



PIERRE & VACANCES CENTER PARCS GROUP

Press conference Opening Bostalsee

Overview



- 1. Pierre & Vacances Center Parcs Group**
- 2. The strategy of the Group**
- 3. Germany as a growth market**
- 4. Park Bostalsee**



1. PIERRE & VACANCES CENTER PARCS GROUP

1. Pierre & Vacances Center Parcs Group



Number 1 in local tourism in Europe

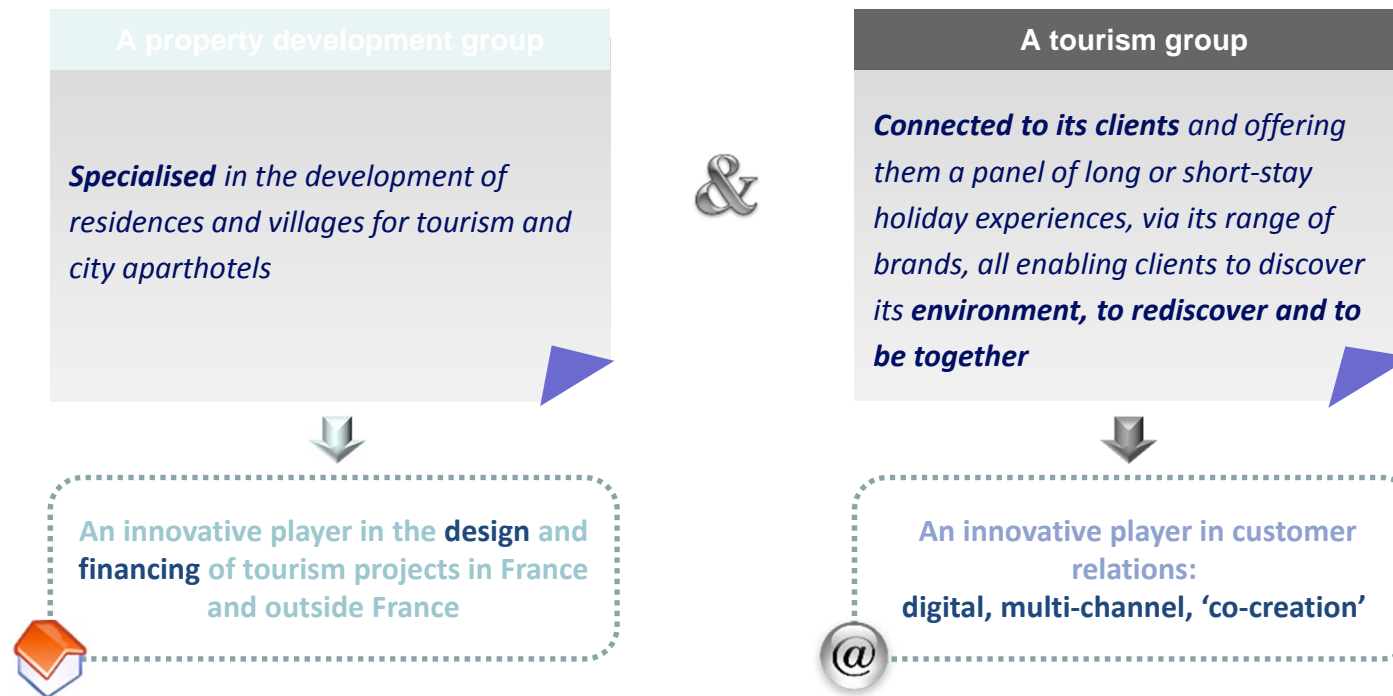


1. Pierre & Vacances Center Parcs Group

Our vision



European leader in development and operation of tourism residences and holiday villages



1. Pierre & Vacances Center Parcs Group

5 tourism brands



Pierre (&) Vacances



1. Pierre & Vacances Center Parcs Group

5 tourism brands





- Philippe Auguin
- LaVieille
- Titiine Champs-Dysson
- Tour Eiffel Seine Chaînes
- La Défense L'InterdictionYield
- La Défense Place Charras
- La Défense Caplaconte
- La Défense Midler
- La Défense Le Parc
- ClercyVillage
- GivensChambers
- HauxmattersChamps-Dysson
- Hauxmatters
- Opéra
- Tour Eiffel
- ParadoxY
- ParadoxVendredi

