



BRAND FACT SHEET

Stay Kooook is different. Here are five reasons why:

1. The Best of All Worlds – Including Tomorrow's

Stay Kooook stands for maximum functionality and comfort in central locations at an affordable price. Depending on the location, there are studios and family studios designed for long stays or rooms and family rooms for shorter trips. Either way, guests at Stay Kooook experience a modern, minimalist yet cozy living style with flexible spatial elements, meet local hosts, can take part in events, and manage all administrative matters independently via the web app – anytime, anywhere.

Stay Kooook. Stay You! That's our motto.

A temporary home – as individual as each guest. Thanks to smart technology, services are available precisely when needed. The space-efficient layout, achieved through intelligent design, creates more room for what really matters: comfort, flexibility, and a new kind of modern travel.

2. Unique Spatial Concept and Interior Design

- **Interior Design:** Characterized by warm tones and striking design elements with movable components, such as Stay Kooook's innovative feature *The Slide*.
- **Studio:** The multifunctional room element *The Slide* is the standout feature in the studios – a true innovation in the hospitality sector. Developed by a cross-disciplinary team of interior designers, engineers, architects, carpenters, digital and hospitality experts, its goal is to provide every long-stay convenience in a compact space. Studios can be adapted to guests' changing needs with ease – transforming into a living, sleeping, or kitchen space. *The Slide* reveals either a

160 cm wide bed or a fully equipped kitchen – in family studios even with a washer and dryer.

- **Room:** In many properties, rooms also feature *The Slide*, a specially designed bed module. It not only ensures a restful sleep but also includes a desk, pull-out shelves, lighting, and an integrated *Shaker Rail* for hanging clothes, bags, laptop desks and more – offering space without clutter.
- **The Flat:** Replacing the traditional lobby, this community space exclusively for guests, known as The Flat or, depending on the location, also as Backyard, serves as a social hub, workspace, and place to unwind. A shared kitchen and large community table invite guests to cook, dine, and connect. The *Greenroom* offers quiet, while the games room delights board game fans.
- **Outdoor Areas:** Terraces and rooftop decks (e.g., in Bern Wankdorf, Bern City, Geneva City) offer Stay KooooK guests' exclusive access – with views as far as Mont Blanc.

3. Travel Smart with the Stay KooooK Web App

Traditional hotel processes were reimaged from a guest-centric perspective during the development of Stay KooooK. All touchpoints are digital and combined in a practical web app. Guests can manage everything from booking to door access via the app. Hosts benefit too – with more time to dedicate to meaningful guest interactions. Hospitality and personal contact are at the heart of the Stay KooooK brand.

4. Multiple Award-Winning Concept

The Stay KooooK brand has attracted significant attention within the industry and has already won numerous awards in its still young history: in 2019, it received the Hotel Innovation Award from GastroSuisse. In 2021, the brand secured first place in several prestigious rankings: at the Serviced Apartments Awards in London in the category *Best Use of Technology*, the renowned *iF DESIGN AWARD* for hotel interior design, *Best Emerging Concept* at the Gold Key Awards, the *DACH Customer Experience Awards* in the hospitality sector, as well as the *Special Award* for "Hotelier of the Year" awarded to SV Group's Managing Director, Beat Kuhn. In 2022, the app's forward-thinking design,

intuitive usability, and diverse applications were honoured with a *Special Mention* in the category *Excellent Communications Design* at the German Design Award.

5. Prime Locations in Growth Markets

SV Hotel follows a selective growth strategy, focusing on central locations in tier A and B cities across the DACH region.

Stay KooooK Bern Wankdorf

- **Opening:** 2020
- **Address:** Trüsselstrasse 4a, 3014 Bern
- **Rooms:** 62 studios in 3 categories, Studios, Studio+ and family studios
- **Amenities:** Shower, separate bathroom, kitchenette, *The Slide*, and Wi-Fi.

Studio+ and Family Studios include a washing machine. Additional items such as a boombox, iPad, yoga mat and more can be borrowed.

