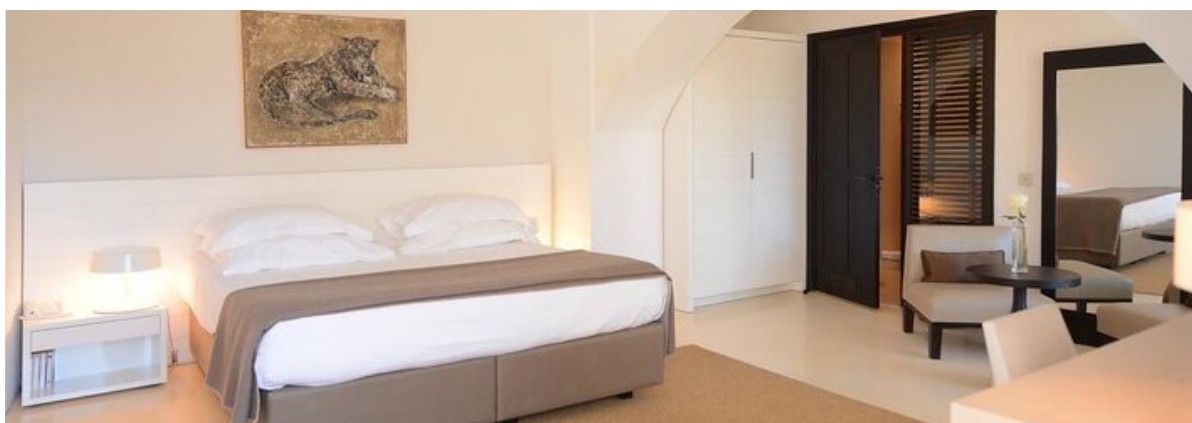


zero  
two  
nine

ON A MISSION TO CREATE HAPPINESS.







029 Group is a global hospitality and lifestyle platform blending luxury, technology and community to build and support category-defining brands aimed at making people's lives happier.



**fjor**

HOTEL **BIRD**

 **Limestone  
Capital**

**TRIP**



# About 029 Group.

We believe that the next-generation of consumer brands will be built on **connection, experiences** and **community**.

As technology and AI will likely relieve human workload, **new patterns of work, life and leisure** are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus.

