

# THE VERY, VERY, VERY, VERY BIG NEWS.



## **SERVICED APARTMENT BRAND STAYERY SECURES ITS LARGEST LOCATION IN BERLIN TO DATE**

- STAYERY signs lease agreement for 255 serviced apartments at Ostkreuz.
- Successful conversion of office spaces in re:o-Berlin with completion planned for the first half of 2027.
- Portfolio grows to over 1,500 apartments nationwide – third Berlin location after Friedrichshain and Schultheiss-Quartier.

**BERLIN, DECEMBER 20, 2024** – With the signing of the lease agreement at re:o-Berlin, STAYERY achieves a new milestone: the new location at Ostkreuz will become the brand's largest serviced apartment site to date. A total of 255 units will be developed across 10,600 sqm, expanding STAYERY's nationwide portfolio to over 1,500 apartments. Renovation work is set to begin in spring 2025, with the opening scheduled for the first half of 2027.

### **255 SERVICED APARTMENTS IN A PRIME LOCATION AT OSTKREUZ**

“Berlin is one of the ideal markets for the expansion of our brand. With our third location, we are strengthening our presence in the German capital,” says Dr. Robert Grüşchow, Managing Director of STAYERY. “Thanks to the nearby STAYERY in Friedrichshain, we know very well that demand in this part of the city is incredibly high. The location could hardly be better for us.” The immediate proximity to Ostkreuz station ensures excellent connections to all major transportation hubs. Centrally situated between vibrant neighborhoods and the Rummelsburger Bucht, the re:o-Berlin campus offers ideal opportunities for both work and leisure. “Berlin remains one of Germany’s most attractive cities – both economically and for tourism. The growing demand for flexible accommodation concepts confirms that our offering perfectly meets the needs of modern travelers, business professionals, and remote workers,” Dr. Grüşchow adds.

The new STAYERY location will feature spacious apartments with living and sleeping areas, fully equipped kitchenettes, digital check-in, and weekly cleaning service. The modern community spaces will provide areas for co-working, a laundry lounge, and a fitness studio. Additionally, for the first time, the generously designed spaces at STAYERY will include a gastronomic concept.

**STAYERY.**

## **SUSTAINABLE REPURPOSING OF OFFICE SPACES**

STAYERY will be part of a hybrid concept on the site of the former headquarters of Deutsche Rentenversicherung. On approximately 76,000 sqm of rental space, additional office, gastronomic, and commercial areas will be developed alongside STAYERY and the British hotel brand Premier Inn. The project is being implemented by Kintyre as the operational partner on behalf of IREIT Global, a real estate fund based in Singapore and sponsored by Tikehau Capital and City Developments Limited.

“We are delighted to once again successfully repurpose unused office spaces with the re:o-Berlin and to demonstrate the versatility of our concept as well as the expertise of our planning team,” explains Dr. Robert Grüschow.

Despite dynamic growth, STAYERY focuses on a sustainable and economically sound expansion strategy, emphasizing both new constructions and the repurposing of existing properties.

## **ABOUT STAYERY**

STAYERY combines the comfort of an apartment with the service of a trendy hotel. Smart technologies enable a digital travel experience, while on-site staff provide personalized service. The high-quality, stylishly furnished design apartments in central locations offer business travelers and tourists a temporary home – from one night to several months.

Across Germany, the portfolio already includes over 1,500 units across 15 locations, including major cities such as Berlin and Cologne. The concept has also proven successful in key economic hubs like Bielefeld and Wolfsburg. STAYERY represents long-term and sustainable growth, making it a reliable and forward-thinking partner for property owners, real estate developers, and renowned institutional investors. For more information, visit [www.stayery.com](http://www.stayery.com).

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## **STAYERY.**