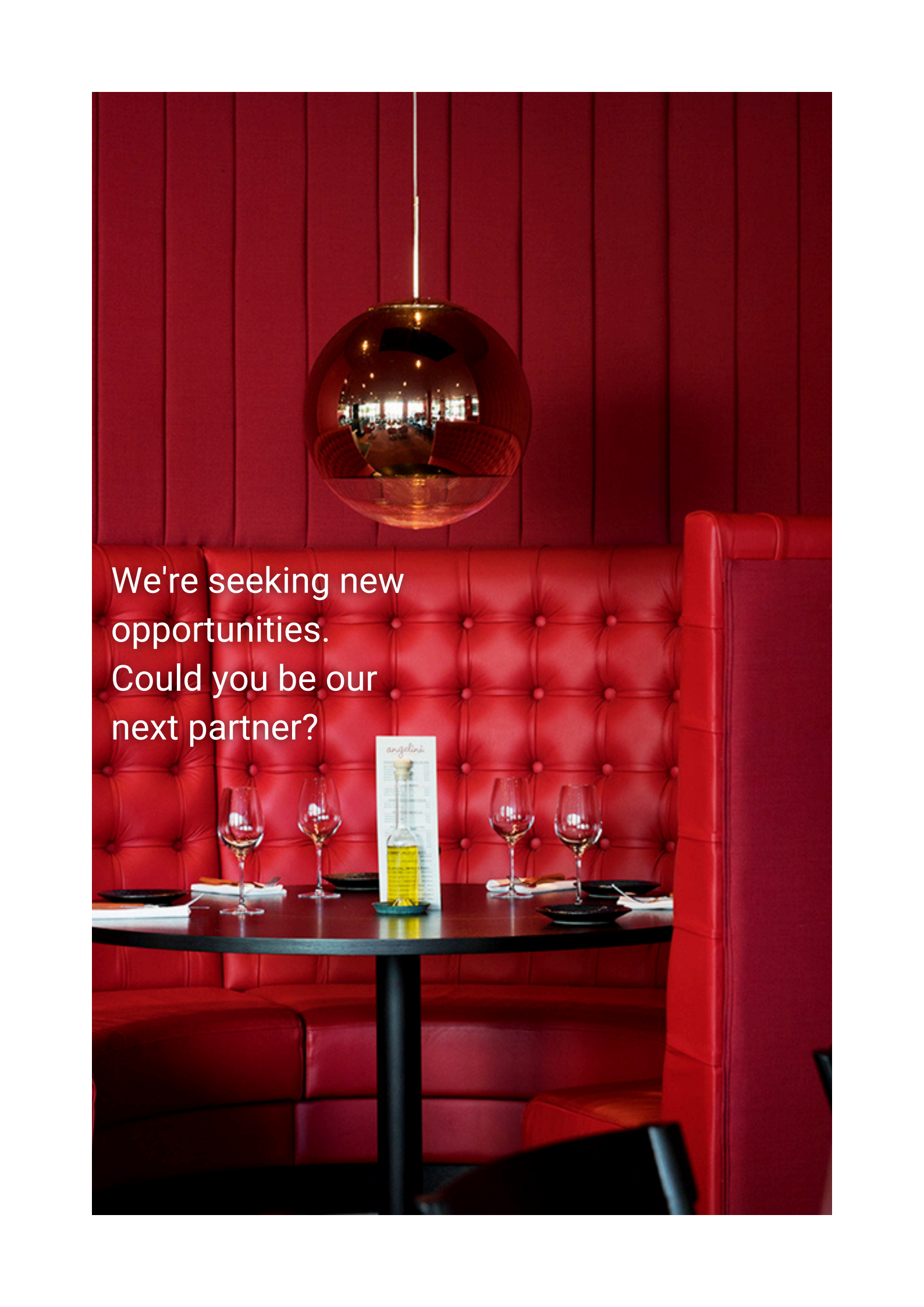


Ligula Hospitality Group

The Art of Hotel Business



LIGULA
HOSPITALITY
GROUP

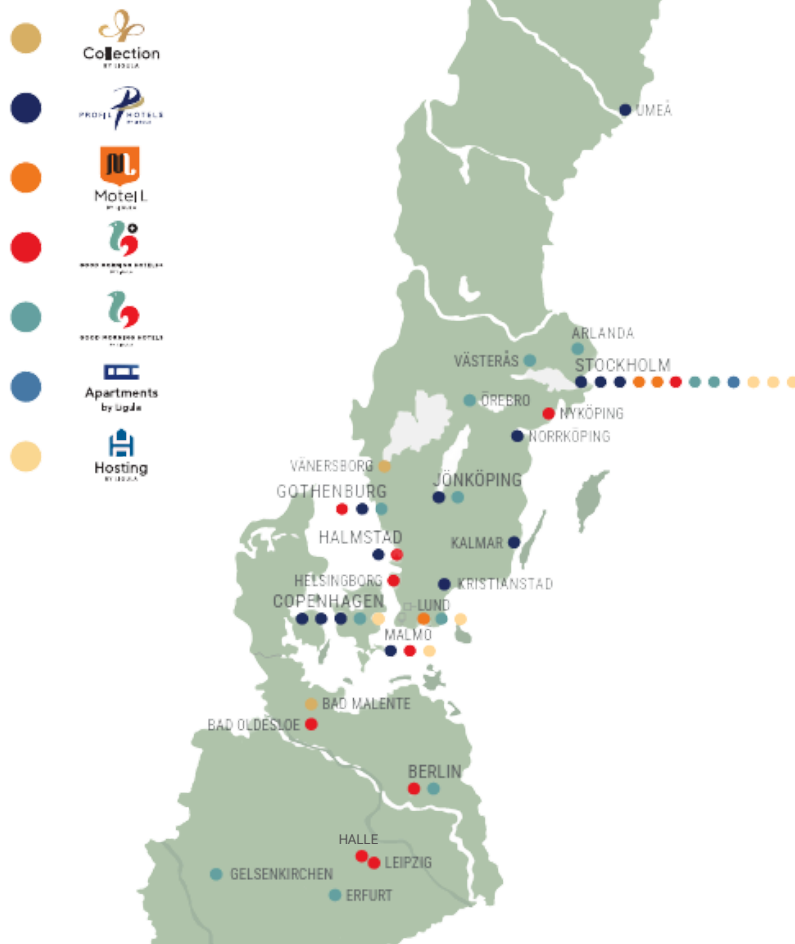
A photograph of a restaurant interior. A red tufted leather booth curves around a round black table. On the table are four wine glasses, a bottle of olive oil, and a menu. A large, polished, spherical pendant light hangs above the table. The background wall is also red with vertical tufting.

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

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Our locations



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.



A unique and refined hotel experience



The pulse of the city



Smart, stylish & affordable



Easy living for the modern traveler



Lovely long stay



Franchise management

The Library Bar, ProfilHotels Copenhagen Plaza. Copenhagen, Denmark

Our Brands – Collection by Ligula



Unique, high
quality stays



Hotel Dieksee - Collection by Ligula. Bad Malente, Germany



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

Our Brands – ProfilHotels by Ligula



ProfilHotels Copenhagen Plaza. Copenhagen, Denmark



Partner criteria for ProfilHotels by Ligula:

Properties characterized 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 m²
- Central location
- Restaurant and bar facilities
- Meeting rooms
- Gym/spa
- Conversion possible

Our Brands – Motel L by Ligula



Smart,
attractive and
good value



Motel L Älvsjö. Stockholm, Sweden



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 m²
- Newly built properties
- Modern design, state of the art
- 3-star standard
- Large lobby
- Conversion not possible

Our Brands – Good Morning Hotels by Ligula



Good Morning Berlin City West. Berlin, Germany



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.

