



# The Art of Hotel Business



We're seeking  
new opportunities.  
Could you be  
our next partner?



# Our brands

Ligula has brands to suit all types of guests, markets and locations. Our hotel portfolio currently consists of the brands ProfilHotels by Ligula, Good Morning Hotels by Ligula, Motel L by Ligula, Collection by Ligula, Apartments by Ligula and Hosting by Ligula.

*ProfilHotels Copenhagen Plaza, The Library Bar, Copenhagen*



A unique and refined hotel experience



Easy living for the modern traveller



The pulse of the city



Lovely long stay



Smart, stylish & affordable



Franchise management





Top class accommodation in a relaxing and attractive environment. Collection by Ligula offers hotels with a unique character that enhances the guest's stay.

Our ambition is for Collection by Ligula to always be the perfect getaway, with welcoming facilities and high levels of service. Ronnums Herrgård is a jewel located at the tip of Lake Vänern, between Vänersborg and Trollhättan. The manor house is ideal for romantic weekends, conferences, events, kick-off meetings or parties. Another Collection hotel is the Hotel Dieksee, located in the attractive spa town of Bad Malente, in Germany.



**Partner criteria for Collection by Ligula:**

Do you have the perfect property for Collection by Ligula?

- Classic or distinctive architecture
- Unique profile
- Full service
- Spacious rooms
- Restaurant and meeting rooms
- Good technology
- Conversion possible

*Hotel Dieksee – Collection by Ligula, Bad Malente*





*ProfilHotels Copenhagen Plaza, Copenhagen*

Hotels in the ProfilHotels category are centrally located and of high standard.

ProfilHotels combine high standards and first-class service with local charm. All of our hotels have a different profile, style and atmosphere, and offer the service guests expect from a good hotel. Many of these hotels provide the opportunity for meetings, both large and small. The brand stands for consideration, service and a hassle-free experience, regardless of whether the guest is travelling for corporate or leisure.



**Partner criteria for ProfilHotels by Ligula:**

Properties characterised by service, tradition and character can join ProfilHotels.

- 4-star standard
- Towns with more than 80,000 inhabitants
- Full service, with at least 80 rooms
- Rooms should be at least 18 m<sup>2</sup>
- Central position
- Restaurant and bar facilities
- Meeting rooms
- Gym/spa
- Conversion possible





Smart,  
attractive and  
good value

*Motel L Älvsjö, Stockholm*



Motel L are contemporary hotels with modern, inspiring environments that provide great value for money.

At Motel L, bright colours and design are prominent in both the lobby and hotel rooms. The brand is based on high levels of design, quality and modern technology in newly built hotels in strategic locations, where the large lobby is a natural meeting place.



#### **Partner criteria for Motel L by Ligula:**

Hotels that combine design and quality for great prices.

- Towns with more than 50,000 inhabitants
- At least 150 rooms
- Rooms 15-22 m<sup>2</sup>
- Newly built properties
- Modern design, state of the art
- 3-star standard
- Large lobby
- Conversion not possible





Good Morning+, Helsingborg



A good night's sleep is invaluable – but it needn't be expensive. The proof of this is Good Morning Hotels; easily accessible hotels with a focus on simplicity.

The brand offers hotels of a simpler standard, making Good Morning a good value choice for companies based temporarily in an area and for guests needing an overnight stay before continuing their journey.

The brand is divided into Good Morning and Good Morning +, with the latter having a larger range of facilities such as meeting rooms, restaurants or bars. The hotels are strategically positioned close to towns or airports and often provide good parking.