59 Studios	
3 Family studios	with bunk beds, seating area, kitchen, and washing machine

What makes Stay KooooK Bern Wankdorf special:

As the very first house of the young brand, this location is shaped by a co-living inspired concept. Its heart is the so-called *Backyard* on the top (eighth) floor – a space designed like a lively inner courtyard, exclusive to residents and hosts. The idea of shared living, characteristic of urban backyards, defines the interior: a shared kitchen with a long table, varied seating, and even a greenhouse across 142 m². The hallway serves as both an information point and a social hub. The community table is also used for co-working, workshops, or meetings. For privacy, there is a sound-insulated phone booth and the *Loggia*, with pastel-green walls and plant-themed wallpaper. Guests can borrow real plants to take to their rooms – adding a personal, cozy touch.

Stay KooooK Bern City

- **Opening:** 2022
- **Address:** Zeughausgasse 26/28, 3011 Bern
- **Rooms:** 84 in 6 categories: Single Room, Cozy Room, Big Room, High Room, Amazing Room and Family Room
- **Amenities:** Shower, separate bathroom, Wi-Fi. Additional items such as a yoga mat and more can be borrowed.

16 Single Rooms	
60 Double Rooms	
8 Family Rooms	all with seating areas or sofa beds; 3 are accessible

Extras:

- Rooftop terrace with panoramic views over the old town of Bern and, on clear days, the Alps – with Wi-Fi

What makes Stay KooooK Bern City special:

This contemporary vision finds its home in a listed building in Bern's historic old town. The renovated heritage site has retained many original features: beautiful parquet floors (some over 180 years old), the historic staircase, cast-iron radiators, stucco ceilings, and wood panelling – all carefully restored to complement the modern, cozy Stay KooooK design. The façade was lovingly restored, including the distinctive *bull's-eye dormers*. The result is a new-yet-historic landmark at Waisenhausplatz.

Technical Information:

- Heating: District heating (City of Bern)
- Ventilation & Cooling: Individually controlled in each room.

Project Partners:

- Developer: PSP
- Architecture: Burkhardt & Partner Architects
- Interior Design: Stylepark, Werner Aisslinger (Berlin)
- Bedding: Mühldorfer
- Amenities: ADA Cosmetics

Stay KooooK Geneva City

- **Opening:** September 2024

- **Address:** Rue de la Servette, Geneva
- **Rooms:** 84 in 3 categories, including family studios
- **Amenities:** Shower, separate bathroom, kitchenette, *The Slide*, and Wi-Fi.
Studio+ and Family Studios include a washing machine. Additional items such as a yoga mat and more can be borrowed.

70 Studios	
14 Family Studios	with bunk beds, seating area, kitchen, and washing machine

What makes Stay KooooK Geneva City special:

Designed by Geneva-based architects Frei Stefani, the heart of this house is again *The Flat*, located on the ninth floor and surrounded by an exclusive panoramic terrace with views of the Mont Blanc massif. The building includes private parking and is easily accessible via public transport with a tram stop right outside. Ground floor amenities include a Migros supermarket and a McDonald's.

Stay KooooK Leipzig City

- **Opening:** August 2024
- **Address:** Gottschedstraße 10, 04109 Leipzig
- **Rooms:** 134 in 4 categories, including family studios (70 rooms, 64 studios)
- **Amenities:** Shower, separate bathroom, kitchenette, *The Slide*, and Wi-Fi.
Studio+ and Family Studios include a washing machine. Additional items such as a yoga mat and more can be borrowed.

64 Studios	
70 Rooms	
4 Family Studios	With bunk beds, seating area, kitchen, and washing machine
6 Panoramic Studio	With seating area, kitchen, and washing machine

What makes Stay KooooK Leipzig City special:

Located next to the Schauspielhaus, this location includes several innovations. The communal *Flat* offers a round library room, a rooftop terrace with views over Leipzig, and the debut of *koko* – the brand’s own food and event space. Unlike *The Flat*, the *koko* bar area is publicly accessible and open all day – serving healthy meals and snacks, offering quiet work zones and social areas. It is also available for internal and external events.

