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MEDIA RELEASE

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For immediate release

Project development

Swiss Prime Site brings Motel One to Zurich

- **A 380-room hotel will emerge at the office property complex located at Brandschenkestrasse**
- **An agreement with Motel One has been signed**
- **Motel One's concept featuring attractive prices and high performance sparks momentum in Zurich's hotel market**
- **Opening doors in 2016**

The office property located at Brandschenkestrasse 25/Dianastrasse 6 will be converted into a 380-room hotel. Swiss Prime Site is investing CHF 50 million to modify the courtyard-rimmed complex into a hotel. The excellent urban location near the Bahnhofstrasse as well as the property's floor space offering are superbly appropriate for a hotel according to the operating and design concept of Motel One Group. Modification of the four buildings situated on a total area of 3 900 square metres will be carried out under strict compliance with their diverse and, to some extent, landmark-protected architecture.

The rental agreement with Motel One Group, Munich, will be signed on site today within the scope of a project presentation for the media, financial analysts and project partners as well as representatives from business and political circles.

"We're proud to be able to close a gap in the hotel market of Switzerland's leading economic centre together with Motel One Group. The emergence of such a hotel at our property proves that prime urban locations harbour the potential for attractive utilisation even amid times of growing supply of office floor space," declares Peter Lehmann, CIO of Swiss Prime Site AG.

"With the new Motel One, a hotel emerges in Zurich offering guests a stylish design and high-quality décor at attractive prices, situated in a prime location just five minutes away from the Bahnhofstrasse and Paradeplatz," explains Dieter Müller, CEO and founder of the German hotel chain.

Motel One in Zurich is a joint hotel development project of Swiss Prime Site and the successful hotel group. Another Motel One is being constructed at the site of the Swiss Prime Site property situated at the centrally located Freie Strasse 68 in Basel. The commercial building will be modified into a 136-room hotel for roughly CHF 17 million probably by the winter of 2015.

Motel One Zurich: Key data

Location	Brandschenkestrasse 25/Dianastrasse 6, 8002 Zurich
Brief description	Courtyard-rimmed complex comprising four buildings that are landmark-protected to some extent, with the oldest building constructed in 1910
Fair value	CHF 96 million (31.12.2013)
Total area	3 902 m ²
Rental floor space	13 246 m ²
Previous utilisation	Mostly office floor space
Proposed utilisation	First low-budget design hotel in Zurich's city centre with 380 rooms
Investment volume	Approximately CHF 50 million
Investor	Swiss Prime Site AG, Olten
Tenant	Motel One
General contractor	Allco AG, Lachen SZ
Timetable	Planned opening in 2016 (building permit not yet submitted)

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Swiss Prime Site

Swiss Prime Site AG is Switzerland's largest listed real estate investment company. The Group's portfolio is valued at CHF 9.4 billion and comprises first-class, value-retaining and high-quality properties with primarily office and retail floor space situated in prime locations. The real estate investments, coupled with the real estate services provided by subsidiary Wincasa AG, make up the real estate segment. The retail and gastronomy segment consists of Jelmoli – The House of Brands department store and Clouds Restaurant in Prime Tower, Zurich. The assisted living segment comprises the senior residences and geriatric care facilities provided by Tertianum Group, which was acquired in mid-2013.

The Company has been listed on the SIX Swiss Exchange since 2000 and reports market capitalisation of around CHF 4.5 billion.

SIX Swiss Exchange / symbol SPSN / securities number 803 838



Motel One Group

Motel One was founded in 2000 and is headquartered in Munich, Germany. With a total of currently 50 hotels and more than 11 500 rooms, the group has positioned itself over time as a swiftly and successfully expanding low-budget design hotel chain in Germany, Austria, Great Britain and Belgium. The Motel One properties feature sophisticated design, high-quality décor and central locations at attractive prices. Target groups include business guests as well as leisure travellers and city tourists. The group has received multiple awards and employs a workforce of more than 1 300 persons. Motel One aims to further expand its leading qualitative position in the European low-budget market segment. Additional hotels are under construction or in the project development phase, including in Basel, London, Vienna, Bremen, Leipzig and Berlin. The company should expand its operations to a total of 74 hotels (of which 20 located outside Germany) with 18 200 rooms by end-2016.

Motel One Group realised revenues of EUR 205 million in 2013 (EUR 175 million) and gross profit before depreciation (EBITDA) of EUR 73 million (EUR 62 million). Capacity utilisation was increased from 73% to 75% in the financial year 2013.

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