

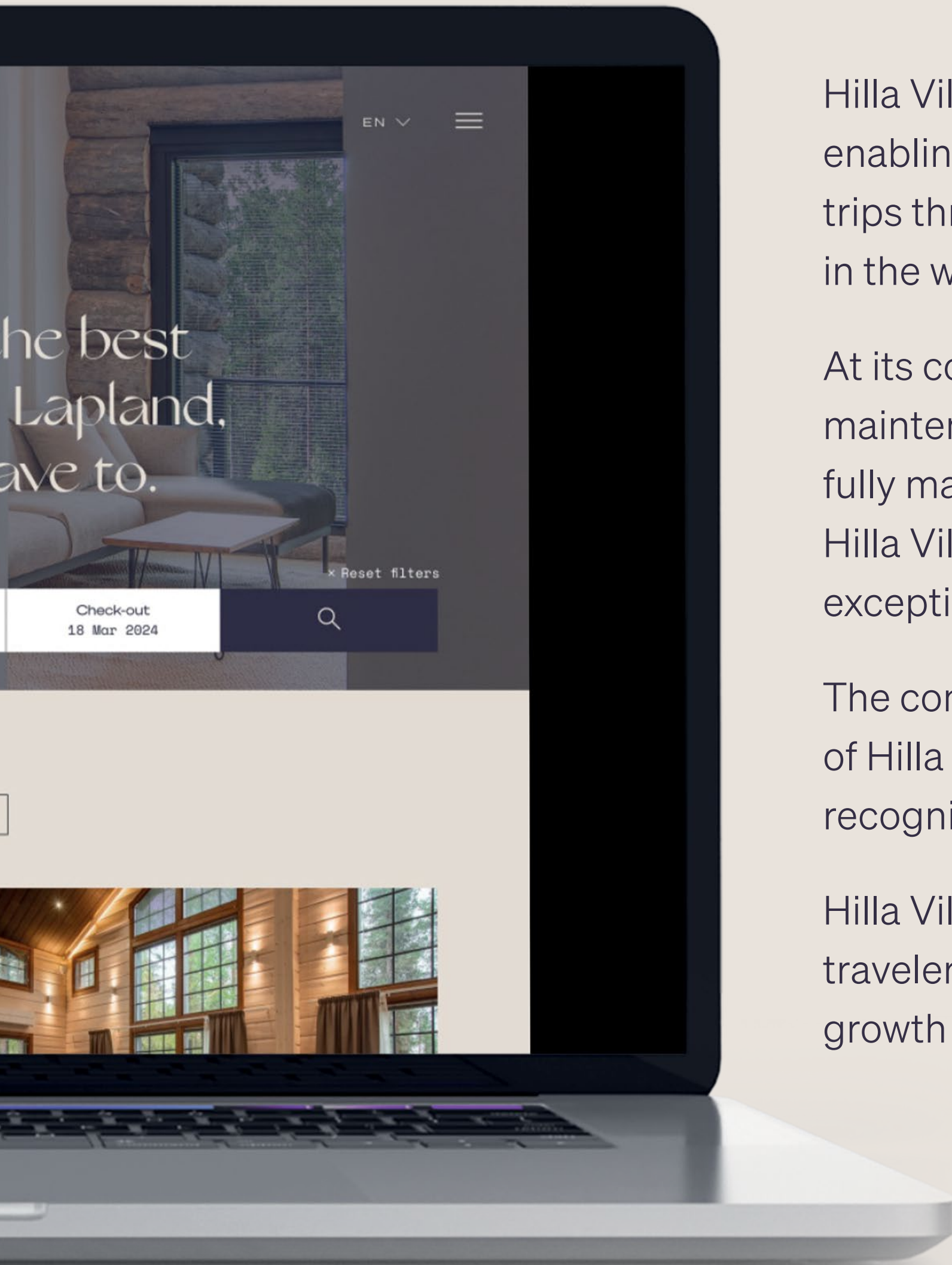


HILLA  
VILLAS

# Turnkey Service TotalHost Presentation



# Hilla Villas – Premium Travel Platform in Lapland



Hilla Villas is a high-end digital multi-channel travel platform focused on Lapland, enabling travelers to book premium accommodations, design tailored full-service trips through local partners, and experience one of the most majestic destinations in the world.

