

### **Homes & Holiday AG: Specialist for holiday real estate is planning its IPO to accelerate growth in 2018**

- Integrated business model: Brokerage, holiday renting, property management
- Focus on Europe's most attractive holiday real-estate market: Spain and Germany
- Market volume alone in Mallorca around 3 billion euros
- Multi-channel marketing: [www.porta-mallorquina.com](http://www.porta-mallorquina.com) the no.1 online portal in the Balearics

Munich, February 7, 2018. Founded in Mallorca, active from the Mediterranean to the Elbe beach and soon to be on the stock market - the Homes & Holiday AG is planning its IPO in 2018. The company with its subsidiaries Porta Mondial, Porta Mallorquina and Porta Holiday is the only German franchise real estate broker specialising in holiday properties. Within an integrated business model the group offers all services from brokerage, purchase and long-term rentals to holiday rentals. Homes & Holidays concentrates on Spain and Germany, Europe's most attractive markets for holiday real estate and in 2017 increased its turnover from 95 million euros by more than 25% to over 120 million euros – tendency increasing as the market potential is big – in Mallorca alone residential properties with a value of around 3 billion euros change hands every year.

"In recent years we have invested a lot in order to build a unique business model and to present the proof-of-concept, and this has succeeded. Today we have strong brands, have established ourselves in Mallorca, the most attractive but at the same time most challenging real estate market in Europe, among the TOP 3 brokers and have developed a scalable online platform with the highest visibility among Google and Co.", says Joachim Semrau, founder and CEO of the Homes & Holiday AG. "With this stable foundation we want to take advantage of the excellent market environment and grow strongly in the coming years. With the IPO we want to do this even more consequently and thereby accelerate our expansion".

#### **Purchase of holiday properties for own use and renting the trend**

The purchase of holiday properties is the trend – like the whole real estate market for investment in the present low-interest environment and also as yield objects for renting, and Spain and Germany are amongst the most attractive markets. Tourism in Spain is booming – in 2017 there was an increase in

visitors of 9% to 82 million around a quarter of which traditionally spend their holidays in Mallorca. Thereby Spain has replaced the USA as no.2 on the list of global holiday destinations. Real estate prices have profited from this and have risen since 2015. In Mallorca alone real estate to the value of 2.8 billion euros – in 2017 it was more than an anticipated 3 billion – changed hands in 2016. The most popular holiday destination for Germans, however, is still their own country. What is more logical than the desire to own your own holiday home in the region where you traditionally spend every holiday anyway. For this reason real estate prices are increasing from Sylt to the Bavarian forest. More than 60% of the owners also buy to rent out, and exactly for this reason the Homes & Holiday group offers support with its all-round worry-free service.

### **Scaleable platform ready for growth**

In preparation for the IPO the Homes & Holiday AG was founded as a capable stock market holding company and operative subsidiaries were brought in. The heart of the group is Porta Mallorquina, founded in 2005, which specialises in exclusive real estate and which with a portfolio of more than 1,500 holiday properties belongs to the TOP 3 brokerages on the island. Under the umbrella brand Porta Mondial expansion began in 2008 to include Ibiza, Germany (2010), the Canaries (2011), and the Spanish mainland (2015). At the end of 2014, when holiday renting in Mallorca was deregulated, the founding of Porta Holiday expanded the business model to include holiday renting. Since 2017 Homes & Holiday has offered organised complete-property-management, whereby the group completed the integrated business model and offers clients an all-round worry-free package for their holiday property.

At the start of 2018 the Homes & Holiday group has 19 locations in Germany and Spain, 9 of which are in Mallorca. Over the past years the group has strongly invested in digitalisation and multi-channel-marketing – successfully, as [www.porta-mallorquina.de](http://www.porta-mallorquina.de) is the no.1 for Mallorca real estate on the internet, although more and more people are finding their dream property in Spain and Germany for own use or as an investment for renting out at [www.portamondial.co/de](http://www.portamondial.co/de). The franchise partners also profit in their marketing from the scaleable online platform. A wide performance spectrum of centralised services makes the franchise system stand out from the competition, and apart from that the Porta Mondial Campus as an internal communication system, and modern CRM real estate software, reduce the daily administrative workload.

Joachim Semrau: "Digitalisation was a part of our company DNA from the start. We have invested a lot of time and capital to achieve a win-win situation for all concerned. Our clients can search for their dream property personally on-site, or comfortably from their sofa. Our franchise partners profit from the top-listings in the search engines, work with modern software, and use an abundance of centralised

services which frees them to focus on marketing. In return our group can use the scale effects. We are, therefore, optimally positioned to take advantage of the exceptional market chances".

## **IPO for growth acceleration**

After the investments in market and scaleable platforms the focus for Homes & Holiday is now on increasing sales and reservation volume. Both in regions such as Mallorca, for example, where the group is already active and also in new areas considerable potential exists. As well as the organic growth with the opening of new locations, existing brokers and holiday renting agencies will be taken over with the group still concentrating on the Balearics, the Canaries, Germany and the Spanish Mediterranean coast. With the IPO the growth of the Homes & Holiday group should be accelerated once more. The IPO will be accompanied by the GBC AG and the GBC Kapitel GmbH.

## **About Homes & Holiday AG**

The Homes & Holiday AG is based in Munich and was the first franchise system, together with its subsidiaries Porta Mondial, Porta Mallorquina and Porta Holiday, to specialise in holiday real estate. Within an integrated business model the group offers all services including classic real estate brokerage (Porta Mondial/Porta Mallorquina), holiday renting (Porta Holiday), and property management (via external service providers). Thereby the group concentrates with its 19 locations, on Spain and Germany, Europe's most attractive real estate markets. In 2017 the Homes & Holiday group increased its sales and booking turnover by more than 47% up to over 139 million euros.

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