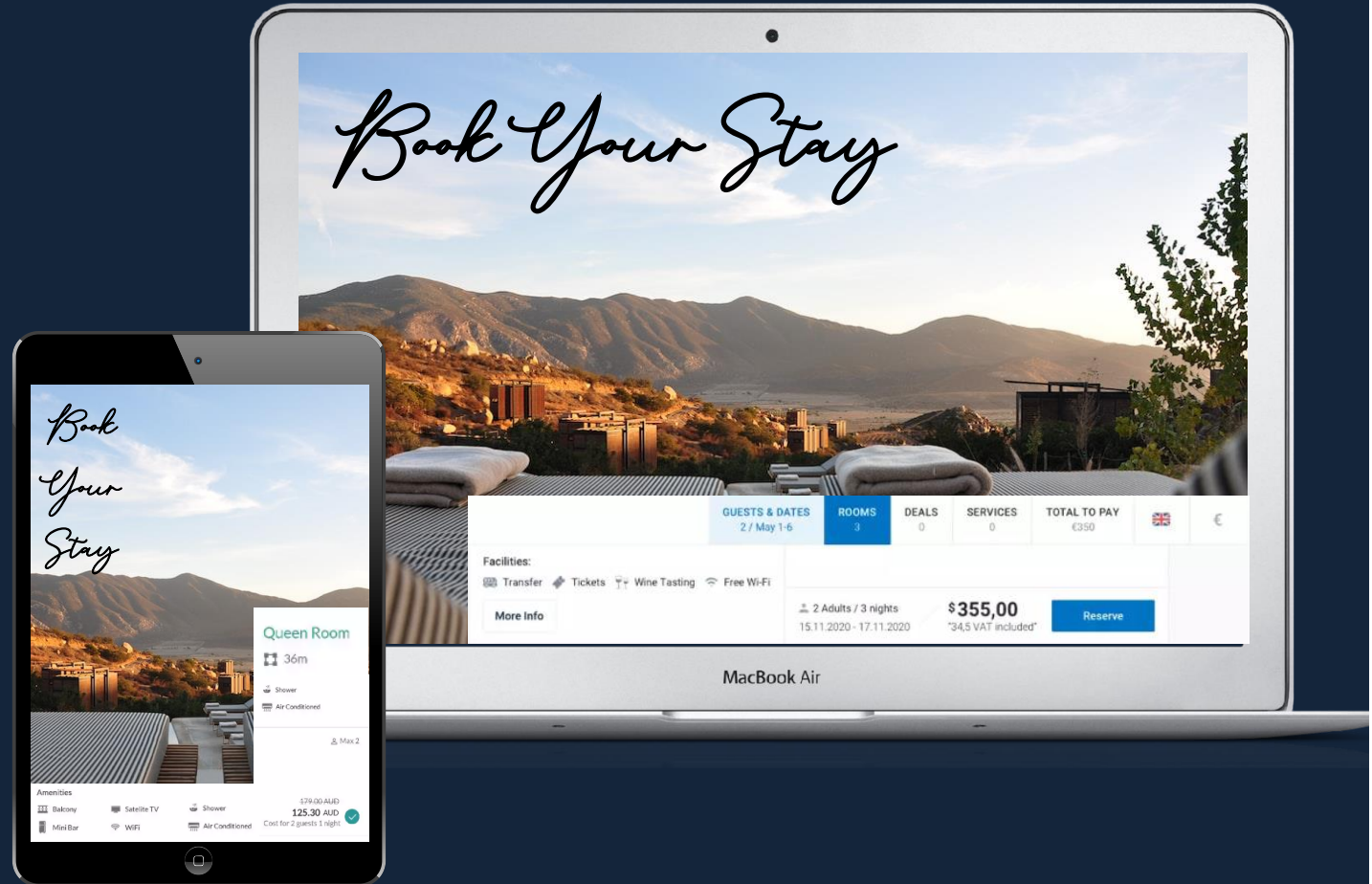


Realising Value for

**COMPANY LOGO**

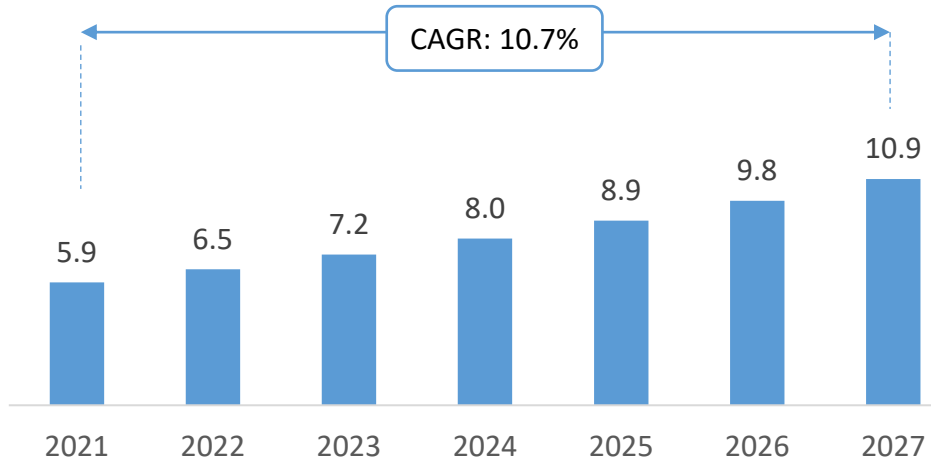
*Solution for Hotels*



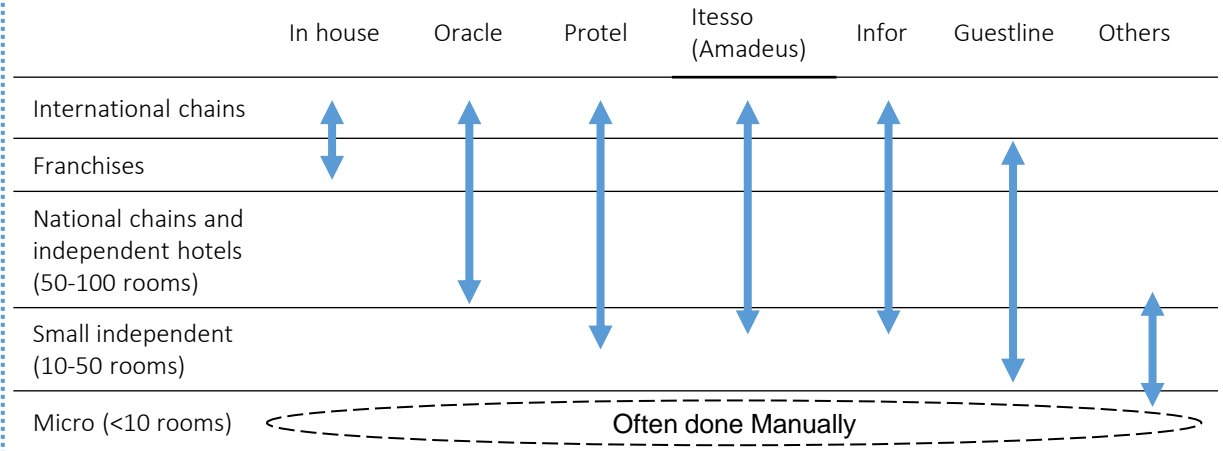
Alchemy Research and Analytics  
2022

# Market Overview (1/2)

Hotel PMS Market Size Projection (USD billion)



Market Positioning in Hotel PMS (illustrative)



Lower total cost of ownership and remote management enabled capabilities are key factors that stand out in adoption of PMS (property management system) software.



Personalization in experience – expected to be among the key differentiators as travel industry recovers – is likely to be a technology-led push.



Significant expansion in the real estate sector, along with increasing automation across industries, is another key factor creating a positive outlook for PMS.



**Globally, mid to large Hotel PMS Players:**



**The European market is characterised by a lot of high growth, PMS players:**



Over the years, market entry has been led by GDS (Global Distribution System), Channel Managers, and Booking Engines to offer a complete platform centered around customer experience.

# Market Overview (2/2)



While the entire travel industry came under the adverse impact of pandemic-led restrictions, domestic travel fared relatively better than international in the recovery process.