Stay KooooK Munich City

- **Opening:** May 12, 2025
- **Address:** Schützenstraße 9, 80335 Munich
- **Rooms:** 32 in 5 categories: Cozy Room, Studio, Studio Suite, Family Studio and Family Studio+
- **Amenities:** In the Studio: kitchenette and Wi-Fi. In the Family Studio: kitchenette, The Slide, and Wi-Fi. In the Family Studio+ and Studio Suite: kitchenette, Wi-Fi, and a washing machine. Additional items such as a boombox, iPad, yoga mat and more can be borrowed.

13 Cozy Rooms	
9 Studios	Kitchen and dinner tabel
4 Family Studios	The Slide, dinner table, extra queen bed, kitchen
5 Family Studios plus	Dinner table, bed bunk, kitchen, washing machine, separate toilet
1 Studio Suite	Dining table, sofa bed, kitchen, washing machine, with a French balcony, on the 6 th floor

What makes Stay KooooK Munich City special:

Stay KooooK München City is located in one of Munich's prime downtown locations—just a few steps from Karlsplatz (Stachus) and Munich Central Station. The vibrant city life begins right outside the door: the central shopping street winds past numerous boutiques, department stores, cafés, and restaurants, as well as downtown landmarks. Whether you're looking for shopping, culture, or culinary delights—everything is within easy walking distance. The location makes the hotel the ideal starting point for business trips as well as city getaways. The existing building was converted from a residential and commercial building into a Stay KooooK, an urban retreat in the heart of the lively city center. The centerpiece is the brand's signature living room, The Flat. A spiral staircase leads guests to the green terrace facing the inner courtyard. The penthouse studios feature a French balcony that lets in plenty of light and creates an open, airy atmosphere.

COMING SOON OR IN DEVELOPMENT

Stay KooooK Hamburg City

- **Planned Opening:** 2027
- **Address:** Mönckebergstraße, Hamburg
- **Rooms:** Approx. 73 in 3 categories, including family studios
- **Amenities:** Shower, separate bathroom, kitchenette, *The Slide*, and Wi-Fi.

Studio+ and Family Studios include a washing machine. Optional extras: boombox, iPad, yoga mat, and more.

Room Breakdown:

- 69 Studios
- 2 Family Studios – with bunk beds, seating area, kitchen, and washing machine.
- 2 Studio XL – with sofa bed, seating area, kitchen, and washing machine.

What makes Stay KooooK Hamburg City special:

In a prestigious new building in the heart of Hamburg, SV Hotel will combine two concepts over eight floors: Hyatt Centric (boutique) and Stay KooooK (extended stay). The 85 Stay KooooK Studios will occupy floors 5 to 8. Guests can expect award-winning spatial design and personalized service. Highlight: an exclusive rooftop terrace for Stay KooooK guests with views of the City Hall and Binnenalster.

Stay KooooK Dortmund

- **Status:** scheduled to open at the end of 2027
- **Address:** Kampstraße 38, Dortmund
- **Rooms:** Approximately 56 units are being developed, including around 40 studios with kitchenettes. Some of these will feature the brand's signature room divider, "The Slide."
- **Amenities:** A standout feature is the rooftop terrace, specially integrated into the existing structure. Designed as a green retreat in the heart of the city, it will offer sweeping views over downtown Dortmund.

What makes Stay KooooK Dortmund special: The former office building is being extensively renovated and transformed by SV Hotel in collaboration with the property

owner Aachener Grundvermögen. Ground and first-floor retail spaces are already undergoing refurbishment.

Stay KooooK Bremen City

- **Status:** Planning
- **Address:** Obernstraße 45–47, Bremen
- **Rooms:** Up to 136 studios
- **Amenities:** Shower, separate bathroom, kitchenette, *The Slide*, and Wi-Fi

What makes Stay KooooK Bremen City special:

True to the brand's DNA, the newest property is in the heart of Bremen's old town, just steps from the cathedral and the famous Town Musicians statue. The modern building includes serviced apartments and a signature co-living area *The Flat*, featuring a shared kitchen, lounge, workspaces, and even areas for movie nights or celebrations.

Knowledgeable hosts help guests connect with the local scene. Retail space will occupy the ground floor.