

RUBY WITH FIRST PROJECT IN SCOTLAND

After London and Dublin, Edinburgh follows. At the end of 2025, the Lean Luxury Group will open a Ruby Hotel with around 300 rooms in the Scottish capital.

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The expansion of the Ruby Group, under the leadership of founder and CEO Michael Struck, is progressing rapidly despite the challenges in the European hotel market. The new Ruby Hotel in Edinburgh is located directly on the famous shopping street of Princes Street, opposite Princess Street Gardens Park, and comprises around 300 rooms across seven floors. The hotel features a rooftop terrace with panoramic views of both the World Heritage Edinburgh Castle and Edinburgh Old Town. Public areas include a 24/7 bar which, like the rooms themselves, follows Ruby's Lean Luxury philosophy.

The new Ruby Hotel will be a conversion with partial new construction of three connected buildings. With its extensive in-house expertise of conversions of existing buildings, and the resulting space efficiency, Ruby was able to convince Hunter REIM, Scotland's leading independent real estate investment management company based in Edinburgh, to be its partner.

Julian Mörs, Group Director Development at Ruby, comments on the exciting future opportunities for the hotel group: *"The hotel market in Edinburgh has proven to be very robust in the past, shows sustainable growth and offers a lot of potential for our concept, especially in the affordable luxury segment. We are very excited to enter the Scottish market with this great project."*

"Hunter REIM is delighted to be able to announce the next step in the regeneration of Princes Street in Edinburgh with the announcement of a new Ruby Hotel and associated retail development at 104 -108 Princes Street. We believe we can deliver a significant improvement in the streetscape in Princes Street and, importantly, retain some retail space as part of the development.", said Andrew Moffat, Head of Real Estate and Investment at Hunter REIM.

With Princes Street right on the doorstep and Waverley Central Station just a 10-minute walk from the hotel, key tourist attractions are within easy reach. The international airport can be reached in 30 minutes.

The opening of the hotel is planned for Q4 / 2025.

About Ruby Hotels: The Munich-based Ruby Group under the leadership of founder and CEO Michael Struck is breaking new ground with its Lean Luxury philosophy. With a lean organisational structure and concentration on the essentials, Ruby succeeds in creating a contemporary, affordable form of luxury for modern, cost and style-conscious customers. Founded in 2013, the Group already operates 15 Ruby hotels, with a further 19 hotels under construction or in the planning phase. Ruby is expanding into Asia with the joint venture Ruby Asia, founded in 2018. Ruby also offers Ruby Workspaces in Munich, Hamburg, Dusseldorf, Amsterdam, and Vienna. Perfectly equipped workplaces and a creative atmosphere with access to an inspiring office community. Financially strong partners support Ruby's expansion. ECE Group; the Austrian Soravia Group; Franger Investment, a German family office; Ocean Link, a private equity fund; the entrepreneur Michael Hehn and Michael Struck jointly hold the company shares.