1. Pierre & Vacances Center Parcs Group



Key figures

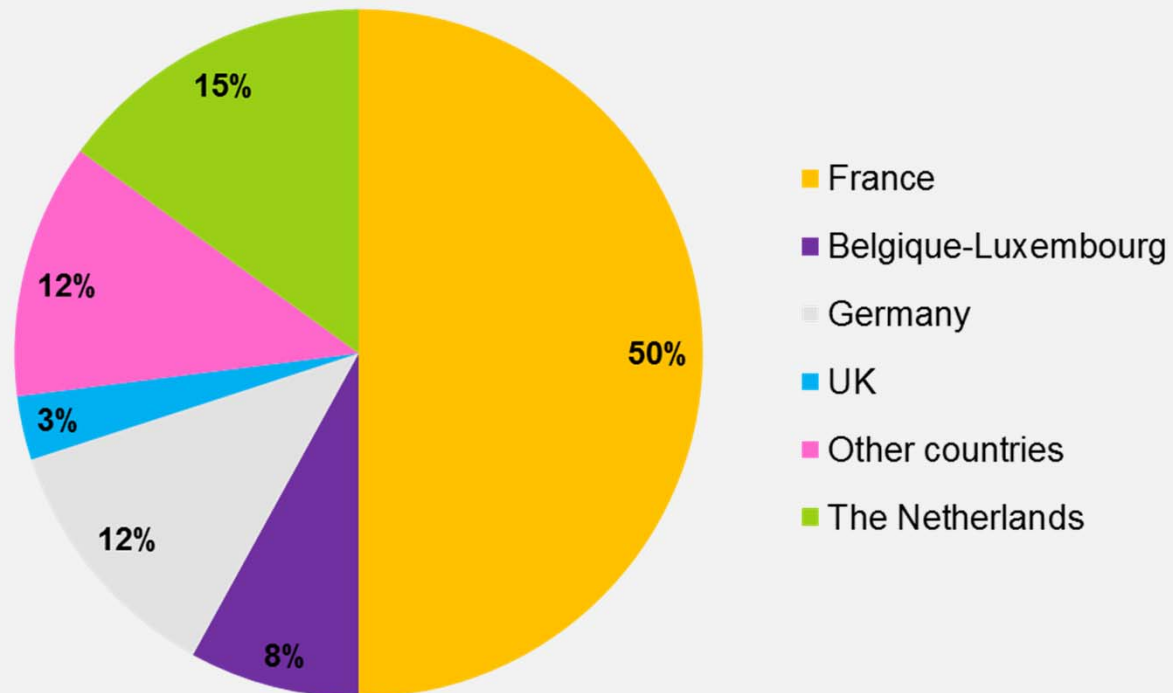
- More than 50.000 apartments and holiday houses
- 7,5 million European clients
- 2011/2012 Turnover: € 1.419 billion
- Number of employees: 7.465



1. Pierre & Vacances Center Parcs Group



Breakdown of turnover by client origin





2. THE STRATEGY OF THE GROUP

2. Pierre & Vacances Center Parcs Group



Strategy in Tourism Businesses

Positioning: Geographical... and emotional proximity



*A family of brands
to discover, rediscover and be together
on holiday...*

connected to my expectations

which know and recognise me

which offer choice and freedom close by



Proximity
A la carte
Loyalty

Short stays
midweek

Outstanding sites
Nature
The best for children
Freedom Discovery Well-being



2. Pierre & Vacances Center Parcs Group



Strategy in Tourism Businesses



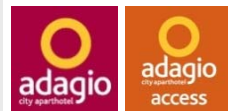
Offering me choice and freedom... close by