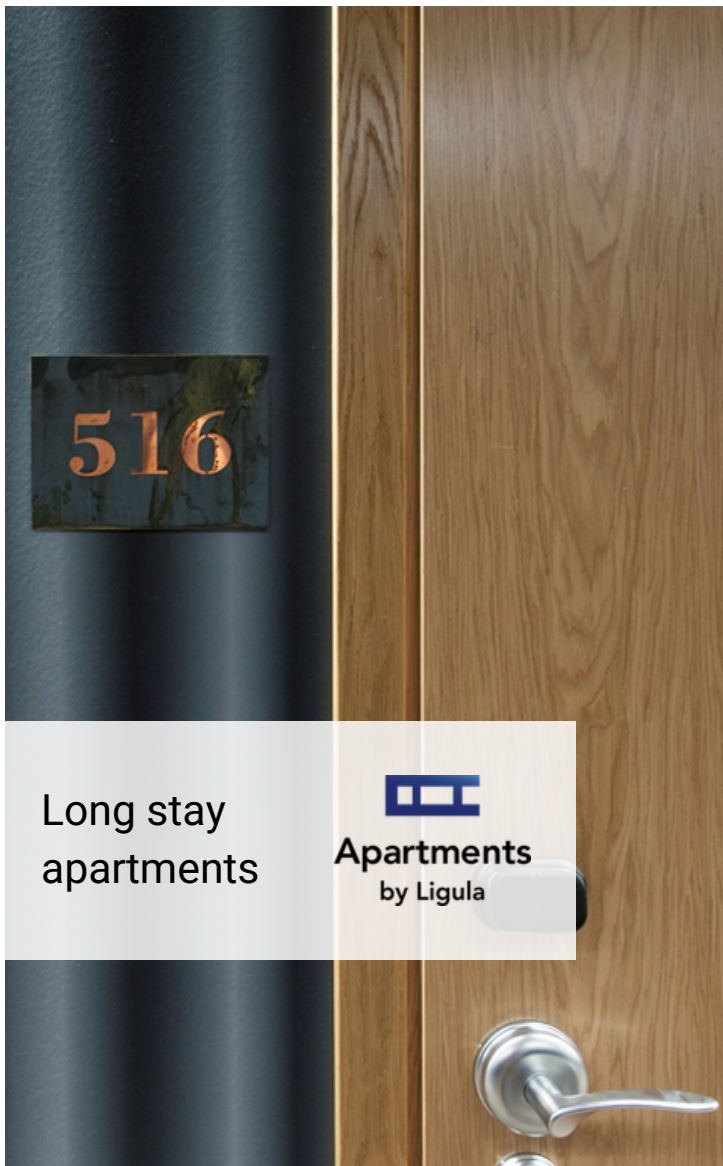
The brand offers hotels of a simpler standard, making Good Morning a good value choice for companies based temporarily in an area and for guests needing an overnight stay before continuing their journey. The brand is divided into Good Morning and Good Morning +, with the latter having a larger range 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:

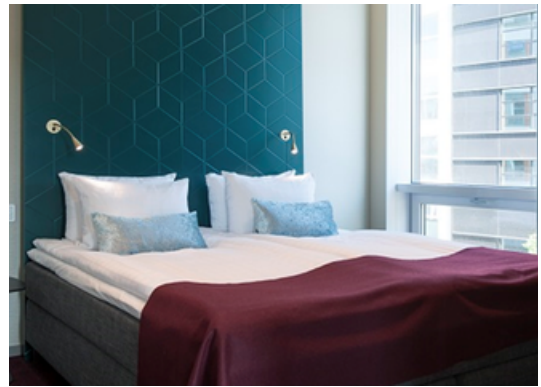
Simpler hotel with affordable quality.

