



Group Overview



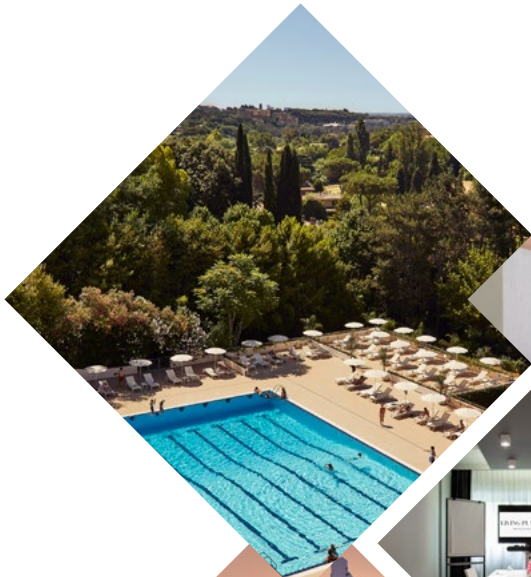


Group Overview





group overview




ARIES
GROUP





We believe in a participatory culture, driven by innovation and shared knowledge, fostering informed and capable decision-making. Fueled by curiosity, we embrace new challenges and strive for continuous improvement. True to our values, we've crafted a hospitality project to achieve ambitious goals and make a lasting impact on our industry. Welcome to our world.

Stefano de Santis
CEO & Founder, Aries Group



Index





01

About

Aries Group

02

Portfolio

Hotels of the Group

03

Development

Strategy & Plan



01

About

Aries at a Glance

Corporate Team & Chart

Hotels' Portfolio

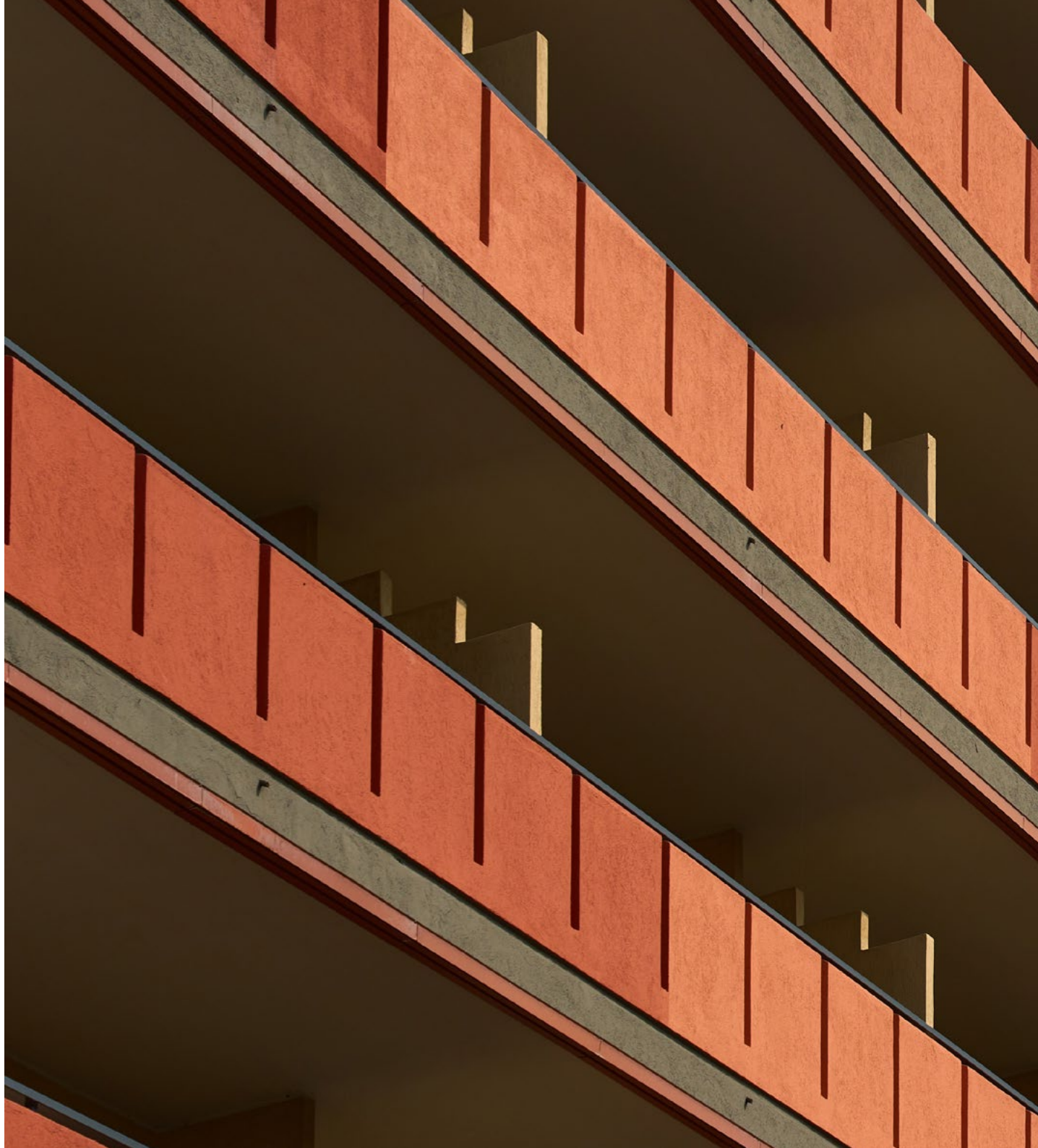
Business Model

Company Values

ESG Topics

Historical Performances

Development Plan





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At a Glance

Aries Group is an **Italian independent hotel operator** active in the **business, MICE and leisure market**.

The company operates through long term lease contracts **3 upper-upscale city hotels** and **1 large extended-stay hotel**, for a total of **1.640 keys**, which are located in **Milan, Rome and Bologna**.

Aries Group **organizational structure is designed to be scalable** to drive efficiently the growth of the portfolio.

An **experienced and highly skilled Management Team** allows Aries Group to **support hotel property owners** in each phase of the investment cycle.



FY 2023/24							
	4 Operated Hotels	1,640 Keys	250+ Employees	1 M+ Guests	43.8 M Turnover	7 M EBITDA	16% EBITDA% margin
FY 2024							
			270+ Employees	1.1 M+ Guests	55.1 M Turnover	10.3 M EBITDA	18.7% EBITDA% margin

* Actual

* Estimate as of Sep 2024

Aries Group was **established in 2020** when Stefano de Santis and the top management team of Aurelio Tontini, Andrea Cigarini and Raniero Amati matched their highly complementary skills and their expertise in managing complex projects involving the **creation and repositioning of hotel assets**.

The Company has been incorporated as a **single legal entity** with focus on **midscale to upper-upscale hotels**, as well as **extended-stay operations**, owned by private and institutional investors.

The company primarily targets 4star-superior facilities with a minimum of **200 rooms**, located in **key Italian art and business cities** (both tier 1 and tier 2, in the Italian urban hierarchy), with a strong focus on MICE (Meetings, Incentives, Conferences & Exhibitions) and leisure demand segments.

The Company is **currently operating 4 hotels** and intends to grow its portfolio through a **selective development process** driven by a clear vision based on a deep knowledge of the market.

Aries Group directly employs a team of **over 250 people** which cover all the key functions both at central office and property level. The central office team will not require additional human resources to handle a portfolio twice the current size.

Aries Group has **invested in the scalability of its business model** implementing **CRM, Business Intelligence** and **revenue management systems**. The company has also developed an efficient **organizational structure** and streamlined operating **processes and procedures**.

Milestones



achievements



Management Team

Aries Group invested in the creation of **strong and committed management team** who embraced the challenge to execute the **company's ambitious expansion plan**. The Team grounds its reputation on **decades of experience** in the hospitality industry and has developed a **clear corporate strategy** to grow the company.



