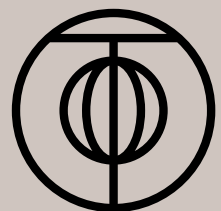


THE PORTER

INSPIRING
PLACES TO
STAY,
WORK, AND
REVIVE



MEET THE
TEAM.



FOUNDERS AND MANAGEMENT.

MARTIN EGNER

Co-Founder & Chief Executive Officer

Having worked in commercial management positions with more than 15 years of track record with global lifestyle hospitality companies such as Motel One, Design Hotels, Marriott and Ruby Hotels, Martin founded the company in 2018.

OLIVER DITTMAR

Co-Founder & Real Estate Advisor

Oliver who is a seasoned entrepreneur who initially co-founded the company together with Martin. He is managing partner in real estate advisory and development companies, as well as a national transaction and brokerage firm.

HENDRIK BOEING

Co-Founder & Chief Marketing Officer

Hendrik has a background in media and communication, having worked for companies big and small. He founded Brandcraft, a company focusing on high-end merchandising for premium brands like BMW, Rocco Forte and Lamborghini.

RADO PAVLOV

Chief Technology Officer

Having worked in the hospitality and entertainment business, Rado has been a co-founder in digital POS company Orderbird and runs a software development company with over 60 employees.

DR. ANSGAR LANGE

Chief Finance Officer

With an academic background in health economics and a PhD from the London School of Economics, Ansgar has worked for a tech-enabled health care provider in the UK and an AI-based genetics company.

MEIKE EGNER

Director of People

Meike has worked for various hospitality, travel brands and airlines in the past and will focus on employer branding, operating procedures, as well as human resources management within the company.

MANUEL PINCIROLI

Director of Operations

Manu is a restaurateur and hospitality enthusiast from head to toe. Having opened dozens of bespoke restaurants and bar concepts around the globe, he will head the F&B concepts and on-site membership operations.

KONSTANTIN VON BARCSAY

Executive Advisor Real Estate Development

Konstantin acts as advisor for our real estate activities, with a unique track record in the real estate transaction and investment environment, having acted as (Managing) Director for LaSalle Investment and Colliers International.

TOBIAS TESKE

Executive Advisor Investment

Tobias has acted as Director Capital Markets with global transaction firm Colliers International focusing on large commercial real estate deals and investments in the DACH region, as well as JLL.

MICHAEL FRICK

Creative Director

Michael is a creative brand engineer with vast experience in positioning lifestyle and luxury brands from automotive, to furniture, and service companies. In 2016 he founded his boutique brand agency Studio Pona.



THE GREAT MERGING.



THE PANDEMIC FORCED LONG-TERM EFFECTS ON WORK, LIFE, AND TRAVEL.

Remote work and flexible living

Home office and
workation regulations
open geographic
independency and merge
work and travel.

Global war for talent

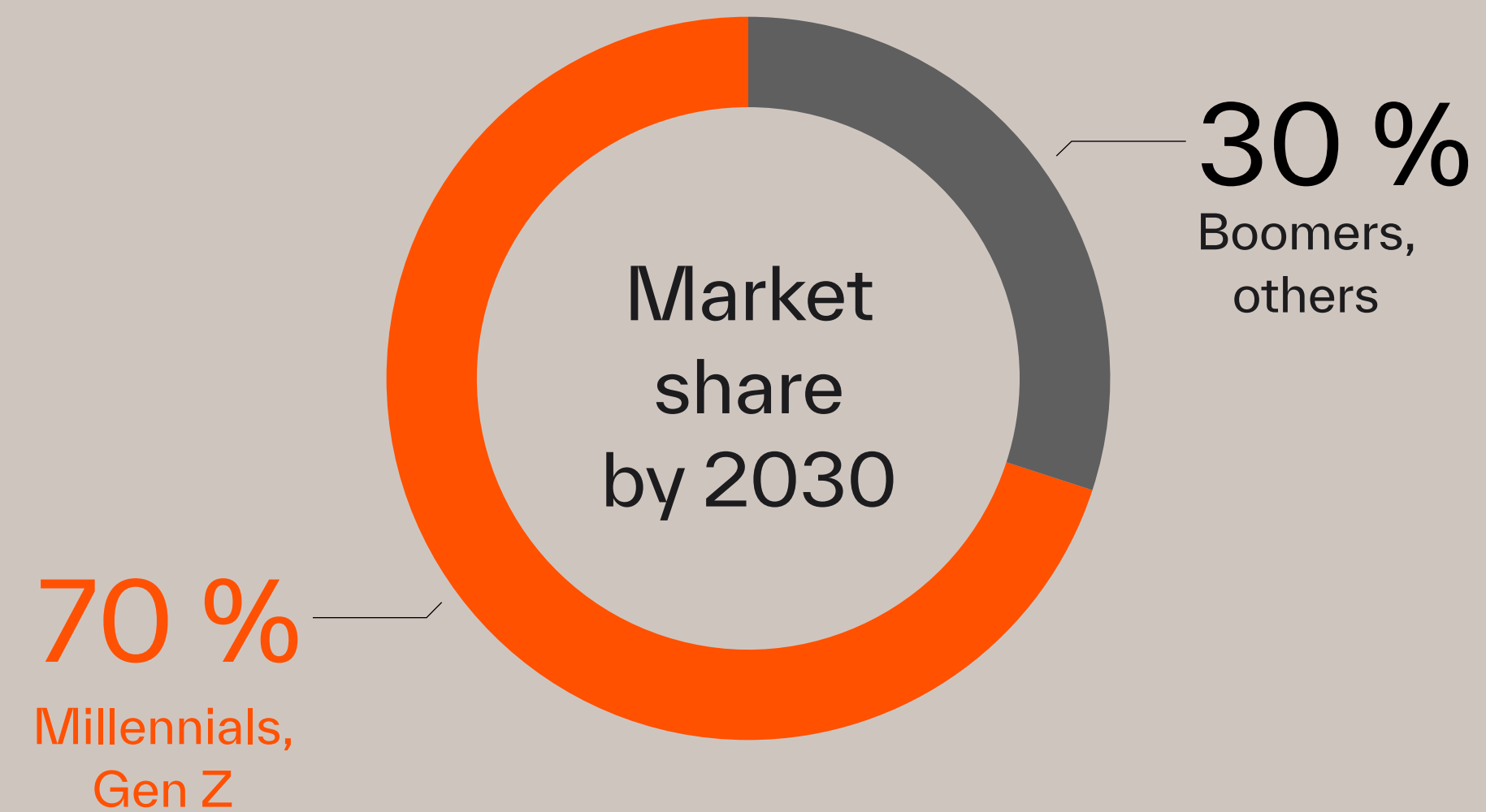
Companies find
themselves in a global
competition for talent,
aiming to become more
attractive and flexible.