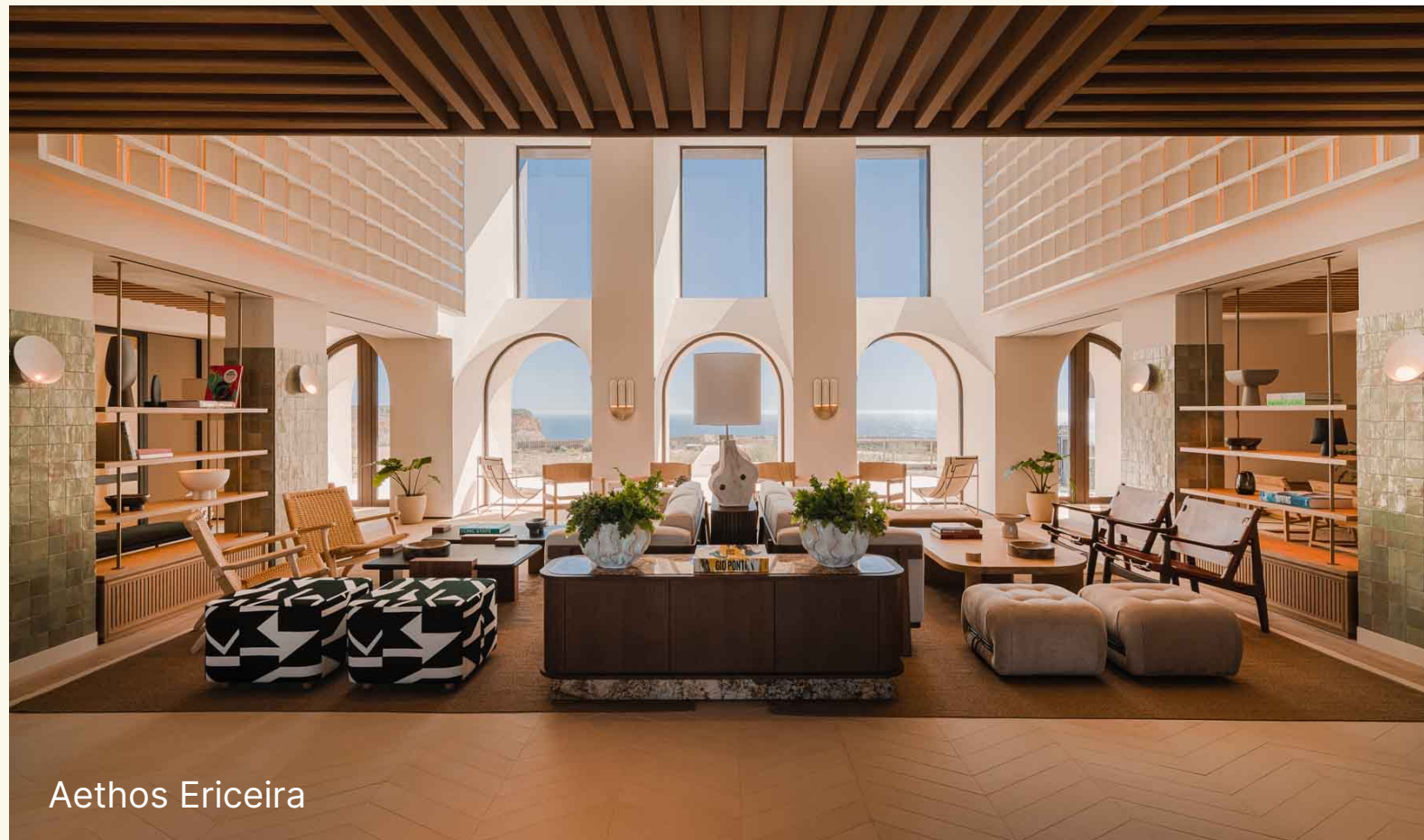
029 Group backs the most audacious entrepreneurs with a **hands-on investment approach**, focusing on areas where we can add significant value through our platform, global network and company building expertise.

029 Group SE is based in Berlin, Germany.





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“

Building category-defining brands is at the heart of our next-generation hospitality and lifestyle platform. 029 Group supports a unique synthesis of luxury, innovation, and community for humanity’s evolving needs.

”

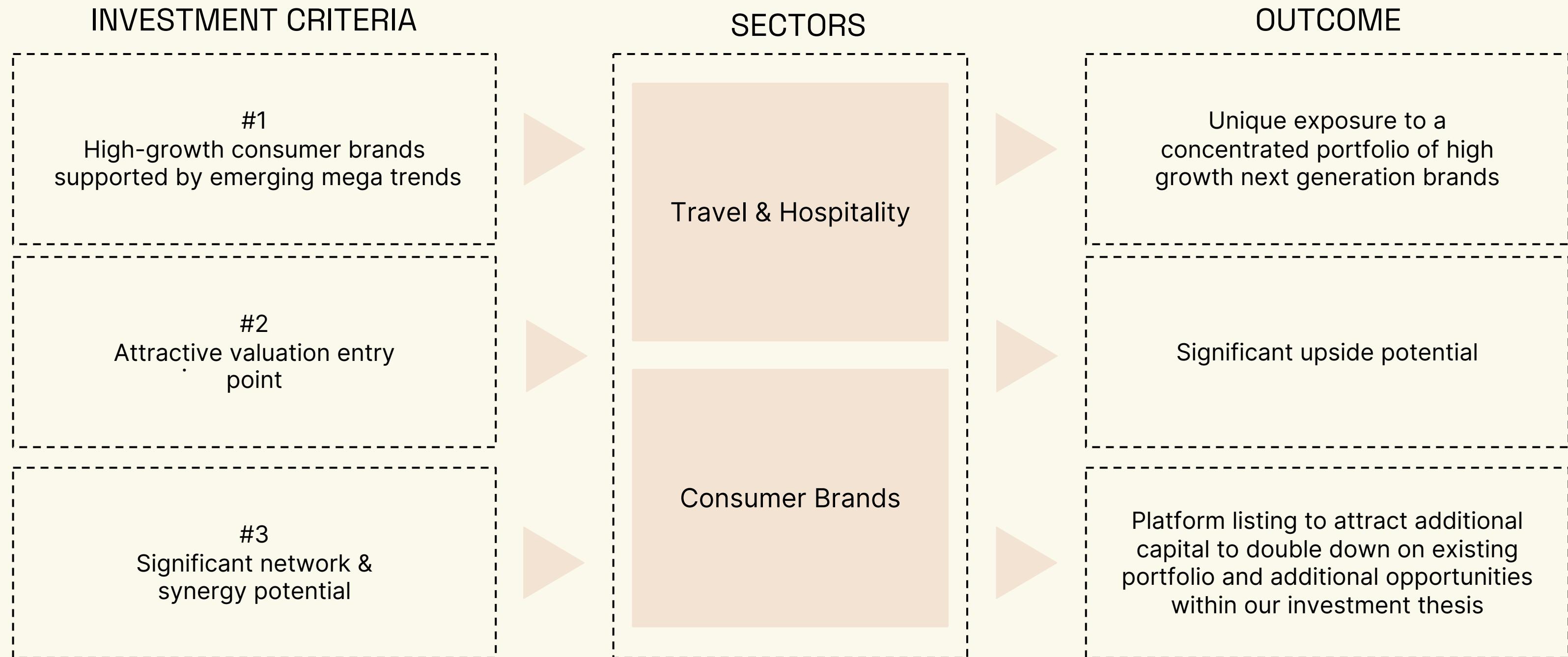
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**LEON SANDER**

