

Sircle hotel group to list on the Frankfurt Stock Exchange

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Opening of 100 new hotels planned

- **What** SMG Holding takes European hotel group Sircle to the Frankfurt Stock Exchange
- **Why** Sircle intends to use the expected proceeds to expand its hotel portfolio
- **What next** The listing on the Regulated Market of the Frankfurt Stock Exchange is planned for the second quarter

SMG Holding has announced the IPO of pan-European Sircle Hospitality Group, with a listing on the Regulated Market of the Frankfurt Stock Exchange (General Standard) in the second quarter.

Following the IPO, the company is expected to have a market capitalisation of €250m, with a total value of the hotel property portfolio of over €400m.

Sircle Hospitality, founded by Liran Wizman, is an Amsterdam-based hotel group with around 4,000 rooms in 37 hotels in 23 cities. It intends to utilise the expected proceeds for growth investments and the expansion of its hotel portfolio. It plans to open a further 100 locations, with a focus on major western European cities and the Mediterranean region.

Around 75% of Sircle hotels are currently located in Germany, the Netherlands and Austria. The strategy envisages expanding new and established brands such as Sir Hotels and Max Brown Hotels and to increase the number of bookable rooms. In 2023, the group's revenue grew by 25% to €200m.

To launch the IPO, Sircle and the already listed SMG subsidiary SMG European Recovery are merging. The listed company will be renamed Sircle SE.

“With the expansion of its hotel portfolio and its focus on high-quality lifestyle concepts, Sircle is pursuing a clear strategy that impresses us as SMG Holding. With our prepared structures for a listing, we are therefore the ideal partner to grow successfully together in the long term. We provide capital and offer secure framework conditions for access to the capital market,” says SMG CEO Stefan Petrikovics.

Together with selected investors, SMG Holding is providing both capital and the listing vehicle for the upcoming IPO. SMG will remain a shareholder in the company after the IPO and is committed to a long-term partnership.

SMG is an IPO sponsor and investor specialising in European SMEs. The company carried out over 50 capital market transactions with a volume of more than €2bn.

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