



UBM Development starts hotel and residential project in Potsdam

By 2021, a Holiday Inn Express with 198 rooms and 126 apartments will be built in the historic city centre

Berlin, 28 January 2020 - UBM Development, Europe's leading hotel developer, is building a Holiday Inn Express brand hotel with 198 rooms and 126 apartments on a total of around 14,500 square meters of gross floor area (GFA) in downtown Potsdam. Preparatory construction work began in 2019, and planning permission was granted at the end of 2019. The complex is scheduled for completion in Q2 2021. The project is being developed in cooperation with a family office.

The hotel offers 198 rooms on five upper floors with a gross floor area of around 7,200 square meters. A spacious and inviting lobby on the ground floor welcomes guests. The tenant is the hotel operator Primestar Hospitality GmbH.

Mix of uses in a prime city centre location

Along the Französische Strasse, 126 apartments will be built on a gross floor area of around 6,000 square meters. In addition, around 1,300 square meters are planned for commercial use. 69 primarily underground car parking spaces will be developed. DGNB certification in gold is being sought for the building.

Christian Berger, Managing Director of UBM Development Deutschland GmbH, explains: "We are pleased to realize a new building project at this location, which, based on a transparent concept with its mix of uses, fits perfectly into the state capital of Potsdam and provides attractive offers for both visitors and residents of the city. With our construction expertise, the classic architectural forms and the use of materials typical of Potsdam, we are ensuring that the building consistently blends into the historic cityscape.

Andreas Erben, Managing Director of Primestar Hospitality GmbH, says: "The Holiday Inn Express brand has developed strongly in recent years and enjoys great popularity among customers. The hotel, which is being built in cooperation with our partner UBM Development in the centre of Potsdam, will meet our high standards of comfort and hospitality and will certainly attract many satisfied visitors from 2021 onwards. Ronald Giese, Regional General Manager of all our properties in the Eastern Region, has been accompanying the project from the very beginning".

The new building is being constructed in the south of the historic city centre, not far from Platz der Einheit, at the address Am Kanal 14,15/Französische Straße. The Old Market with the Nikolai Church, the City Palace and the Barberini Museum is within walking distance.

About UBM Development

UBM Development is the leading hotel developer in Europe. The strategic focus is on the three asset classes hotel, residential and office as well as on European metropolises such as Vienna, Berlin, Munich and Prague. With over 145 years of experience, UBM concentrates on its core competence, the development of real estate. From planning to marketing, all development services are offered from one source. UBM shares are listed on the Prime Market, the segment with the highest transparency requirements of the Vienna Stock Exchange.

Please contact us if you have any questions:

Sven Hoffmann
Head of Marketing Deutschland
UBM Development Deutschland GmbH
Phone: +49 30 930 299 255
Email: deutschland@ubm-development.com

Mag. (FH) Anna Vay, CEFA
Head of Investor Relations & Corporate Communications
UBM Development AG
Phone: +43 664 626-1314
Email: public.relations@ubm-development.com