*A family of brands
to discover, rediscover and be together
on holiday...*

A complete range of accommodation solutions in top-notch locations

A wide range of à la carte services offered directly or in partnership



Discovery
Serenity
Facility
Conviviality



Comfort
Freedom
Discovery
Hedonism



Distraction
Sharing
Freedom
Pleasure



Authenticity
Space
Refinement
Well-being



Nature and animals
Space
Reconnection
Discovery

Conciergerie

Catering-
services

Childrens'
clubs

Leisure
activities

Well-being

Events

Budget management and personalisation

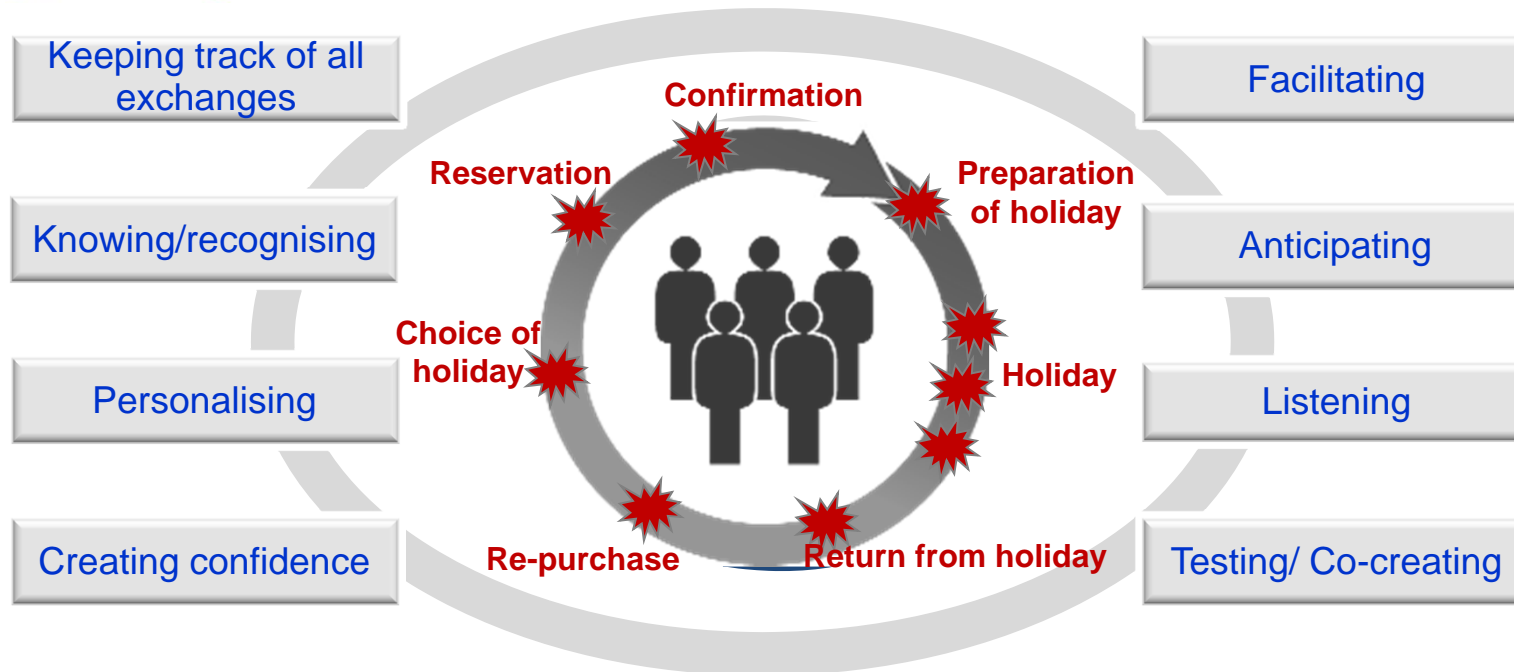
2. Pierre & Vacances Center Parcs Group



Strategy in Tourism Businesses



Which know and recognise me



Increasing the
conversion rate
of websites

Boosting the
share of **direct**
sales

Developing
cross-selling

Increasing **non-**
accommodation
turnover

Favouring
repeat
clients

Multiplying
segmented
offers



Digital excellence at the service of Feedback on Experience for our clients

2. Pierre & Vacances Center Parcs Group



Property development strategy

Innovative concepts



Themes:

Animals (eg: Center Parcs des Bois aux Daims)

5* and well-being : Deep Nature



Range extension:

Center Parcs 'Mid-size': Bostalsee (500 cottages)

Adagio Access



Franchise:

Developing outside Europe via franchise (Adagio)



An original concept
Reconnecting with nature
Respecting the environment
"One Planet Living"



Integration of secondary residences (Morocco)

Services/contribution via concept and management

2. Pierre & Vacances Center Parcs Group



Property development strategy

Diversified management terms and financing systems



Financing systems



Lease management with fixed and variable rents, or **management contract**, or **franchise** (Adagio)

2. Pierre & Vacances Center Parcs Group



Our main development program

Center Parcs Vienne - Domaine du Bois aux Daims

Key Facts:

- cottages spread over 264 hectares
- €350m investment, €130m of which financed by a mainly regional semi-public company
- A central village with covered surface area of 26,000 m² (including an Aqua Mundo of >6,000 m²)
- Opening in 2015



2. Pierre & Vacances Center Parcs Group



Our main development program

Center Parcs Roybon (Isère)

Key Facts:

- 1.020 cottages
- Confirmation of clearing and buliding permits by state council
- Opening planned in 2017



2. Pierre & Vacances Center Parcs Group

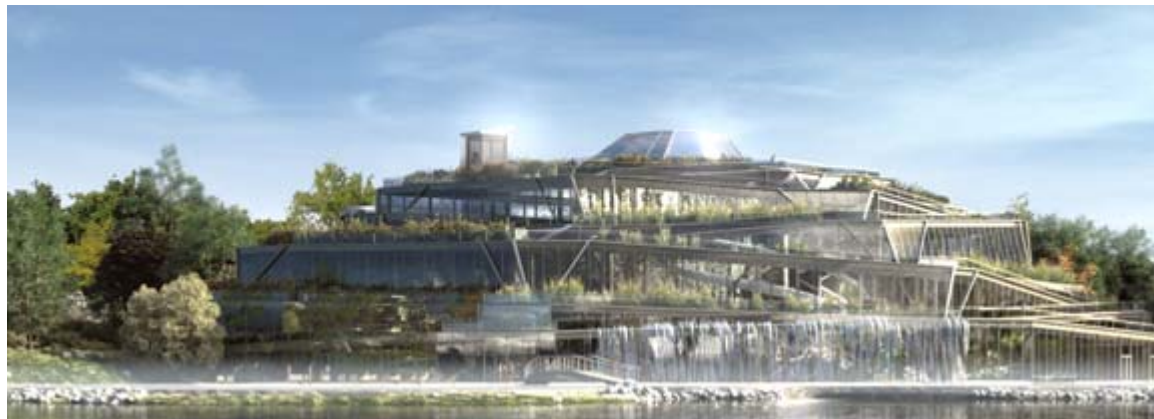


Our main development program

Village Nature

Key Facts:

- 50/50 joint venture created by Euro Disney S.C.A. and the PVCP Group
- A site of around 500 hectares 6 km from Disneyland® Paris – 5.000 homes/apartments in tourism residences
- An ambitious Sustainable Action Plan rolled out for 10 measurable targets (One Planet Living)
- 4.500 direct, indirect and implied jobs created during phase 1, including 1.600 direct
- Provisional opening to public of phase 1 in two rounds: spring 2016 and end-2017



2. Pierre & Vacances Center Parcs Group



Our main development program



Allgäu Key Facts

Size:	180 ha
Investments:	265 Mio Euro
Number of cottages:	800
Number of beds:	5.600
Overnight stays per year:	1.000.000
Size of central facilities:	approx.25.000 m2



