

- Hotel software from a single source

Your demand. One system.

Since 2016 for hotels, groups, campus operations, training providers and fleets — one supplier, one contact, one responsibility.

PMS

Channel Manager

Booking Engine

POS

Digital Guest Journey

Payments

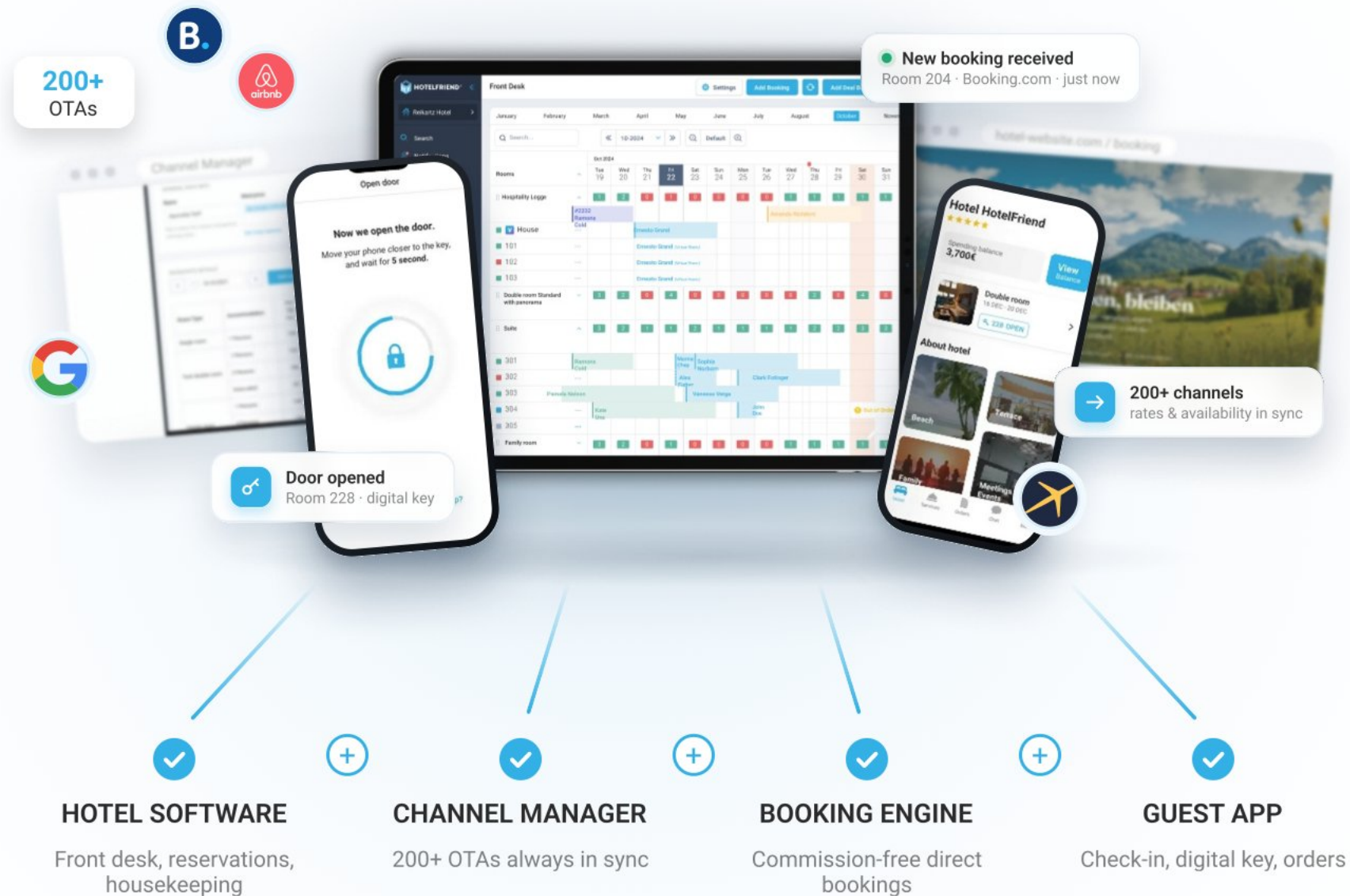
Events

200+
customer projects

8
countries



Company presentation · Berlin, September 2026



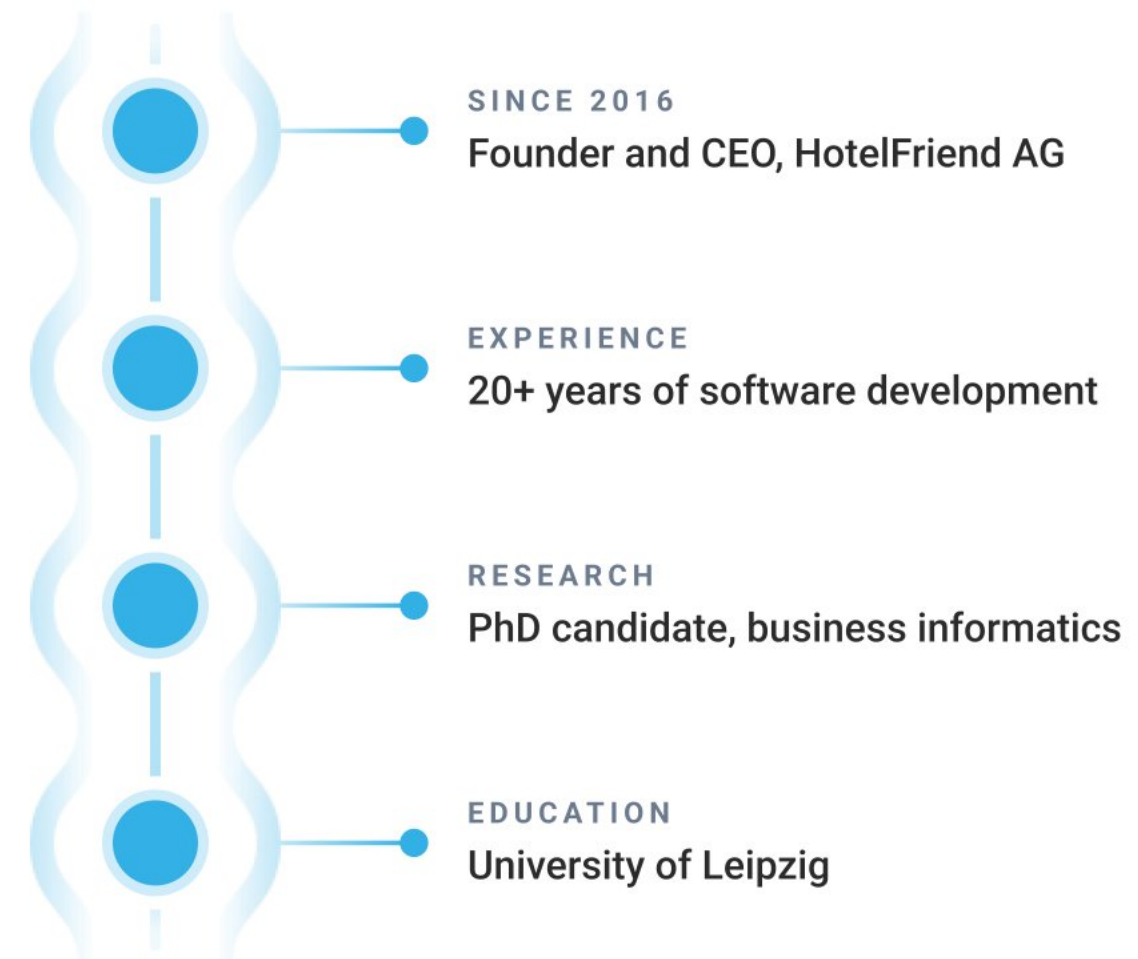


• Who we are

Founder-led since 2016. **Short paths, clear responsibility.**

Denis Severyuk

Founder, Chairman of the Board · HotelFriend AG



100,000+

rooms on the platform

50+

people

8

countries

● Ownership

In private hands. **One group, one responsibility.**

HOTELFRIEND GROUP · 100% PRIVATELY HELD



PARENT COMPANY
HotelFriend® AG
Berlin · brand owner

100%



YOUR CONTRACTING ENTITY
HotelFriend® Service GmbH
Berlin · ISO 9001

100%



DEVELOPMENT & DEVOPS
HotelFriend® LLC
Kyiv · ISO 27001

1 group from onboarding
to operations

0 consortia and
subcontractors

100% decisions made
in-house

● Organisation

Clear organisation, clear responsibility.



● The company in numbers

HotelFriend has always grown with its customers.

First projects

Significant volumes

Significant order volumes are entrusted to HotelFriend for delivery — public authorities, associations, fleets.

Term: 3 years

5 years

Average contract term today — customers stay.

Revenue 2022

2× by 2024

More than doubled — growing every year.

Not a start-up, not a corporation

Scale-up

200+ projects, 60+ interface partners, ISO 27001 and 9001.

● Your HotelFriend

Four promises. **One partner.**

Your guests.

The complete guest journey in one solution — from booking to guest retention.

Your time.

Less manual work day to day through automation — more time for your guests.

Your processes.

Personal support from setup to go-live — and at your side after that, too.

Your data.

Because trust allows no compromises: cloud or hybrid, hosted securely in Frankfurt.



• The product · Coverage

19 systems – 16 of them in one platform.