Need for culture and belonging

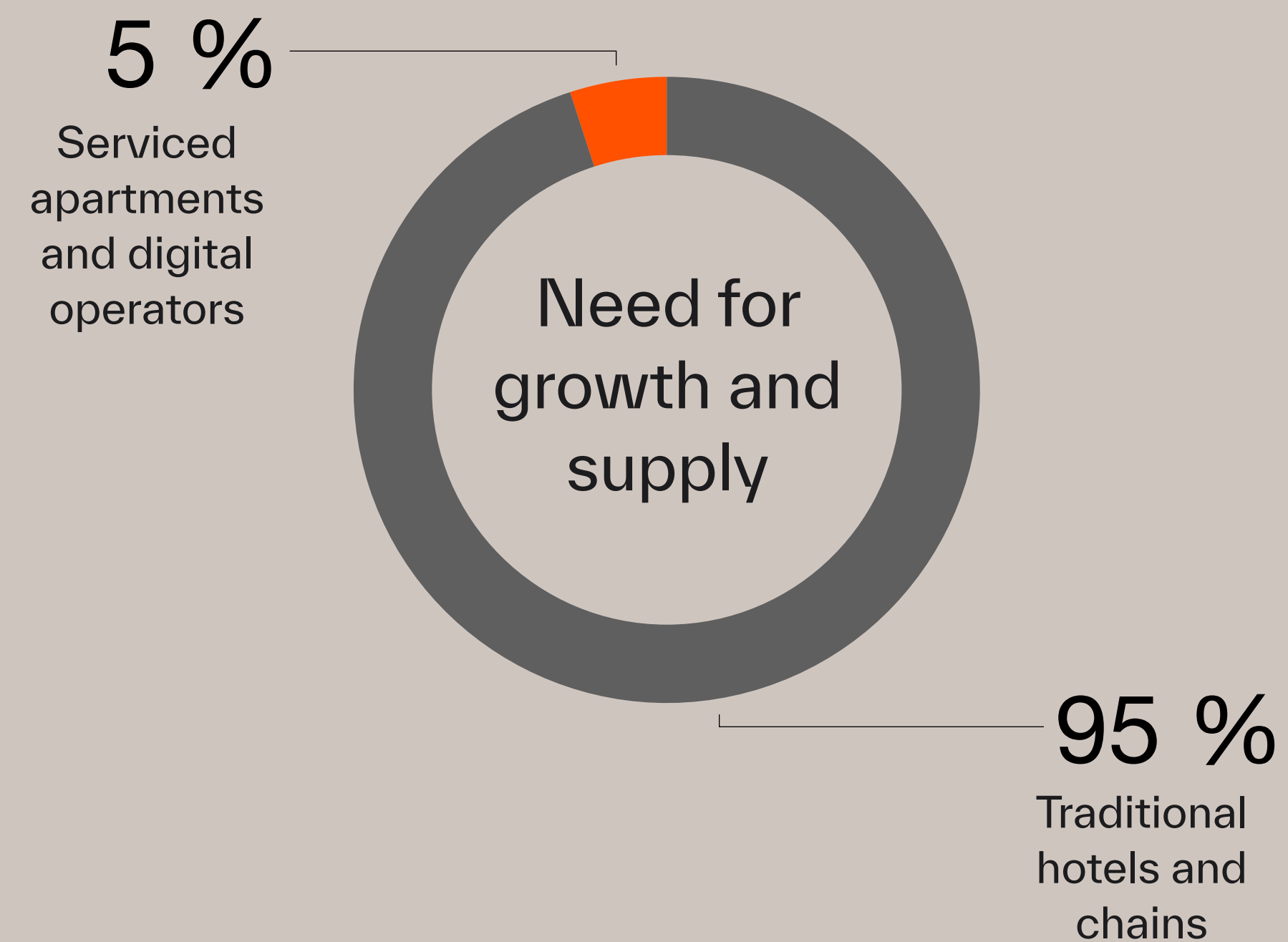
The pandemic taught us that
some of the highest goods
for quality of life are freedom
to travel, culture, and social
activities.



NEW TARGET GROUPS ARE TAKING OVER THE GLOBAL TRAVEL MARKET.



THERE IS A MASSIVE GAP BETWEEN DEMAND AND MARKET SUPPLY.



THE PORTER VALUE PROPOSITION.



WE SHAPE CONNECTED HOUSES AROUND BETTER LIVING.



OUR PROPRIETARY TECHNOLOGY ALLOWS NEXT-LEVEL USER ENGAGEMENT.

Business automation

Booking, check-in, check-out, payment, invoices, guest profiles and communication