At its core, Hilla Villas specializes in accommodation brokerage — not in property maintenance or ownership. However, for property owners, Hilla Villas also provides a fully managed, turnkey cleaning service with its local partner Cleanbros. This allows Hilla Villas to stay focused on its core strength: matching high-value travelers with exceptional accommodations and seamless travel services.

The company is backed by leading Finnish industry players Bo LKV (8% ownership of Hilla Villas) and the publicly listed Alma Media (10% ownership of Hilla Villas), both recognized for their excellence in scalable digital business and brokerage services.

Hilla Villas targets the rapidly growing segment of affluent international travelers in Lapland, with Levi as its primary and most strategic market for growth and development.

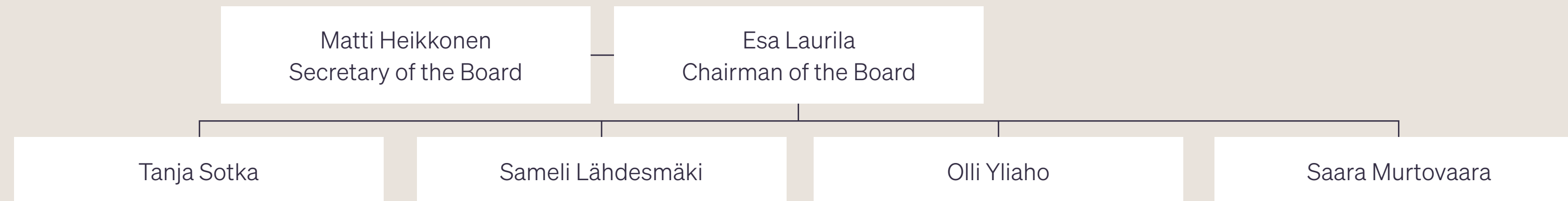
Founded in 2022 by a group of around ten entrepreneurial and professional co-founders, Hilla Villas launched at the turn of November and December 2023.

For the 2025/2026 winter season, the company's booking volume target in Levi alone is at least €3 million.

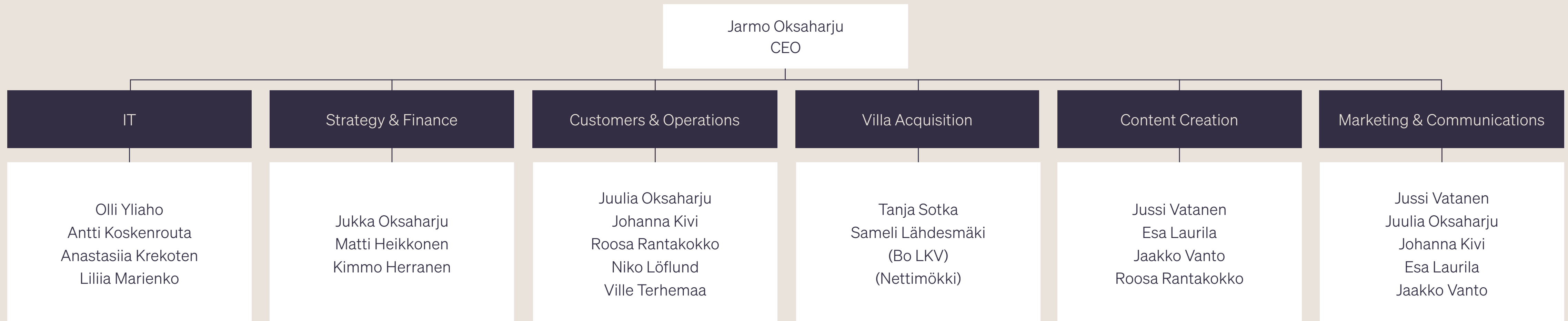
# Hilla Villas Oy / Organization

Hilla Villas' Team consists of top professionals from several fields of expertise and proven business management skills

