

PRESS KIT

PRESS CONTACT

Baha Jamous
Head of Corporate Communication
+41 41 767 82 02
baha.jamous@hapimag.com

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1. About Hapimag

Hapimag is a holiday provider based in Switzerland and was founded in Zug in 1963 as a public limited company. The approximately 125,000 shareholders and members form a community and have access to a world of holidays full of variety with holiday apartments, in around 60 resorts in 16 countries.

The idea behind Hapimag is all about sharing: shareholders and members make it possible for each other to have a choice of resorts with holiday apartments and to use them individually and sustainably for their holidays. Hapimag is an economically attractive and ecologically sound alternative to your own holiday apartment.

The company's headquarters is in Steinhausen (Canton of Zug). It has around 1400 full-time employees worldwide, and its operational management is in the hands of its CEO Hassan Kadbi. Alongside these 1400 employees, other staff are employed on a seasonal basis.

2. Fact Sheet – Hapimag at a glance

Founded:	1963
CEO:	Hassan Kadbi (born 17 November 1978)
President of the Board of Directors:	Giatgen Peder Fontana
Core business:	Right-of-residence provider
Headquarters:	Steinhausen (Canton of Zug), Switzerland
Number of employees:	around full-time 1400, as well as seasonally employed workers
Legal form:	Public limited company under Swiss law
Shareholders and members:	around 125,000

The most important key figures

Shareholders and members:	around 125,000
Own resorts:	around 60
Accommodation units:	more than 5000
Employees (full-time):	around 1400
Sales 2018:	EUR 166,2 million
Level of equity capitalisation 2018:	72 percent

What does Hapimag do?

Hapimag is a holiday provider based in Switzerland. Besides hospitality, its core business is the sale of right-of-residence products to persons who, together as a community, make it possible for each other to have a choice of holiday resorts. Hapimag owns a total of around 60 holiday resorts in 16 countries. With the invention of the points system for rights of residences Hapimag has also made its name as a pioneer in the timeshare industry.

Who are its target groups?

Hapimag's target groups are made up of people who would like to invest in a sustainable holiday and spend their vacation in a holiday apartment. These include in particular families and young couples. We're also aiming at older people, as they have more time than most to travel and are keen to spend the winter months in a warmer climate.

Who are Hapimag's competitors?

Hapimag's timesharing competitors include Hilton Grand Vacations, Pestana Resorts and CLC World Resorts & Hotels, among others. Hapimag AG is the leading right-of-residence provider in Europe and pioneered the use of right-of-residence points as a business model. In the field of holidays, competitors include providers such as Airbnb and various housing providers.

What makes Hapimag different from its competitors?

The Hapimag idea has been making the company successful for 55 years, thanks to a strong community that sets great store by lasting values, reliability and security. The fundamental difference between Hapimag's business model and platforms like Airbnb is that all accommodation is offered by Hapimag

rather than by third parties. Hapimag members can always expect high service, advice and quality standards and have one stop for all the services they need.

The company's goals are currently:

- focus on our core business – hospitality
- communicate transparently to build up trust and regularly exchange with our shareholders and members
- optimise processes and reduce costs
- increase the number of overnight stays in our resorts to three million by 2022
- reaching the number of 130,000 shareholders and members

3. Products and resorts – the Hapimag portfolio

Hapimag members can choose from among some 60 resorts in 16 countries, most of them in Europe, but also in Turkey, Morocco and the USA ([to the map](#)).



3.1 Hapimag's products

Hapimag's general strategy is based on the sharing economy principle. Shareholders and members make it possible for each other to have a selection of resorts with holiday apartments and to use them individually and sustainably for their holidays. Rather than buying a holiday apartment, private persons and families have, thanks to Hapimag, access to a wide range of holiday apartments in popular destinations.

Buyers of a Hapimag Classic share get the right to share the use of more than 5000 holiday apartments. Each share entitles shareholders and members to 60 residence points a year, which they can use when booking holidays. Hapimag uses the income from annual subscription charges to maintain the resorts' infrastructure, finance renovations and cover central costs. Thus Hapimag represents an economically attractive and ecologically sound alternative to owning your own holiday apartment.

3.2 Hapimag's resorts

Hapimag has a portfolio of some 60 resorts in 16 countries, most of them in Europe, with more than 5000 holiday apartments. They offer a reliably high standard of quality and a wide range of additional services, advice and assistance, comparable with the services to be found in a hotel. All the resorts are family-friendly; for example, many of them have their own restaurants, shops, and facilities for activities, sport or wellness.

The resorts offer a wide variety of holiday experiences, ranging from sophisticated apartments in Europe's major cities to family-friendly beach resorts on the Mediterranean; from chalet flats in the Alps to travelling down rivers on houseboats. Most of them are in Europe, but there are also some in the USA (Florida), North Africa (Morocco) and Turkey. You'll find an overview of everything Hapimag has to offer [here](#).

4. The management – CEO Hassan Kadbi



4.1 Brief introduction

Hassan Kadbi has been in charge of Hapimag AG's management as its CEO since 2016. He can look back on a career with the company spanning more than 14 years. Starting as a Resort Manager, he went on to manage the regions of Turkey, Greece and North Africa, before becoming Chief Resorts & Residences Officer in 2013 (an overview of Hassan Kadbi's life and career can be found [here](#)).

Born in Lebanon, he speaks Arabic, English, Greek and German, and is personally familiar with Hapimag's 60 or so locations. Hassan Kadbi worked in a number of Hilton Hotels (in the UK, Greece and Malaysia) before starting his career with Hapimag. He has a degree in International Hospitality and Tourism Management and is firmly committed to the concept of sharing, which has been at the heart of Hapimag's thinking for over 55 years.

4.2 Zitate – Hassan Kadbi

"The sense of belonging is what makes me enthusiastic about Hapimag. I previously worked for global businesses in various countries, but this sense of being a family was never there as much as it is here. In my opinion, this sense of a common bond is what has made us successful. That's true not only of the people who work for us, but also of our shareholders and members."

"The concept of sharing is fundamental to Hapimag's thinking. But sharing isn't just to do with sustainability, community and the idea of sharing a plot of land with others. Sharing is about a lot of other things too. For me, sharing is also about having a positive influence on society in a given location. This creates long-term living communities with individual and shared experiences."

6. Image material

The latest images can be found at: <https://corporate.hapimag.com/en/medien/presse.html>