

Press Release 6 January 2020

COME AS YOU ARE: 25hours Hotels Company introduces new employer brand 25hours people

Hamburg: In the age of skills shortages and New Work, it is no longer sufficient merely to offer your current and potential employees a cool product or a trendy workplace. This is the reason why 25hours evaluated the opinions of its own employees and developed the strategy based on this for its new employer brand 25hours people. In the process, 25hours discovered why the more than 1,000 employees enjoy working for the company, what is important to them and the specific aspects which lead them to recommend 25hours to their friends. The opinions were collected in the annual employee survey, the outcome of which was: **COME AS YOU ARE**. This is the employer promise with which 25hours employees identify. The conclusion sums up the promise to employees: Come exactly as you are, bringing your own unique talents and personality. This promise is defined in more detail by way of four core messages, which are consistent with the hotel group's Essentials: **WE LIKE PEOPLE, WE ARE PASSIONATE, WE SEARCH FOR THE UNCONVENTIONAL** and **WE ARE IN CHARGE**. In the course of the new employer branding, these core messages have been expressed as follows:

We don't just call ourselves a hotel tribe, we act like one.
Everyone who walks through our doors becomes part of us and experiences what it is that makes us special. So what do we have in common? We're a true community. We ensure the success of the 25hours concept through the trust and respect that we have for each other.

Our hotels stand out for their character, but with you they get a soul.

We value personalities and the stories behind them. Because we are only as good, as special and as inspiring as the people who work for us. It is their optimism, their empathy with our guests, their curiosity, their enthusiasm for what they do each day and their truly personal touch that make 25hours what it is today.

You love a little extra? We do, too.

People who love their job put their all into it and aren't interested in the norm. That's just how we are: different, eye-catching and perhaps a little crazy. And we do everything we can to ensure it stays that way - with unconventional added extras and a stimulating environment where our colleagues enjoy their work and are able to achieve their full potential.

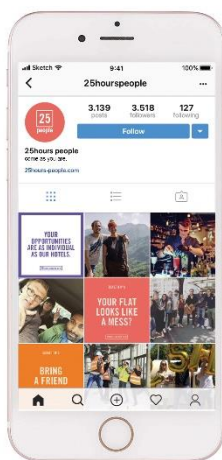


come as you are.

Your opportunities are as individual as our hotels.

We aren't just interested in your CV. If you like to take the initiative, have a desire to learn and achieve something, then you belong with us. Those who show that they want to accomplish something will get the opportunity to realise their full potential with us.

Consequently, 25hours people focuses on the following themes: Workplace Culture and Cooperation, Benefits, Career Prospects and of course, Personality and a fair amount of passion for the job.



Kathrin Gollubits, Director of Human Resources at 25hours explains: "The reworking and repositioning of our employer brand came about as a result of the process of defining our Essentials, which led us to consider what we represent and what we are already doing as an employer to attract and retain employees. In the course of this, we established that we are already offering a great deal, but would like to communicate this to employees in a much more proactive way." As a result, the Hamburg-based hotel group is making employer branding a priority and is implementing a new brand with 25hours people. This is accompanied, amongst other things, by the website www.25hours-people.com, which provides insights into the 25hours world and puts the focus on the employees. The photographs were taken by a 25hours colleague based in Hamburg. In addition, an Instagram account

www.instagram.com/25hourspeople/ has been set up to inject life

into the brand and to share colleagues' stories. The images feature employees who represent the company. That's because 25hours people are genuine, sincere and authentic. CEO Christoph Hoffmann stresses the importance of employer branding for the entire company: "We are looking for people from all over the world who have character and individuality and who take pleasure in contributing their personalities and talents with enthusiasm, whilst also continuing to shape the 25hours brand as part of a team. For us, personal qualities are more important than the perfect CV."

ALL FOR WATER WEEK, which took place in November, has already proved that the core messages aren't just empty rhetoric. Over the course of a week, more than 70 events, which included readings, concerts and workshops, took place across all 25hours locations, including the Head Office in Hamburg. The programme was supplemented by additional campaigns which were integrated into daily hotel life. ALL FOR WATER WEEK was planned and carried out by the employees themselves. The result: almost EUR 19,000 was raised for the charitable organisation Viva con Agua e.V.

For more information about the new employer brand:

www.25hours-people.com/

www.instagram.com/25hourspeople/

25hours Hotels videos: youtube.com/25hourshotels

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

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About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighborhood while a team of architects, designers and local heroes make use of analog reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 13 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. Upcoming openings include properties in Florence, Dubai (2020) and Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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