## BOARD OF DIRECTORS

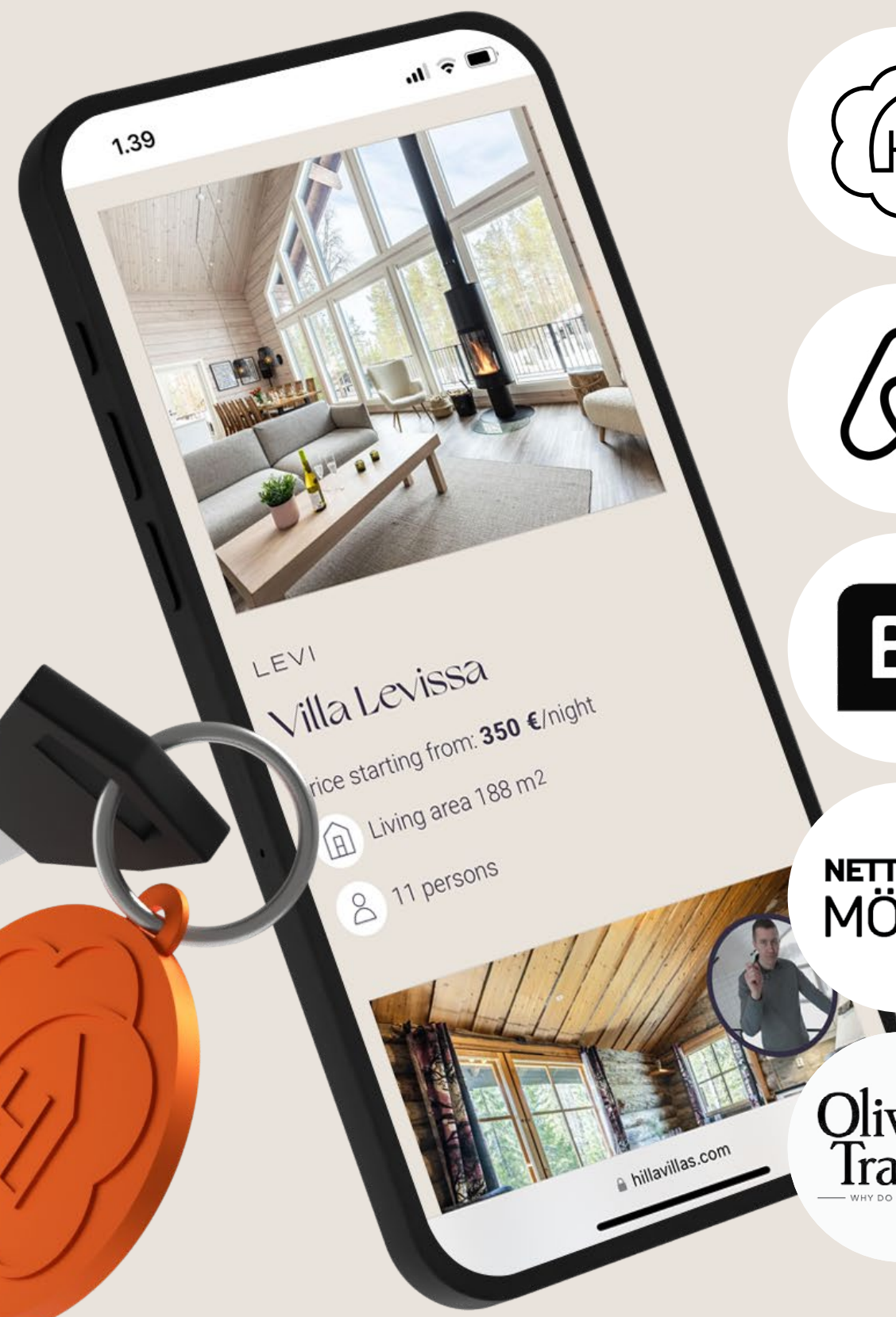


## OPERATIONS TEAM



HILLA VILLAS TOTALHOST

# All sales channels and services – with a single agreement



Your property is promoted across the most important marketing platforms and channels, both domestically and internationally: Hillavillas.com, Booking.com, Airbnb and Nettimökki.

One contract and a single dedicated client manager.