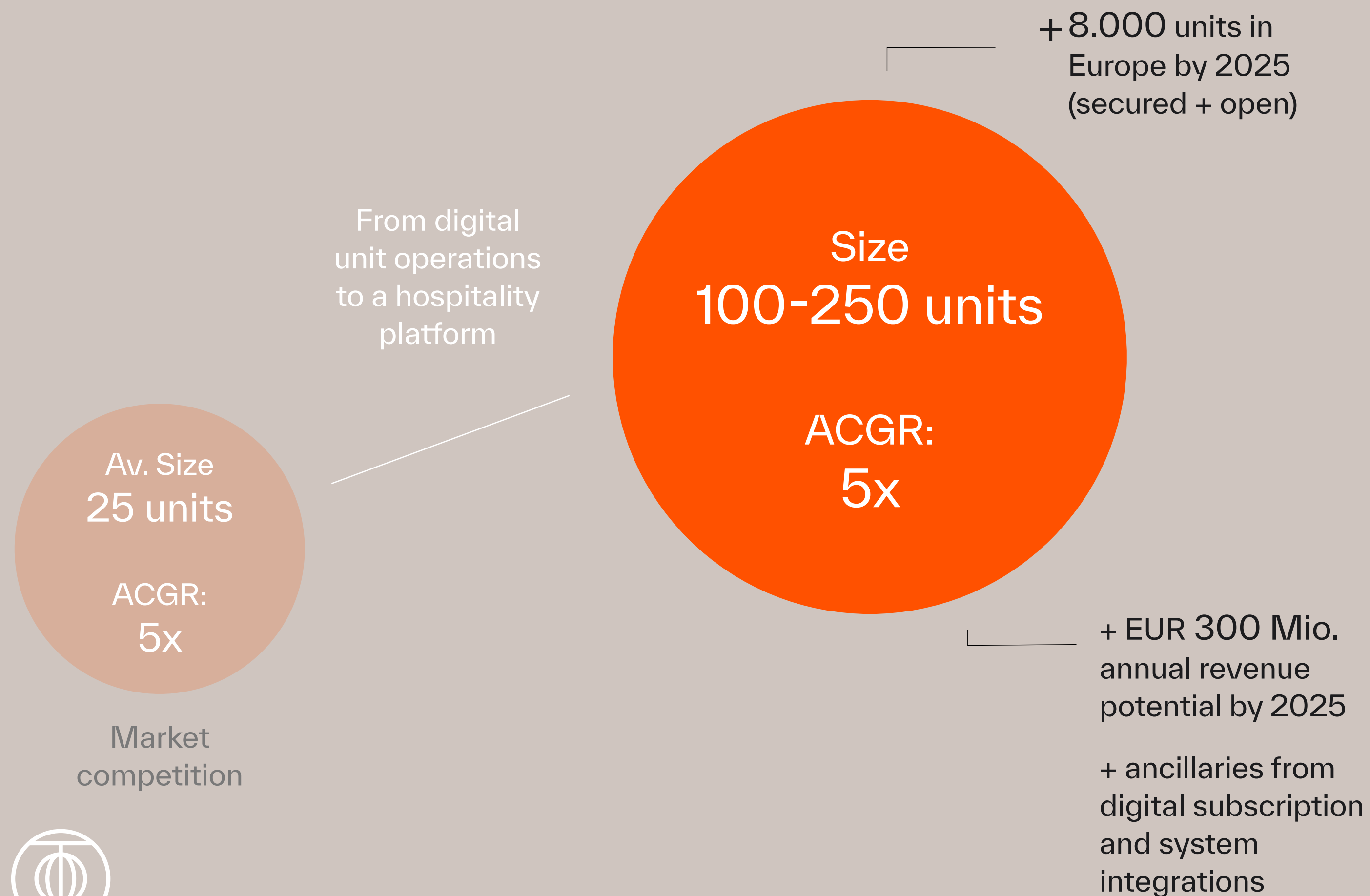


Digital subscription

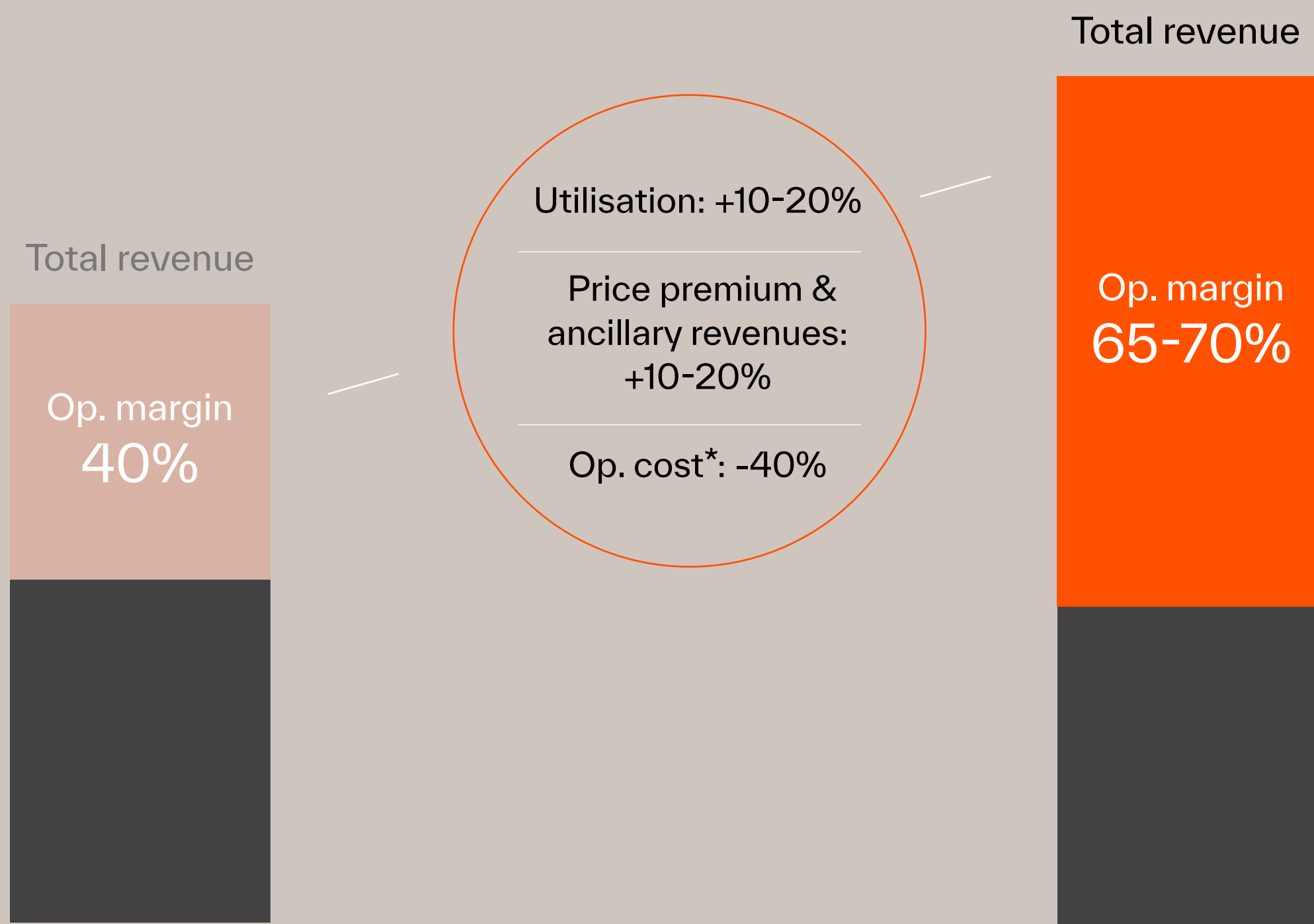
Access to exclusive spaces, travel partners, events, member perks and benefits



A CLEAR FOCUS ON SCALE AND TIME-TO- MARKET



HIGHER TOTAL MARGINS ENABLE ATTRACTIVE RENT LEVELS



Mid-scale
hotel market

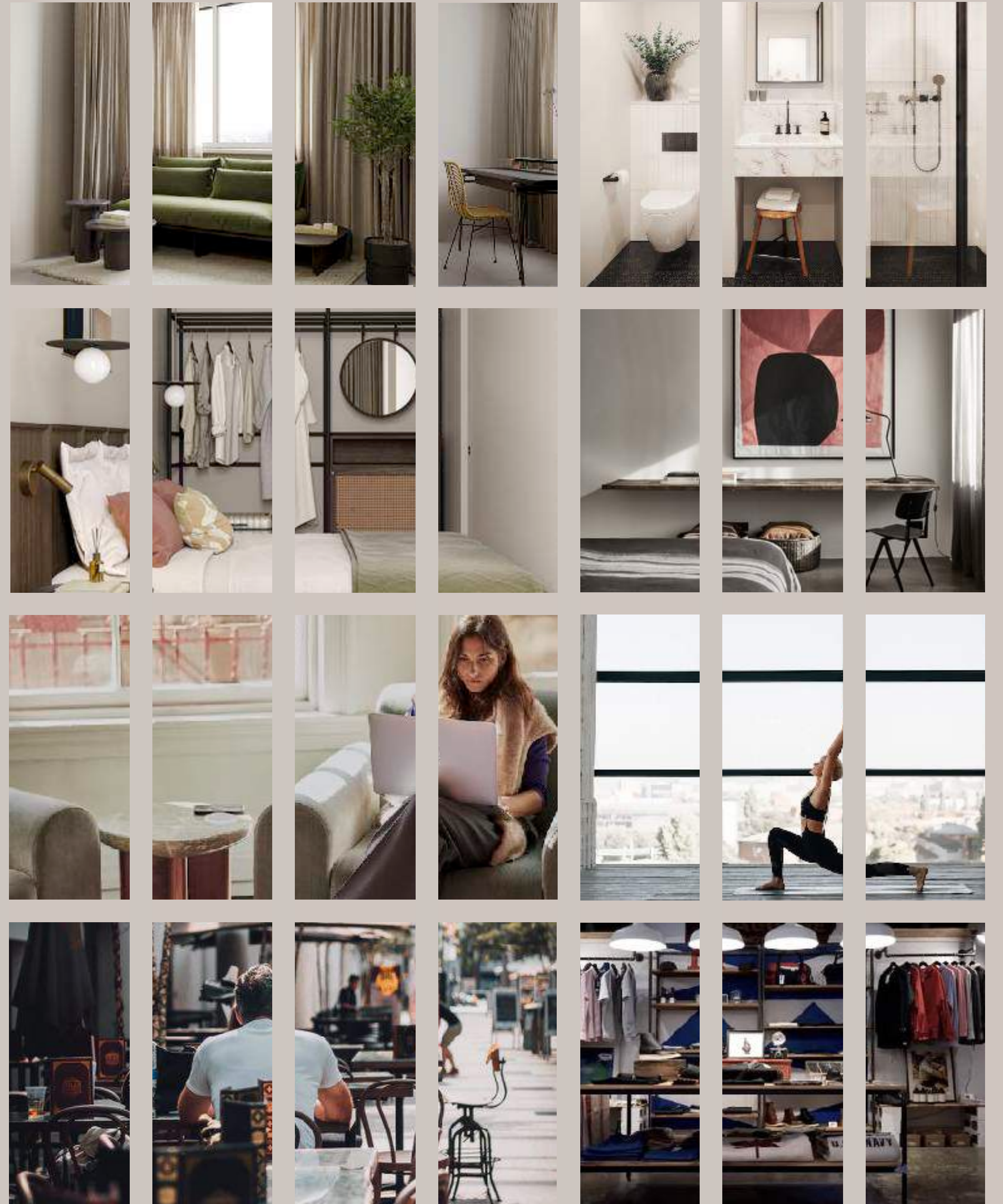
THE PORTER

* Staff, housekeeping, administration, etc.