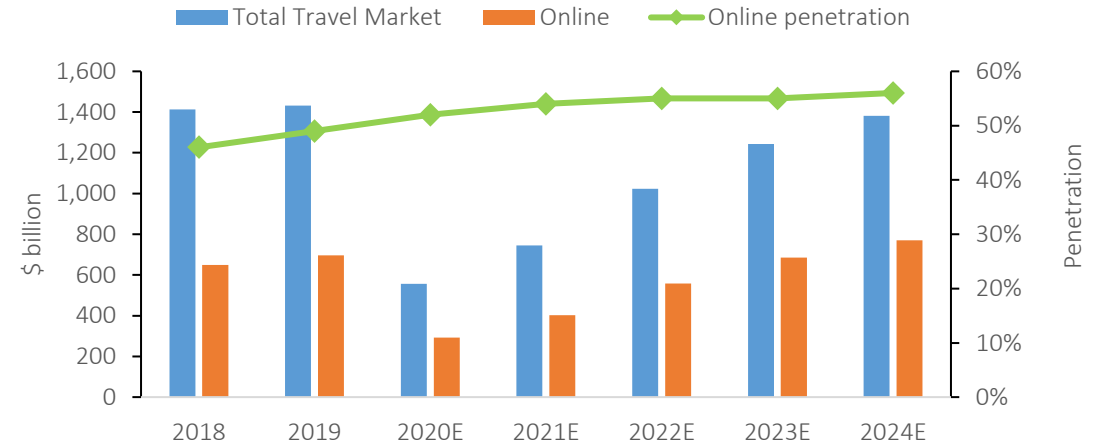


Between the segments of business and leisure, it is the latter that fared better in recovery of travel spending.

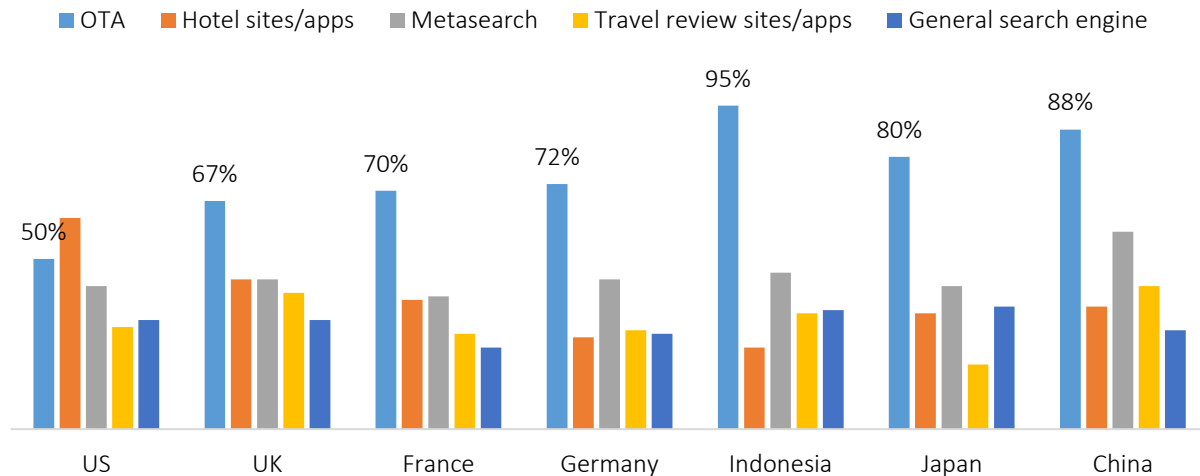


With an accelerated digital shift, the mobile-based online travel market has had the most remarkable growth – from 0.2% in 2010 to 47% in 2020.

## Global Travel Spend & Rising Online Share



## Popularity of Online Travel Agencies (OTAs) in Hotel Shopping



Flights and hotels together hold the predominant share of travel spend globally. The platforms used in this regard thus gained significant focus.




















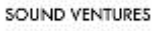


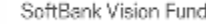


















Of late, OTAs are the preferred booking channels especially for the hotels than flights.






























The fragmented hotel industry and the superiority of OTAs (relative to other channels) in aggregating content explains such a trend.