3 / 4

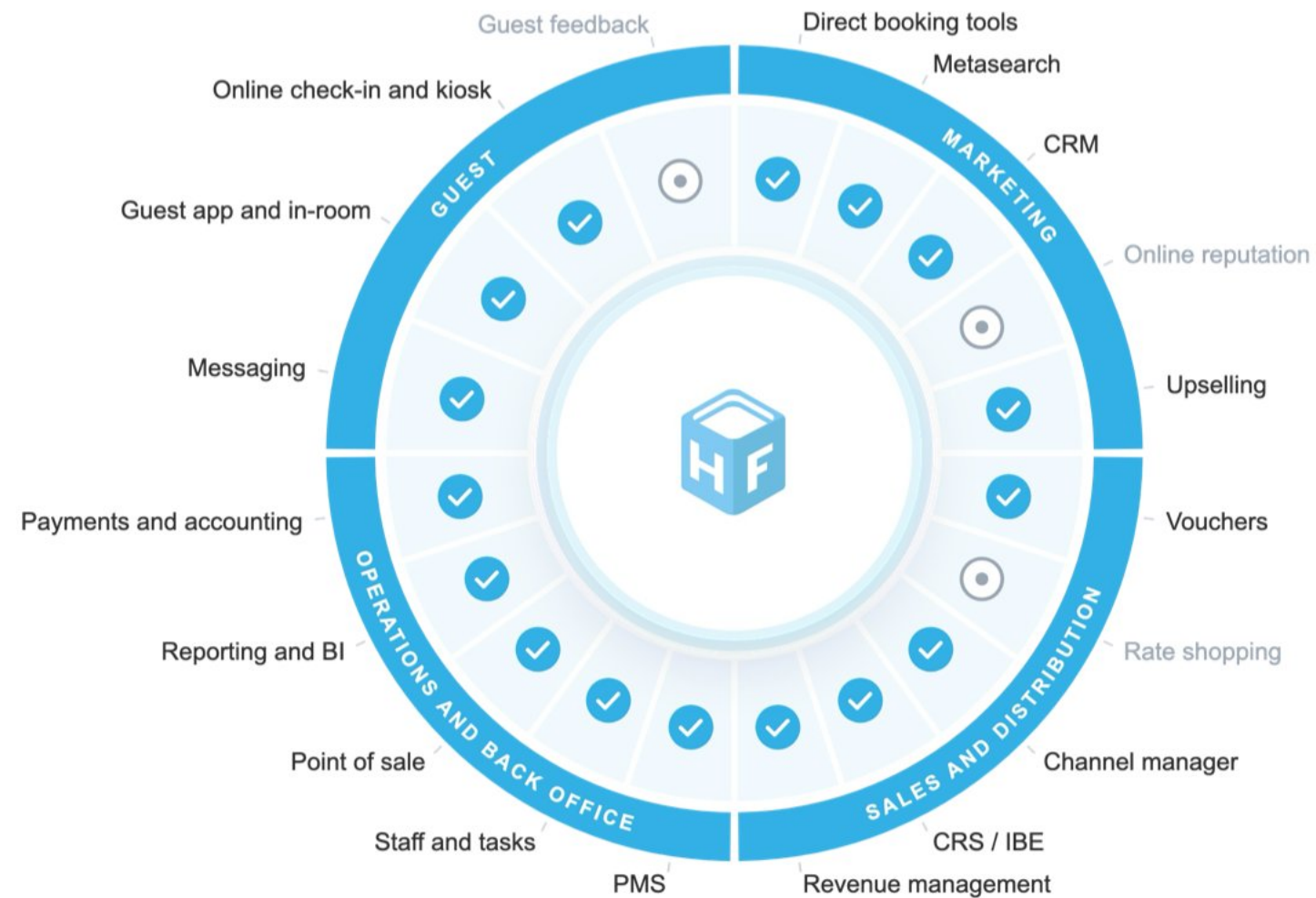
Guest

+ guest feedback via partner

5 / 5

Operations & back office

all in HotelFriend



4 / 5

Marketing

+ online reputation via partner

4 / 5

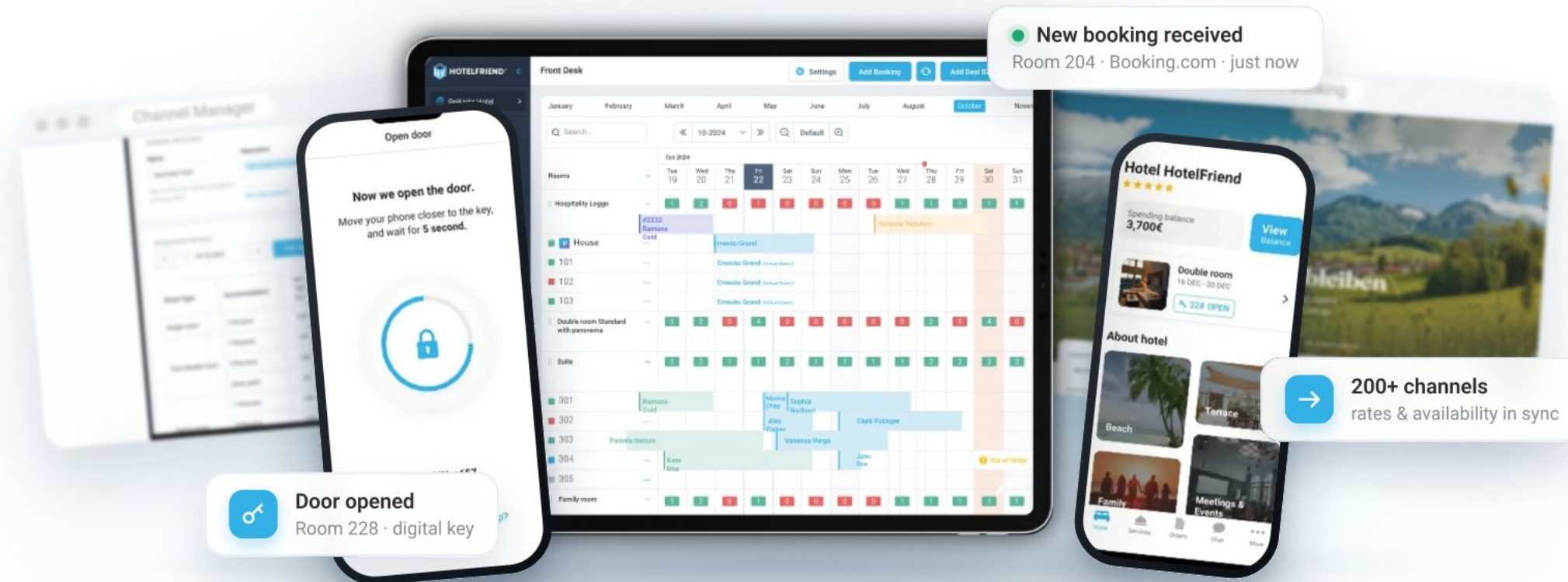
Sales & distribution

+ rate shopping via partner

Everything else is connected — open API, 320 endpoints, 60+ partners

• The product

One system for the whole operation — instead of four contracts



✓ **Hotel Software (PMS)**
Room plan, groups, housekeeping, invoicing



