

# PREMIA

*Properties*



# Nordic Leisure Travel Group

## PRESS RELEASE

### Strategic partnership between NLTG and PREMIA Properties

**Athens, August 1, 2024:** PREMIA Properties REIC (“PREMIA”) and Nordic Leisure Travel Group (“NLTG”) announce the signing on 31.7.2024 of a binding agreement under which PREMIA will acquire from “NLTG HH Greece SINGLE MEMBER S.A (“Seller”) 100% of the Seller’s share capital of the company “SUNWING HOTELS Hellas SINGLE MEMBER S.A”.

“SUNWING HOTELS Hellas SINGLE MEMBER S.A” owns and operates the hotel “Sunwing Kallithea Beach” located in Rhodes and holds 100% of its subsidiary company “Helios Palace S.A”, which owns and operates the hotel “Sunwing Makrigialos & Ocean Beach Club” (“O.B.C.”) located in Crete (collectively “Hotels”).

- “Sunwing Kallithea Beach” is a 4-star hotel resort, located in Kallithea Rhodes. Plot Area is 118,000 sqm and total Gross Built Area (including auxiliary areas) is 42,700 sqm, with a total capacity of 534 keys
- “Sunwing Makrigialos & Ocean Beach Club” is a 4-star hotel resort, located in Ierapetra Crete. Plot Area is 54,000 sqm and Gross Built Area (including auxiliary areas) is 25,200 sqm, with a total capacity of 262 keys.

**The consideration of the transaction amounts to €112,500,000** subject to adjustments following confirmatory due diligence process in accordance with the terms of the relevant Share Purchase Agreement.

NLTG Group has been successfully operating the hotels for a long period (50 years for Sunwing Kallithea and 40 years for Makrigialos) and will continue to operate them through a long-term triple-net lease agreement for an initial duration of 15 years with extension options of the Lease for a period of ten (10) years (five (5) years plus five (5) years).

The aforementioned sale-and-lease-back transaction in the hospitality sector in Greece marks a strategic partnership between PREMIA and NLTG.

The Seller, NLTG HH GREECE SINGLE MEMBER S.A., is a subsidiary of **Nordic Leisure Travel Group**, a Stockholm, Sweden-based travel operator, which belongs to a group of private investors based in Scandinavia : **Strawberry Group** holds 39.7 percent ownership interest, **Altor Funds** holds 39.7 percent, **TDR Capital** holds 19.9 percent and other investors and NLTG management hold 0.7 percent via NLTG MIPCo.

The transaction remains subject to conditions regarding obtaining of necessary required approvals (including approval of Competition Commission) and the transfer of the

operation of the Hotels to a subsidiary of the Nordic Leisure Travel Group under the name “NTLG Hotels Hellas SINGLE MEMBER S.A.”

National Bank of Greece executed the underwriting and will finance the transaction.

Closing is estimated to occur within **Q4 2024**.

**Petter Stordalen, founder and owner of Strawberry Group said:** “The deal marks an exciting chapter and we are thrilled to announce our new collaboration with PREMIA Properties. By combining NLTG Group's comprehensive knowledge within hospitality and PREMIA and Elias Georgiadis's impressive entrepreneurial track record, I am confident we will create both value and growth. I have experienced firsthand the importance of collaborating with professional property owners abroad, and I look forward to continuing our Greek adventure together with our new partner.”

**Elias Georgiadis, CEO of STERNER STENHUS and Chairman of PREMIA, made the following statement:** “We are very happy to proceed with this strategic action joining forces with one of the largest tourism companies in Europe that was founded and has its headquarters in Scandinavia, with a significant presence in Greece. I want to personally thank Mr. Petter Stordalen who trusted us with this very important investment step for PREMIA Properties. This collaboration opens the horizon for new investment opportunities in the sector of tourism with our new strategic partner.”

**Magnus Wikner CEO of NLTG said:** “I am happy that we have entered this strategic partnership with PREMIA Properties as it will make it possible for us to explore and develop new concept hotels in Greece for the benefit of our Nordic guests. Greece is our biggest destination country for the summer season, and we see especially strong demand for our own hotel concepts to Greece.”

**Kostas Markazos, CEO of PREMIA PROPERTIES said:** “The transaction marks a strategic choice for the entry of PREMIA Properties in the growing hospitality sector in Greece. This investment increases significantly both PREMIA's property portfolio size and investment income.”

#### **About PREMIA Properties**

*PREMIA Properties is a Real Estate Investment Company (REIC), with shares traded on the Athens Stock Exchange. The company is dedicated to building a diversified portfolio that offers attractive and sustainable returns, emphasizing the supply chain (logistics), serviced residential properties (serviced apartments), commercial properties (big boxes), social infrastructure buildings primarily in the field of education and other sectors as wineries. The objective is to incorporate high-quality properties with sustainability features, achieve substantial rental yields, and engage in long-term partnerships with reliable tenants. PREMIA has been awarded as "The Most Sustainable Companies in Greece 2023" and holds membership in the ESG Index of the Athens Stock Exchange and the Greek Sustainability Code, reflecting its commitment to implementing leading environmental practices.*

*For further details, please visit the company's website at [www.premia.gr](http://www.premia.gr)*

### **About Strawberry Group**

*Strawberry Group is a privately held corporation consisting of companies within finance, real estate and hospitality. Strawberry Equities is a private investment company owned by Strawberry Group. Its investment portfolio consists of unlisted companies in a variety of industries, with an emphasis on firms in the travel sector including NLTG. Strawberry Group also owns one of the largest hospitality companies in the Nordics, Strawberry Hotels, with its portfolio of more than 240 hotels, as well as meeting rooms and arenas, restaurants and spas. Through the Strawberry app, web and loyalty program, 3 million members get access to a universe of experiences. More to explore at <https://www.strawberrygroup.no/>*

### **About Nordic Leisure Travel Group (NLTG)**

*NLTG is the market leading travel operator in the Nordics, selling 1.5 million holiday trips annually, established in 1956. The Company offers package holidays to consumers under the brands Ving (SE/NO), Spies (DK) and Tjäreborg (FI). NLTG has an integrated operating model with its own award winning inhouse Sunclass Airlines that has a modern fleet of 11 Airbus aircrafts, A330 and A321, several of them the latest NEO version. It has its own hotel division consisting of 9 full service family Sunwing Family Resorts, 3 upscale design oriented Ocean Beach Clubs and 12 adults only Sunprime Hotels. In Greece NLTG provides charter and scheduled flights to Rhodes, Crete, Skiathos, Athens, Kavala, Mytilini, Samos, Santorini, Thessaloniki, Corfu, Preveza and operate in these areas offering wide variety of different hotels in its program. More to explore at [www.nltg.se](http://www.nltg.se)*