## Fundraisings of Similar Companies (1/2)

Company					
HQ					
Short Description	<b>Life House</b> is a hotel software and management platform building proprietary products that aim to grow profitability and reliability for independent hoteliers.	<b>Cloudbeds</b> is a vertical SaaS business that creates cloud-based hospitality management software that simplifies the working lives of professional property owners, operators, and employees.	<b>Amenitiz</b> is an all-in-one platform for the hospitality industry.	<b>Guesty</b> is a property management platform that provides end-to-end property management software for short-term rentals.	<b>Apaleo</b> is Developer of a cloud-based hotel management platform designed to manage multiple properties in the hospitality sector.
Funding Till Date	\$100.4 million	\$248.4 million	€7.3 million (\$8.14 million)	\$114.5 million	\$5.3 million
Last Funding Round	\$60 million – Series C Round (December-2021)	\$150 million – Series D Round (November-2021)	€6.5 million (\$7.25 million) – Seed Round (November-2021)	\$50 million – Series D Round (April-2021)	€4.5 million (\$5.02 million) – Series A Round (March-2021)
Lead Investors	         	    	  	       	  

















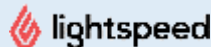













## Fundraisings of Similar Companies (2/2)

Company					
HQ					
Short Description	<b>Limehome</b> turns commercial spaces into stylish apart-hotels and operates them on their tech-platform for business and leisure travelers.	<b>Mews</b> is an innovative hospitality management cloud platform that empowers the modern hotelier to provide remarkable guest experiences.	<b>Hotelchamp</b> offers the leading marketing platform for the hotel industry, giving hoteliers the techniques and technology to improve their guest experience online and boost direct bookings.	<b>Ariane Systems</b> offers self check-in / check-out software and products for the international hospitality industry.	<b>Zaplox</b> offers a complete mobile guest experience including mobile check-in, check-out and mobile keys for hotel room access.
Funding Till Date	\$42.4 million	\$41.6 million	€4 million (\$4.5 million)	\$10.9 million	€5.5 million (\$6.1 million)
Last Funding Round	€31 million (\$34.6 million) – Series A Round (October-2020)	\$33 million – Series B Round (August-2019)	€4.5 million (\$5.02 million) – Seed Round (August-2017)	€3 million (\$3.4 million) – Venture Round (May-2015)	€3 million (\$3.3 million) – Venture Round (August-2014)
Lead Investors	    	    	<p><b>Individual Investors:</b>            Ronald Hans            Phillippe de Knijff            Jolanda Degen</p>	    	 

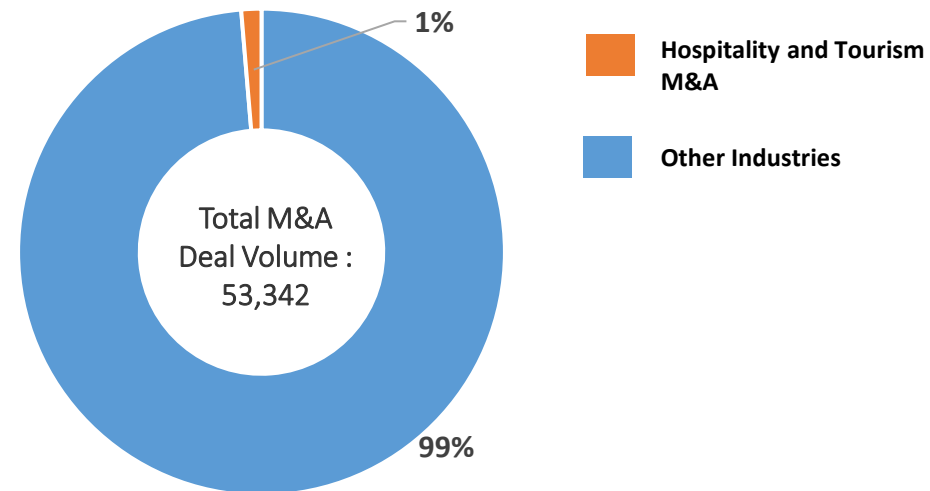
# Funding Leaders in Travel and Hospitality Technology Industry