Managing Director

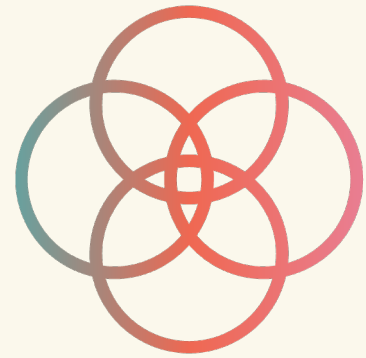


# Our Value Proposition.





# Our Operating Model.



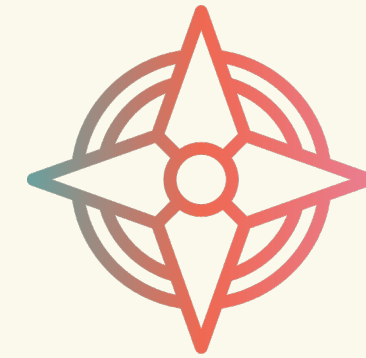
## PROPRIETARY ACCESS

Our complementary networks and skillsets enable us to incubate, invest, and source unique opportunities in the hospitality, real estate and technology sectors. Our network allows us to introduce our portfolio companies to tier 1 investors and support them along their capital formation journeys.



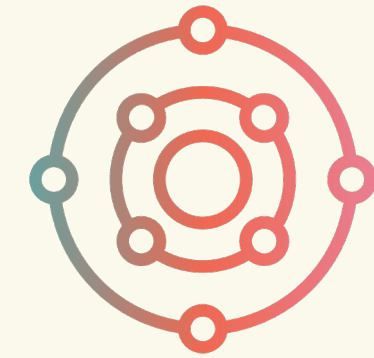
## ENTREPRENEURIAL APPROACH

We follow a hands-on, entrepreneurial investment approach. Through our extensive company building experience, we support our portfolio companies to navigate roadblocks and strategically grow their business.



## VALUE CREATION THROUGH SYNERGIES

We only invest in opportunities when we see added value through our complementary skills, such as talent sourcing, cross-selling opportunities across our platform, buy-and-build value creation, and capital formation.



## PROVEN TRACK RECORD

Our founding team has been working together for many years. Thanks to their excellent track record in a multitude of successful private and public transactions, our companies benefit from their exceptional strategic and public and private capital markets abilities.