- Hotel with 2-3 stars
- At least 100 rooms
- Rooms 12-20 m²
- Destinations with more than 50,000 inhabitants
- Staffed service
- Conversion possible

Our Brands – Apartments by Ligula



Apartments by Ligula in Hammarby Sjöstad. Stockholm, Sweden.



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.

Partner criteria for Apartments by Ligula:

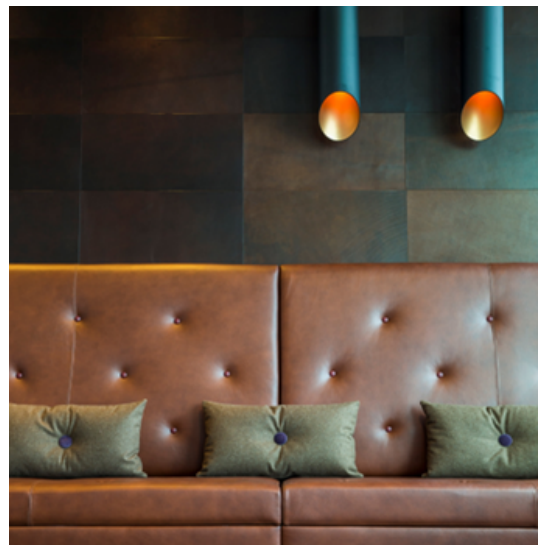
We are always looking to expand our range of apartments.

- At least 50 apartments
- At least 28 m2
- Central position
- Own entrance
- Kitchenette
- Can be adjacent to another hotel

Our Brands – Hosting by Ligula



Best Western Plus Park City Lund. Lund, Sweden.



Hosting by Ligula offers profitable collaborations and hotel experiences. We're passionate about creating and running our 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 everyday hotel operations. Ligula currently manages hotels for Best Western Plus 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



ProfilHotels Copenhagen Plaza. Copenhagen, Denmark

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

Colors, modern, joy

IN TOUCH

Get updated, information, high speed

EMPOWERED

Comfortable, opportunities, well-being, quality

PASSIONATELY

Professional, friendly, service

About Ligula

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 of a group that owns, administers, and develops brands within the hotel and restaurant industry. Hotels are our core business, but with our long experience with 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, Sweden

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 several units within Radisson Hotels & Resorts.