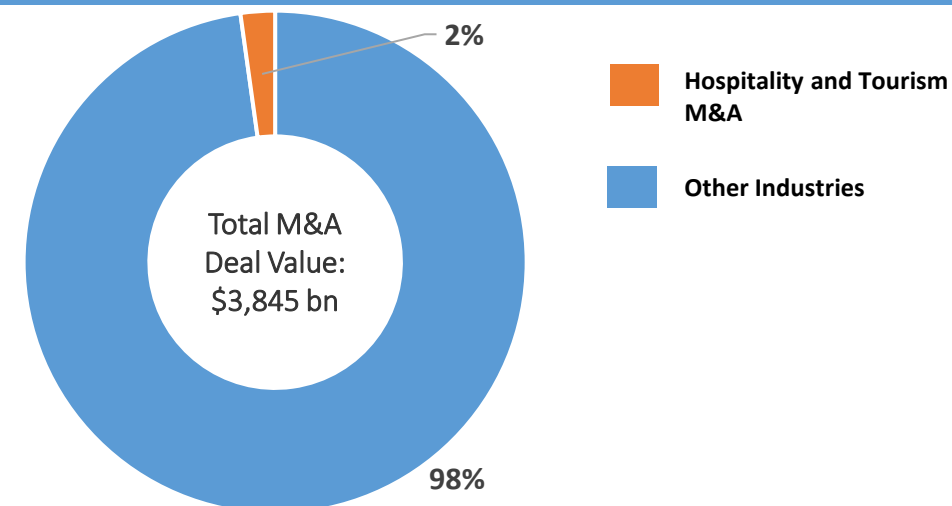
# Top M&As in Hospitality and Tourism Industry (1/2)

M & A Deals in Hospitality & Tourism Industry (2020)				
Ann. Date	Target	Acquirer	Deal Value (\$MM)	Target Country
Dec-2020	 getaroom	 BOOKING HOLDINGS	1,200	
Jun-2020	 Roompot	 KKR	1,121	
Dec-2020	 Upserve	 lightspeed	430	
Sep-2020	 T/L TRAVEL & TRANSPORT	 ctm	196	
Oct-2020	 transat	 AIR CANADA	190	
Jan-2020	 GASTROFIX	 lightspeed	101	
Dec-2020	 RED LION HOTELS	 SONESTA	90	
Apr-2020	 kognitiv	 AIMIA	35	
Aug-2020	 TableUp	 TouchBistro	6	
Aug-2020	 WhereTo	 FLIGHT CENTRE TRAVEL GROUP	12	

Share of Hospitality and Tourism M&A by Deal Volume (2020)



Share of Hospitality and Tourism M&A by Deal Value (2020)