✓ **Channel Manager**
Rates out, bookings in — no second contract



✓ **Booking Engine**
Direct bookings on your site — no commission



✓ **Guest App**
Check-in, digital key, orders, payment

What you don't need stays off — switch it on anytime.

● Scope

What else sits in the same platform

SALES & PAYMENTS

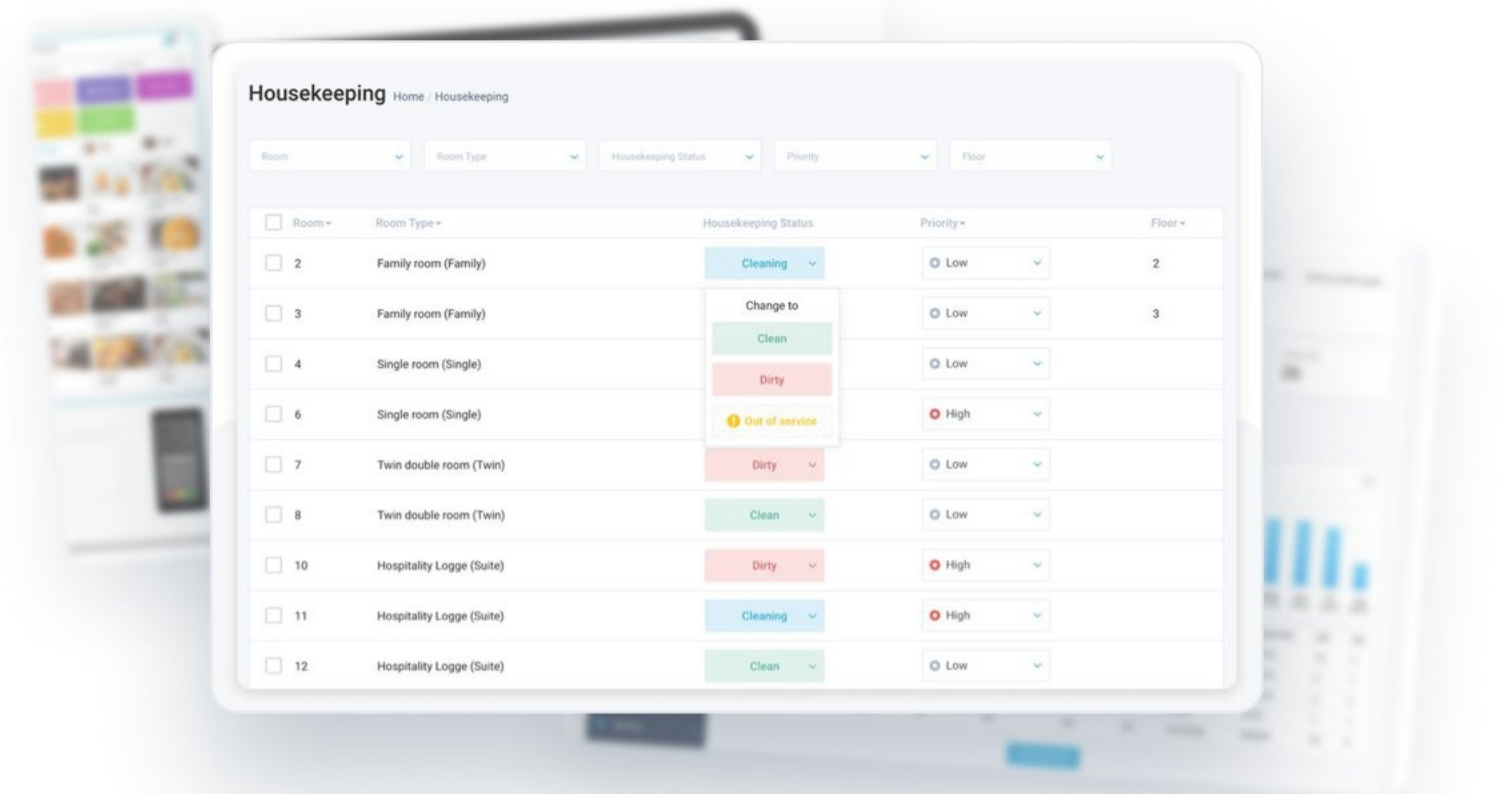
- ✓ Point of sale linked to the room
- ✓ Digital cash book GoBD-ready
- ✓ Payments tokenised
- ✓ Self-service kiosk with key cards