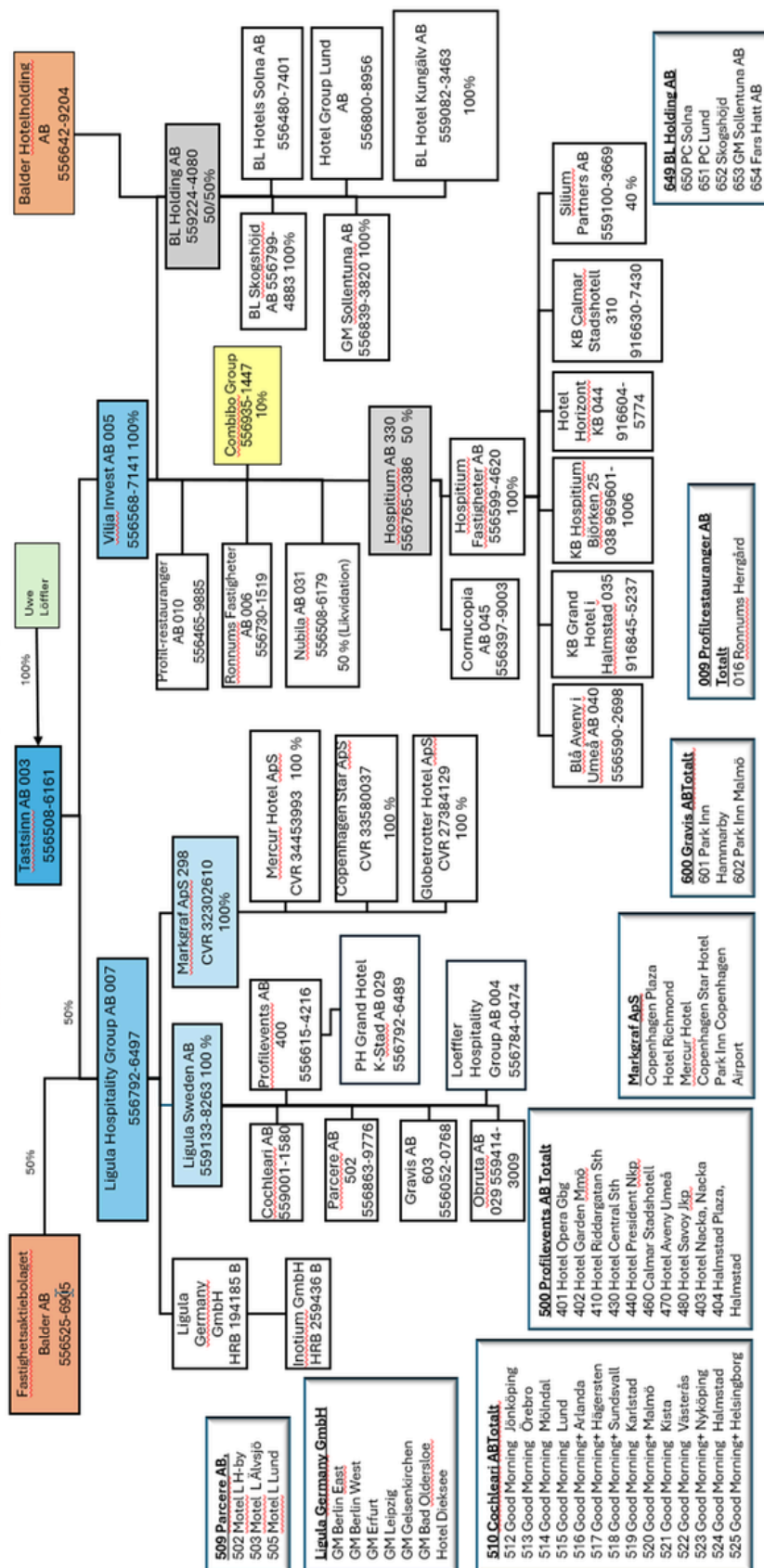
Hotels in Sweden, Denmark and Germany

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.