Stefano de Santis
CEO



Andrea Cigarini
Corporate Growth Executive



Aurelio Tontini
General Manager



Raniero Amati
Chief Sales & Marketing Officer



Alberto Ponti
Chief People & Culture Officer



Claudio Oliva
Chief Operating Officer



Ascanio Baldeschi
Chief Technology & Organization Officer

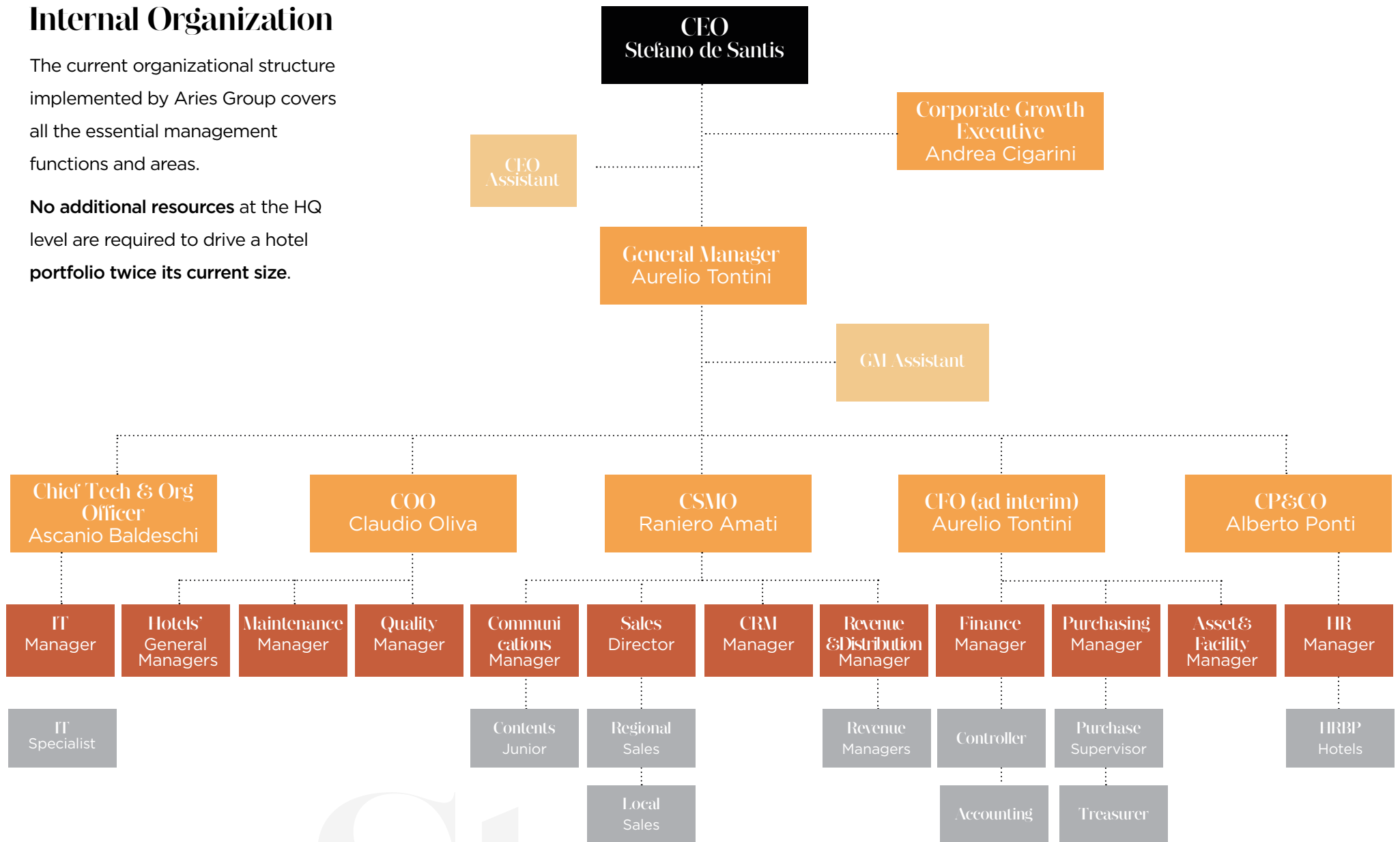
Ownership Structure



Internal Organization

The current organizational structure implemented by Aries Group covers all the essential management functions and areas.

No additional resources at the HQ level are required to drive a hotel portfolio twice its current size.








Hotels' Portfolio




Hotel Villa Pamphili ROMA



-  235 rooms
-  Restaurants, SPA, gym, outdoor swimming pool
-  15 meeting rooms, 1,600 sqm conference center




Living Place Hotel BOLOGNA



-  205 Rooms
-  Restaurants, bar, olympic pool, fitness room, sport center
-  9 meeting rooms, 400 people capacity




Quark Hotel MILANO



-  283 rooms
-  Restaurants, lobby bar, fitness room, long-stay floor
-  38 meeting rooms, 6,200 sqm conference center

Ripamonti Residence & Hotel MILANO



-  916 Rooms
-  Restaurants, lobby bar, laundry service, shopping mall
-  3 meeting rooms, 10 smart and co-working offices



QUARK
HOTEL MILANO

RIPAMONTI
RESIDENCE & HOTEL MILANO

LIVING PLACE HOTEL
Meet & Sport Club Bologna

HOTEL
VILLA PAMPHILI
ROMA

-  Ripamonti Residence & Hotel Milano
-  Quark Hotel Milano
-  Living Place Hotel Bologna
-  Hotel Villa Pamphili Roma



Business Model

Aries Group mainly targets **midscale to upper-upscale hotels** and **extended stays facilities**, owned by private and institutional investors.

Hotels are operated through **long-term lease contracts**.

Aries Group portfolio is currently made of **urban conference hotels** located in **tier-1 cities** (Rome, Milan, Bologna), with extensive amenities, conference and wellness facilities and multiple F&B outlets.

Aries Group target guests are found in the **leisure, MICE and corporate** demand segments.



Key Concepts



Independent Hotel Operator

Aries Group's business model is that of an independent operator leveraging each hotel's uniqueness and identity. This strategy enhances the value of the individual assets and allows more flexibility and scalability in running the business. The hotels in the portfolio are not affiliated to international brands through franchising agreements, but Aries Group has opted to directly manage its hotels, maintaining high quality standards and achieving strong distribution results. This approach saves substantial costs and allows a more agile operational framework.



Lease Contracts

Hotels are operated through lease contracts, but Aries Group occasionally considers the opportunistic acquisition of assets. As an example, the Living Place Hotel in Bologna was purchased by Aries Group seizing the opportunity to control the asset and with the objective to execute a major capex plan and sell and lease back the property to a long-term investor.



Asset Management & Repositioning

The experience of its Management Team allows Aries Group to develop effective asset management and repositioning strategies aimed at enhancing, creating, renovating, repositioning hospitality assets. It is customary for Aries Group to partner with real estate owners, by contributing with its know-how and capabilities to unlock each asset hidden potential.



Target Guests & Facilities

The Company targets midscale to upper-upscale conference hotels and large extended-stays facilities located in tier 1 and 2 cities' green belts, with extensive sport and wellness facilities. Target guests belong to leisure, MICE (Meeting, Incentives, Conferences and Exhibitions) and business segments, and include clients looking for locations to organize private events.

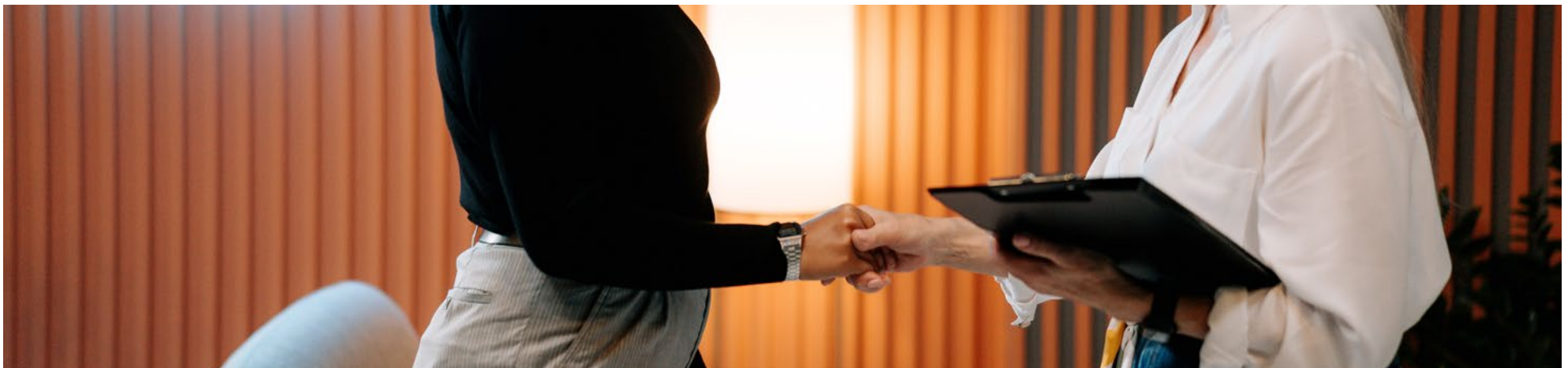


Corporate Values

Aries Group is driven by the core values of **Reliability, Reputation, Adaptability, Social Responsibility** and **Innovation**.

