

Stuttgart, July 2022

Wintergerst accompanies the sale of the Success Hotel Management Group to the HR Group

Berlin-based HR Group takes over the Success Hotel Management Group based in Stuttgart. The entire acquisition process was accompanied by Wintergerst Societät für Unternehmer-Beratung within the framework of a competitive bidding process.

The Success Hotel Management Group develops and operates hotels of international brands, such as Holiday Inn Express, ibis Styles or Hilton Garden Inn. The family-owned company based in Stuttgart operates 22 hotels spread all over Germany.

During a structured bidding process with potential investors from Germany and other European countries it was possible to find a strong partner for the future in the form of the HR Group.

The HR Group is one of the leading multi-brand hotel operators in Central Europe. The Berlin-based company has successfully acquired and operated hotels for more than ten years. Currently, the HR Group owns 73 hotels in over 30 cities in 5 European countries.

With an attractive purchase price and a logically compelling concept for the takeover of Success Hotel Management GmbH and all of its employees, the HR Group was able to prevail over the other bidders. The attractive hotel landscape of the Success Hotel Management Group is an excellent addition to the portfolio of the HR Group and promises further growth. The similar business models and the many years of experience, both in the

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market and with franchisors, ensures a seamless and professional transition of the business activities.

“Thanks to the outstanding reputation of the Success Hotel Group, we, in close cooperation with the management and the insolvency supervision, have managed to find a successfully positioned and owner-operated company as a new shareholder,” explains Lars Gairing, who managed the project for Wintergerst.

Consultants for Success Hotel Management GmbH:

Wintergerst Societät für Unternehmer-Beratung (Stuttgart): Volker Wintergerst (Partner), Christian Kunz (Partner), Lars Gairing (leadership/Director), Adrian Bertsch (Associate)

Menold Bezler (Stuttgart): Dr. Sebastian Mielke (leadership/CRO, Partner), Jost Rudersdorf (Partner), Ann-Christin Heinemann, Pascal Mangold (all restructuring specialists), Jochen Zimmermann (Partner), Daniel Kluger (both tax specialists)

Insolvency supervision:

Grub Brugger (Stuttgart): Dr. Philipp Grub (Partner), Dr. Isabel Hohmann

Consultants for HR-Group:

Hogan Lovells LLP (Munich): Christine Borries, LL.M. (leadership, Counsel), Dr. Markus Huber (both restructuring specialists), Dr. Andreas Eggert (Taxes, Counsel)

About Wintergerst Societät für Unternehmer-Beratung

Wintergerst Societät für Unternehmer-Beratung GmbH & Co. KG, Stuttgart and Hamburg, is a firm of consultants that is specialized in serving middle market family-owned companies. The consulting focus lies on accompanying corporate transactions, restructuring businesses and

strategic realignments. Wintergerst possesses exemplary industry experience and implementation skills, regularly assigning individuals with many years of management experience in the respective industry to its engagements. Its active membership in the ICFG international network gives Wintergerst a global footprint as well. www.wintergerst.com