



COMPANY PROFILE



OUR HOSPITALITY VISION

HOSPITALITY IS A SYSTEM. WE BUILD IT.

Hospitality is central to Xenia's identity and shapes the way the company operates. The company believes in a form of hospitality that is both authentic and tailored, closely connected to place, its culture, traditions and the qualities that make it distinctive.



Operating as a Benefit Corporation and a certified B Corp reinforces a clear commitment to generating economic, social and environmental value. Hospitality, however, goes far beyond reception. It is about relationships, culture and place—the way people experience locations, and how those locations, in turn, express themselves.



Today, this has become both more complex and more essential. Contemporary hospitality is no longer defined by individual services, but by connections: between physical and digital, global and local, efficiency and authenticity.



Xenia was created to bring these elements together within a coherent system—and turn them into tangible value.



WHO WE ARE

A UNIFIED APPROACH TO CONTEMPORARY HOSPITALITY.

Xenia is an Italian hospitality company operating in the tourism and hotel sector, with an integrated model that combines services, technology and accommodation. It is not simply an operator, but a system connecting places, people, experiences and technology to shape a coherent, forward-looking and recognisable hospitality offering.



Through its business lines, Xenia covers the entire hospitality value chain: from accommodation and hotel management to digital distribution and services for operators, through to the design of destination-based experiences.



Each element is part of a broader structure. Each activity contributes to creating value across the system. This level of integration allows Xenia not only to operate in the market, but to play a meaningful role in its development.



Today, the Group includes 19 four-star hotels, with over 1,100 rooms located primarily across Northern and Central Italy, mainly in secondary cities, with a strategic presence on the islands as well. Alongside its hotel operations, Xenia integrates mobility-related services, tour operating activities and technology solutions for hospitality distribution, supported by an operational structure based in Italy and Albania.

Since 2023, Xenia has been listed on Euronext Growth Milan, confirming a growth path built over time.



OUR HISTORY

XENIA IS THE SYSTEM THAT BRINGS VISION, PLACES, PEOPLE AND TECHNOLOGY TOGETHER.



Hospitality is an evolving environment in which sustainability, innovation and a strong sense of place are not separate elements, but part of the same vision.

----- This is where our approach to business begins.

A PATH OF CONTINUOUS DEVELOPMENT.



----- An entrepreneurial vision that has evolved over time, anticipating changes in the sector and turning them into opportunities.

1991 Origins

The company starts out in the accommodation sector, with an approach focused on tailored services.

1990s Growth

The company builds expertise in hotel consultancy and data analysis, in collaboration with academic institutions.

2000-2010 Innovation

The company invests in technology and develops proprietary systems, expanding both its services and its analytical capabilities.

2011 Global distribution

Xenia joins international hotel distribution systems, strengthening its presence in the market.

2015 Phi Hotels is established

The direct management of hospitality properties begins, with the creation of the hotel group.

2020 onwards - The system develops

Business lines consolidate, and an integrated model of services, distribution and hospitality is established.

2021 Benefit Corporation

Xenia commits to a responsible and sustainable business model.

2023 B Corp and listing

A double milestone reflecting reliability, solidity, transparency and a long-term vision.

A path built over time, now expressed in a solid system that evolves with the market.

OUR APPROACH TO HOSPITALITY

HOSPITALITY THAT CREATES VALUE.



Hospitality is not a set of services. It grows out of the meeting of people, places and intention. It is how a place opens up, expresses itself and is experienced.

The model of hospitality we believe in goes beyond receiving guests. It creates authentic and lasting connections.

AN EXPERIENCE THAT BEGINS WITH PLACE.



Every destination has its own identity. Our role is to recognise it, enhance it and open it up.

What we offer is rooted in place, creating value for both travellers and the communities around them.

A STORY TOLD THROUGH FOOD.



Hospitality is also expressed through food.

From breakfasts by Phi Hotels to the food experiences developed under the Atipico brand, Xenia offers a contemporary take on tradition, built on carefully selected local and seasonal ingredients.

An approach to food that supports supply chains, reflects place and creates experiences aligned with local identity.



BALANCING INNOVATION WITH AUTHENTICITY.

Technology is an essential tool, but it is never an end in itself. We use it to enhance the experience, simplify processes and improve the meeting of supply and demand. Without losing what makes hospitality truly meaningful: relationships, attention and care.



PRACTICAL SUSTAINABILITY.

Being a Benefit Corporation means taking on a clear responsibility: creating value not only economically, but also socially and environmentally. It is reflected in everyday choices—how properties are managed, partners selected, relationships with local communities built, and experiences designed. Sustainability is not a message. It is part of how we work.