With these principles as our foundation, we are committed to achieving **operational excellence**, understanding that they form the solid base for all our relationships, decisions, and projects.

Furthermore, we are actively investing in **training and coaching programs** to reinforce these values across the organization, fostering a **robust organizational culture** in collaboration with our entire team.



1



Reliability

Drive sustainable economic growth, leveraging hospitality expertise for informed decisions. We foster a participatory culture, encouraging knowledge-sharing and decision-making skills.

2



Reputation

Act daily with credibility, staying true to core values and identity. Emphasize reliability in choices and decisions at all levels. We deliver on promises, encourage employees to strive for excellence and assume accountability, while promoting a unified corporate image that resonates with our Purpose, Vision, and Values.

3



Adaptability

Foster a comprehensive vision across all organizational levels to swiftly adapt to market fluctuations. We promote streamlined decision-making processes, encourage accountability, and uphold a commanding presence under all circumstances.

4



Social Responsibility

Cultivate a culture of well-being that prioritizes the life quality and psychological health of our employees. We are dedicated to creating an inclusive and engaging work environment that fosters genuine relationships, embraces diversity, and supports open-mindedness at every level of the organization.

5



Innovation

Stimulate idea generation through active listening and open dialogue. We embrace curiosity and continuous learning as the cornerstones of both personal and collective advancement. Our approach encourages versatility and engagement across various subjects and situations, allowing for multifaceted contributions.

Values



ESG Topics

“Leading with purpose:
Pioneering sustainable
Hospitality for a better
tomorrow”



Sensitivity to ESG factors

Aries Group distinguishes itself through its **strong commitment to ESG concerns**, especially in the strategies and timing associated with the “**green**” transition of its hotel portfolio, as well as in its approaches to **worker health** and hiring practices.

Additionally, the Company is actively engaged in seeking innovative solutions that contribute to the continuous enhancement of its ESG standing, guided by clearly defined short-term goals.



Environmental Initiatives

CURRENT:

- Appoint an energy manager in every hotel to minimize energy consumption
- Collaborate with electric transportation networks like Enjoy and Cooltra in Rome
- Use recycled plastic and paper across all operations
- Install electric vehicle charging stations in Rome and Bologna
- Support the Ethic Ocean campaign to fight plastic pollution; for each day guests forego room cleaning, €5 is donated, with guests receiving a corresponding incentive for hotel services.

FUTURE GOALS:

- Expand partnerships with electric transportation networks to additional facilities
- Introduce new electric vehicle charging stations at Quark
- Achieve environmental certifications pertinent to the hospitality industry
- Develop a comprehensive strategy for structural and systemic energy efficiency.



Social Responsibility

CURRENT:

- Provide employees with salaries above the contractual minimum and additional fringe benefits
- Offer extensive welfare and training courses at all levels
- Provide ongoing coaching for employee development.

FUTURE GOALS:

- Formulate formal policies addressing human resources and workplace environment, focusing on Diversity, Equity, and Inclusion (DEI); gender equality and equal opportunities; and policies against human rights abuses including child labor and modern slavery.



Governance

CURRENT:

- Women manage three out of four hotels.
- Maintain inclusive personnel selection policies.
- Adhere to HACCP food safety procedures.
- Implement a whistleblowing procedure to encourage reporting of misconduct.

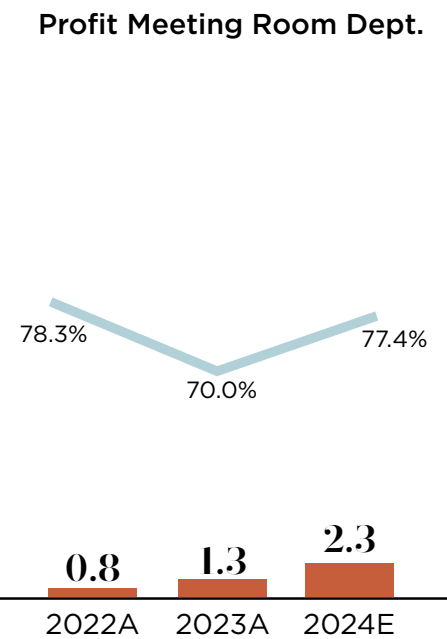
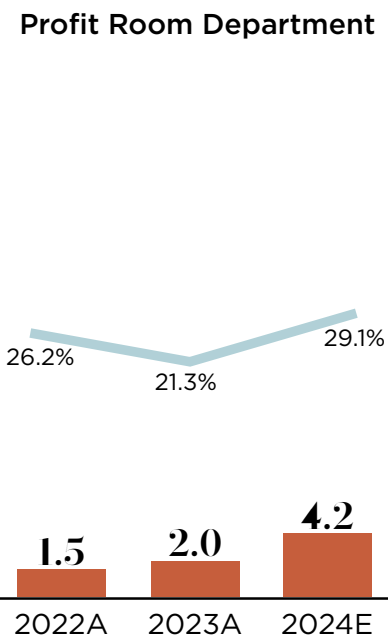
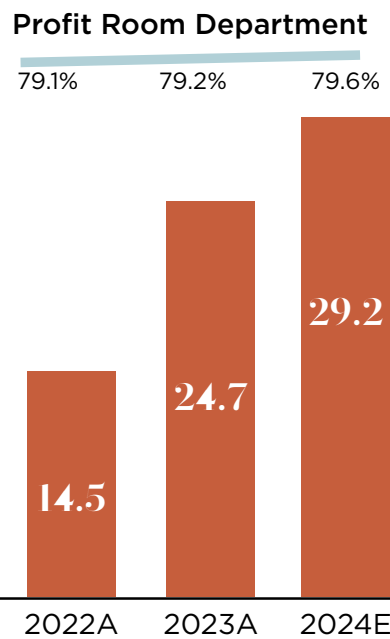
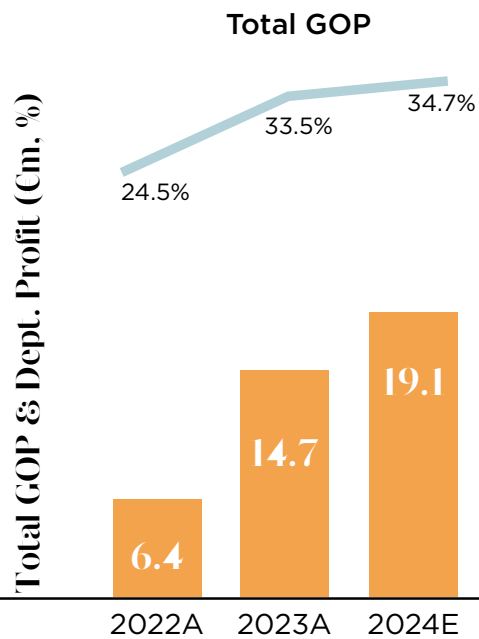
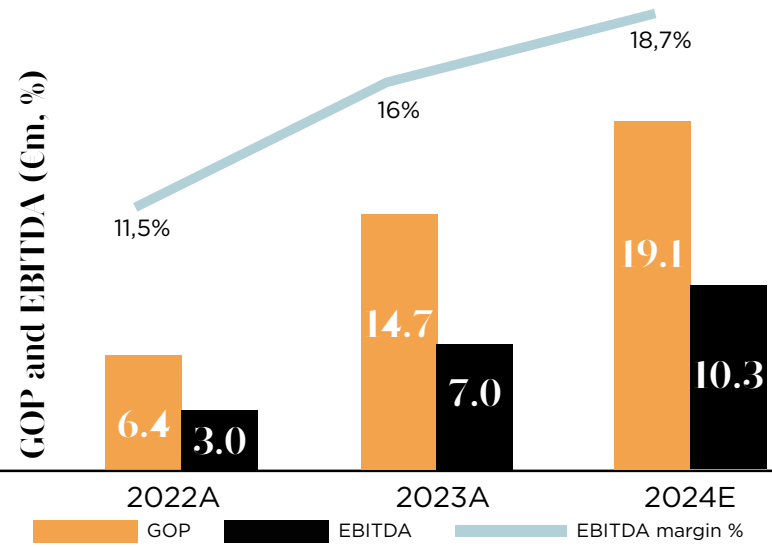
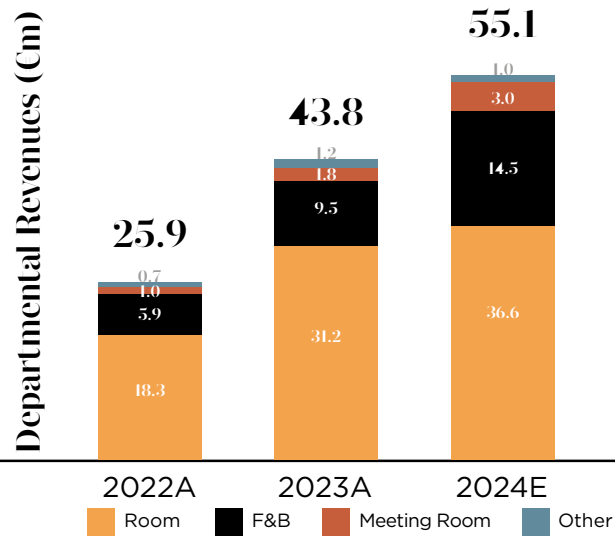
FUTURE GOALS:

- Achieve full ESG compliance by 2025





Historical Trading Performances



Historical & Forecasted Key Financials

The growth in Revenues between 2022A and 2023A is the **combined result of actual growth achieved by the hotels in the original portfolio** and of the **opening of the Quark Hotel in April 2023**. A further positive factor was the end of the COVID-19 pandemic (that still depressed performance in Q1 2022).

Further growth in revenues in 2024E is explained not only by the **continuing positive trend** in the original portfolio, but also by the **accelerating ramp-up phase of the Quark Hotel**.

The Group targets **€ 55.1m of Revenues in 2024E**, forecasting a **GOP of € 19.1m** and a **€ 10.3m EBITDA**.

Recorded EBITDA margin was **16% in 2023A** It is expected to **peak to 18.7% in 2024E**.

The background of the slide features a large, abstract graphic. It consists of a dark teal triangle in the top right corner, a light blue triangle in the bottom right corner, and a central area with vertical stripes in shades of green, blue, and purple. A modern, black, adjustable lamp with a copper-colored shade is positioned in the center, casting a warm glow. The word "performances" is written in a large, light blue, serif font across the bottom of the slide, partially overlapping the striped area.

performances



Development Plan at a Glance

Aries Group is seeking to establish partnerships with **institutional and private hotel owners** to grow its portfolio of operated hotels through **long term lease agreements**, providing a **proven track record**, **sustainable returns** and **solid financial guarantees**.



Hotels Acquisitions Criteria

FEATURES

- **200 + keys**
- **MICE and leisure** facilities

Target Locations

- Tier 1 Italian cities: **Milan, Rome, Florence, Venice**
- Tier 2 Italian cities: e.g. **Bologna, Turin, Genoa, Naples, Palermo**
- Leisure destinations: e.g. **Northern Lakes, Tuscany, Apulia, Sardinia, Sicily**

Targeted Performance



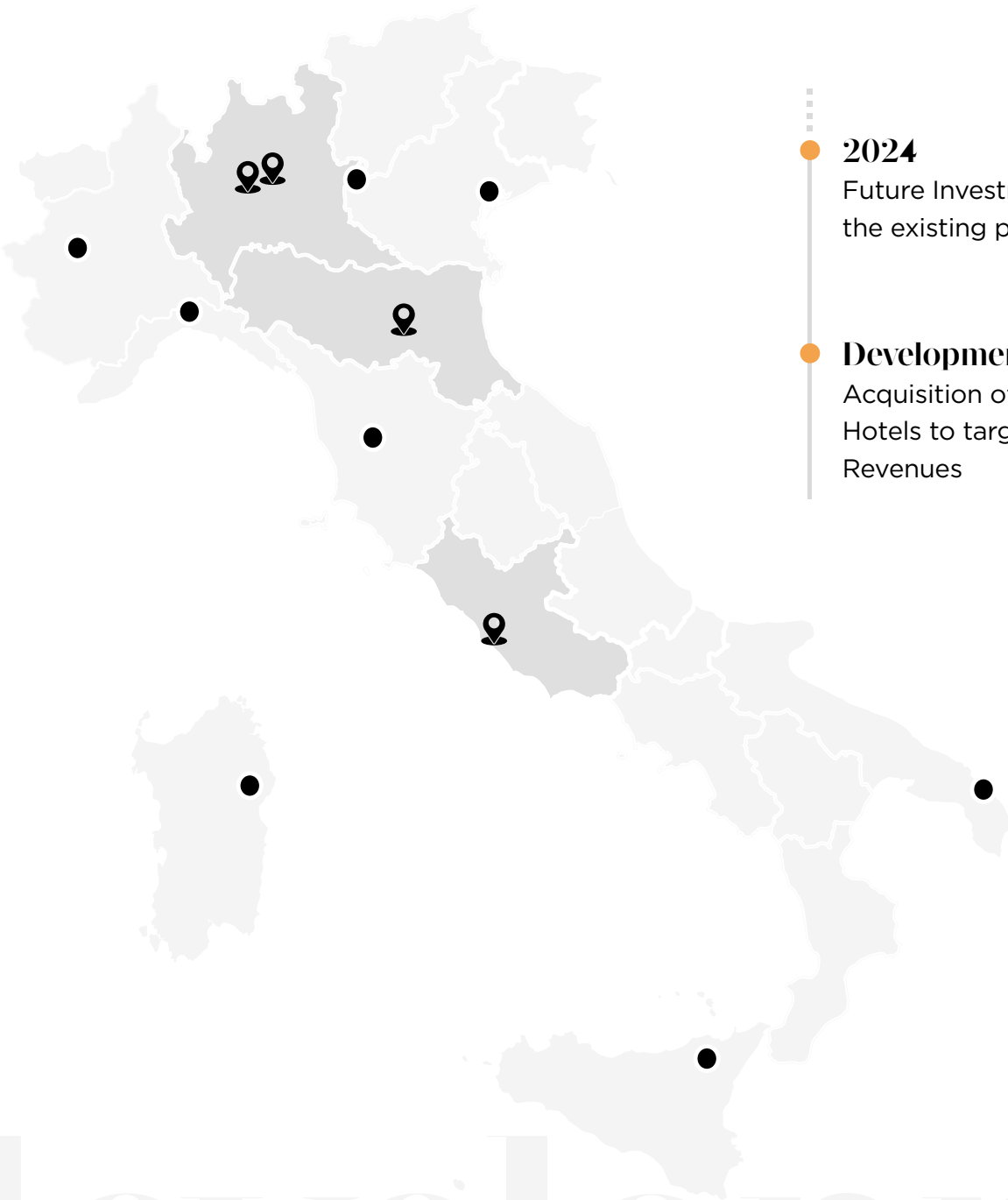
€ 100M
Revenues

Grow the number of leased hotels realizing economies of scale to their **full potential**



18 to 20%
EBIDTA Margin

Continue **investing** in the current portfolio **maximizing revenues** and profitability



2024
Future Investment on
the existing portfolio

Development Goals
Acquisition of new
Hotels to target € 100 M
Revenues



development



Key Pillars for Growth

Aries Group's growth strategy is grounded on four drivers:

- **Assets Category and Size:** upper upscale large (200-plus rooms) hotel properties, located in the green belt of major Italian cities.
- **Highly experienced Management Team** skilled to drive the performance operate a expanded portfolio of large sized hotels
- **Institutional asset owners**, in the same league as Colliers Global Investors' leased assets
- **Long-term sustainable investment grade contracts**, based on variable rent with a minimum guarantee.