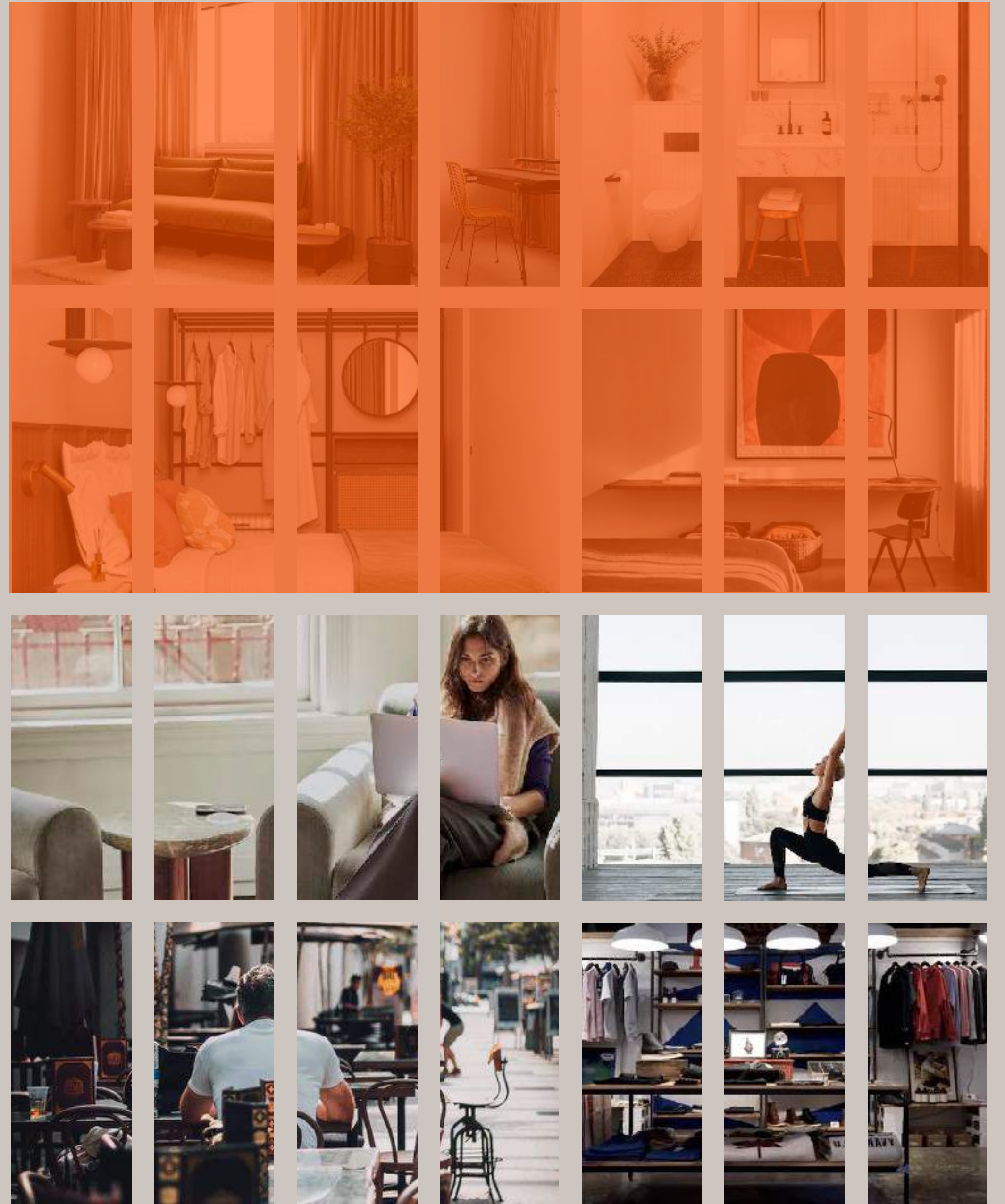
THE PORTER EXPERIENCE.





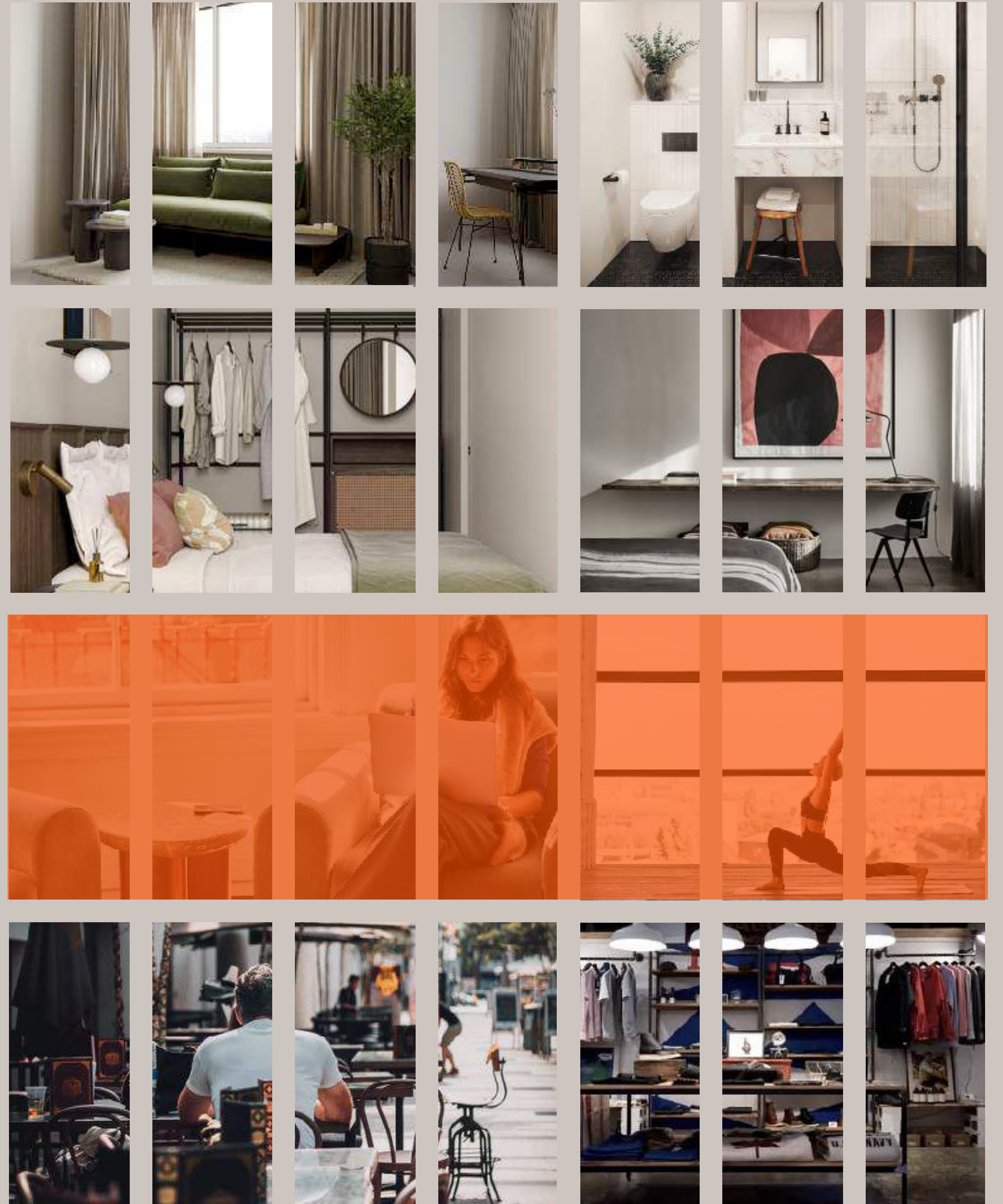
AN OPEN HOUSE FOR
MEMBERS AND LOCALS
ALIKE.