OPERATIONS

- ✓ Housekeeping on the phone
- ✓ Door-locking Salto, Nuki
- ✓ Staff and tasks
- ✓ Meetings and events quotes, billing

MANAGEMENT

- ✓ Reporting across properties
- ✓ Guest records and campaigns
- ✓ Rate management fixed and dynamic
- ✓ Open API 320 endpoints

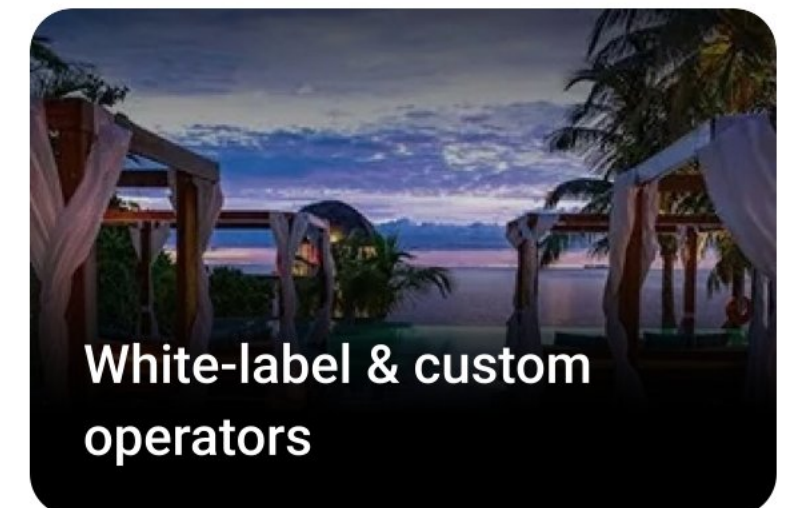
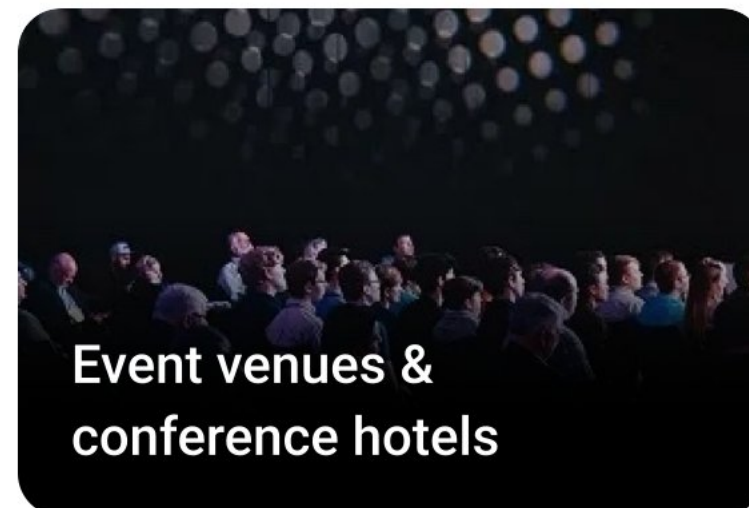
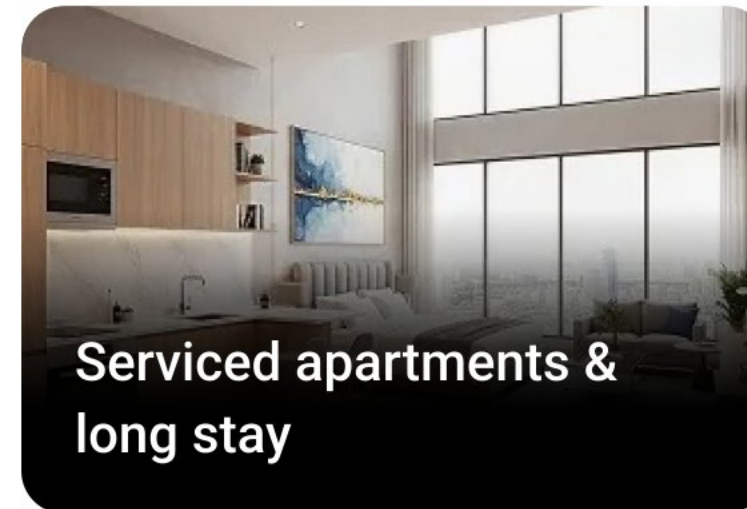


Accounting and HR stay where they are — we connect, not replace.

● Who we build for

Hotel software for every type of operation.

From independently owned properties to bespoke enterprise solutions — we adapt our processes to what each business needs.



**Reference call approved**

Björn Pfeiffer, Managing Director,
DgG Gemeinschaftszentren

● Reference · Worriken, Belgium · since 2025

Four business lines. One guest account. One public-sector operator.

Won in a public tender, live the same year.