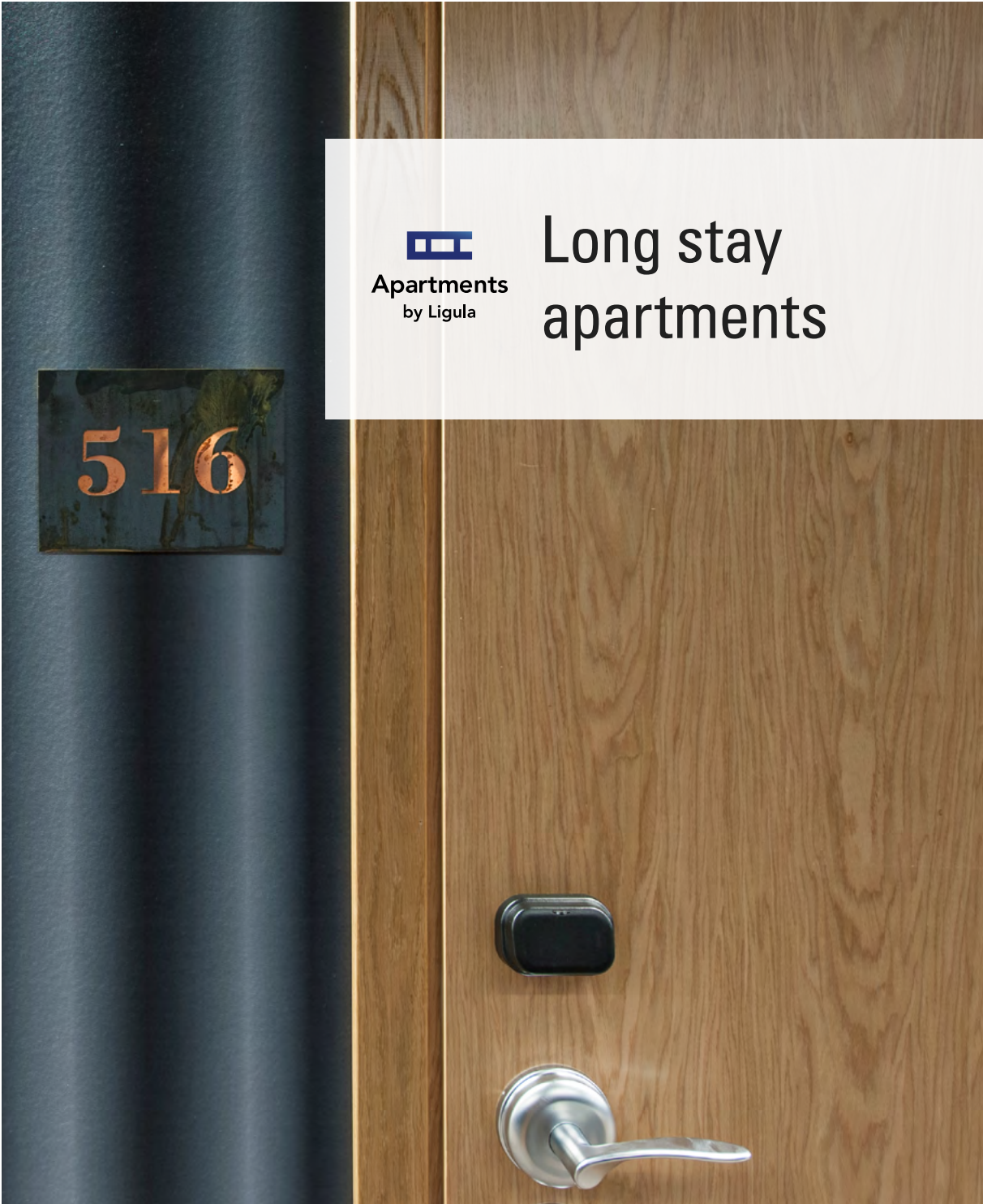


#### Partner criteria for Good Morning Hotels by Ligula:

Simpler hotel with affordable quality.

- Hotel with 2-3 stars
- At least 100 rooms
- Rooms 12-20 m<sup>2</sup>
- Destinations with more than 50,000 inhabitants
- Staffed service
- Conversion possible





With Apartments by Ligula, we offer modern, comfortable and spacious apartments for both short and longer stays.

Apartments by Ligula is our long stay concept, ideal for guests who need to visit a destination for longer, or for those visiting family and friends. We offer apartments of different sizes, all with high quality fittings and a kitchenette.



