

COMPANY PRESENTATION



AGENDA

COMPANY PRESENTATION



1. OUR COMPANY

1. **COMPANY PROFILE**
2. CORE COMPETENCIES
3. PHILOSOPHY
4. MILE STONES



2. OUR STRUCTURE

1. EMPLOYEES
2. OUR LOCATIONS



3. PORTFOLIO

1. PROFESSIONAL SERVICES
2. CLIENTS
3. PARTNERS



4. REFERENCES

1. REFERENCE CUSTOMERS
2. CONTACT INFORMATION

COMPANY PROFILE

COMPANY PRESENTATION



WE ARE THE LEADING COMPANY IN OUR SECTOR

DIEHOGA HOTELBERATUNG IS AN OWNER-MANAGED COMPANY WITH OVER 17 YEARS OF EXPERIENCE AND PROVIDES CONSULTANCY SERVICES IN CONNECTION WITH TOURISTIC PROPERTIES.

OUR CONSULTING FOCUSSES ON HOSPITALITY AND ACCOMODATION SERVICES WITH CATERING SUCH AS HOTELS, HOSTELS, CAMPING SITES, SWIMMING AND WATER PARKS, CARE AND NURSING HOMES AND RESTAURANTS.

COMPANY PROFILE

COMPANY PRESENTATION

FOUNDED IN



2001

LEGAL STRUCTURE



GMBH

LOCATIONS



4

NUMBER OF CLIENTS



645

NO. OF EXPERT SURVEYS



202

COFFEES CONSUMED



5.087

CORE COMPETENCIES

COMPANY PROFILE



CORE COMPETENCE

- **AS INDEPENDENT MANAGEMENT CONSULTANTS AND EXPERTS WE SUPPORT OUR CLIENTS WITH THE REALIZATION OF THEIR PROJECTS, TAKING OVER AND/OR LEADING A COMPANY AND ARE HELPING TO ESTABLISH NEW ALIGNMENT OR BRANDING. OUR CLIENTS BENEFIT FROM SOLUTION-ORIENTED AND COUNSELLING APPROACHES, STUDIES, HOTEL MARKET REVIEWS TESTED IN PRACTICE BY OUR HOTEL CONSULTANTS. WE ARE PLEASED TO CONVINCING YOU ON THE QUALITY AND CORE COMPETENCIES OF OUR SERVICES. YOU CAN REACH US DIRECTLY AT +49 30 85731720.**

KNOW-HOW

COMPANY PRESENTATION

HIGH RELIABILITY

Publicly appointed and inaugurated experts (IHK)

EXPERIENCE

Publicly appointed and inaugurated business valuation experts for the hotel and restaurant industry (BVFS e.V.)

CUSTOMER PROXIMITY

Management consultants (BDU e.V.)

KNOW-HOW

Certified expert valuation for gastronomy institutions (BVFS e.V.)



PHILOSOPHY

COMPANY PRESENTATION

FAIR AND COOPERATIVE PARTNERSHIP ON ALL LEVELS

- WE BASED OUR ACTIONS ON THE HIGHEST STANDARDS.
- **TRUST, HONESTY AND RESPECT** ARE VALUES BY WHICH WE CAN BE MEASURED!



Our motto:
“SIMPLY.WELL.ADVISED”

OUR VALUES

COMPANY PRESENTATION



INNOVATION

WE OFFER FUTURE-ORIENTED, SUSTAINABLE **SOLUTIONS** TO THE FULL SATISFACTION OF OUR CLIENTS



GOOD OFFERS

WE OFFER MANY YEARS OF **EXPERIENCE** AND EXPERTISE TO OUR CUSTOMERS AT FAIR PRICES.