700

beds — holiday homes, bungalows, B&B, camping

4

business lines on one guest account

daily

records with cost centres to SAP



● Reference · DFB Campus, Frankfurt · since 2024

Training groups arrive together,
sleep separately, **pay as one.**



German Football Association

DFB Campus, Frankfurt · athletes' house

“

HotelFriend stood out as the only supplier willing to adapt its solution to the needs of our football association.

Bastian Krebs · IT Manager, German Football Association

100%

of group bookings automated

90%

less time on
reporting

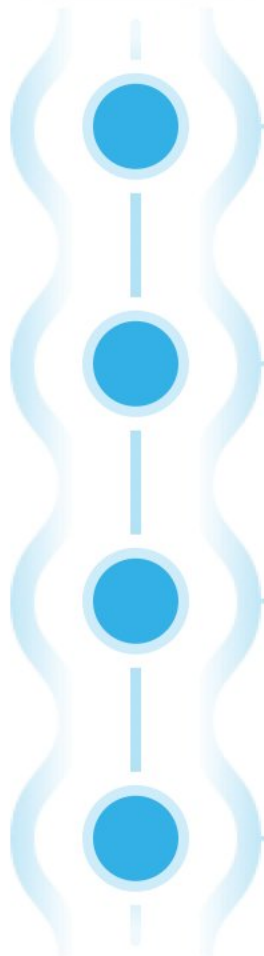
33

rooms in the
athletes' house



Berufsförderungswerk Leipzig

Public training provider · funded by Deutsche Rentenversicherung



JULY 2025

Contract awarded

2025

On-premise, inside BfW IT

2026

Hybrid — HotelFriend cloud

AUGUST 2026

4 custom reports signed off

72,000

overnight stays a year

248

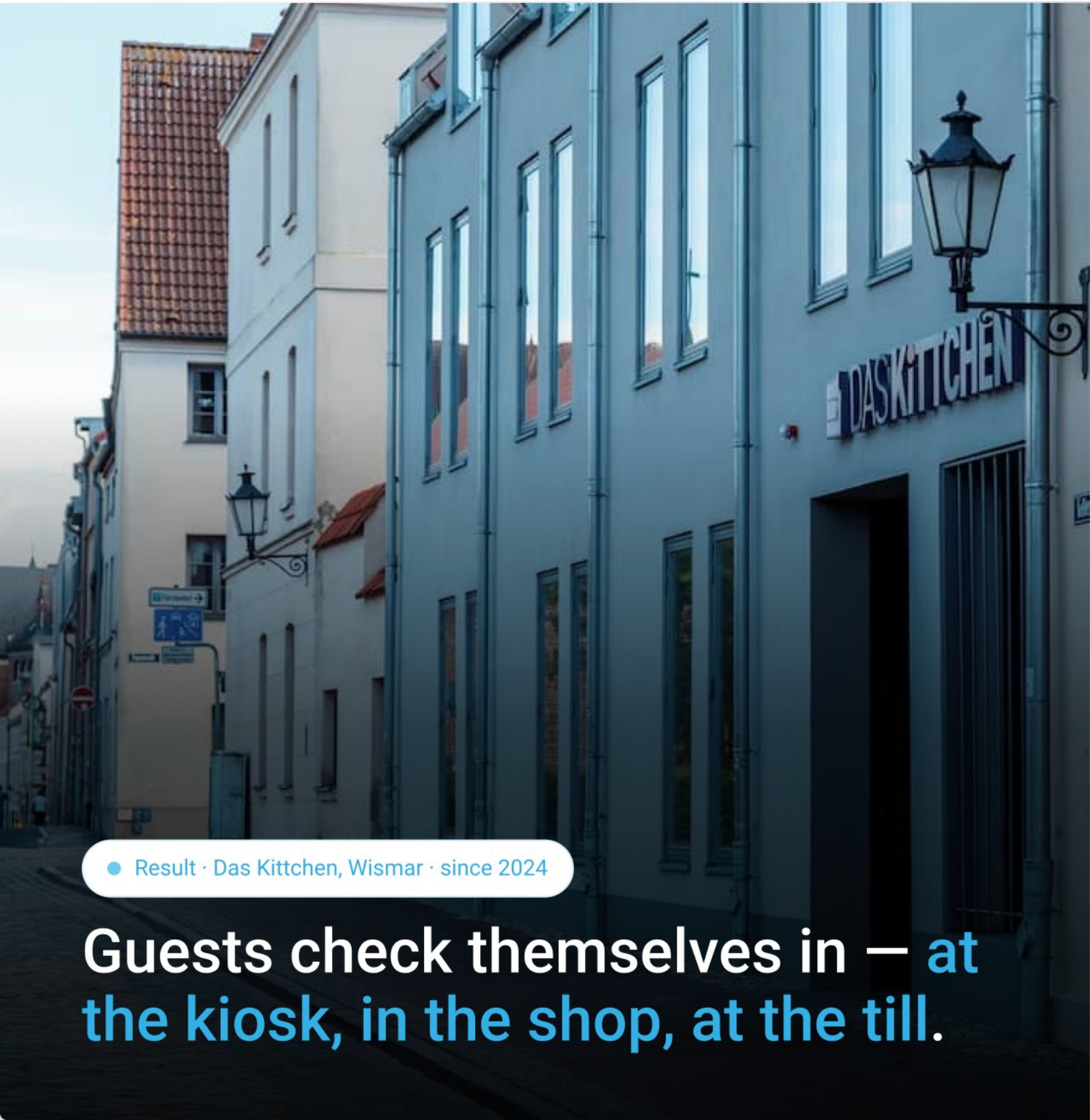
apartments

900

participants

● Reference · Berufsförderungswerk Leipzig · since 2025

Won in a public tender — on-premise first, then hybrid.