DESIGN-LED
STUDIOS AND
APARTMENTS FOR
SHORT AND LONG
STAYS



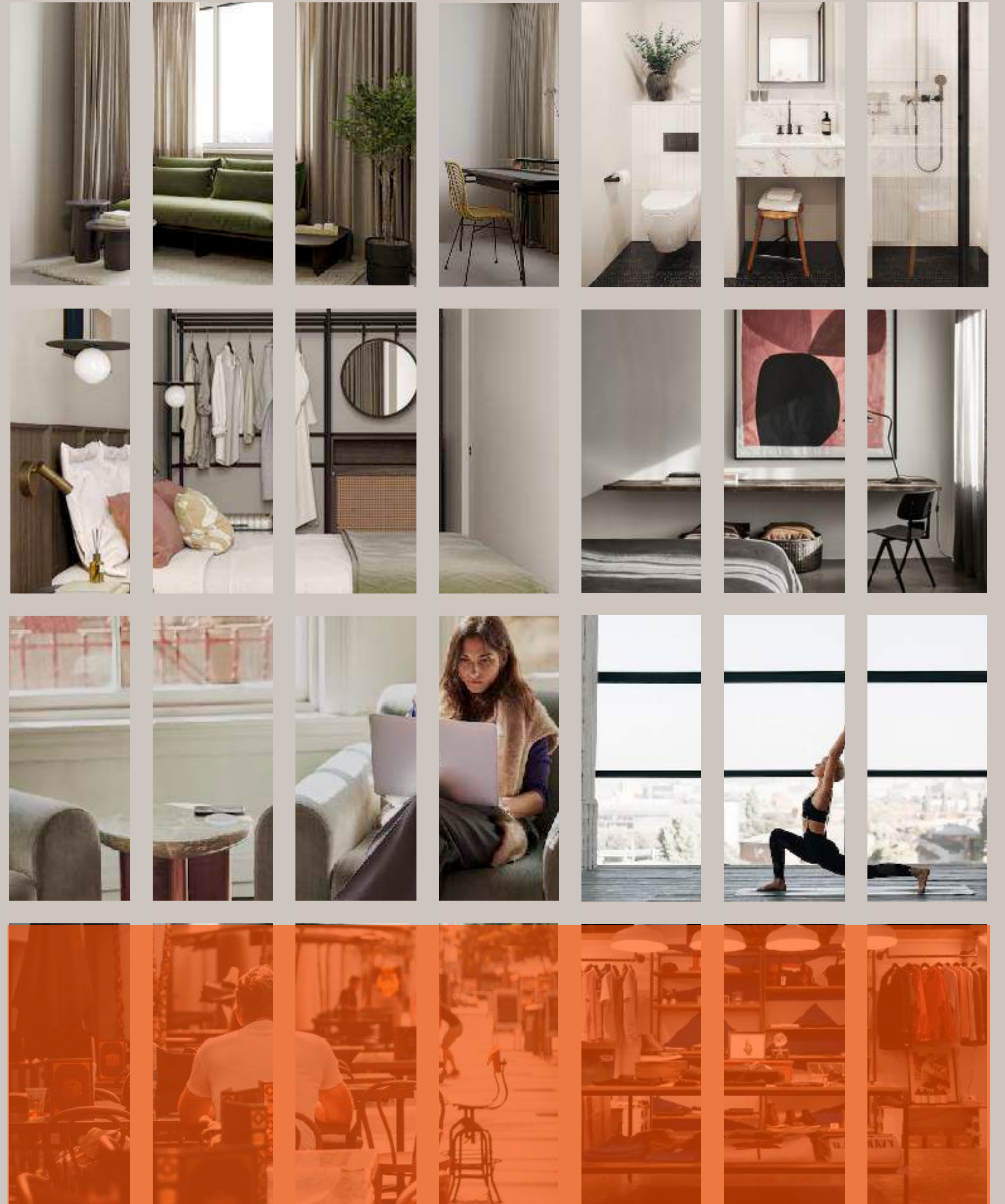
AN OPEN HOUSE FOR MEMBERS AND LOCALS ALIKE.

CREATIVE SPACES FOR WORK, EVENTS, AND RECREATION



AN OPEN HOUSE FOR
MEMBERS AND LOCALS
ALIKE.

GASTRONOMY
AND RETAIL
OUTLETS FOR THE
NEIGHBORHOOD



THE PEOPLE OF PORTER.

The People of Porter is an ongoing program and curated circle of creatives, innovators and forward-thinkers.

Each ambassador brings a very special talent and experience to the community, ranging from arts, design, business, food, technology, sports, and mental health.

We connect our guests and members with people in the know and engages personal interaction, exchange of ideas, and embraces the core of Porter which is collaboration and community.



HOUSE
NUMBER
ONE.



THE PORTER LEIPZIG-SPINNEREI.

OPENING JULY
2023

THE PORTER Leipzig-Spinnerei occupies a fully renovated and converted former commercial building from the GDR era.

The house is opening in July 2023 in the city's most creative, young, and arts-inflected neighborhood Plagwitz - with strong business and leisure demand and excellent public connection to the city center.

- ◉ 81 STUDIOS AND APARTMENTS (22 - 72 SQM)
- ◉ CO-WORKING AND MEETING AREA
- ◉ PODCAST STUDIO
- ◉ MEMBERS LOUNGE
- ◉ COMMUNITY KITCHEN & LAUNDRY ROOM
- ◉ COFFEE SHOP & BAR
- ◉ BOOK STORE & SHOWROOM



IMPRESSIONS.



IMPRESSIONS.



IMPRESSIONS.




Website launch Feb 2023

THE PORTER

EXPERIENCEPEOPLEPLACESMEMBERSHIP

Login

WELCOME TO THE
PLACE YOU BELONG.




Where?
Leipzig Spinnerei

Check in - Check out
01.12.2022 → 10.01.2023

Guests
2 Guests

Promocode
Enter Code

 Check availability

Transformative spaces for a better living.

