

Porta Holiday is expanding its finca portfolio in Mallorca with the takeover of easyFinca

- Takeover of easyFinca increases offer from 220 to around 450 properties
- Portfolio expansion to around 1,000 properties planned in the medium term
- IPO to accelerate growth in the first half of 2018

Munich, Mai 18, 2018. Holiday renting is becoming ever more popular – more and more people want to spend their dream holidays away from mass tourism in Mallorca in a finca or a house on the beach. For those people Porta Holiday, subsidiary of the Homes & Holiday AG, has offered since 2014 an attractive portfolio – from rustic country houses to luxury properties with sea views, there is something for every taste. With the takeover of easyFinca the offer will gradually be extended from 220 to around 450 objects. On the internet platform www.portaholiday.de and www.easyFinca.com tourists can book their dream finca directly.

Finca holidays in Mallorca are attractive both for holidaymakers and owners

Several hundred millions of euros per year are currently being transacted with holiday renting in Mallorca, a business which is rewarding for both parties – holidaymaker as well as owner. The Steinbeis Institute for Real Estate Studies (CRES) examined around 2.300 online offers. In its market studie holiday renting in Mallorca the researchers have determined an average price of around 51 € per person and night in the high season from July to September. This means that for families and groups holidays in a holiday home are financially considerably more attractive than a stay in a hotel. Owners, however, can also reckon with constant income from holiday letting which is the reason that holiday properties are becoming increasingly attractive as capital investments. With holiday rentals in Mallorca up to 5% rate of return can be achieved without taking into account the rising real estate prices.

“Holiday renting in the Balearics is a very attractive market although simultaneously the legal requirements, the professional marketing, and the support of tenants and owners is a great challenge, particularly for the smaller owners. We would, therefore, like to give them a home within the integrated business model of our group from the classic brokerage business with Porta Mondial and Porta Mallorquina, and holiday renting with Porta Holiday including property management. With further takeovers we intend, in the mid-term, to significantly enlarge our portfolio and offer 1.000 objects in Mallorca”, says Joachim Semrau, founder and CEO of the Homes & Holiday AG.

IPO for growth acceleration in the first half of the year

The takeover of easyFinca is part of the growth strategy of the Homes & Holiday group and in order to accelerate this it is anticipated that in the first half of 2018 the stock market offering will take place. After the investments in a unique business model and scalable platform an increase in sales and bookings in the coming years is the focus for Homes & Holiday. The group is focused on Europe's most attractive markets for holiday properties - Spain and Germany. The Balearics, the Canaries, in Germany particularly the North Sea, Baltic Sea and southern Germany, as well as the Spanish Mediterranean coast all have considerable potential. In addition to organic growth through the opening of new locations, existing brokers and holiday letting companies will be taken over.

About Homes & Holiday AG

Homes & Holiday AG based in Munich, with its subsidiaries Porta Mondial, Porta Mallorquina and Porta Holiday, is the first franchise system to specialise in holiday properties. Within an integrated business model, the Group offers all services from classic brokerage (Porta Mondial/Porta Mallorquina), holiday rental (Porta Holiday) to property management (via external cooperation partners). The Group focuses on Spain and Germany, Europe's most attractive holiday property markets. In 2017, the Homes & Holiday Group increased its sales and booking revenues by more than 47% from EUR 95 million to over EUR 139 million.

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