



HomeToGo acquires stake in eTourism marketing specialist, SECRA, and reports record summer 2021 performance

Berlin, September 1st, 2021 - [HomeToGo](#), a marketplace with the world's largest selection of vacation rentals, today announced the acquisition of a 19% share in eTourism marketing specialist, SECRA. Additionally, HomeToGo today released details on its summer performance, noting a record in booking revenues for August'21.

HomeToGo acquires 19% share in SECRA

SECRA has been a leader in vacation rental management support since its founding in 1999. As a service provider, SECRA offers advice, management and technology for its subscribers to help increase reach and booking volume, including for premium destinations such as fehmann.de, groemitz.de and zingst.de.

Based in the Bay of Lübeck, Germany, SECRA's shareholders and managing directors, Christoph Rakel and Sebastian Krüger, lead a team of 37 developers, designers, copywriters, and marketing/communication specialists.

The parties involved have agreed not to disclose the purchase price for the acquisition.

Dr. Patrick Andrae, Co-founder and CEO of HomeToGo adds: "We're incredibly excited to join forces with SECRA, a great team with strong marketing expertise, a deep knowledge of eTourism and a clear focus with their services to make customers successful. SECRA's addition to the HomeToGo family advances our mission to make incredible homes easily accessible to everyone. We continue to see strong trends in the alternative accommodation market, demonstrated by our record H1 2021 Gross Booking Value (GBV) and our booking revenues¹ this past month being the strongest August we have seen since our founding. We have never been more confident that we are well positioned to develop our offer, grow our business and create long-term, sustainable value for our investors."

HomeToGo's record performance in summer 2021

HomeToGo's recently reported H1/2021 performance highlighted the strong rebound seen in Q2/2021 following the easing of travel restrictions in Europe, resulting in the

¹Booking Revenue is a non-IFRS operating metric to measure performance, which is defined as the net Euro value generated by transactions on HomeToGo's platform in a period before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS.

highest-ever half-yearly GBV and booking revenues. Announced today, HomeToGo's trajectory continues in Q3/2021 with July'21 booking revenues matching the already record numbers from July'20. Most notably, August'21 is reported as HomeToGo's strongest August ever in terms of booking revenue since HomeToGo's founding in 2014. The check-ins expected in Q3/2021 are in-line with HomeToGo's forecast, and its guidance for FY2021 remains unchanged.

About HomeToGo

HomeToGo was founded in 2014 with a vision to make incredible homes easily accessible to everyone. To pursue this vision, HomeToGo was able to build and constantly grow a trusted and easy-to-use technology platform that brings together property suppliers with travellers from all across the world.

HomeToGo operates a marketplace for alternative accommodation that connects millions of travellers searching for a perfect place to stay with thousands of inventory suppliers across the globe, resulting in the world's most comprehensive inventory coverage in the alternative accommodation space.

HomeToGo's marketplace is beneficial to both of its customer groups: Consumers who visit HomeToGo's websites gain access to the largest inventory in one place, and supply partners who use the platform's reach and technology solutions are better able to serve a wide range of customers and generate more high quality demand.

Headquartered in Berlin, Germany, HomeToGo operates localised websites and apps in 23 countries.

For more information visit: www.hometogo.com/about/

About SECRA

Founded in 1999 out of the passion to bring hosts and vacationers together, SECRA has since grown to be one of the leading software providers in the accommodation marketing industry.

SECRA's software for destinations and rental agencies facilitates end-to-end management and marketing services for vacation rentals. SECRA offers advice, management and technology for its subscribers to help increase reach and booking volume.

SECRA supports a wide range of customers from thousands of private hosts, small and large rental agencies, and premium destinations such as fehmar.de, groemitz.de and zingst.de.

SECRA is headquartered in Sierksdorf on the Baltic Sea, Germany.

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