

### **With two new locations, Homes & Holiday AG strengthens its leading position in the Mallorcan real estate market.**

- Porta Mallorquina has new franchise partners for the island's centre and Palma West
- Property market on Mallorca starts well in 2019

Munich/ Palma de Mallorca, 30 April 2019. Mallorca is one of the most attractive real estate markets in Europe. And it is the core market for Homes & Holiday AG (ISIN: DE000A2GS5M9), specialists in holiday real estate in Spain, and city real estate in Germany. The subsidiary company Porta Mallorquina is one of the leading real estate agents in Mallorca and has strengthened this position with two new licenses.

The sales region of Mallorcas centre was assigned to Nicole Neipp and Roland Schepp. The new franchise partners took control of the region with immediate effect and will open a real estate office in Santa Maria this year. So far, the region was managed by Porta Mallorquina itself. The centre of the island is characterized by many beautiful country villas and fincas, and is becoming increasingly popular with buyers. According to the February 2019 study of the STI Centre for Real Estate Studies (CRES), prices are the lowest on the island, at an average of € 3,306 per square meter. As is the case with all of Mallorca properties, prices in this region are steadily increasing. At 37%, the price premiums for new buildings compared to existing properties are among the highest in Mallorca.

The island capital of Palma is one of the absolute top regions of the island, and well equipped properties cost an average of around € 6,000 per square meter. To better serve the high demand, Porta Mallorquina has now divided this area into two sales regions. Palma West serves to the Western part of the capital with the popular nightlife district of Santa Catalina, the new scene hotspot El Terreno and Paseo Maritimo to Porto Pí. Also included is the coveted residential area Son Vida. This sales region is now managed by the franchise partners Maxi Kümpel and Kent Steinbach. The Eastern part of Palma is covered by the real estate office on Calle Conquistador and is run by Porta Mallorquina as its own branch.

"We are very pleased to be able to gain new qualified partners for these two sales regions. Together, we want to exploit the existing potential in Mallorca even further, and the timing is favorable ", said Joachim Semrau, founder and CEO of Homes & Holiday AG.

“After the Balearic property market cooled last year from its previous boom phase, we have recorded a noticeable recovery in the first months of 2019.”

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**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 rental (Porta Holiday), and property management (via external service providers). Thereby the group concentrates with its 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.