**Criteria for apartments by Ligula:**

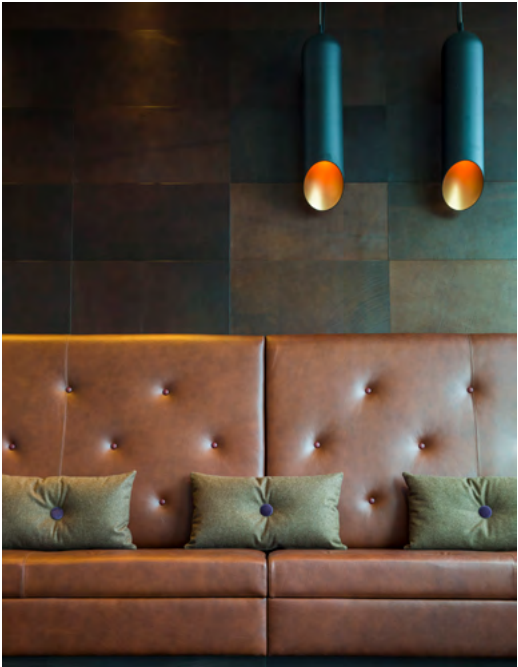
- We are always looking to expand our range of apartments.
- At least 50 apartments
  - At least 28 m<sup>2</sup>
  - Central position
  - Own entrance
  - Kitchenette
  - Can be adjacent to another hotel

*Apartments by Ligula in Hammarby Sjöstad, Stockholm*





Radisson Blu Hotel, Lund



Hosting by Ligula offers profitable collaborations and hotel experiences. We're passionate about creating and running our own brands, but we love managing other brands too.

Our long experience of owning and running hotels means we can create profitability for brands other than our own. Hosting by Ligula allows us to bring our passion to managing your brand. The advantage of this is that we can administer your brand in terms of everything from renting or co-owning a property to managing the everyday hotel operations. Ligula currently manages hotels for Radisson Hotels & Resorts in Stockholm, Malmö, Lund and Copenhagen. The hotels are modern, with their own concept, and are located in expanding areas.



**Criteria for Hosting by Ligula:**

We offer collaboration with other operators and brands.

- Brands that fit with our hotel portfolio
- Ethical values and conditions that align with those of the Ligula Hospitality Group
- Minimum 3 stars
- Full service



PRIMARY CONCEPT

# THE ART *of* HOTEL LIVING

All of Ligula's hotels work with the umbrella concept "The Art of Hotel Living" to guarantee a high level of quality for the different brands. The concept permeates every aspect of our operations, from the personal reception during check-in to how the rooms are decorated. The aim is always to simplify and facilitate our guest's stay at our hotels, and to create a great experience.

This primary concept is divided into four cornerstones that apply to all of our brands.



# STAY

**INSPIRED**  
COLOURS, MODERN, JOY

**IN TOUCH**  
GET UPDATED, INFORMATION, HIGH SPEED

**EMPOWERED**  
COMFORTABLE, OPPORTUNITIES,  
WELL-BEING, QUALITY

**PASSIONATELY**  
PROFESSIONAL, FRIENDLY, SERVICE

*ProfilHotels Copenhagen Plaza, Copenhagen*



# To cut a long story short

Our focus has always been on quality and service that makes the guest's stay with us a pleasurable experience, regardless of the business, brand or market involved.

The seed for what is now the Ligula Hospitality Group was planted more than 20 years ago with the establishment of a number of restaurants and pubs. The restaurant business grew to include hotels, and we established ourselves on the market with the ProfilHotels brand. Over the years, we have added more hotels, expanded our markets and created more brands within both the hotel and restaurant sectors.

Today Ligula Hospitality Group is the parent company in a group that owns, administers and develops brands within the hotel and restaurant industry. Hotels are our core business, but with our long experience of restaurants we're always happy to combine and enhance hotels with our restaurant concept. In other words, we have a long history... but we'd rather look forward than back!



*ProfilHotels Central, Stockholm*

## Quality is our guiding principle

We now run hotels under the brands ProfilHotels by Ligula, Collection by Ligula, Motel L by Ligula, Good Morning Hotels by Ligula and Apartments by Ligula. We also run restaurants in conjunction with our hotels under a number of brands. And through Hosting by Ligula we are franchisees for a number of units within Radisson Hotels & Resorts.

