

| COMPANY
PRESENTATION

PREMIUM HOSPITALITY MANAGEMENT
PREMIUM

SQUARE
LIME





| We are Square Lime

- A leading hotel management company focusing exclusively on boutique hospitality properties in Greece.
- An established team of hospitality experts.
- Managing and marketing only the crème de la crème upscale properties in Greece.



| Our Mission

TO ENABLE Greek individual and family-owned hotels to build distinctive brand names and showcase them globally, contributing to an elevated tourism identity for Greece.

TO PROVIDE an exceptional portfolio of unique boutique hospitality experiences.

TO EMPOWER our collection of hospitality brands with the most sophisticated hotel management and marketing services.



| Our Vision

To be recognized as leaders
in the realm of boutique hotel management
and become the top-of-mind synonym
of elevated hospitality experiences in Greece.



| Our Values

REFINEMENT of choice

We are aficionados of fine esthetics that cherry-pick hospitality properties of unique elegance and character, with an eye for small details that make a great difference.

SOPHISTICATION of services

Our singular expertise, paired with our precision, effectiveness and acumen, deliver cutting edge hotel management services.

GROWTH with a twist

We believe in a different growth model where upscale independent properties can stand out and thrive, creating a more humane and sustainable path to elevated hospitality.



| Our Values

HONESTY in our every action

We are true partners to our clients, dedicated and committed to the advancement of their properties and the pursuit of mutual growth.

EXPERIENCE driven

Our highly sophisticated hospitality services have but one aim: to offer our guests unique opportunities to feel, sense, cherish, enjoy and indulge more.

| Our Positioning

Square Lime is a boutique hospitality management brand with a detailed and to-the-point focus on how to cherry-pick individual boutique hotels and villas and elevate them into exceptional hospitality brands.

We achieve that through:

- a worldwide-targeted distribution to selected upscale audiences/markets.
- an increased Share of Market in our destinations.
- the highest possible profitability ratios for our partners-hotel owners.



| Our Ethos & Philosophy

The principles that form the hospitality DNA and entrepreneurial ethos of Square Lime.

- Eclectic and handpicked hospitality portfolio.
- Strong liaisons/partnerships with key partners-owners: influential luxury agencies worldwide and individual hotel owners.
- To-the-point approach in all our management decisions. No frills, no useless promises or tactics.
- We deliver what we promise. Our partners-owners know it!
- Square Lime's people are the core asset of our success. Professionalism, extensive and updated know-how, out-of-the box approach and honesty is what we stand for.

| Why Square Lime For Travel Agents

All our properties:

- are exclusively managed, so you cooperate directly with the source. This ensures the best net rates for you, as we are the principal authority.
- offer premium bespoke services. From cooking lessons and private chef services to luxury 24h dedicated concierge services, VIP transfers etc. However, we always strive to go beyond just services, by creating memories and emotive experiences for our mutual guests.
- can be booked online by our partners-agents through their exclusive net rates.
- are personally inspected - and we assure you that we are quite picky. Also, we are quite selective about the partners we cooperate with, and we always protect them.

| Why Square Lime For Travel Agents

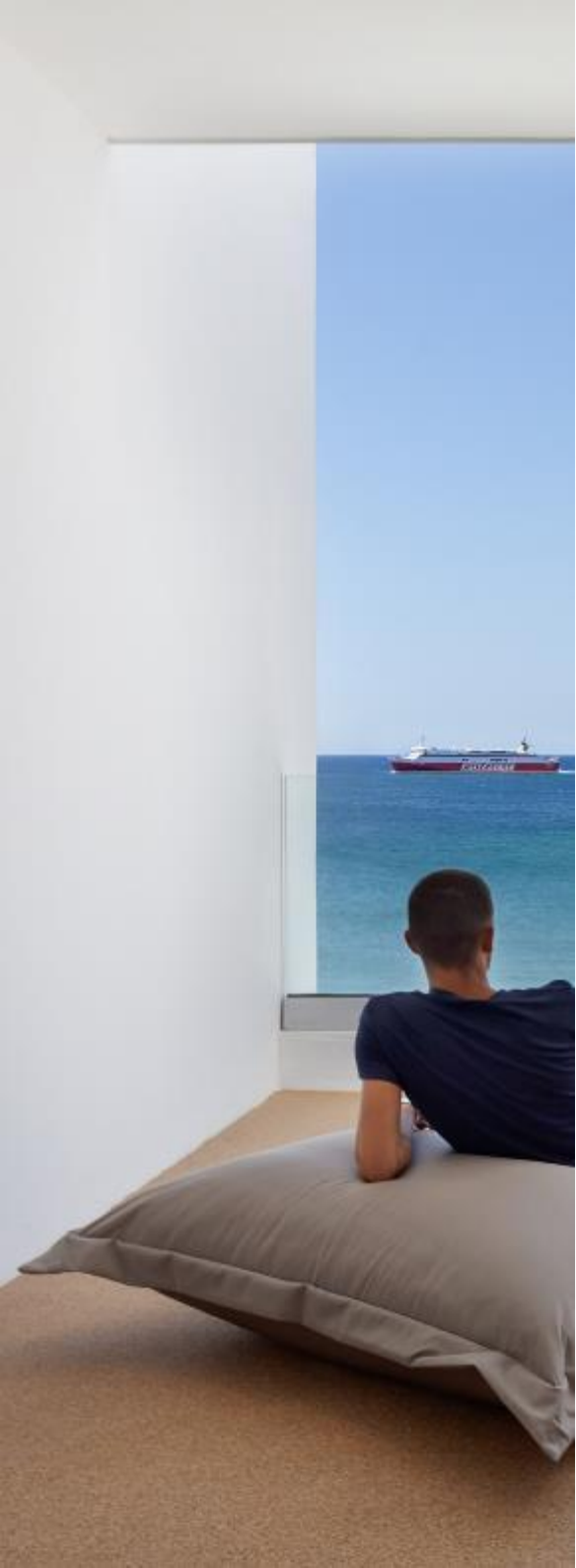
All our properties:

- Our partner agency can provide full DMC services to your agency, if required.
- We expand our portfolio not only in Mykonos, Naxos & Santorini, but also to hidden-gem destinations in Greece, where our company's local teams provide an insider's look and exceptional services.



| Why Square Lime For Property Owners

- Unmatched expertise on establishing new hospitality brands from the very beginning of a project. Absolutely hand to hand in every step of the preopening of a hotel.
- Delivering 100% increased Share of Markets.
- Peace of mind for the owners knowing that all they have to do is watch their hotels stand out from the competition.
- Experts on creating strong hotel concepts or Rebranding and Repositioning current ones.
- Representation of our properties in well-established worldwide travel shows, such as ILTM Cannes, LE Miami, Emotions Sevilla.



| Why Square Lime For Property Owners

- Full access on reporting.
- High occupancies and Average Daily Rates through an intensive and constantly evolving Revenue Management Action Plan.
- A dedicated team of Reservations experts at your service 24/7/365.
- Not just delivering results but joining forces with our partners-hotel owners to create and deliver unforgettable memories and profound experiences for our guests.

| Numbers

Speak louder than words

€22 mn
Our revenue (2023)

40
Luxury Boutique Hotels
& Villas

28%
Annual revenue
growth in 2022
(vs 2019)

310
Total number
of rooms managed

+36%
Revenue growth
2023 YTD
(vs 2022 YTD)

85K
Number of incoming
guests 2023

10 Exquisite Destinations

Naxos, Mykonos, Santorini, Tinos,
Ios, Athens, Peloponnese, Crete, Ioannina
(more to be added soon).



| Our services Pre-Opening

- Consultation and guidance in effectively defining the hotel product (hotel structure, room types, facilities, PMS, Channel Management systems etc.).
- Cooperation with the hotel architect and decorator in the field of Hotel Structure.
- P&L forecasting & budgeting (continuous review).
- Hotel Concept Development (Hotel Positioning, SWOT analysis).



| Our services Strategy

Defining the strategy for a successful Marketing Plan and designing an effective Sales Strategy and sales tactics (under continuous reassessment, especially in view of the current market conditions.)



| Our services

Reservations Management

Specialized reservations management, 24/7/365, by email or phone, in line with Square Lime's excellent know-how and the extensive expertise and experience of our dedicated reservations department. Utilization of a sophisticated booking management platform that helps achieve greater conversion rates from requests to bookings.

| Our services

Sales & Marketing Management

- Contacting with travel agents. Daily promotion by contacting new travel agent leads, obtained every day from the sales department. The vast majority are new partnerships from Europe, Asia, America, Australia. Cooperation with more than 4,500 agencies-partners worldwide (out of which more than 550 are premium agencies / travel designers) and promotion of the hotel to all these partners through excellent communication material.
- Presence at ILTM, the world's largest B2B luxury travel show, where Square Lime has its own stand every year. Promotion of our destinations to ILTM's very premium audience as well as in other luxury travel fairs (LE MIAMI, Emotions Sevilla, etc.)



