

Wolf Theiss facilitates Bob W's Entry into the Austrian Market

Vienna, 8 July 2024 – Wolf Theiss advised Bob W, a Finnish Tech-powered hospitality provider, on their entry into the Austrian market. Bob W plans to open its first location in Vienna in 2025.

Launched in 2019, Bob W is a tech-powered hospitality operator offering a smarter alternative to mainstream hotels and traditional short-term rentals. Their sustainably operated, design-led, full-service aparthotels combine the consistent quality and aesthetics of a lifestyle hotel with the personal touch and amenities of a short-term rental.

Bob W has signed a long-term lease agreement with Viennese developer Peter Pilz & Partner Projektentwicklungs GmbH for a property located on Heiligenstädter Straße in Vienna's historic district. This aparthotel will be the first Bob W location in Austria, increasing the total number of European cities in which it operates to 18.

Wolf Theiss' mandate included advising Bob W on negotiating the lease and management agreement for its Vienna location on Heiligenstädter Straße, expected to open in 2025. Furthermore, Wolf Theiss supported Bob W in establishing a legal entity in Austria and managing all pertinent legal aspects related to entering the Austrian market. The construction of serviced apartments for Bob W required a tailored legal framework to ensure the company's operational standards and project timelines were met. The official signing took place on 21 June 2024.

The Wolf Theiss team was led by Birgit Kraml (Partner, Real Estate) and included Maximilian Benke (Senior Associate, Real Estate) and Doris Buxbaum (Counsel, Corporate).

"Bob W entry into the Austrian market is a milestone for the hospitality sector, especially in these challenging times. It has been a pleasure to assist such a young and dynamic team such as Bob W", commented Birgit Kraml, Partner, Wolf Theiss.

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Wolf Theiss

About Wolf Theiss

Founded in 1957, Wolf Theiss is one of the leading law firms in Central, Eastern and South-Eastern Europe (CEE/SEE). We have built our reputation on unrivalled local knowledge which is supported by strong international capabilities. With 390 lawyers in 13 countries, over 80% of the firm's work involves cross-border representation of international clients.

Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Slovenia and Ukraine, Wolf Theiss represents local and international industrial, trade and service companies, as well as banks and insurance companies. Combining law and business, Wolf Theiss develops comprehensive and constructive solutions on the basis of legal, fiscal and business know-how.

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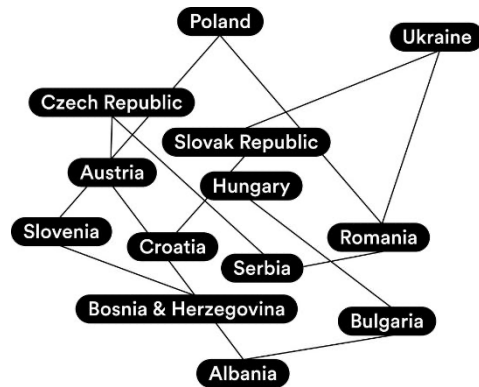
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About Bob W

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Backed by Europe's leading venture capitalists, family offices, and entrepreneurs, including Evli Growth Partners, ByFounders, Flashpoint, IDC Ventures, Elevator Ventures, Verve Ventures, NREP, Tesi, Taavet+Sten (investment firm of Wise's founder Taavet Hinrikus and Sten Tamkivi), Wolt co-founder Miki Kuusi, and Supercell co-founders Ilkka Paananen and Mikko Kodisoja, Bob W is building the technology to give every guest an authentic 5-star hospitality experience, at scale, while leading the world's transition to sustainable hospitality. The company has secured over €70 million in funding to date.

The company operates 40 aparthotels across 18 cities in Europe today, with further rapid expansion



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underway in existing and new markets. The company's total portfolio boasts over 3,000 apartments.

Check out this 60-second intro video or visit our website for Bob W press pack, images, assets, and more.