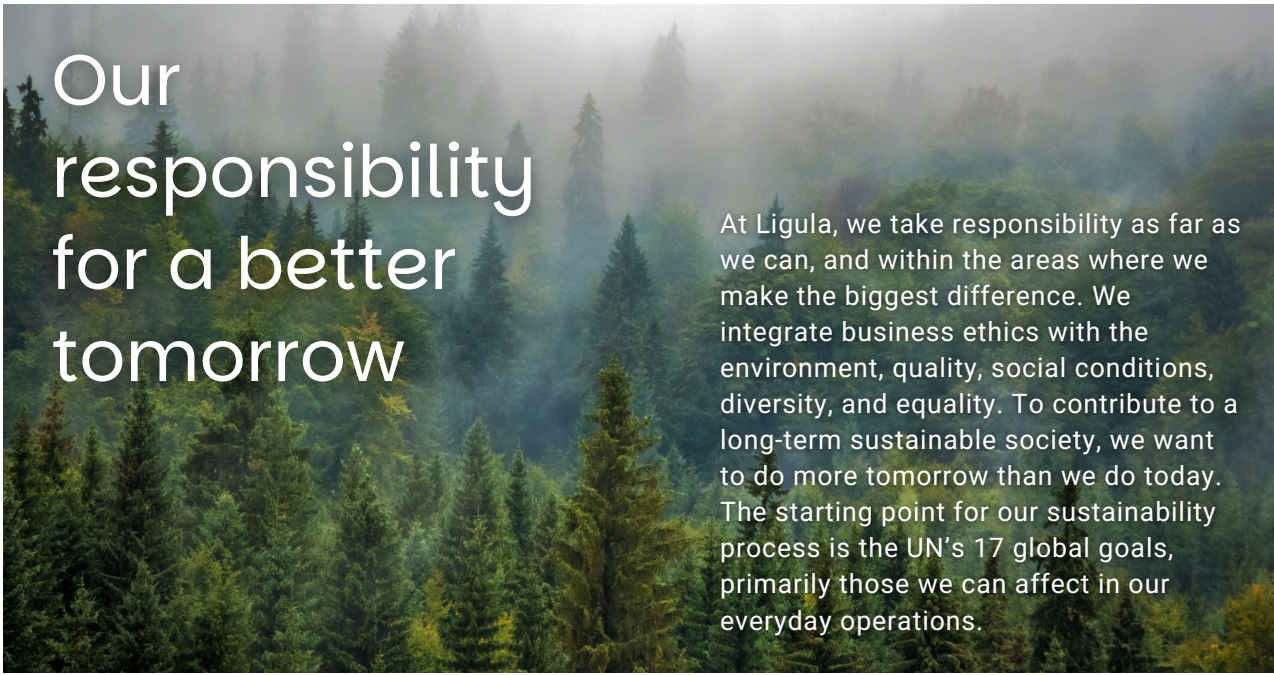
Our vision and mission

Ligula Hospitality Group AB and its 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.

About Ligula



Corporate Social Responsibility



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, 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 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.

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.

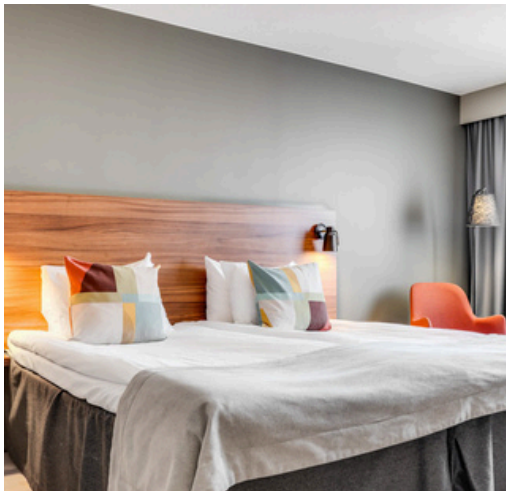
The Ligula Foundation

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 for each booking made on Ligula's website.

Projects and Growth – Our Latest Hotels



Opened on December 2025, Good Morning Sollentuna offers 108 modern rooms, including units with kitchenettes for longer stays. Ideally located between Stockholm and Arlanda.



Having opened its doors this November 2025, ProfilHotels Grand Kristianstad features 137 modern rooms, an inviting Bar & Bistro, a fully equipped gym, and 8 versatile meeting rooms.



Opened in January 2025, the Best Western Plus Skogshöjd features 256 rooms, 13 state-of-the-art conference rooms, a full-service spa, a fitness center, and an on-site restaurant.

Investors & Collaboration Partners



Let's do
something
great together

ProfilHotels Richmond. Copenhagen, Denmark

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.

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.

Investment Profile – Ligula Germany GmbH



ProfilHotels Copenhagen Plaza. Copenhagen, Denmark

Target size	70 to 250 rooms.
Category of hotels	Limited, select, or full service.
Locations	Ideally, city center locations with good connections to public transport, congress centers, venues, etc. Alternatively, hotel locations with good visibility and at strategic transport hubs.
Markets	A-, B-, and C-cities with a minimum of 50,000 inhabitants and strong infrastructure.
Types of deals	Investment or co-investment, long-term lease, and management contracts.
Types of assets	Existing hotels, turnkey projects.

Sascha Knese
Area Manager Germany
sascha.knese@ligula.de
+49 (0)30 55507-505