# Unique Market Opportunity.



## EMERGING TRAVEL & HOSPITALITY CONCEPTS

### STRONG GROWTH IN COMMUNITY-BASED HOSPITALITY CONCEPTS

Hotels are increasingly adopting membership clubs, transforming stays into immersive experiences that foster community and connection. The market for membership clubs is expected to reach \$25bn by 2027, with a CAGR of 11.2%.<sup>1</sup>

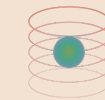
### STRONG DEMAND FOR SUSTAINABLE AND ECO-FRIENDLY TRAVEL

Consumer preferences shift towards environmentally responsible travel that focuses on health and wellness, sustainable accommodations, educational travel experiences, and a deeper connection with nature. The ecotourism market is projected to grow from \$216.49bn to \$598.89bn, with a CAGR of 15.65%.<sup>2</sup>

### INCREASING DEMAND FOR HEALTH AND WELLNESS FOCUSED TRAVEL

As digital overload becomes more common, travellers are seeking deeper self-connection and relaxation, leading to a growing interest in longevity-enhancing amenities. The global wellness tourism market is projected to grow from \$814.6bn in 2022 to \$2.1tn by 2030, with a CAGR of 12.42%.<sup>3</sup>

Source: <sup>1</sup>MBS Group <sup>2</sup>Fortune Business Insights <sup>3</sup>Grand View Research



## GENERATIONAL SHIFT IN CONSUMER BEHAVIOR

### STRONG GROWTH FOR PERSONALIZED HEALTH AND WELLNESS SOLUTIONS

Consumers are increasingly focusing on personalized health and wellness solutions to live longer, feel better and look healthier. The personalized retail nutrition and wellness market was valued at \$3.03bn in 2022 and is projected to grow with a CAGR of 14.84% from 2023-2030.<sup>1</sup>

### RISING DEMAND FOR FUNCTIONAL FOOD AND BEVERAGES

As consumers are becoming more health-conscious, they seek products that enhance cognitive performance, stress resilience, and physical health. The market is expected to reach a valuation of >\$500bn by 2028, up from \$281bn in 2021, representing a CAGR of 9.5%.<sup>2</sup>

### DEMAND FOR CELEBRITY- AND COMMUNITY-BASED BUSINESS MODELS

Celebrity- and community-based business models are growing in demand as brands leverage their fame for rapid success. These models benefit from lower marketing costs, direct social media engagement, and fast D2C distribution. Fans are increasingly open to marketing from influencers they trust, valuing the personal connection they feel with them.<sup>3</sup>

Source: <sup>1</sup>Grand View Research <sup>2</sup>Fortunes Business Insights <sup>3</sup>Harvard Business Review



# Our Team.



**LEON SANDER**  
Managing Director

As part of the founding team, Leon has been instrumental in driving corporate development, investment strategy, and investor relations activities. Leon is a highly entrepreneurial and analytically savvy venture capital investor with profound expertise in venture capital, corporate finance, and capital markets. Leon holds an International M.Sc. in Finance and has several years of experience in the venture capital and private equity industry, having worked as an investment manager for a European growth venture fund.



**JUAN RODRIGUEZ**  
Chairman

Juan has been active in the venture scene for more than 20 years. He gained extensive experience in finance and sales controlling at a telecom startup before moving to the investor side in 2007 at FinLab AG, one of the first and largest fintech and blockchain investors in Europe. There, he developed deep expertise across investor relations and finance, eventually assuming the role of managing director and CFO in 2013. Since 2021, Juan is managing partner at C3 Venture Capital.



**Dr. MARTINA WIMMER**  
Deputy Chairman

Martina is a highly experienced attorney with a strong background in corporate law and finance. She has worked for several years at a prestigious law firm in Vienna, where she was involved in various M&A transactions, mergers, spin-offs, and other restructuring activities for international corporations. In recent years, she transitioned into the venture capital scene, holding positions as a Senior Legal Counsel, and has been involved in numerous transactions from seed funding to IPO. Martina holds a doctoral degree in law from the University of Vienna.



# Our Portfolio.

Our diversified 029 Group portfolio comprises five high-quality assets across our three segments, combining luxury, technology, and brands across the hospitality ecosystem.