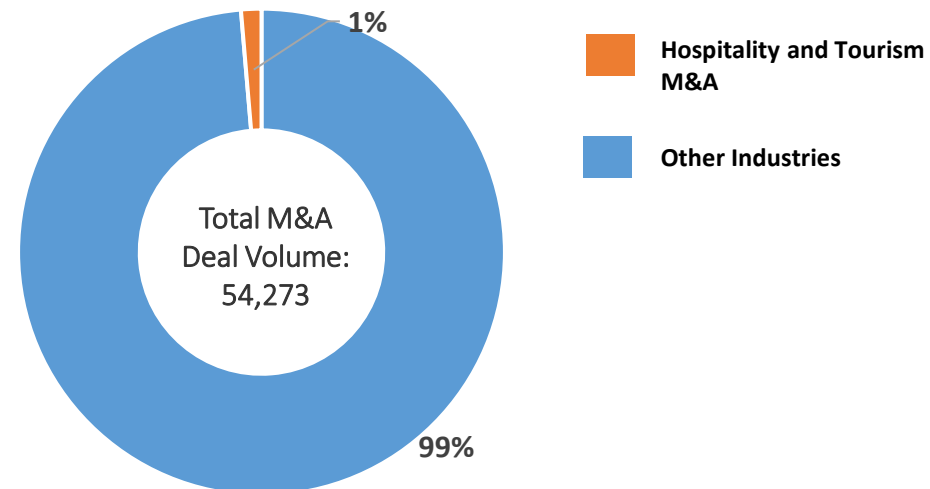


## Top M&As in Hospitality and Tourism Industry (2/2)

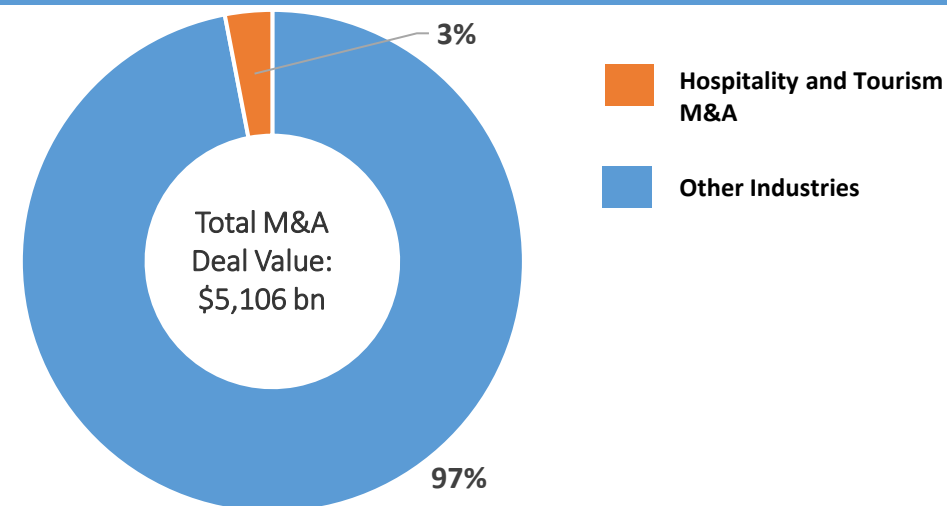
M & A Deals in Hospitality & Tourism Industry (2021)				
Ann. Date	Target	Acquirer	Deal Value (\$MM)	Target Country
Apr-2021	MGM RESORTS	VICI	17,200	
Jun-2021	extended STAY AMERICA	Blackstone STARWOOD CAPITAL GROUP	6,340	
Jul-2021	vacasa	TPG PACE SOLUTIONS	4,500	
Aug-2021	APPLE LEISURE GROUP	HYATT	2,700	
Apr-2021	Sonder	Gores Metropoulos, Inc.	2,200	
Jun-2021	hometogo	LAKESTAR SPAC I	1,580	
Aug-2021	DIAMOND Resorts	Hilton	1,400	
May-2021	RIU HOTELS & RESORTS	RS	817	
Aug-2021	RESERVATIONS.COM	HotelPlanner	680	
May-2021	FOUR SEASONS	HOST HOTELS & RESORTS	610	
July-2021	<SELENTA> GROUP	Brookfield	523	
Jan-2021	Waldorf RESORTS	MARRIOTT VACATIONS WORLDWIDE	450	

Source: KPMG Research, Global Data, GCA Press Release.

### Share of Hospitality and Tourism M&A by Deal Volume (2021)



### Share of Hospitality and Tourism M&A by Deal Value (2021)





# Potential Strategic Investors-EU

## PMS Players



## Online Travel Agencies (OTAs)



## Hotel Chains



## Other Players in the Hospitality Industry



# Potential Strategic Investors-USA

## PMS Players



## Online Travel Agencies (OTAs)



## Hotel Chains



## Other Players in the Hospitality Industry



Source: Crunchbase; VRBO, ORBITZ, Hotwire are subsidiaries of Expedia Group, Priceline and Kayak are subsidiaries of Booking Holdings, Inc.

# Potential Financial Investors

## Venture Capital Funds

Logos for Venture Capital Funds include: Tech Coast Angels, HV Capital, eon, SEED, MVP Funds, Cultivation Capital, MNES, LAKE STAR, Bayern Kapital, ForceOverMass, COMCAST VENTURES, PEAKSPAN, RADY VENTURE FUND, KRV CAPITAL, vertex VENTURES, COUNTERPART VENTURES, SOUND VENTURES, 123 VENTURE, Battery VENTURES, THAYER VENTURES, JLL Spark, magma, red alpine, Trinity VENTURES, GFC, PTCUS CAPITAL, MOMENI, henQ, Kingfisher Investmen, N, inovia.

## Private Equity Funds

Logos for Private Equity Funds include: AKKR, PERMIRA, UFG Private Equity, TIGER, INSIGHT PARTNERS, HENLEY SMART INVESTING, Apax digital, SAGEVIEW CAPITAL, Advent International, THOMABRAVO, SIRIS, TA ASSOCIATES, Viking, Riverside, VITRUVIAN PARTNERS, WARBURG PINCUS, KKR, EQT, SHAMROCK CAPITAL ADVISORS, Certares, H. I. G. CAPITAL, SILVERLAKE, RJD partners, VISTA EQUITY PARTNERS, ARDIAN, Serent CAPITAL, RISK CAPITAL PARTNERS, K1, AXIVATE CAPITAL, LDC, MARLIN EQUITY PARTNERS.

# Contact

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