Assets Category & Size

- Category and size: The properties included in Aries Group's hotel portfolio are very large (an average of 410 rooms) if compared to the Italian market average. Large size brings the benefit of significant economies of scale to full-service hotels operating in the upper-upscale market segment.
- Location: the hotels are in the green belts of first to second tier Italian cities, and rich in large outdoor and indoor MICE facilities which allow the organization of big events.



Scalability & Organization

- Expertise: the management team includes a group of professionals with extensive experience and complementary skills in the hospitality sector
- Ready for growth: Aries Group's well-structured central management team can comfortably handle, without additional personnel a hotel portfolio that generates twice the current turnover
- Scalability: the company's large investments in IT systems (CRM, business intelligence and revenue management), key human resources, streamlined processes and procedures allow the scalability of the business



Assets Ownership

- # 3 leased assets in the current portfolio (Ripamonti, Quark and Villa Pamphili) are owned by a pension fund that manages its real estate investments through Colliers Global Investor
- # 1 owned asset: the Living Place Hotel has been opportunistically purchased by Aries Group in 2023, and after the execution of a full renovation project the Company will consider to dispose of the property and lease it back on a long-term basis to a third-party investor.



Long-term Sustainable Rents

- Duration: long term lease agreements with institutional owners
- Rents: rents have a base fixed rent plus/or (if greater) a variable rent based on hotels performance, with the objective to tune the level of rent and its sustainability to changes in market conditions, for the benefit of all involved parties.



02

Hotel Portfolio

Ripamonti Residence & Hotel *Milano*

Quark Hotel *Milano*

Living Place Hotel *Bologna*

Hotel Villa Pamphili *Roma*





Portfolio



RIPAMONTI

RESIDENCE & HOTEL MILANO

* * * *



Facts

Mid-scale category residence & hotel with a strong extended-stay guest base located in Pieve Emanuele, 15 km south of Milan. The building measures 70,000 square meters and it represents the **largest accommodation facility in Italy** in terms of the number of keys.

Aries Group operate the hotel on the basis of a 18-year lease agreement with Colliers Global Investors, since October 2020. The rent consists of a minimum guaranteed component plus a variable rent based on revenues.



Room mix:

- **76** Hotel Rooms
- **840** Apartments

Asset's snapshots

Ripamonti Residence & Hotel is the **largest hotel property in Italy**.

The hotel has **840 apartments** (mostly one- bedroom units of 50 sqm, with kitchen and living area), in addition to **76 hotel rooms**.

It offers a wide range of important **additional services**: restaurant, bar, self-service restaurant, pizzeria, dry cleaning service, supermarket, gym, hairdresser, pharmacy, shuttle service with 8 daily trips to and from Milan.

The informal and welcoming atmosphere, dedication to and care for the customers, creates a home for its guests.

Rooms & Facilities



916 comfortable one-bedroom apartments available for both short and longer stays with kitchenette and living room.



3 meeting rooms with a total capacity of 400 delegates and additional smaller meeting rooms with a total capacity of 20 attendees. The congress center provides also indoor and outdoor spaces for events and exhibitions.



F&B outlets: self-service day restaurant (open every day for lunch and dinner), a la carte restaurant and pizzeria. Lobby bar open every day for breakfast, coffee-breaks and drinks



Large shopping area along the entire perimeter of the hotel, including a supermarket, a pharmacy, a hair salon, a beauty center, and a medical clinic.







Technical Description

- Year of construction: **1980**
- Refurbishment of the main facade: **2022**
- Latest CPI renewal: **2022**

The Ripamonti Residence spans 12 above-ground floors and a semi-basement level. The semi-circular shaped building features a commercial platform with various shops and an accompanying arcade in the inner courtyard. The gross surface area is over 65,000 sqm.



Map & Mobility

-  • Exit no.8 Milano West Ring Road: 4 km
-  • Pieve Emanuele Railway Station: 800 mt
- Porta Garibaldi Station: 25 min
-  • Linate Airport: 21 km
-  • Abbiategrasso Green Subway Stop: 10 km
-  • Milan City Center: 14 km
-  • Milano Fair: 30 minutes by car

 Complimentary shuttle service with multiple daily trips to and from the city center







Endless spaces Infinite Possibilities





RIPAMONTI

RESIDENCE & HOTEL MILANO

* * * *



RIPAMONTI RESIDENCE & HOTEL MILANO

Via dei Pini, 3 - Pieve Emanuele (MI) Italy

www.ripamontiresidencehotel.com

contacts



QUARK

HOTEL MILANO

QUARK

HOTEL MILANO

Facts

Upscale hotel with extensive meeting spaces and a range of dining options. The hotel, opened in April 2023, offers 6,000 plus sqm dedicated to 38 plus conference rooms.

The hotel can host private events like weddings and ceremonies.

The company is developing a marketing strategy to establish the hotel as a **prime conference location in Milan**.

Aries Group operates the hotel through a 27-years lease contract with Colliers Global Investors, started April 2023. The lease rental has been structured as a fixed rent plus a variable component based on revenue performance.



Room mix:

- **193** Double Rooms
- **79** Suites
- **12** Three-room apartments

Booking.com

Very Good: 8.2 *

** Score updated at September 2024*

Asset's snapshots

The hotel has been **completely renewed in 2023** by Colliers Global Investors, with a significant contribution of Aries Group.

The renovation has been guided by the well-known architects' studio Caberlon.

Aries Group is willing to keep investing on the asset in order to make the Quark Hotel as one of the **core conference centers in Italy**.

Rooms & Facilities



284 rooms among the largest in the city (32 sqm minimum). All rooms are completely renovated and equipped with cutting-edge amenities according to high standards of environmental sustainability and connectivity. For extra comfort 200 rooms feature a balcony.



The 6.200 sqm congress center has been organized on 3 floors and includes 42 modular break-out rooms, a **Plenary ballroom of 1.500 sqm** and an **Amphitheater of 800 sqm**, is one of the largest hotel conferencing facility in Milan



2 restaurants offering a healthy, fresh cuisine based on seasonal ingredients, mostly sourced from local producers. With its 3 kitchens and flexible F&B outlets, the hotel can simultaneously host different events of up to 1200 guests each



Lobby Bar, Fitness Room

Coming soon: Outdoor Swimming Pool and Gym

Technical Description

- Year of construction: **1981**
- Renovation of rooms and common areas: **2022-2023**
- Painting of the main portion of the facade: **2023**
- Last renewal of CPI: **2022**

Quark Hotel Milano is located within a lot of approximately 23,000 sqm, it extends over 6 above-ground floors, a semi-basement, and two underground floors, covering a gross area of more than 37,000 sqm.