# Limestone Capital.

## COMPANY DESCRIPTION

Limestone Capital is a vertically integrated Swiss-based private equity firm that delivers value through transformation in the travel & leisure industry. Limestone's core focus is on value-add, special situations, and distressed opportunities, where they source, develop, and operate unique properties and operating companies often requiring significant repositioning, management change, and quality design.

Most investments follow a branded platform strategy where value add real estate is transformed by scalable, technology-enabled operating brands and seasoned management teams delivering double digit returns for shareholders and investors. Its platforms, including Aethos Hotels, Emerald Stay, and others operating over €1bn in real estate assets and have been featured globally in Architectural Digest, Bloomberg, Condé Nast Traveller, Forbes, Vanity Fair, Vogue, and amongst many others.



## COMPANY INFORMATION

Company Name:	Limestone Capital AG
Website:	<a href="http://www.limestone-capital.com/">www.limestone-capital.com/</a>
Year Founded:	2018
Segment:	Travel & Hospitality
Headquarter:	Zug, Switzerland
Employees:	ca. 185

## MANAGEMENT TEAM



**Benjamin Habel**  
Founder & CEO



**Jeff Coe**  
Co-Founder & COO





Aethos Sardinia, Italy



Aethos Corsica, France



Aethos Monterosa, Italy



Aethos Mallorca, Spain



Aethos Ericeira, Portugal



Aethos Saragona, Italy



# Hotelbird.

## COMPANY DESCRIPTION

Hotelbird provides the core technology for a seamless digital guest journey and empower hosts to increase their operational success. Hotelbird has established itself as the leading provider of digital check-in/out solutions since its foundation in 2015.

Hotelbird has by far the largest market share in Germany and enjoy great trust in the hotel industry. Most leading German hotel chains rely on the Hotelbird Platform. As the first specialized provider on the market, Hotelbird brings an enormous wealth of experience that benefits our partners.

**HOTELBIRD**

## COMPANY INFORMATION

Company Name:	hotelbird GmbH
Website:	<a href="http://www.hotelbird.com/">www.hotelbird.com/</a>
Year Founded:	2015
Segment:	Travel & Hospitality
Headquarter:	Munich, Germany
Employees:	ca. 30