AN EVOLVING SYSTEM.

Hospitality is a changing sector, shaped by new needs, behaviours and expectations. We address this complexity with an integrated approach that adapts and anticipates change. Because we believe the future of hospitality belongs not to those who offer more, but to those who connect better.



THE XENIA SYSTEM

AN INTEGRATED SYSTEM, A SINGLE VISION.



Xenia is a system that brings together expertise, services and operating models within a single architecture. Each element has its own role, but it is through integration that real value is created.

In hospitality today, offering individual solutions is no longer enough. What matters is building effective connections throughout the experience.

PHI HOTELS HOSPITALITY AS A TANGIBLE EXPERIENCE.



This is the expression of Xenia's approach to hospitality: hotel properties that reflect their surroundings, enhance local identity and offer an experience true to our vision.

Not just hospitality, but places with a story to tell.

EXPLORE WHERE PLACES TELL THEIR STORY.



This is the experiential side of the system: projects, activities and experiences that allow guests to connect authentically with their surroundings.

Not just staying somewhere, but experiencing it.

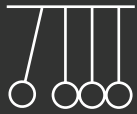
DISTRIBUTION & TECHNOLOGY CONNECTING SUPPLY AND DEMAND.



It is our digital infrastructure. Through Xenia to Book, the Group's proprietary platform, we distribute hospitality content across global channels and B2B and B2C networks.

Not just data or market access, but a system built to scale.

ACCOMMODATION & SERVICES TAILORED SOLUTIONS FOR OPERATORS AND PARTNERS.



It brings together services for the corporate world and major mobility operators, with a high level of customisation.

Not just tailored solutions, but operational continuity and long-term reliability.

EACH ELEMENT OF THE XENIA SYSTEM IS DESIGNED TO WORK TOGETHER WITH THE OTHERS.

PROPERTIES CREATE EXPERIENCES.

EXPERIENCE CREATES VALUE FOR LOCAL AREAS.

TECHNOLOGY CONNECTS AND AMPLIFIES.

SERVICES ENSURE CONSISTENCY AND CONTINUITY.

It is this integration that makes Xenia a distinctive hospitality company, able to move between local contexts and global markets, between human relationships and digital infrastructure.

An integrated system that not only operates within the tourism sector, but helps shape its evolution.

BUSINESS LINES

TWO BUSINESS LINES, ONE INTEGRATED HOSPITALITY SYSTEM.

The Xenia model is structured around two main business lines, complementary and deeply connected.

On the one hand, an infrastructure of services, distribution and connectivity built on extensive experience in managing travel flows. On the other, a hotel group that interprets hospitality through properties, experiences and services that enhance local areas and their identity.

Two dimensions that work together, bringing demand and supply into an integrated system.

1

ACCOMMODATION

2

PHI HOTELS

ACCOMMODATION

Services, distribution and system connectivity.

The Accommodation line represents Xenia's operational and technological infrastructure. A system of services and platforms connecting operators, properties and markets, making hospitality accessible, organised and scalable.



It brings together four integrated areas:

Crew Accommodation & Travel Disruption **Complex operations, tailored solutions**

A long-established and highly specialised segment dedicated to managing accommodation for mobility operators and other major international transport providers. This activity demands precision, consistency and strong organisational capability, both in the planned management of travel flows and in emergency situations or periods of travel disruption.

With the integration of Herop, this segment takes a clear step forward in its digital development, strengthening expertise and improving response capability. It is not simply about coordination, but about ensuring the reliability required to manage even the most complex situations.

Explore Tour Operator **Places shaped into experiences**

Explore is Xenia's incoming tour operator, focused on creating authentic, tailored travel experiences. It operates across Italian destinations beyond the traditional tourist routes, responding to growing international demand for more experiential and bespoke stays.

MICE Tourism with Mare20 **Corporate events, tailored experiences**

MARE20 develops MICE projects in Italy and internationally, supporting companies and organisations in designing and managing meetings, incentives, conferences and corporate events. An integrated approach that brings together organisation, creativity and operational expertise to deliver experiences aligned with brand identity, strategic objectives and enduring relationships.

XeniatoBook **Global distribution and connectivity**

A proprietary platform connecting properties with B2B, B2C and digital sales channels. A technology infrastructure that enables hotels to access markets, improve visibility and optimise commercial performance.

“ **Accommodation is the engine behind the system: organising, connecting and distributing. This is where technology meets service, and market complexity is turned into opportunity.** ”

PHI HOTELS

Hospitality taking shape.