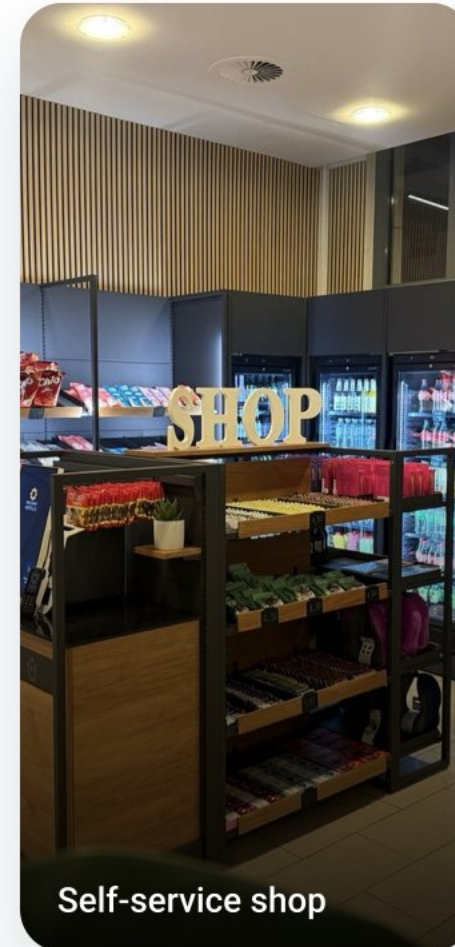
• Result · Das Kittchen, Wismar · since 2024

Guests check themselves in — **at the kiosk, in the shop, at the till.**

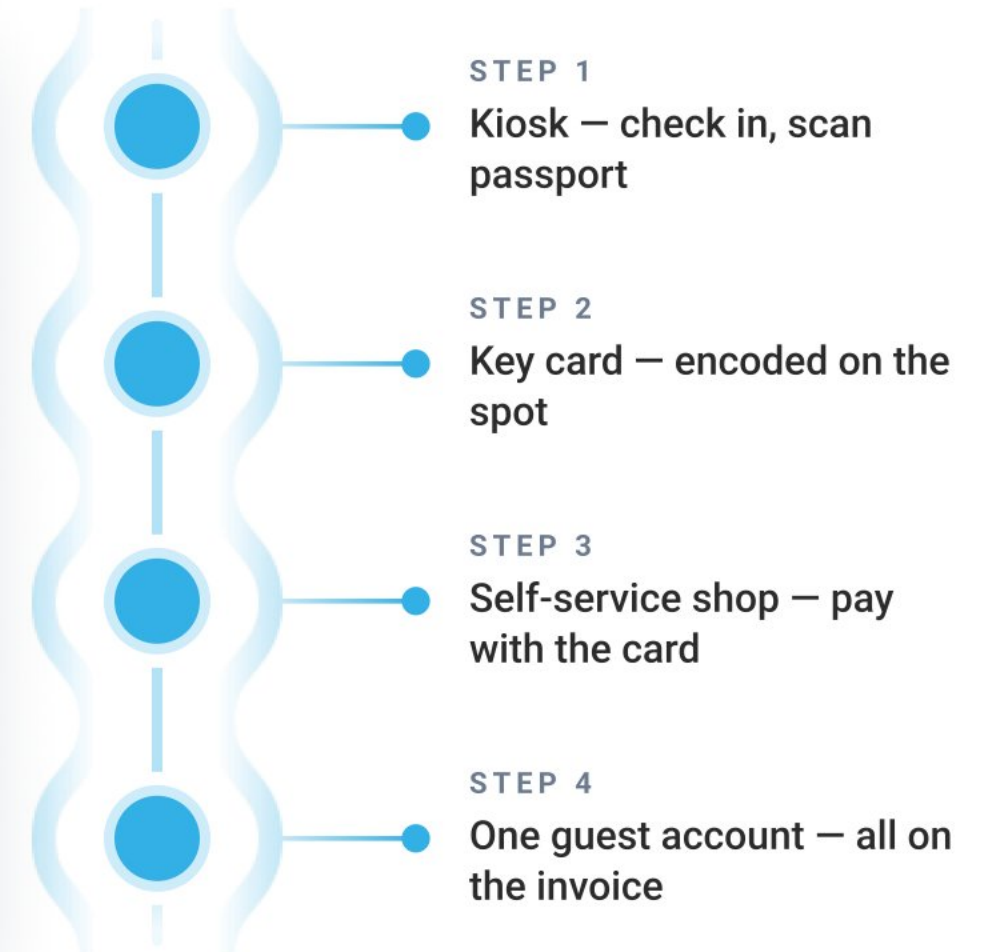


Das Kittchen · Wismar

Concept hostel in a former prison · 35 rooms



Self-service shop



-80%

waiting time at peak times

+33%

front-desk productivity



Montana Hotel Diemelstadt

Flagship of the group · live since 1 October 2024

PMS, channel manager, booking engine with Google Hotels, housekeeping, DATEV and payment — in one system. Rate management rebuilt in an expert workshop.