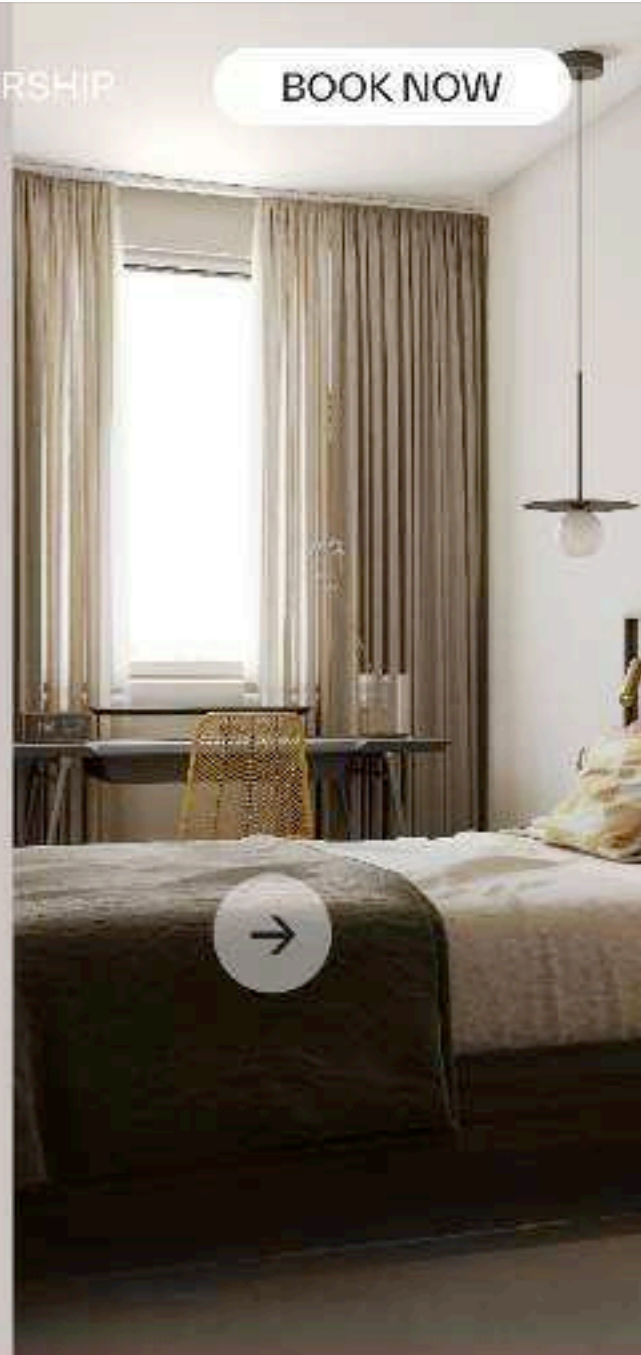
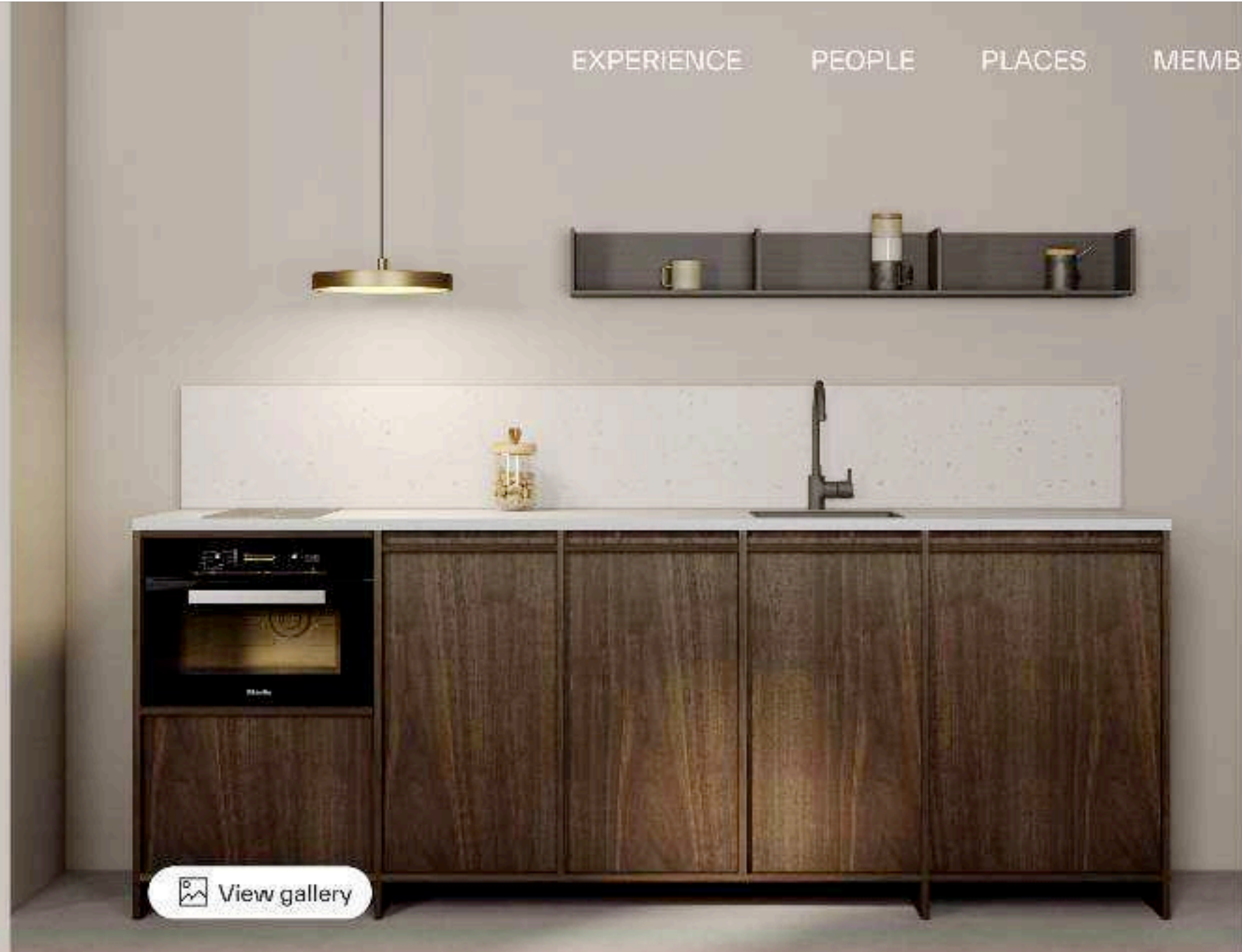

The Porter offers inspiring destinations in culturally charged environments, providing our guests as well as the local community a true sense of belonging. We aim to foster community, collaboration and a holistic approach to life.


Our houses act as connected hubs that integrate in our neighborhoods and enable our guests to merge work, temporary living, and recreation.


Website launch Feb 2023

THE PORTER

EXPERIENCEPEOPLEPLACESMEMBERSHIPBOOK NOW



 View gallery



Where?
Leipzig Spinnerei

Check in - Check out
01.12.2022 → 10.01.2023

Guests
2 Guests

Promocode
Enter Code

Show rates

WELCOME TO
THE PORTER LEIPZIG
SPINNEREI.