Milano



Map & Mobility



- A1 Motorway Exit: 5 Km - 7 min
- A7 Motorway Exit: 5 Km - 7 min
- West Ring Road: 5 Km - 7 min



- Railway Station Milano Rogoredo: 4 Km - 13 min
- Railway Station Milano Centrale: 13 km - 30 min



- Abiategrasso Underground: 1.5 Km - 3 min



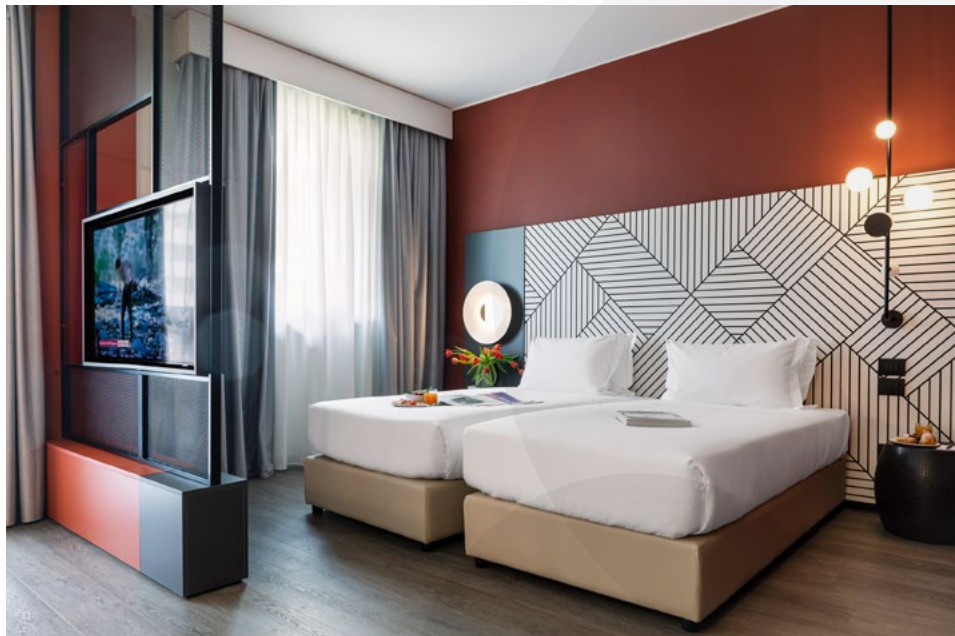
- Airport Milano Linate: 15 min
- Airport Milano Malpensa: 57 km
- Airport Bergamo Orio al Serio: 60 km



- City Center
- Dome of Milan: 4 Km - 13 min
- Navigli Area: 3 Km - 8 min



QUARK
HOTEL MILANO





Think Big!

Make Things

- 1. Strategie
- 2. Strategie
- 3. Strategie
- 4. Strategie
- 5. Strategie
- 6. Strategie
- 7. Strategie
- 8. Strategie
- 9. Strategie
- 10. Strategie





QUARK HOTEL MILANO
Via Lampedusa 11/A - 20141 Milan (MI), Italy
www.quarkhotelmilano.com

contacts

LIVING PLACE HOTEL

Meeting & Sports Club Bologna

Bologna

Facts

Urban Resort with a strong **MICE** (Meetings, Incentives, Conventions & Exhibitions) and **leisure** component located 15 minutes by car from the center of Bologna, featuring superior accessibility to the national motorway network.

The asset, originally an Accor affiliated Novotel (the first opened in Italy), until 2013 has undergone a **major refurbishment** designed by Rizoma Architetture.

Aries Group own the hotel since December 2023.



Room mix:

- 150 Superior
- 54 Icon Prestige
- 1 Suites

Booking.com

Very Good: 8.3*

** Score updated at September 2024*

Rooms & Facilities



205 comfortable and functional partly refurbished **rooms** divided in 5 categories



9 modular meeting rooms accommodating up to 400 delegates. Bioclimatic veranda and outdoor spaces can host customizable large events



The Living Restaurant open every day for lunch and dinner, open also for non-residential clients. Living Café lounge bar open 24/7



Large sporting facilities including 3 tennis courts, 3 beach volley & tennis courts, changing rooms and a Technogym fitness room

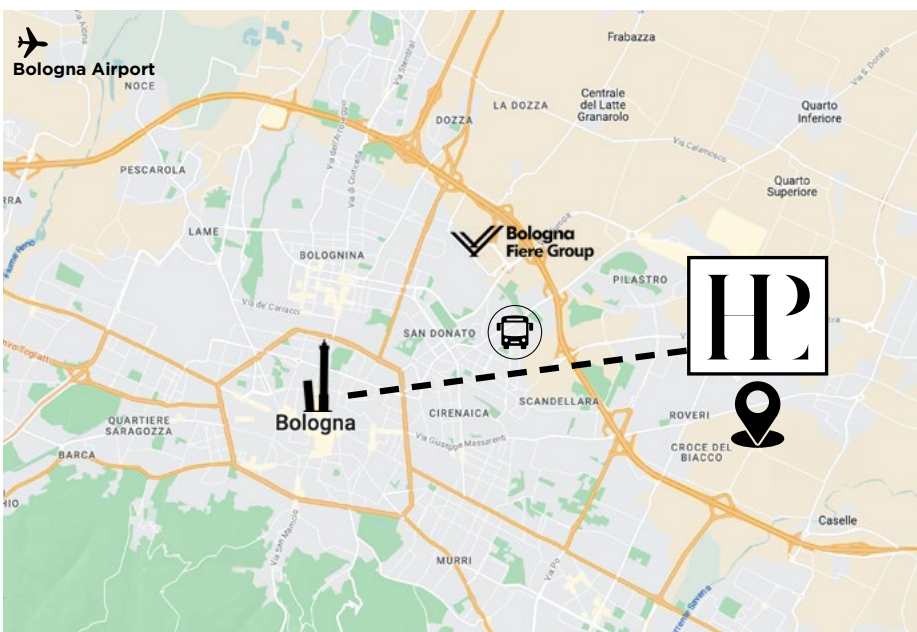


Olympic outdoor swimming-pool with a dedicated pool bar






Technical Description


- Year of construction: **1979**
- Complete renovation of rooms P2-P5: **2006**
- Revamping of common areas + room revamping interventions: between **Y 2015 and Y 2019**
- Complete facade painting: **Y 2021**
- Last complete renovation of 54 rooms P0-P1: **2024**
- Latest CPI renewal: **2022**

The hotel, located in Castenaso, Bologna, close to the San Lazzaro motorway exit on the A14, spans 6 above-ground floors and a basement, covering a gross area of over 9,000 sqm. It is set within a plot of about 20,500 sqm which, among other features, houses a 50-meter Olympic swimming pool, 3 tennis courts, 2 beach volleyball courts, and extensive parking facilities.



Map & Mobility

-  • 1 km from **San Lazzaro** exit - A14 motorway Ring Road Exit no. 13
-  • 14 km from Bologna **"G. Marconi" Airport** Ring Road Exit no. 4
-  • 7 km from Bologna **Train Station** - by taxi or public transport
-  • 5 km from Bologna **Fair** - Ring Road Exit no. 7
-  • 6 km from Bologna **City Center** (cathedral, gallery, museums)

 **Public Bus No. 89** with multiple daily trips to and from the city center

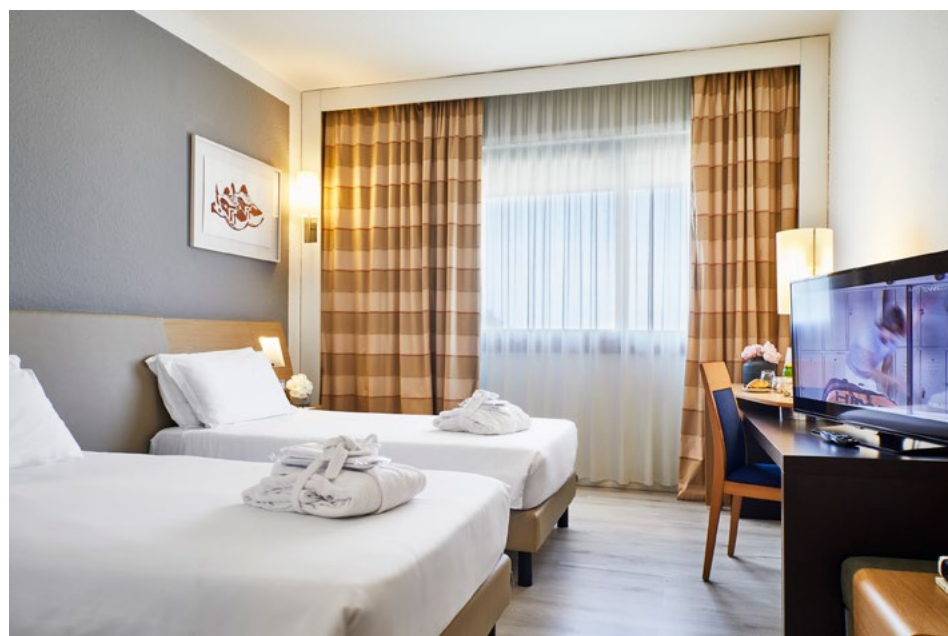
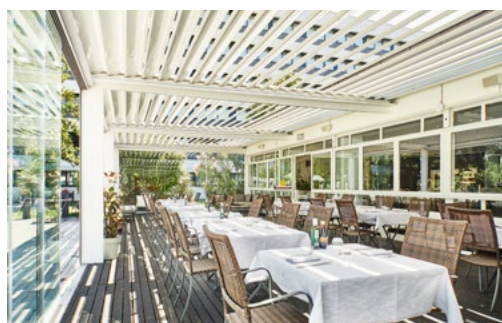




LIVING «NOW» Asset's snapshots

Part of Aries Group's portfolio since **August 2021**, the hotel has been **purchased by the Company** in December 2023.