With the Phi Hotels brand, Xenia develops and directly manages a hotel group rooted in place and focused on the quality of the experience.

A model that brings together identity, management and entrepreneurial vision.

For travellers

Authentic experiences, places to be lived.

Phi Hotels is a collection of four-star properties designed for both leisure and business travellers, looking for hospitality that reflects place and expresses its identity.

Each property offers direct access to local culture, food and traditions.

For tourism operators

A partner for development and management.

Phi Hotels also offers a growth and value model for hotel owners looking to develop, reposition or ensure continuity in management.

Xenia works with an integrated approach covering operations, commercial development and strategic positioning, supporting each property as it becomes part of a strong and recognisable hotel group.



Accommodation connects and organises. Phi Hotels hosts and interprets.

It is through the integration of these business areas that the operating model takes shape: a system able to connect demand and supply, manage experiences and create value over time.



INNOVATION AND DATA

UNDERSTANDING CHANGE, GUIDING DECISIONS.



In today's tourism landscape, making decisions is not enough. Understanding is what matters. Understanding behaviours, anticipating needs, and interpreting signals that shift rapidly. This is why, at Xenia, innovation and data are not additional tools, but an integral part of how value is created.

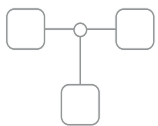
DATA TURNED INTO INSIGHT.



For years, Xenia has developed expertise in data analysis applied to hospitality—not to describe what has already happened, but to help shape what comes next.

Advanced models and proprietary systems support strategic decisions, improve performance and make the matching of demand and supply more efficient.

TECHNOLOGY SUPPORTING THE EXPERIENCE.



Technology is the invisible engine behind the Xenia system: connecting platforms, services and properties, simplifying processes and enabling an integrated approach to hospitality. Its value is not in complexity, but in how it improves the experience, making it smoother, more accessible and more consistent.

CONTINUOUS RESEARCH, AN EVOLVING APPROACH.



Xenia works with research centres and universities to develop advanced models for analysis and forecasting. This ongoing commitment enables the company to adapt quickly to market changes and, where possible, anticipate them.

In a context where everything is evolving, innovation is how value is created over time.

SUSTAINABILITY



A RESPONSIBILITY THAT SHAPES DECISIONS.

At Xenia, sustainability shapes the way the company operates. Every decision, every project and every development is assessed not only for the value it creates, but for its impact.



AN EVOLVED BUSINESS MODEL.

Being a Benefit Corporation means making a clear commitment: integrating growth objectives with the creation of value for people, local areas and the environment. An approach reflected in a business model that balances development with responsibility, and entrepreneurial vision with the common good. In line with this vision, Xenia supports social-impact initiatives that benefit communities and local areas.



FROM COMMITMENT TO PRACTICE.

Sustainability, at Xenia, is not a message, but a practical way of working, reflected in how hotels are managed, how partners and supply chains are chosen, how experiences are designed with respect for place, and in the attention given to the people who work with the company. Sustainability is reflected in everyday actions—measurable and embedded in processes.

TRANSPARENCY AND ONGOING COMMITMENT.



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This journey is underpinned by practical tools for monitoring and reporting, from the Sustainability Report to the Impact Report, as well as the certifications and international standards in place. A system that ensures consistency, transparency and ongoing monitoring of results.

A RECOGNISED COMMITMENT.



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B Corp certification marks an important step in this journey. It is not an end point, but confirmation of an ongoing commitment to meeting high social, environmental and governance standards. We believe in a model of hospitality that creates value over time. For those who travel. For those who work. For the places that host us.



PEOPLE AND VISION

PEOPLE AT THE CENTRE. VISION AS A DIRECTION.

At Xenia, people are the real driving force behind change. Different skills, complementary experience and a shared vision underpin our ability to understand a constantly evolving sector. We believe in an organisation where the company's growth goes hand in hand with the growth of its people, and where value is built through responsibility, participation and awareness.

Every project we develop, every service we design and every property we manage reflects this balance between expertise and vision.

We see the future of hospitality as a space where innovation, sustainability and place can coexist.

An open system, constantly evolving, able to create value over time.

**This is how we do business.
This is Xenia.**





CERTIFICATIONS & RECOGNITIONS

Xenia's journey is built on internationally recognised standards, ensuring quality, responsibility and transparency in its operating model.

A system that brings together identity, expertise and responsibility to build a solid and credible model of hospitality.



H O S P I T A L I T Y C O M P A N Y

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