+30%

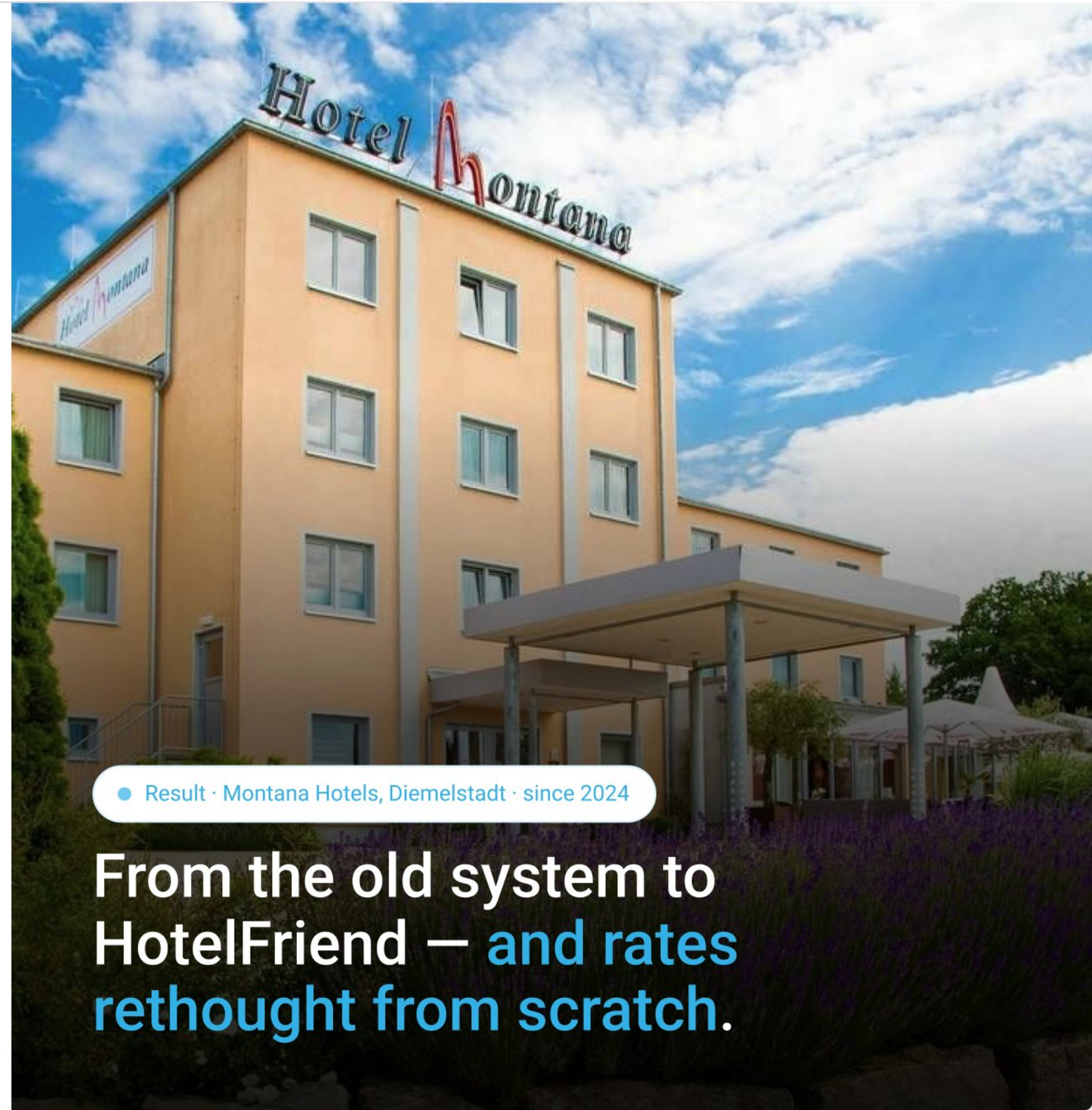
direct and online bookings

–40%

manual work

● Result · Montana Hotels, Diemelstadt · since 2024

From the old system to HotelFriend — **and rates rethought from scratch.**



● Reference project · Stadium app · RB Leipzig

From the hotel into the stadium — **the same platform.**

Order and pay in the app, get a QR code — staff scan it at the kiosk or bring the order **straight to your seat.**

1,000+

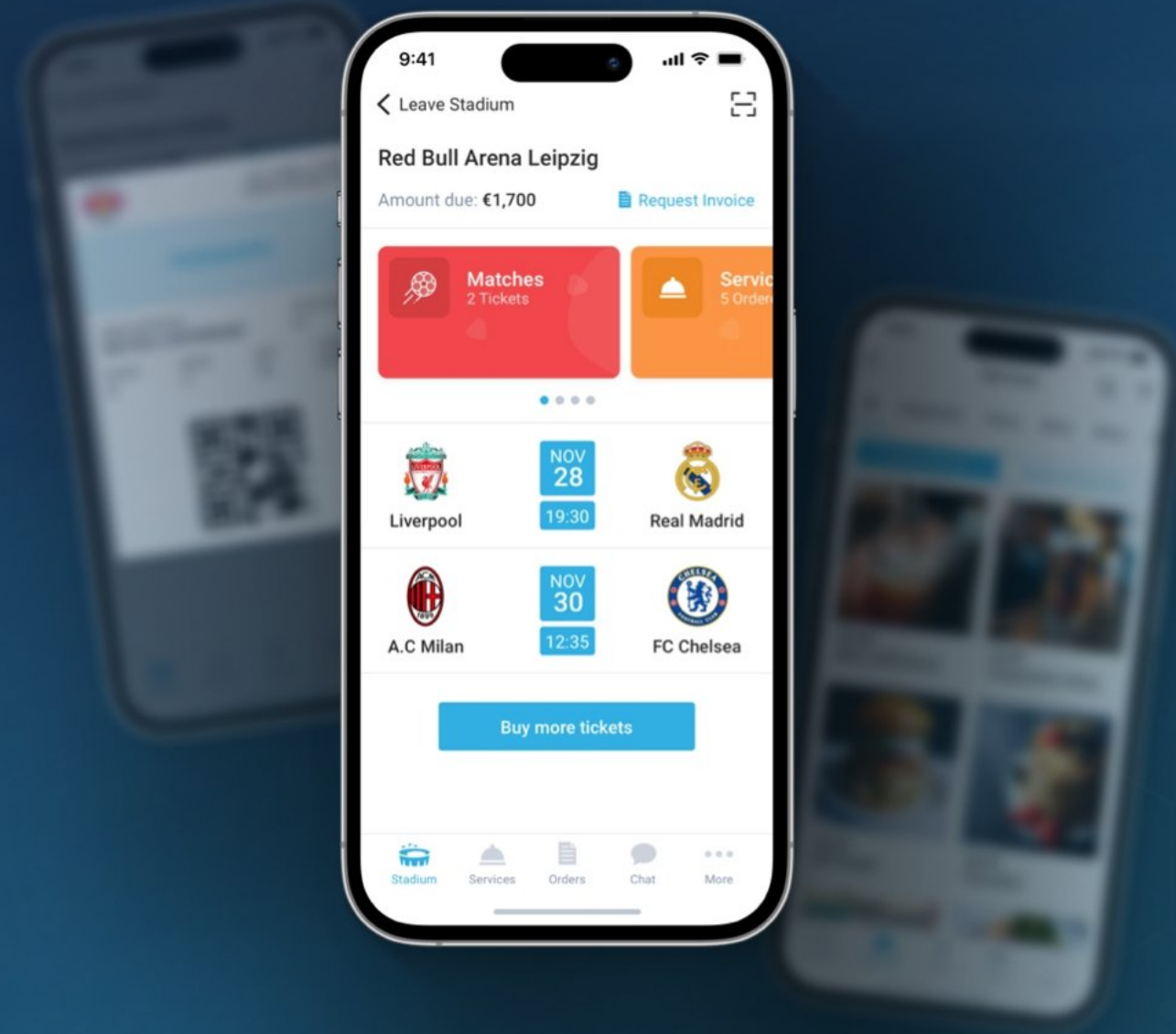
orders per match — taken, paid, delivered

Seat

delivered to the seat — or pick-up at the kiosk

1 till

for kiosk, app and delivery — one reconciliation each evening





● Reference · Miami House, Hamburg · since 2025

98 apartments, no front desk — everything under control.



Miami House · Hamburg

Aparthotel for long stays · run by STUART Holding

A new operator with no time to spare — PMS, booking engine, housekeeping, door locks and payment ready from day one.