In January 2024 the Company initiated an important **restructuring process** involving rooms, common areas, restaurants and meeting rooms.



LIVING «THEN»

Asset's snapshots

Living Place Hotel Bologna is currently undergoing a **renovation project** designed by **Rizoma Architettura**.

The plan is to **reposition the asset** by creating new spaces around the concept of integration with the natural environment.

The first phase will impact the rooms, followed by a complete redesign of the common areas. The rooms' refurbishment focuses on innovative design and functionality, creating flexible environments while maintaining a fresh atmosphere.

The project prioritizes **sustainability and high-quality materials**. It will significantly contribute to the **hotel's repositioning**, emphasizing innovation, environmental care, comfort, and superior hospitality.



An unparalleled
destination for both
business and leisure



LIVING PLACE HOTEL

Meeting & Sports Club Bologna



LIVING PLACE HOTEL BOLOGNA

Via Properzia de' Rossi snc - Bologna (BO) Italy

www.livingplace.it

contacts



HOTEL
VILLA DAMPHILI
ROMA

Facts

Upper-upscale urban resort located near Villa Doria Pamphili Park, in Rome. The property positions itself as **one of the main conference hotels in Rome** with a strong **leisure focus**. Following a radical renovation which included the **complete refurbishment of its facilities**, the creation of a new room product, and the revision of the interior design of all common areas by Dexter Moren Associates, the hotel is now fully operational.

Aries Group operates the hotel through an 18-years lease agreement with Colliers Global Investors which started in Jan 2021. The lease rental has been structured as a guaranteed minimum plus a variable component based on revenues performance.



Room mix:

- 132 Double
- 20 Suites
- 71 Twin
- 12 Disable

Booking.com

Excellent: 8,7 *

** Score updated at September 2024*

Rooms & Facilities



235 renewed rooms divided into 7 categories



1600 sqm of modular conference areas on 3 floors with **15 meeting rooms**, including a plenary room for 500 delegates



4 restaurants offering top-quality Italian menu conceived by Italian starred Chef Andrea Ribaldone



800 sqm SPA divided into three areas: a SPA circuit, 7 massage cabins and one suite for couple rituals and a Technogym fitness center



500 sqm solarium around a semi-Olympic **outdoor pool** with a pool bar



Exclusive Member Club with dedicated services and spaces where one can conclude business, plan new adventures, and focus on physical well-being

Asset's Snapshots

In 2021, Hotel Villa Pamphili underwent **significant renovation**, financed by Colliers Global Investors supported by co-investment by Aries Group.

The refurbishment has been designed by **Dexter Moren Associated**, an award-winning architecture and interior design firm specializing in the hospitality sector.

The asset has won prestigious awards such as the **Condé Nast Readers' Choice Awards** in 2023.






Map & Mobility

 Termini Railway Station: 25 min

 Fiumicino Airport: 30 min

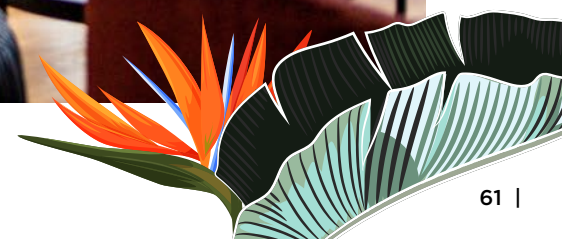
 Vatican City: 15 min

 Private Shuttle Service with multiple daily trips to and from the city center









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contacts



03

Future Developments

- Development Strategy
- Preferred Locations
- Acquisition Criteria
- Technological Innovation





development



Development Strategy

Strategy Highlights

Over the mid-to-long term Aries Group targets € 100m in Revenues, and a stable EBITDA margin in the range of 20%. To achieve these goals, the Company is seeking to partner with new owners of hotel assets.

Aries Group plans to increase the number of leased hotels, expanding its current hotel portfolio and will endeavor to maximize hotel performance each year, improving its level of service for the benefit of its guests.

Research of Strategic Partners (Hotel Owners)

Aries Group intend to partner **with hotel RE owners**, both institutional and private, offering them the **experience and reliability as an independent hotel operator** capable of maximizing the returns on their assets. The partnerships will **support Aries Group in the execution of their expansion through the addition of new hotel lease agreements.**

Thanks to their **skills and experience as hotel managers**, Aries Group possesses the **skills to deal with complex situations**, and to cover all phases of a development plan **from sourcing new opportunities to the execution of repositioning strategies.**

Aries Group moreover **is capable to co-invest in the refurbishment** of assets with potential to be unlocked.

Current Status

As of today, Aries Group manages the largest Hotel Residence in Italy, located in Milan, and 3 large hotel properties (200 plus rooms each) in Milan, Bologna, and Rome, with a focus on business, leisure and MICE markets. These assets are found in urban green belts, featuring outdoor amenities, sporting facilities including swimming pools, big conference facilities and family-friendly rooms



Preferred Locations for Growth

Aries Group aims to expand its geographical footprint in Italy

Primary target markets:

- Milan
- Rome
- Florence
- Venice
- Other tier-2 cities (e.g. Turin, Genoa, Verona, Naples, Catania and Palermo)
- Leisure destinations (e.g. Northern Lakes, Tuscany, Apulia, Sardinia and Sicily)

Aries Group aims at achieving the following performance targets:

- Turnover up to € 100 million in 3-5 years
- Stable EBITDA margin in the range of 20%

To reach these goals, the Company plans to:

- Continue to invest (capex) in the existing portfolio assets with the aim of maximizing ROI
- Increase the number of hotel assets operated through long term lease contracts





