographically and emotionally. We feel at home in Copenhagen. Plus, we like mermaids."

James Robson, Hines' Nordic regional head, said: "25hours Hotels is an exciting, international brand that will offer something unique in central Copenhagen. We are delighted that our development will be home to their first hotel in Denmark. Købmagergade's popular location and the dynamic combination of brands we are looking to partner with will create an attractive destination for international tourists and the

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domestic market. This is a very positive investment in Copenhagen and reflects the city's growing appeal as an international destination."

The 25hours Hotel in Copenhagen will feature 243 rooms and, in addition to inspiring culinary highlights, will also offer a wellness area and a large landscaped courtyard for neighbours, hotel guests and all 25hours friends.

Press material regarding the collaboration between 25hours Hotels and Hines can be found [here](#).

New Brand Movie: https://www.youtube.com/watch?v=j_TcP9qVDU

For more information about all of the 25hours Hotels, visit: 25hours-hotels.com

25hours Hotels videos: youtube.com

Press material and images: 25hours-hotels.com/company/presse/bilder

About Hines

Hines is a privately owned global real estate investment firm founded in 1957 with a presence in 207 cities in 24 countries. Hines has approximately \$116.4 billion of assets under management, including \$64 billion for which Hines provides fiduciary investment management services, and \$52.4 billion for which Hines provides third-party property-level services. The firm has 109 developments currently underway around the world. Historically, Hines has developed, redeveloped or acquired 1,319 properties, totalling over 431 million square feet. The firm's current property and asset management portfolio includes 527 properties, representing over 224 million square feet. With extensive experience in investments across the risk spectrum and all property types, and a pioneering commitment to sustainability, Hines is one of the largest and most-respected real estate organizations in the world.

Since entering Europe in 1991, Hines has grown its European platform to include a presence in 55 cities in 13 countries and Hines currently has €16.7 billion of assets under management in Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Poland, Spain and the United Kingdom.

Visit www.hines.com for more information.

About 25hours Hotels

25hours is a young hotel idea characterised by personality and charming and relaxed service, which seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with

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various designers and in a unique style, under the motto “Know one, know none”. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates 13 hotels in German-speaking countries as well as in Paris. 2020 will also see more openings: The 25hours Hotel Firenze and the 25hours Hotel Dubai. The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and now also pursues hotel projects around the globe.

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