THE BEST OF ALL

WE ARE COMBINING SEVERAL SERVICES AND OFFER A WIDE RANGE OF **OPTIONS**

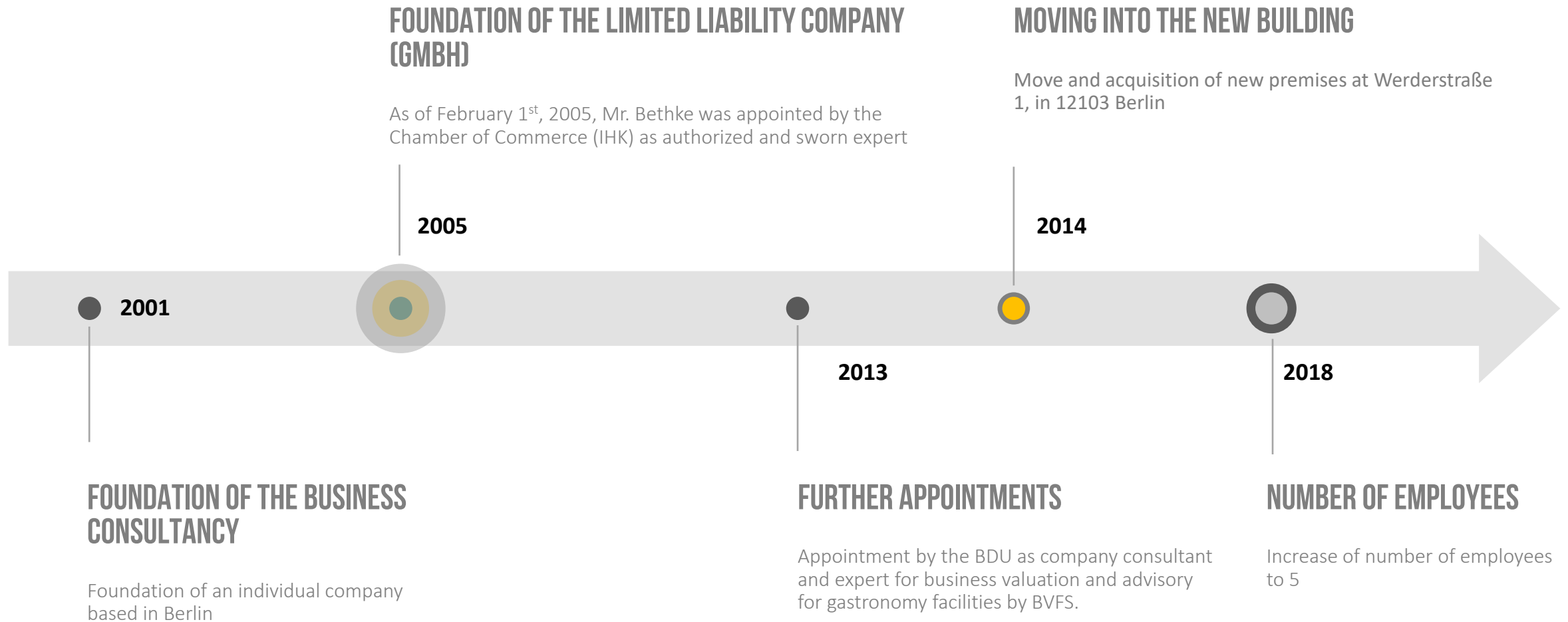


HIGH RELIABILITY

OUR SERVICES ARE BEING PROVIDED BY OUR TEAM OF **EXPERTS** IN THE HOTEL AND GASTRONOMY CONSULTANCY

MILESTONES

COMPANY PRESENTATION



MANAGEMENT / TEAM

COMPANY PRESENTATION



GIANCARLO BETHKE
MANAGING DIRECTOR



STEFAN KAHSTEIN
SENIOR CONSULTANT



FREELANCERS
SENIOR CONSULTANTS
HERR MARCO ZIEBARTH
HERR DIPL.-ING. FRANK CHEC

COMPANY LOCATIONS

COMPANY PRESENTATION

FACTS:

FOUNDED IN 2001 IN BERLIN

THE HEADQUARTER IS LOCATED AT WERDERSTRASSE 1,
12103 BERLIN



BERLIN, BERLIN



HAMBURG -
GROSSHANSDORF



TELTOW, BRANDENBURG



HESSEN,
FRANKFURT / MAIN



COMPANY LOCATION — OUR HEADQUARTER IN BERLIN

COMPANY PRESENTATION



OUR SERVICES

COMPANY PRESENTATION



HOTEL CONSULTANCY

- TRANSACTION CONSULTANCY
- ASSET-MANAGEMENT
- RESTRUCTURING ACTIVITIES
- SUCCESSION PLANNING



HOTEL REPORTS

- DETERMINING FAIR AND MARKET VALUE
- TECHNICAL DUE DILIGENCE
- CORPORATE COMPANY VALUE CALCULATION
- RENTS / LEASES



GASTRONOMY CONSULTING

- COMPANY AUDIT
- INVENTORY EVALUATION
- CONCEPT PLANNING

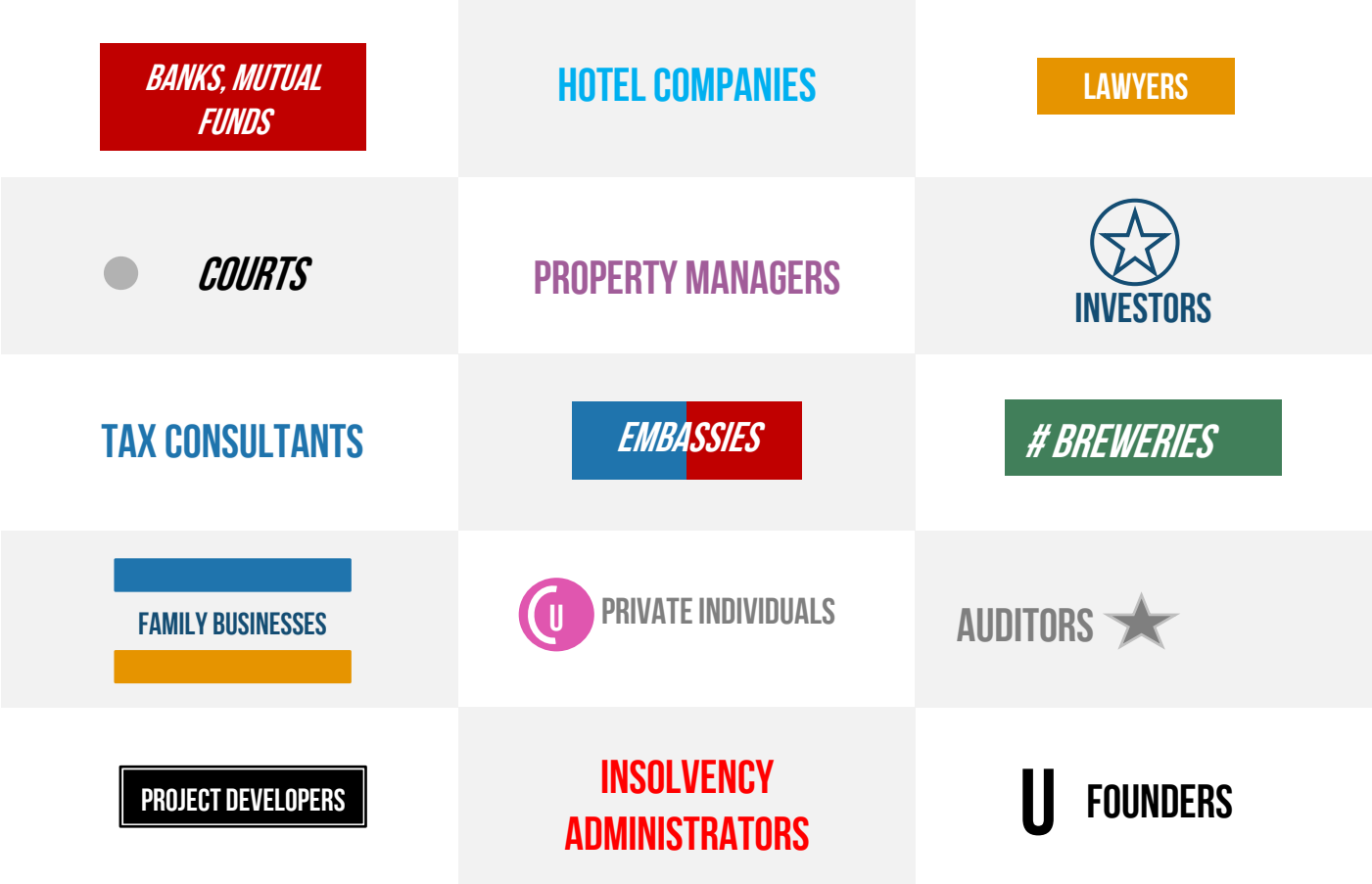


SPECIAL PROJECTS

- DIGITAL INVENTORY EVALUATION
- RECEIVERSHIP PROCEEDINGS
- MYSTERY CHECKS

OUR CLIENTS

COMPANY PRESENTATION



DIEHOGA DENKFABRIK IS CLOSELY CONNECTED TO ITS CLIENTS SINCE 2001

OUR APPROACH IS CHARACTERIZED BY REACHING OUR SUSTAINABLE GOALS AND TO CONVINCING OUR CLIENTS WITH QUALIFIED SERVICES WITHIN THE HOTEL CONSULTANCY BUSINESS.

CONTACT INFORMATION

COMPANY PRESENTATION



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