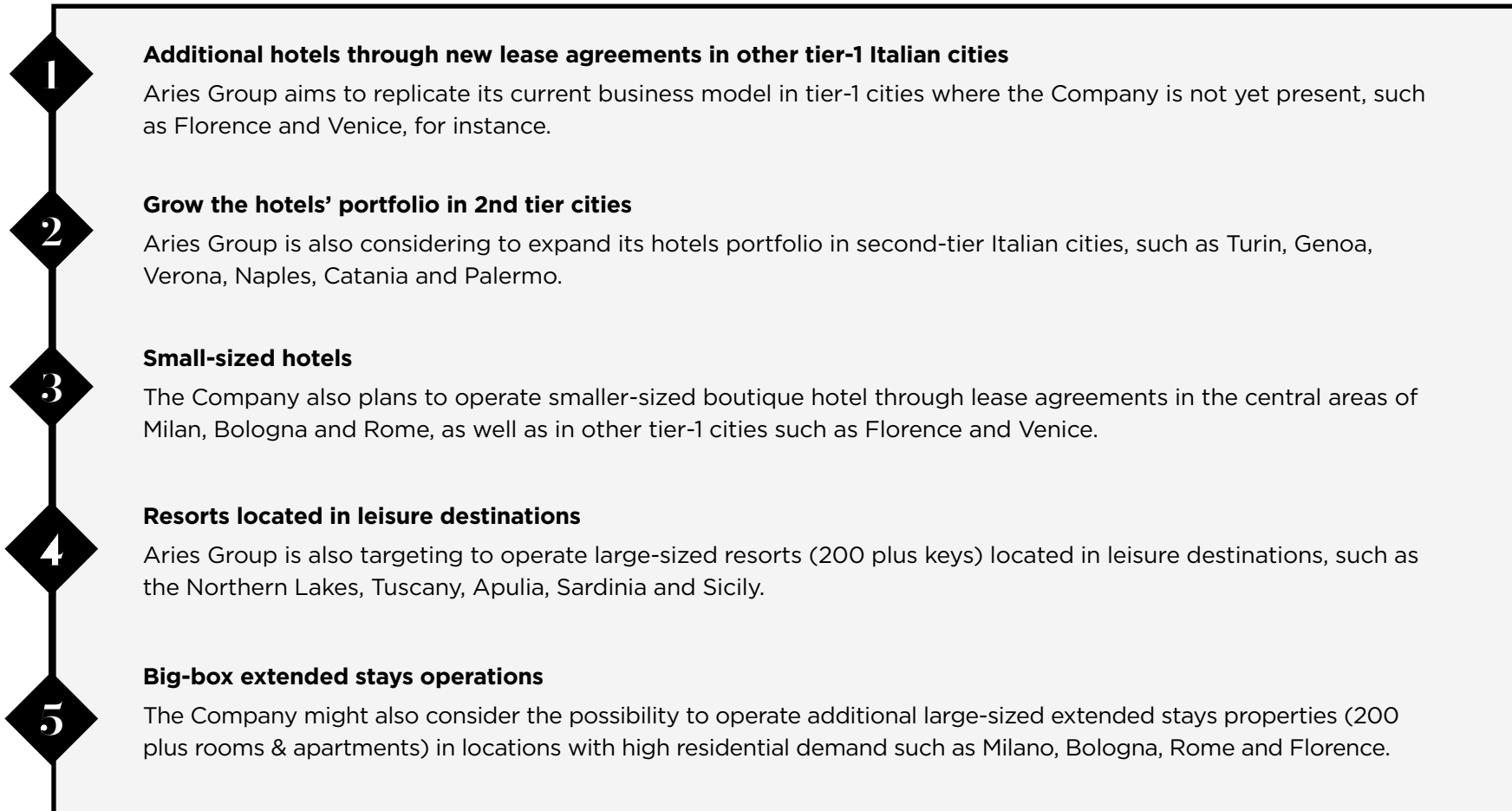
Acquisition Criteria

Target of new Assets

Aries Group operates big-box extended-stays assets and medium to large-sized hotels in Milan, Bologna, and Rome, focusing on business, leisure and MICE. The Company plans to replicate the same business model in Florence, Venice, in second-tier cities and in destinations where it is already present, also considering smaller sized hotels.

Furthermore, Aires Group is willing to extend its portfolio in leisure destinations (beach, lake and mountain locations).

Criteria for the research of new lease contracts





critéria



Technological Innovation

“Leading the Way in Hospitality Technology”

Aries Group stands out for its **commitment to innovation** and the adoption of advanced technologies in the hospitality sector. The aim is to continuously **enhance the guest experience** and **streamline internal operations** through cutting-edge solutions that enable **personalized services, automate processes, and ensure efficient management.**

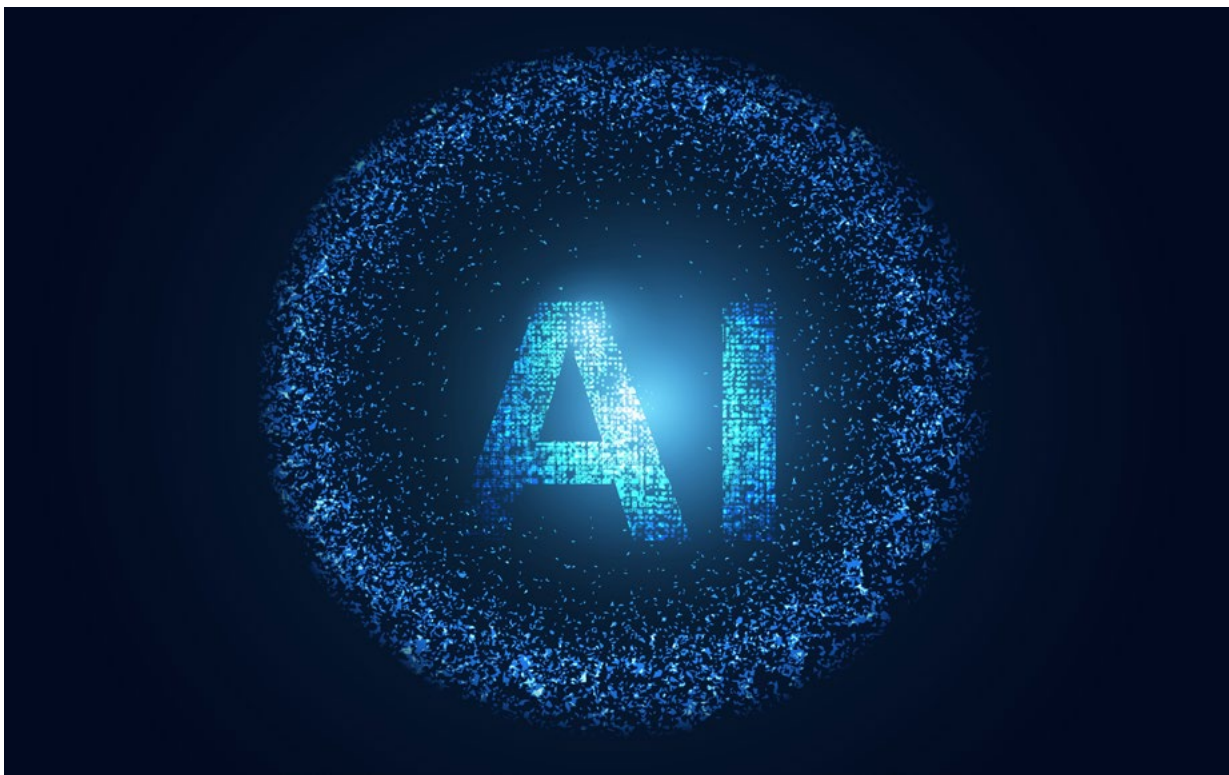
An **integrated technological ecosystem** has been developed, connecting management systems (PMS, Channel Manager, CRM, and online platforms) to provide a seamless and personalized experience for guests, while optimizing booking management and front and back-office operations. This approach helps maintain a competitive edge and meet the needs of a clientele that is increasingly demanding and tech-savvy.

For Aries Group, technological innovation is a continuous journey toward providing **modern, sustainable, and exceptional hospitality.**





technological
innovation



Elevating Experiences with Technology & Artificial Intelligence

The use of **artificial intelligence (AI)** is another innovative aspect, employed to **revolutionize the guest experience** and **improve operational efficiency**. Various pilot projects are underway to apply AI in service personalization, guest feedback analysis, and the optimization of search and booking processes.



Aries Group places a strong emphasis on **leveraging technology to enhance its event offerings**, ensuring a seamless, engaging, and modern experience for both organizers and attendees. Recognizing the **evolving demands of the event industry**, the group is committed to integrating advanced technological solutions that cater to **both in-person and hybrid events**.



Event Technology Innovation

Aries Group integrates the latest technologies to deliver high-quality, immersive event experiences. At Hotel Villa Pamphili in Rome, state-of-the-art audiovisual facilities, including a large LED wall and high-definition monitors, support dynamic presentations and large-scale conferences, with a control room ensuring smooth operation.



Hybrid and Virtual Events

To support hybrid events, Aries Group has invested in high-speed broadband and dedicated lines, enabling seamless streaming and real-time interaction for both in-person and remote audiences. This infrastructure allows events to reach a global audience while maintaining high engagement.



AI and Data-Driven Insights

Aries Group explores artificial intelligence (AI) to enhance event experiences by analyzing guest feedback and data. AI tools provide insights into attendee preferences, optimize planning, and personalize content, streamlining event management and enhancing guest satisfaction.




Sustainability in Technology

Aries Group is committed to sustainability alongside technological advancements. By using energy-efficient equipment and digital solutions, the group reduces the carbon footprint of events, aligning with the growing demand for eco-friendly practices.



Continuous Technological Advancement

Aries Group is dedicated to exploring new technologies, such as augmented and virtual reality (AR/VR), to create engaging event experiences, ensuring its offerings evolve with industry trends and customer needs.



**“We want to connect
people through our
love for hospitality.”**

