

## Media Information

### NUMA Group expands to Portugal and secures former headquarters of Federação Portuguesa de Futebol FPF

- **NUMA: "Portugal is one of the most important European markets of the future with great strategic importance"**
- **NUMA is now active in the metropolitan areas of seven European countries**
- **Further NUMA projects in Porto and Lisbon are already under exclusivity in the pipeline**
- **NUMA's innovative model proves resilient even amid challenging market conditions**

**Lisbon / Berlin – July 12, 2022** – NUMA Group (<https://partner.numastays.com>), the leading European digital hotel operator and technology developer, announced today in Lisbon and Berlin the launch of its NUMA success model in Portugal.

Entering the Portuguese market with a brand attitude of "bring some soul to travel" for modern travelers, the company focuses on hotel and commercial properties in central prime locations of major Portuguese cities. NUMA targets busy neighborhoods and key demand drivers for tourists and business travelers.

NUMA Group secured a well-known building in a prime location right at its start in Portugal: The first NUMA hotel in Lisbon was previously the headquarters of the Federação Portuguesa de Futebol (FPF), the governing association of Portuguese soccer clubs. The new NUMA facility is located at 58 Rua Alexandre Herculano, between two of the most famous squares in downtown Lisbon, Marquês de Pombal, and Rato squares.

Located in the exclusive business district and surrounded by many 5-star hotels, the location of the new NUMA hotel is adjacent to the Príncipe Real district, making it within walking distance of the Avenida Liberdade luxury shopping street, an excellent place for leisure and business travelers.

NUMA is expected to open its new 77-unit, 154-bed, fully digital hotel in Lisbon, totaling 1,600 square meters, in the second quarter of 2024. Further projects in Porto and Lisbon are already in the NUMA pipeline under exclusivity.

With its expansion into Portugal, the Numa Group is continuing its growth course in Europe. Already in April 2021, the German company launched in Spain and acquired a local provider a few weeks later. In October 2021, NUMA Group announced its launch in Italy, opening fully digitized hotels in prime locations in Rome, Milan, and Florence. In June 2022, NUMA

launched in Norway. NUMA is thus already on the market in the major cities of seven European countries.

NUMA Group offers real estate partners, hotel, and building landlords the security of a professional operator with a solid international track record and a sustainable business model backed by reputable investors. Using its innovative technology solutions, NUMA delivers a world-class guest experience and reduces operating costs by up to 60 percent. The NUMA system is highly robust and has proven itself in pandemic times. For example, despite Corona, NUMA achieved over 85 percent booking occupancy of its European units in 2021, 230 percent above the European market average.

NUMA is led in Portugal by Philipp Rohweder, Director of Real Estate. Rohweder has more than 12 years of experience in real estate investments, with over €1.3 billion invested. Before joining NUMA, he was co-head and director of alternative housing investments at a major European real estate private equity investor.

"For NUMA, Portugal is one of the most important European markets of the future with great strategic importance. We believe that our proven successful model is a perfect fit for the local market specifics. Right at the beginning of our market launch in Lisbon, we are very pleased to be able to offer our future hotel guests a historic building that has previously been visited by world footballer CR7 and the Seleção on a regular basis," says Philipp Rohweder, Director Real Estate, NUMA Group. He adds, "As Europe's leading provider of technology-enabled alternative accommodation, our clear goal with NUMA is to establish a completely new generation of hotels and short-term accommodation, innovating the industry in Portugal as well. Our expertise lies in offering institutional clients fully integrated and seamless technology-enabled solutions for the hospitality industry. We expect this sector to continue to benefit from ongoing megatrends, changes in consumer behavior, and general post-pandemic recovery."

**High-resolution image material for media – download free of charge:**

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## About NUMA Group

Berlin-based NUMA Group is the leading European digital hotel operator and technology developer. The company with a brand attitude of "bring some soul to travel" provides disruptive design hotels for modern travelers. A trusted partner for investors, owners, and developers, NUMA uses proprietary technology-based operating solutions that largely automate operations and increase cost efficiencies and revenues. NUMA successfully operates over 3,000 units in European A-cities, including Lisbon, Berlin, Munich, Rome, Milan, Madrid, Barcelona, Oslo, and Vienna.

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