| Our services

Sales & Marketing Management


- Arrangement of fam trips/inspections by selected premium agents/partners from all over the world, who will be visiting the destination.
- Press & PR Management Services (Management and constant coordination of the partners that will handle the PR & Press campaigns).
- Coordination of digital marketing activities (Google ads, social media) and monitoring whether targets are met on a monthly basis.



| **Our services**

Yielding Management

Yielding/Revenue Management through continuous monitoring and actions in order to achieve the maximum REVPAR (Revenue per Available Room). Utilizing the expert knowledge of our executives in the day-to-day management of prices, policies, offers and analysis of demand patterns and competition.



| Our services

Financial Management

Monthly reporting of all relevant ratios (ADR, REVPAR, occupancy), as well as ongoing support in achieving a better EBIDTA, both through diligent management of our partnerships and the commissions given -an area in which SQUARE LIME has an extremely successful track record with all the hotels it manages- as well as by focusing on specific measures to contain costs and at the same time maintain a very high standard of hotel services.



| Our services

Mystery Traveler Service

Annual Mystery Shopper/Traveller Service, where Square Lime's outsource partners with vast hotel organization expertise secretly visit a hotel undercover as guests, identifying and recording all the positive and negative aspects of their stay, and delivering a full report with their observations.



| Our services Consultancy

Conculty services on how to better organize the Operations of the hotels and how to deal with any issues or problems that may arise during their daily operation.



| Our services Reporting

Providing a monthly report with all the tasks carried out by the Square Lime team.

| Our services Square Lime Benefits

- Discounts on Tripadvisor Listing and Webhotelier products (e.g. Payments Assistant Manager etc.)
- Properties are included in Square Lime's Social Media activities.
- Properties are included in Square Lime's cherry-picked portfolio consisting exclusively of luxury / premium hotels and villas, a fact that has differentiated Square Lime in the eyes of its partners worldwide and positioned it as a management company with a very clear focus on the luxury segment.

| Our Properties

Liostasi Boutique Hotel | Ios
Kouros Boutique Hotel | Mykonos
18 Grapes Boutique Hotel | Naxos
Kallos Villas & Suites | Naxos
Ammothines Boutique Hotel | Naxos
Lady Sea Villa | Crete
Lagos Mare Boutique Hotel | Naxos
Kouros Art Hotel | Naxos
Avgoustos Suites | Naxos
Mythology Sea View Suites & Villas | Naxos
Santana Suites | Naxos
Kolonaki 8 | Athens
Four Streets Athens | Athens
Infinity View Hotel | Tinos
Amani Earthy Living | Mani
Monolithoi Villas | Mani
Montana Villa | Naxos
Valea Naxos Villa | Naxos
Aqua Breeze Villas | Naxos
Villa Kampani | Mykonos
Blue Grès Villa | Tinos
Villa Venti | Naxos
Infinity Villa | Ioannina
Naxian Lounge Villas | Naxos
Panasea Villa | Naxos
Hill Club Naxos | Naxos
C&G Villas | Naxos
Milestones Naxos Hotel | Naxos
Eden Beachfront Residences & Suites | Naxos
Anemelia Hotel | Mykonos
Dunes Hotel | Naxos
Naxos Rhyton | Naxos
Casa Sunsha | Santorini



| Our Properties

Liostasi - Ios

Liostasi Hotel & Suites, 5* boutique hotel in Ios;
member of SLH and Mr. & Mrs. Smith;
offers leisure with unforgettable sea views.





| Our Properties Kouros - Mykonos

The -5 star- Kouros Hotel & Suites, boasts 39 luxurious accommodations designed to offer the comfort of a private home, providing privacy and thrilling sea sunset views.





| Our Properties Monolithoi - Mani

Awarded for its architecture with Architizer A+ Award for best vacation house in the world for 2019, and published in world's best architecture by Faidon



| Our Properties 18 Grapes - Naxos

Wisely nested only 200 m. away from the well-known beach of Agios Prokopios, 18 Grapes is a hideaway of elegant luxury, designed to offer upscale tailor-made services and inspire effortless-chic living.



| Our Properties

Lady Sea - Crete

Lady Sea is a 6 Bedroom Sea View Villa in Palaiokastros, Crete, which unfolds in three levels and blends wisely into the beautiful Heraklion landscape, offering complete privacy and impeccable sea views to its guests.



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| Naxos

New opening
in 2017 of a 5* hotel
with 18 suites,

- More than €1,5 M of revenue
- 7-month seasonality
- 88% occupancy



| los

5* hotel

- +55% increase in ADR in 5 years
- +24% occupancy

**“We select.
We manage.
We enable”.**

“Shaping boutique hospitality”