



**Leading the way
from behind the scenes**



THE WHITE LABEL OF THE HOTEL COMPANY

Contents

03 RIMC

**Experience, partnership and promise –
RIMC at your side**

08 PHILOSOPHY

**The core of our business model –
tailor-made and flexible solutions**

14 AROUND THE WORLD FROM HAMBURG

**Think global, act global –
custom-design locally**

A shared vision for the future

Working in tandem for hotel success

The hotel industry is constantly growing, where new trends mix with and influence traditional offerings. This market dynamic pose daily challenges that must be met with careful consideration, evaluation, adaptation and a forward-looking approach. Every hotel requires its own individual operational concept that allows it to optimise the potential of the product and its market.

This mindset has made us the hotel operators we are today – allies and partners with a shared vision: successful hotels. Thanks to years of expertise and numerous success stories , we know that the owners and operators need to understand the present and embrace the shifting demands of our industry. The future is exciting in the hotel sector. This we know for a simple reason; because, even after 30 years, we are continuously reinventing, reassessing and planning that very future.

We look forward to joining forces with you in a successful, long-term partnership.



MAREK N. RIEGGER, CEO



AUDUN LEKVE, CFO





RIMC

Aspirational hotels

Based in Hamburg, Germany, specialising in tailor-made management solutions, RIMC is a leading European hotel company.



I appreciate the wonderful end-to-end service at the RIMC hotels. I feel wholeheartedly welcome at every stay. You can sense how passionate the staff are; they're the ones who make you feel they can provide all the comforts of home.

FRIEDRICH MARTENS
Guest



Where passion meets efficiency

Effective strategies for successful growth

Thirty years of experience and the realisation of more than 200 hotels around the world make RIMC one of the most experienced hotel groups on the German and the European markets.

Recognised as a "white label" operator, the company operates behind the scenes, leveraging internationally recognized brands to globally link its hotels. Currently, with more than 30 hotels in operation and a workforce exceeding 2.000, RIMC is pursuing its goal of posting further international growth powered by fresh brands and hotels. But RIMC always remains true to its core philosophy; teamwork and synergies are the formula for success.

A tradition of focus on the future

RIMC Milestones

RIMC International Hotels & Resorts was established in 1990. The founder's guiding principle was; "not to be better than other hotel operators, but to simply be different". It was under his stewardship that the "Vier Jahreszeiten" in Hamburg was named the best hotel in Europe.

Later, the RIMC management team was augmented by Marek N. Riegger and Audun Lekve, thus laying the foundations for its leading role in the European hotel industry.



© Steigenberger ALSIK Hotel & Spa

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PETER M. CLAUSEN

Chairman Danfoss Foundation,
Bitten & Mads Clausen's
Foundation

As newcomers to the hotel business, it is a tremendous advantage to be cooperating with RIMC. From day one they demonstrated their professionalism, vision and tremendous experience. This gave us the confidence we needed for our new ALSIK Resort and Spa investment.

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PHILOSOPHY

Built on success

The RIMC business model rests on solid pillars. These pillars are based on extensive experience of successful hotel management strategies that systematically combines multiple tools and objectives to adapt the hotel operation to prevailing market conditions.

1 We take responsibility

Acquisition and operation of hotels and resorts based on lease and hybrid agreements

RIMC typically concludes precisely calibrated leasing and hybrid agreements, providing for 15 to 30-year terms including options. Thus, RIMC carries the entire operational and financial risk of the hotel. In addition, RIMC can also handle the book keeping and asset management on behalf of the owner if this helps optimise the investment for the owner.



2 The White Label

Silent operational management – with maximum brand and category flexibility

RIMC works with multiple brands and in most hotel categories. RIMC has agreements with a majority of the international hotel brand franchisors. Factors such as the property, location, product, required internationalisation, and marketing goals are instrumental in the choice of a particular brand for an individual property.



Deutsche Hospitality

Steigenberger
Maxx by Steigenberger

Marriott Group

Marriott Hotels
Sheraton
Four Points
Moxy Hotels
Tribute Portfolio

ARBOREA Hotels & Resorts

Hilton Group

Hilton
Hilton Garden Inn

Radisson Hotel Group

Radisson
Radisson Blu

Wyndham Hotels

Ramada

Best Western Hotels & Resorts

Best Western Plus

Louvre Hotels

Golden Tulip

The Leading Hotels

Choice Hotel Group

Hard Rock Hotels®



“

Marriott International are proud to have RIMC as an approved franchisee, licensed to operate our brands in Europe. Throughout our long-standing relationship with RIMC, we've been very pleased at their compliance with our brand standards and their excellent hotel operation.

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LIAM BROWN
Group President,
EMEA Marriott International
Hotels & Resorts

3 Flexibility and partnership

Made-to-measure solutions for hotels

RIMC flexibly tailors its operational concepts, products and agreements to the individual hotel and its unique requirements.

Whether it's about a short or medium-term exit, a turnaround, repositioning or a long term holding strategy RIMC protects the owners' interest and maximises the profit potential.





AROUND THE WORLD FROM HAMBURG

Think global, act global

The analysis and optimisation of hotel projects need to be individually adapted to the locations in question, as does the holistic approach towards them. To master this challenge with the requisite flexibility, RIMC deploys international teams and experienced specialists on site.



European home

Global reach

RIMC is currently represented in Europe with more than 30 hotels. Numerous other projects for the German and global markets are being planned. The RIMC hotels are all managed from Hamburg and supported on-site by local representatives. Many years of experience show that direct, uncomplicated decision-making processes offer the best path to smooth, sustainable expansion.



Experience paired with passion

A strong management team

The RIMC head office in Hamburg manages all the operational processes. It is steered by a management team that leverages decades of experience in the hotel sector.





MAREK N. RIEGGER

CEO

Prior to joining RIMC as the owner and co-managing director in 2006, Marek N. Riegger was a co-owner of the Pannonia Hotel Group. He can call on more than 35 years of experience in the industry and has held various management positions in five-star hotels (e.g. Trusthouse Forte's Hôtel Plaza Athénée and Hôtel George-V in Paris and L'Impérial Palace in Annecy) and resorts such as Robinson Club and Aldiana in Germany, Switzerland, France, Turkey, and northern and western Africa.



AUDUN LEKVE

CFO

Norwegian by birth, Audun Lekve joined the group in February 2019. Prior to his tenure at RIMC, he worked as a consultant and turnaround specialist focusing on "special-situations" properties. He can draw on more than 25 years of experience in the hotel sector, having previously partnered operators and investors such as Hilton, IHG, Marriott, Morgan Stanley and Fortress.



JANA THIELSEN

Head of Human Resources



NORBERT GLÜCK

Head of Accounting



JOHANNES LOURIS

Head of Controlling



PATRICK GEHRMANN

Head of Commercial



KURT WEBER

Chief Operating Officer

We're looking forward to meeting you!

We are at your disposal should you require further information.



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