Engertstraße 31, 04229 Leipzig Platzwitz

Show on the map →

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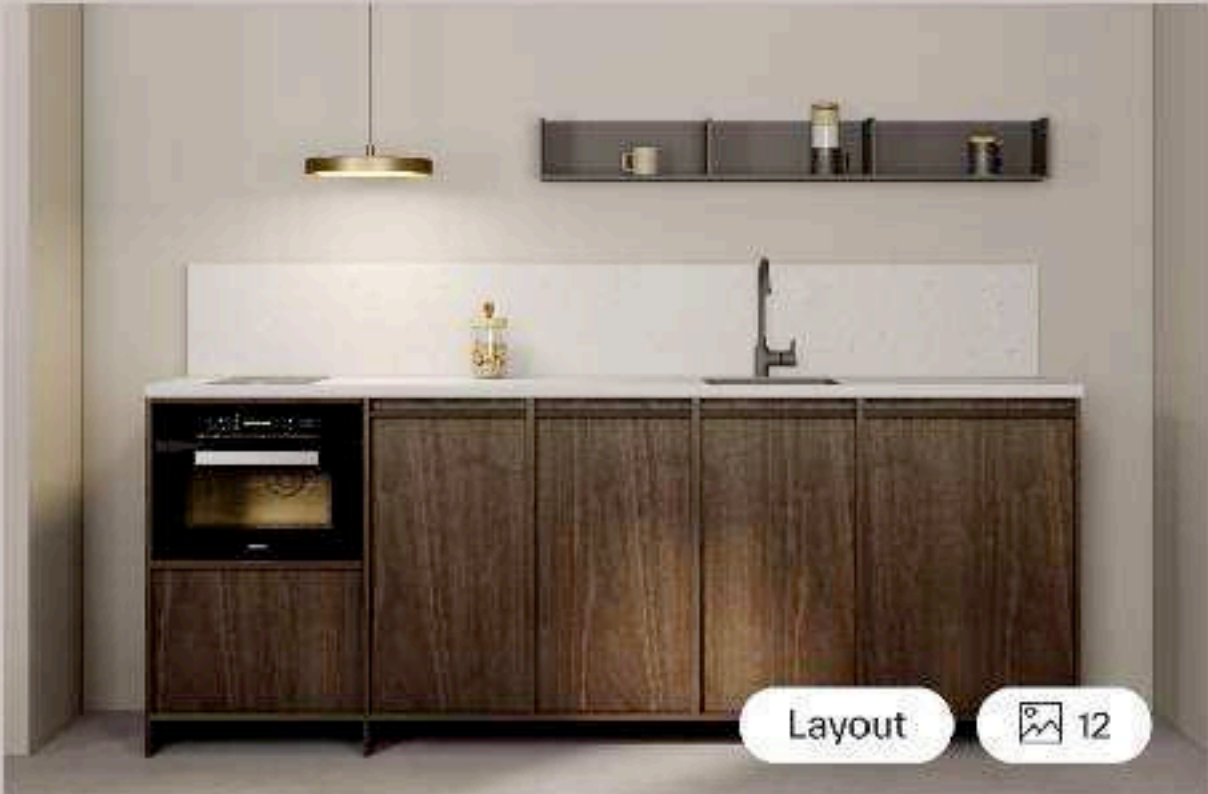
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Website launch Feb 2023

- Open house
- Stay
- Amenities
- Neighborhood
- People

Our studios and apartments



The Porter Studio

60m² - max. 2 Guests - 1 Bathroom - Balcony

Features

- Dog friendly
- Queen bed
- Air conditioning
- Stocked Kitchen
- In unit laundry
- Private Outdoor Space
- Dishwasher
- Television
- Steaming device
- Paid Private Parking

€ 2.222

Average price € 120/night ⓘ
01.12.2022 → 14.01.2023 - 3 Guests

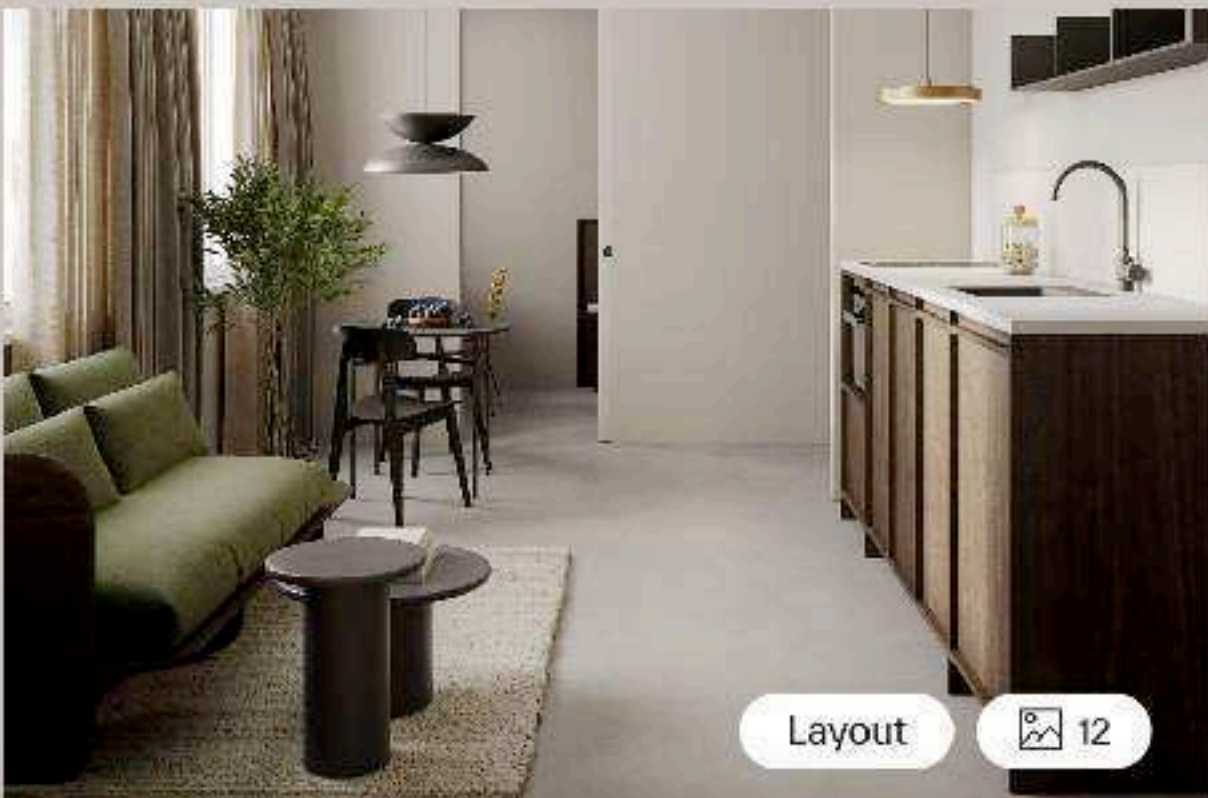
Non refundable

Flexible rate

The entire amount
will be charged at
time of booking

Cancel for free
before 3:00 PM on
January 01, 2023

BOOK NOW



The Porter Studio

60m² - max. 2 Guests - 1 Bathroom - Balcony

Features

- Dog friendly
- Queen bed
- Air conditioning
- Stocked Kitchen
- In unit laundry
- Private Outdoor Space
- Dishwasher
- Television
- Steaming device
- Paid Private Parking

€ 2.222

Average price € 120/night ⓘ

You've found the best price!

01.12.22 → 10.01.23 - 2 guests

The Porter

€ 120

Booking.com

€ 170

Expedia.com

€ 176

Airbnb

€ 176

Website launch Feb 2023

MEET THE PEOPLE OF PORTER.

Exceatiae laudem ut modis seditaquis eum ratem nullani omnisum quidit asime pernate mquisto bea dolorum velibusdae et coritem. autem ut modis seditaquis eum ratem dolorum velibusdae

- All
- Arts
- Music
- Fashion
- Food & Drinks
- Sports & Health



Create feelings

Nora Bush on e et coritem. autem ut modis seditaquis eum ratem e et coritem...