## MANAGEMENT TEAM

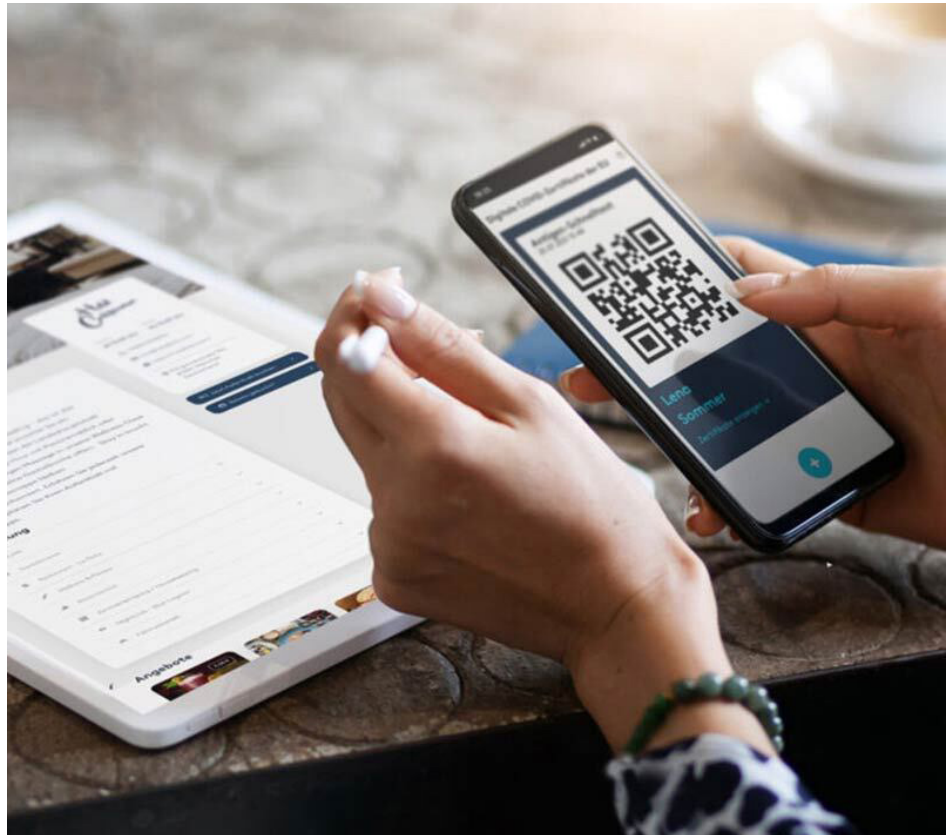


**Juan A. Sanmiguel**  
Founder & CEO



**Korbinian Hackl**  
Co-Founder & CTO







# Trip.

## COMPANY DESCRIPTION

TRIP is a UK-based consumer brand on a mission to help you find your calm amidst the chaos. Thanks to TRIP's commitment to using only the highest quality CBD available in the UK, the range of delicious CBD infused drinks and oils are loved by their customers and has cemented TRIP's position as a leading premium CBD brand.

- Plant powered - Infused with potent natural botanicals like ginseng, l-theanine, turmeric and chamomile to aid digestion, immunity and stress relief.
- Uniquely delicious - Forget earthy, hempy tastes – Trip has crafted a range of sophisticated flavours that taste as good as they make you feel.

# TRIP

## COMPANY INFORMATION

Company Name:	TRIP Drink Ltd.
Website:	<a href="http://www.drink-trip.com/">www.drink-trip.com/</a>
Year Founded:	2017
Segment:	Consumer Brands
Headquarter:	London, United Kingdom
Employees:	ca. 25

## MANAGEMENT TEAM



**Dan Khoury**  
Co-Founder



**Olivia Ferdi**  
Co-Founder



**James Edmunds**  
Managing Director







# Brother's Bond.

## COMPANY DESCRIPTION

Hand-selected and rooted in the desire to create the perfect bourbon. Brother's Bond Bourbon is elegant and exceptionally smooth, complex, and balanced with a touch of sweetness and spice.

Founded by the Vampire Diaries stars Ian Somerhalder and Paul Wesley, Brother's Bond is a story of time and quality; two things we all cherish in life. Crafting an exceptional taste profile took time and patience. After the long process of blending and tasting an ample assortment of mash bills, Ian Somerhalder and Paul Wesley are proudly presenting to the world a bourbon that will captivate palates with its harmonious balance of complex flavors.



## COMPANY INFORMATION

Company Name: Brother's Bond Distilling Co. LLC  
Website: [www.brothersbondbourbon.com/](http://www.brothersbondbourbon.com/)  
Year Founded: 2020  
Segment: Consumer Brands  
Headquarter: Fort Worth, Texas, USA  
Employees: ca. 10

## MANAGEMENT TEAM



**Paul Wesley**  
Co-Founder



**Ian Sommerhalder**  
Co-Founder



**Vincent Hanna**  
Managing Director







# fjör.

## COMPANY DESCRIPTION

fjör is a science-driven, direct-to-consumer skincare brand that addresses skin ageing and skin-irritation concerns. fjör's approach involves curating remarkably simple formulas and product ranges featuring a unique hydrolytic enzyme suitable for all skin types.

fjör was built on three core pillars, to be a brand that is: simple, powerful and accessible.

Our founder Natalie embarked on a journey to redefine what a simple and powerful skincare routine looks like, without losing efficacy. A skincare brand that empowers you to achieve healthier and more confident skin with fewer products and better ingredients. fjör is truly inspired by Nordic simplicity, led by design and powered by science.