## Hotels in Sweden, Denmark and Germany

We currently operate in Sweden, Denmark and Germany and are actively seeking new projects in Sweden and elsewhere. We look forward to establishing more hotels internationally, and this is part of our long-term business plan. We invest strategically to expand as our operating context permits, in line with our vision, strategy and goals.

## Our vision and mission

Ligula Hospitality Group AB and subsidiaries will create success in a professional, humble way by managing, establishing and enhancing brands and concepts within the hotel and restaurant industry. Our vision is to be a respected and reputable supplier within the industry. Our mission, and what we work with every day, is to create a hassle-free experience for all of our guests, regardless of why they visit us.



# Our responsibility for a better tomorrow

At Ligula, we take responsibility as far as we can, and within the areas where we make the biggest difference. We integrate business ethics with the environment, quality, social conditions, diversity and equality. To contribute to a long-term sustainable society, we want to do more tomorrow than we do today. The starting point for our sustainability process is the UN's 17 global goals, and primarily those we can affect in our everyday operations.

## In particular, we care about

### Goal 5 Gender equality

By gender equality we mean equal opportunities for women and men – regardless of origin or ethnic background – regarding work, employment conditions, education, development and general conditions at work. We work actively to ensure that our operations are free of harassment and victimisation.

### Goal 8 Decent work and economic growth

We work constantly to improve the physical and psychosocial working environment for the company's employees, so employment conditions promote health, motivation and commitment for all. We comply with ethical rules and working conditions established by local industry organisations. As an actor in the hotel industry, it is also extremely important for us to prevent human trafficking from occurring in our businesses.

### Goal 10 Reduced inequalities

Ligula Hospitality Group's equality goal means making the most of different experiences, knowledge and values, regardless of the person's gender, sexual orientation, background or origin. We contribute to organisations carrying out positive action in and for society on a local and global level.

### Goal 12 Responsible consumption and production

We want to minimise our impact on the environment, and think it is important for environmental work to be a natural part of our everyday operations. We comply with legislation in the environmental field, work according to annual environmental objectives and provide our employees with ongoing training in environmental issues.

### The Ligula Foundation

The Ligula Foundation is a charitable foundation aimed primarily at helping children and animals. The foundation's work is financed by contributions from the Löffler family, and by SEK 10 of each booking made on Ligula's website.



# Our latest hotels

Ligula Hospitality Group is constantly seeking new opportunities, and is also interested in taking over, managing and developing existing operations. Be inspired by our latest hotel projects: ProfilHotels Halmstad Plaza, ProfilHotels Nacka and Motel L Lund.



*ProfilHotels Halmstad Plaza is a newly constructed hotel with our own Angelini restaurant concept and the Blue Skybar, which offers sea views from the roof terrace.*



*Motel L in Lund is both an inspiring hotel and a natural creative meeting place for tourists and future innovators in the Brunnshög area of Lund.*



*ProfilHotels Nacka is a hotel close to both the city centre and green spaces in Stockholm. The hotel includes our Angelini restaurant concept together with a spa and pool.*



# Let's do something great together

Do you have a project you'd like to develop with us?  
A business to sell that will fit in with our hotel portfolio?  
Are you running hotels under another brand that you'd like to incorporate into one of Ligula's brands? We love new projects and investments and particularly enjoy being involved from the start.

*ProfilHotels Richmond, Copenhagen*

## Advantages of working with us

### 1 Flexible

We are flexible and we operate our hotels ourselves. This improves opportunities for investors and collaboration partners to achieve optimal contracts in their market. Consequently, Ligula offers different types of contract models. These models can be based on variable or fixed contracts, or a combination of the two, a management contract, another or combined model – and all with or without guarantees.

### 2 Win-win

We want to create good business benefits for each party, including through optimising the properties for both interests. One of our guiding principles is optimal profit. We want to see every interest group being a winner.

### 3 Short decision paths

It should be just as easy to work for us as with us. Our organisation is flat, which means we have short decision paths and can make choices quickly. Good for you, good for us.