Hilla Villas has introduced a brand-new turnkey service called Hilla Villas TotalHost. Designed for villa owners seeking simplicity and productivity, this all-in-one service handles every step of the villa rental process seamlessly from start to finish on the owner's behalf.

RENT YOUR VILLA EFFORTLESSLY WITH THE TOTALHOST SERVICE, WHERE HILLA VILLAS MANAGES EVERYTHING ON YOUR BEHALF.



High-quality property photos and promotional content



Pricing proposal



Marketing and sales through the most effective channels



Maintenance and cleaning (Levi, Ylläs, Äkäslompolo and Muonio)



Customer service and communication



Financial transactions



Receipts and vouchers

Once we get started, the villa owner is responsible for matters related to property maintenance and insurance throughout the property's lifecycle. Otherwise, you can focus on enjoying the monitoring of rental income.

HILLA VILLAS TOTALHOST

# Why Choose Hilla Villas?

Over the past two years, the average price of bookings made through our platform has been up to four times higher compared to traditional domestic marketing channels. Measured by nightly rental rates, our entire villa portfolio has achieved an average of approximately €800 per night during the same period. This success is due to our ability to reach affluent domestic clients (including B2B customers) and, in particular, international travelers to Lapland through global platforms and our tour operator partners.

As the property owner, you have the flexibility to use your villa as much as you desire, without any arrangement fees. Access is conveniently managed through your own Hilla Villas login credentials.

Starting our collaboration is risk-free for you. There is no initiation fee, and the service does not include any fixed costs along the way. We also do not require a long-term commitment.

Hilla Villas charges a service fee of 15% (+ VAT) only on confirmed bookings. This fee covers all the services described above. If you wish to include cleaning and maintenance through Hilla Villas, we will provide you with a separate offer for these services.

We understand the effort and concern that successful villa rentals require. That's why we wanted to create a service that frees up your time for even more important matters. A service that utilizes the world's most efficient rental channels, ensuring high occupancy rates and rental income. With us, your villa is in esteemed company.

Join our rapidly growing and satisfied customer base!

**FOR MORE INFORMATION, VISIT:**

[hillavillas.com/totalhost](https://hillavillas.com/totalhost)

[hillavillas.com](https://hillavillas.com)

The best way to proceed is to send an inquiry to [info@hillavillas.com](mailto:info@hillavillas.com) or call us at [+358 44 238 5981](tel:+358442385981)

# Hilla Villas x LUMI Villa Catering

## Example of Hilla Villas' Added Value

|                    |                  |                    |                     |   |
|--------------------|------------------|--------------------|---------------------|---|
| Destination<br>ALL | Guests<br>Choose | Check-in<br>Choose | Check-out<br>Choose | 🔍 |
|--------------------|------------------|--------------------|---------------------|---|

Hilla Villas and award-winning chef Sirly Ylläsjärvi have joined forces to offer discerning Lapland guests an unparalleled culinary experience — from ready-made local delicacies and curated groceries delivered to your villa, to private chefs and exclusive cooking classes crafted by Sirly's world-class team. The services are available for guests staying in our accommodations.



### MEET RENOWNED CHEF AND VISIONARY SIRLY YLLÄSJÄRVI FROM LAPLAND

Sirly Ylläsjärvi is a celebrated chef, entrepreneur, and the creative force behind Elsa and LUMI Sky Catering. Driven by a passion to elevate the local food culture of the North, she is dedicated to delivering exceptional culinary experiences to guests, no matter where they are.

With a background in fine dining, media, and international events, Sirly blends soul and professionalism to create unforgettable moments through exquisite food, impeccable service, and a captivating atmosphere.

Now, it is time to embark on a new collaboration with Hilla Villas and Sirly's LUMI Villa Catering to provide our villa guests with a delicious opportunity to experience Sirly and her world-class team's culinary creations. As our villa guest, you can order groceries or ready-made meals from local ingredients directly to your villa and even having them waiting for you before you arrive. To make your stay even more luxurious, a private chef can be ordered at the villa to craft culinary creations for you during your stay. You can even take part in a private cooking class with your friends, family or colleagues.



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