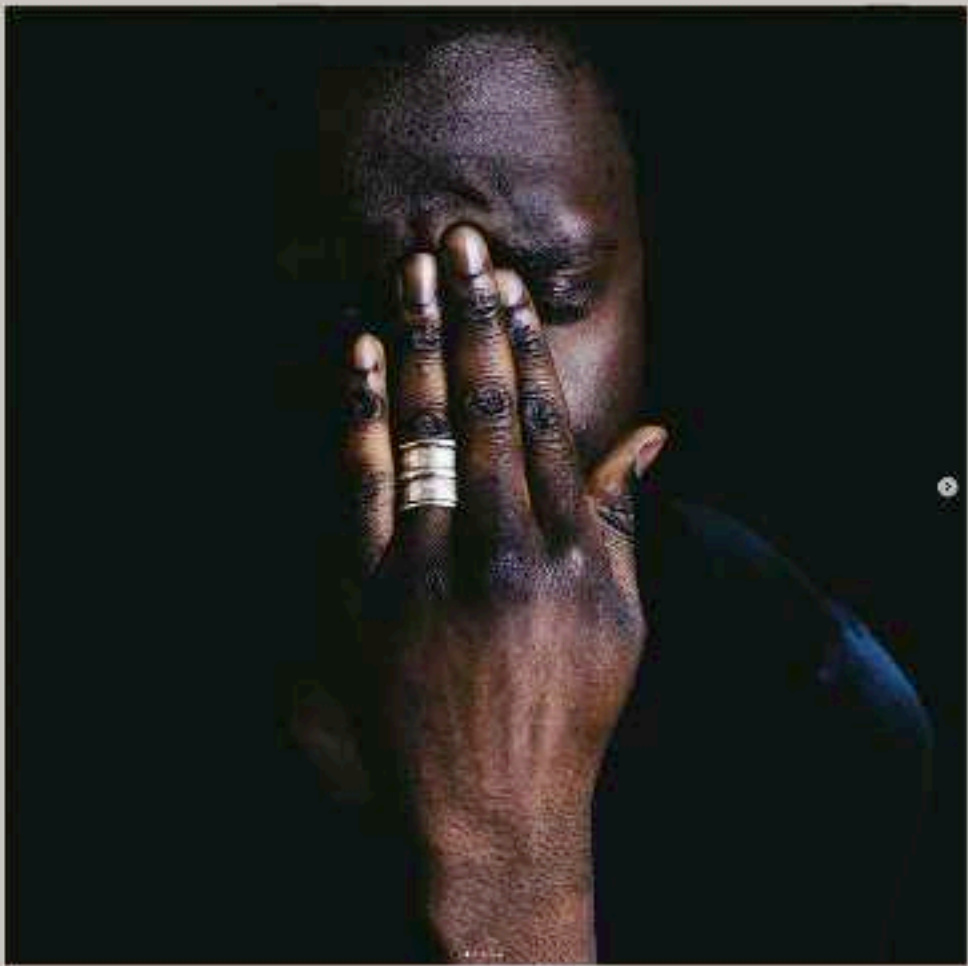
[Read full article →](#)



Focus is key

John Bowerman autem ut modis seditaquis eum ratem e et coritem autem...

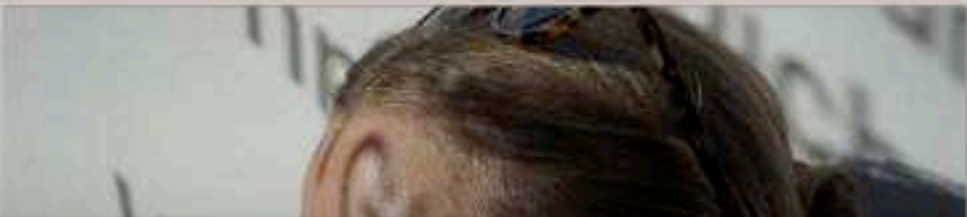
[Read full article →](#)



Less is more

Burak Aterity autem ut modis seditaquis eum ratem e et coritem autem...

[Read full article →](#)



THE PORTER PROJECTS.





THE PORTER
PROJECT
NUMBER ONE

MALLORCA
2023/2024

BACK TO THE LAND - THE PORTER PROJECT MALLORCA

THE PORTER PROJECT Mallorca epitomizes a laboratory around innovative hospitality and better living, inviting our members to exchange, reconnect and revive. The active, 140-years-old farmstead lives on more than 17 hectares of land, being home to ancient olive trees and dozens of seasonal fruit and vegetable varieties.

The finca with its serene surrounding and pastoral tranquillity hosts 10 private bedrooms with en-suite bathrooms, communal work and living areas, a private pool, as well as an outdoor bar. Our culinary team will serve farm-to-table cuisine from the open wood fire, while guests are invited to experience sustainable, regenerative agriculture and partake in our cultural program - curated with partners and contributors from near and far.

25 minutes from Palma airport, 20 minutes from Palma city, 10 minutes from Sòller.



Soft opening Oct 2023



GROWTH
AND
EXPANSION.



BUILDING A PORTFOLIO AROUND QUALITY OF LIFE.

Starting with the German market, we are looking for locations across Europe that seamlessly combine business and leisure. We are searching for cultural hubs that allow quality of life in terms of culture, health, entertainment, education and economics.

THE PORTER will provide our members a next level of freedom of choice where, when, and how they decide to work and live.



GLOBAL DESTINATIONS ON THE OUTLOOK

EUROPE



City destinations

AMSTERDAM
BARCELONA
BERLIN
COLOGNE
COPENHAGEN
DUSSELDORF
FRANKFURT
HAMBURG
LISBON
LONDON
MILAN
MUNICH
PALMA DE MALLORCA
PARIS
VENICE
VIENNA
ZURICH

Leisure destinations

ALPS
MEDITERRANEAN

AMERICAS



City destinations

BOSTON
BUENOS AIRES
LOS ANGELES
MIAMI
NEW YORK
RIO DE JANEIRO
SAN DIEGO
SAN FRANCISCO
VANCOUVER

Leisure destinations

CARIBBEAN
HAWAII
TULUM

APAC



City destinations

BANGKOK
MELBOURNE
SHANGHAI
KYOTO
SINGAPORE
SYDNEY
TOKYO

Leisure destinations

BALI

STRONG DEAL FLOW FOR 2023-2025.

3.910
units

32
key cities
in Europe

**EUR
179 MM**
projected
revenue

**EUR
1.55 BN**
potential real
estate
investment

CURRENT DEVELOPMENT PROJECTS.



COLOGNE

220 units (2024)



MUNICH

25 units (2024)



HAMBURG

115 units (2025)



VIENNA

130 units (2025)



OUR PROPERTY SEARCH PROFILE.

We are looking for existing properties as well as new developments. Micro-locations should be in city centers or culturally strong, up and coming neighborhoods with excellent public transport connection, gastronomy and cultural offering.

- TOTAL SIZE OF 3.000 - 15.000 SQM
- 100 - 500 UNITS
- OFFICE CONVERSIONS
- HOTEL CONVERSIONS
- SINGLE TENANT, MIXED-USE AND NEIGHBORHOOD DEVELOPMENTS



BENEFITS FOR OUR REAL ESTATE PARTNERS.

CONVERSION
OF OFFICES
OR HOTELS

EXCELLENT
THIRD-PARTY
USABILITY

ATTRACTIVE
COMMERCIAL
RENT LEVELS

HIGH
RESILIENCE
DURING
PANDEMIC

LONG-TERM
LEASE
CONTRACTS



THANK YOU.

The Porter Group



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