## COMPANY INFORMATION

Company Name:	Fjor Ltd.
Website:	<a href="http://www.fjor.life">www.fjor.life</a>
Year Founded:	2021
Segment:	Consumer Brands
Headquarter:	London, United Kingdom
Employees:	5

## MANAGEMENT TEAM



**Natalie Enslöw**  
Founder & CEO



**William Smithwhite**  
Co-Founder & CFO





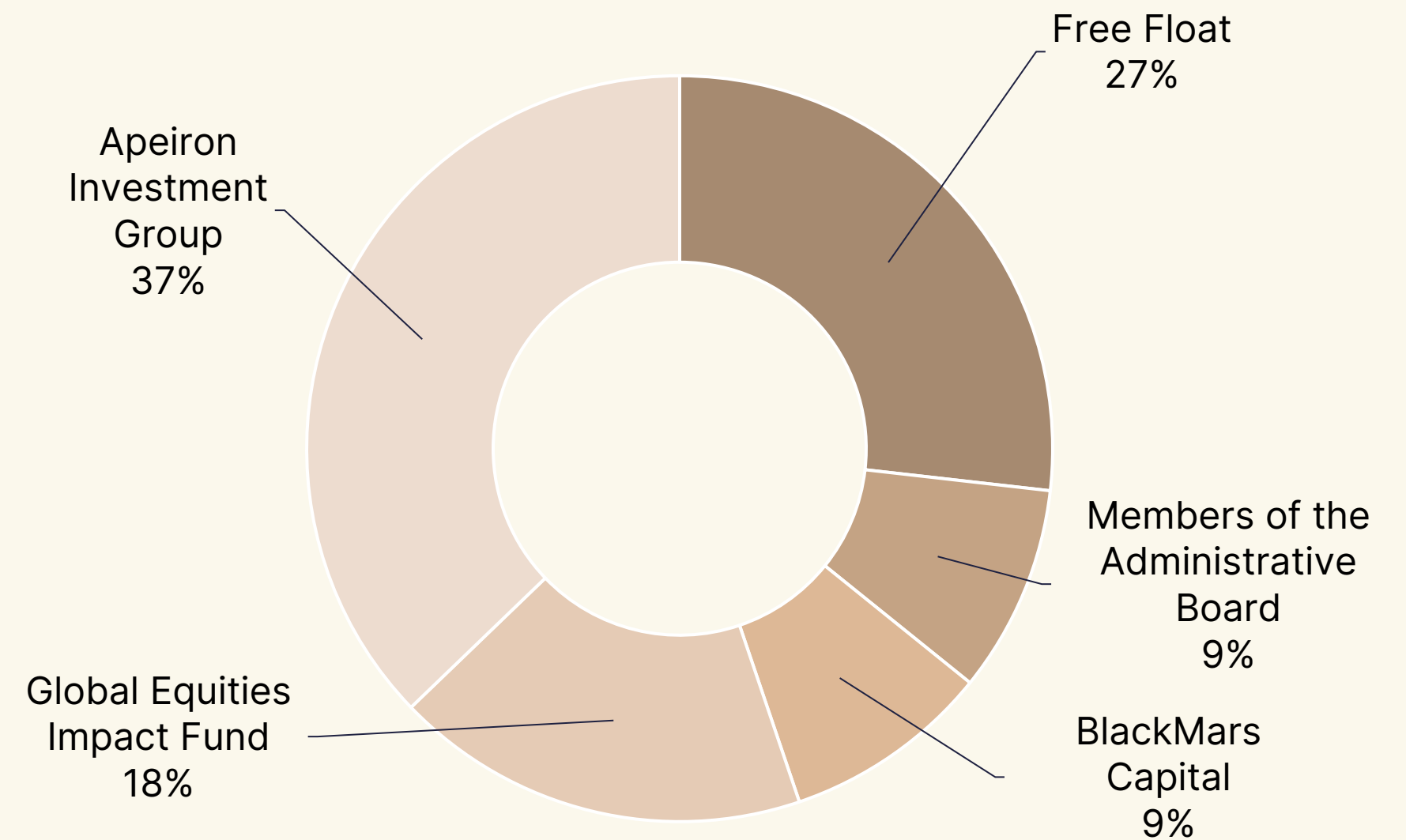


# Stock Data.

## BASIC INFORMATION

Share Capital:	EUR 5,000,000
Number of shares:	5,000,000
Stock Exchange	Xetra, Dusseldorf, Munich (regulated market)
WKN:	A2LQ2D
ISIN:	DE000A2LQ2DO
Symbol:	Z29

## SHAREHOLDER STRUCTURE





# Get in touch.

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