98

apartments

Day 1

live on opening day

Keyless

check-in via Assa Abloy

“

Your professionalism and pursuit of excellence are commendable. It is a pleasure to work with such an innovative partner!

Stefan Bloch · COO River Advice AG, Basel

● Switzerland · River Advice AG, Basel · since 2022

Working in Switzerland since 2022 — on 50 ships.

One of Europe's largest river cruise fleets — cabins, catering, POS and payments on one platform, on board even without a network.

1.6 million

overnight stays a year

30,000

beds on the platform

2,500

employees work on our system

98%

less paper on board

● More references

From the Rhine to the training centre — **the same platform.**



TUI Marella Cruises

UNITED KINGDOM

River cruises on the Rhine, Main, Moselle and Danube — cabins, catering and till on one platform.



Köln-Düsseldorfer

COLOGNE

Hotel ships and event cruises — own booking flow for tickets and seasonal offers.



Dresden Neustadt Apartments

DRESDEN

Booking, HRS and Airbnb — PMS, channel manager and booking engine in one package.



HZDR Guest House

DRESDEN

Guest house of the Helmholtz-Zentrum for visiting researchers — internal bookings, data import.



Peter's Resort · Peter Pane

REDEFIN

Training centre of the burger chain for 500 staff — guest house with 18 rooms.

● Product and price

Four packages — from a free start to your own project team



FREEMIUM

FREE

For small hotels that want to get started quickly.

€0^{*} /month

* 5% per booking



CORE

STANDARD

Essential hotel software for efficient daily operations.

€30 /month



FLEX

PREMIUM

A tailored setup with onboarding, service and expert guidance.

Flexible price



SIGNATURE

Custom

A fully customised enterprise solution with a dedicated expert team.

Custom

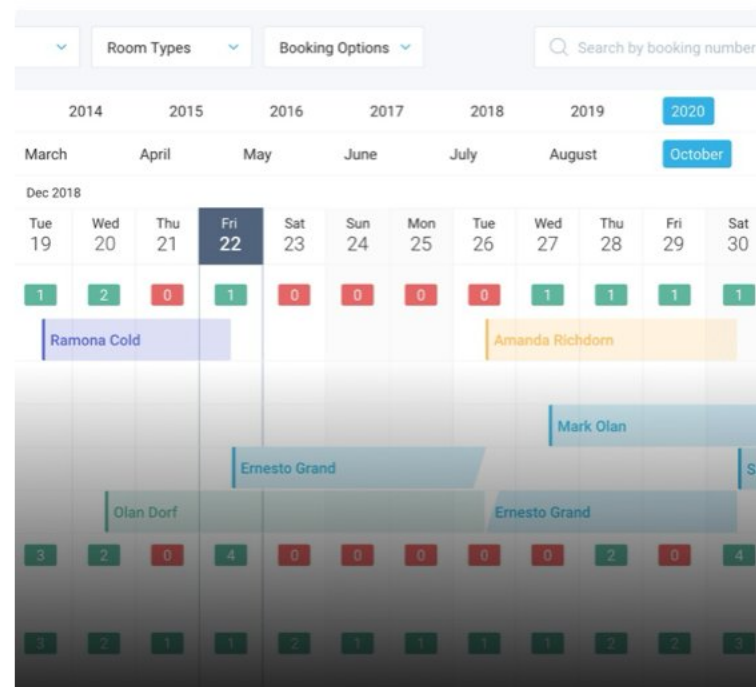


● Getting started and switching

From intake to live operation — we take the switch on ourselves



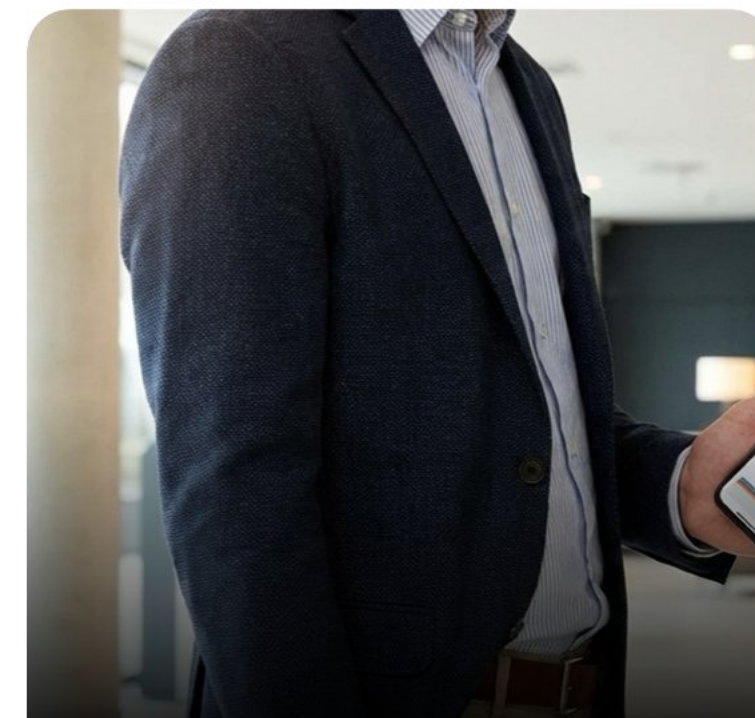
1 INTAKE
We look at the processes



2 SETUP
Configuration for your property



3 TRAINING AND CUTOVER
Team trained, systems switched



4 OPERATION
Live, with hypercare

✓ Guest records, corporate accounts and reservations taken over

✓ Current system keeps running until cutover

✓ One named contact — not a ticket number

● Your contact

One supplier. One contact. One responsibility.



Denis Severyuk

Executive Board, HotelFriend AG

+49 30 46999 5418

ds@hotelfriend.de

Friedrichstraße 171 · 10117 Berlin
HotelFriend Service GmbH · Chopinstraße 4 · 04103 Leipzig

WE IMPLEMENT YOUR PROCESSES

The way your operation works — not the way a standard dictates.

WE ARE ALWAYS THERE FOR YOU

We support and refine your processes for the long term — beyond go-live.

YOUR CONTACTS



Michael Lüning

VERTRIEBSLEITUNG DACH

+49 176 84991305
ml@hotelfriend.de



Jan Wronski

VERTRIEB DEUTSCHLAND

+49 152 03215779
jw@hotelfriend.de



Emre Önder

VERTRIEB ÖSTERREICH

+49 152 06384175
eo@hotelfriend.de



Robin Krakowiak

VERTRIEB SCHWEIZ

+49 152 03196601
robin@hotelfriend.de