3. GERMANY AS A GROWTH MARKET FOR THE PIERRE ET VACANCES CENTER PARCS GROUP

3. Germany as a growth market for the Pierre & Vacances Center Parcs Group



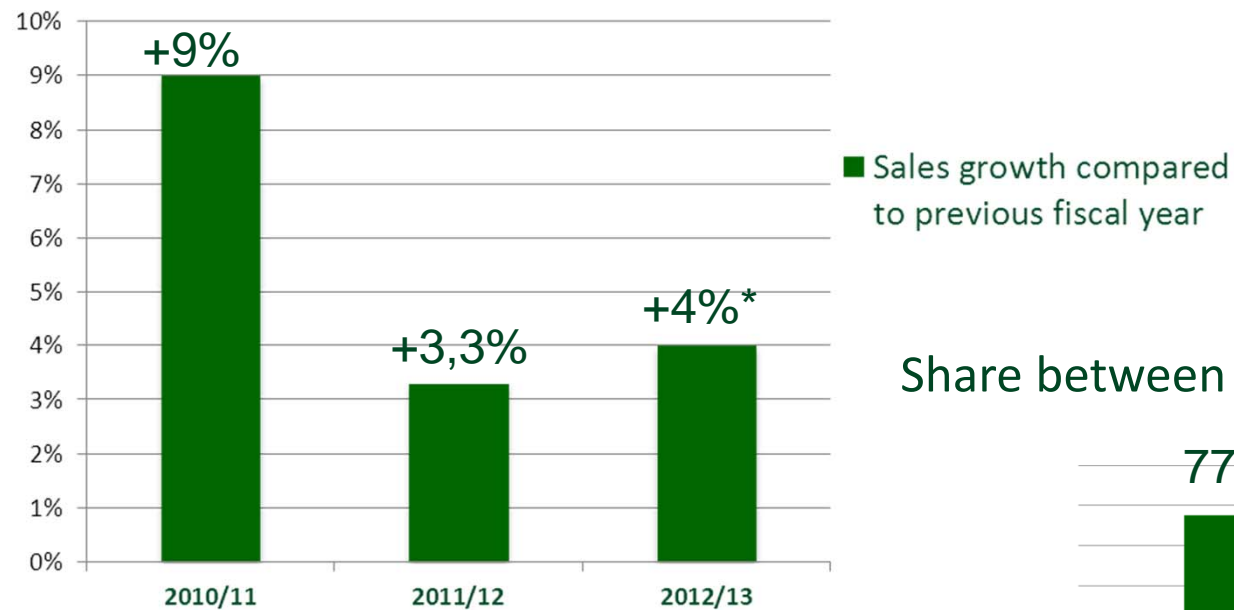
In recent years, Germany has flourished as a travel destination and still notes a positive development. With more than 400 Million overnight stays in 2013 (+2%), the German tourism market is heading for another good year in 2013 :

- 53% of Germans say they can afford to take a holiday this year and 59% say they will have the time to go away
- About 24% want to travel more than last year and 28% will spend more on travelling
- Germany itself will remain the top destination for Germans in 2013 (30%) ahead of Spain, Italy, Turkey and Austria, which collectively account for two-thirds of all holidays taken by Germans
- Especially within the target group family with young children, there is a high potential in growth

3. Germany as a growth market for the Pierre & Vacances Center Parcs Group

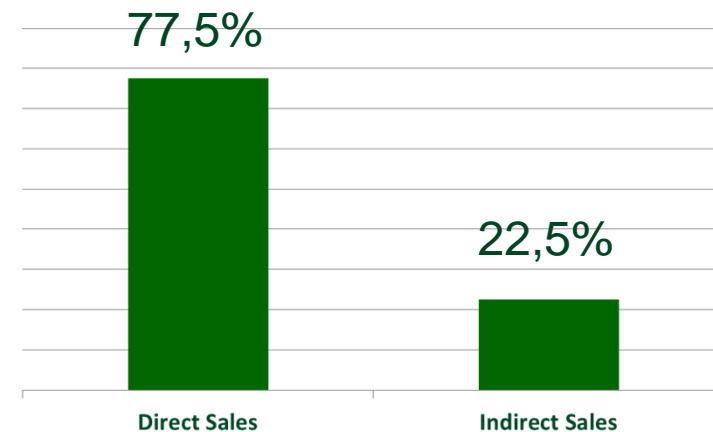


Center Parcs sales growth in the German market:



* Until 3/13, excluding Park Bostalsee

Share between distribution channels:



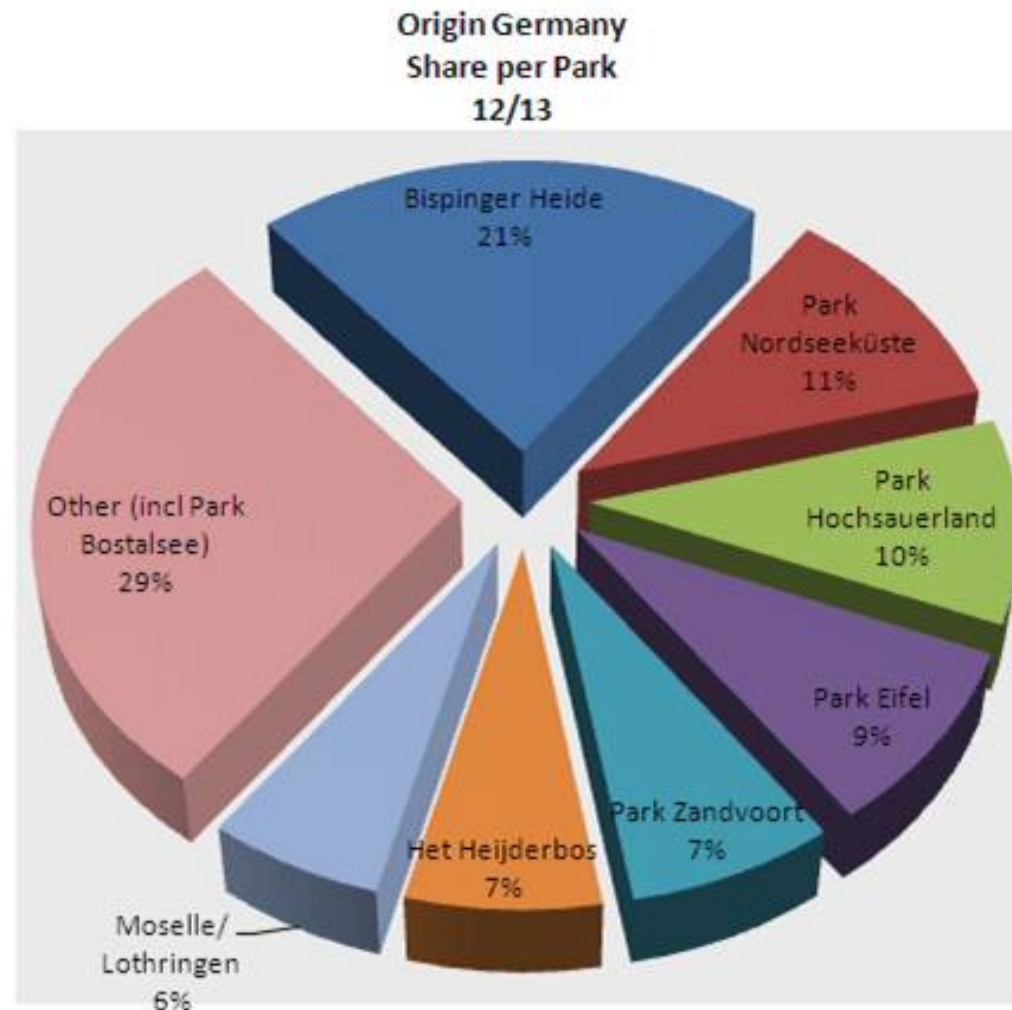
3. Germany as a growth market for the Pierre & Vacances Center Parcs Group



Brand awareness

- Total brand awareness of 74% in Germany
- Increase on consideration and usage in the last year of +2%
- Positive growth on recommendation and funnel stages in the last year of +7%

3. Germany as a growth market for the Pierre & Vacances Center Parcs Group





4. A NEW PARK IN GERMANY - PARK BOSTALSEE

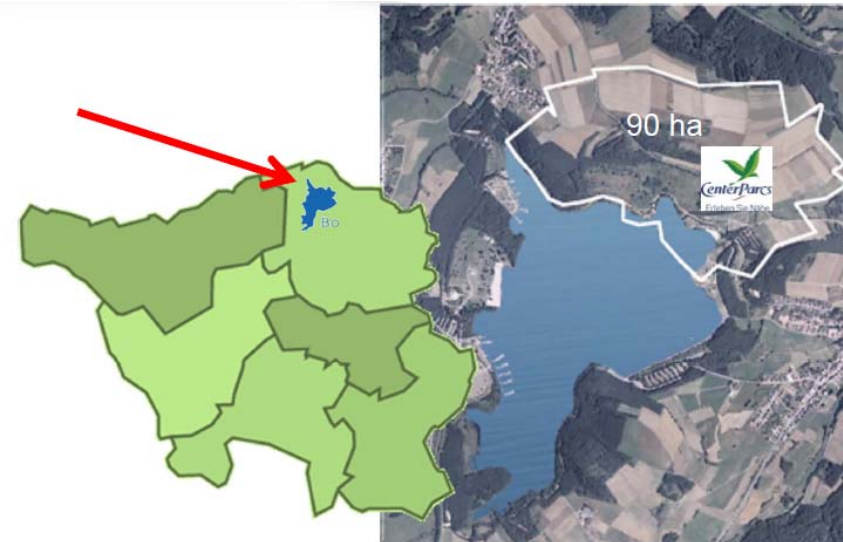
4. A new park in Germany - Park Bostalsee



- 5th park of Center Parcs in Germany, 20th park in Europe
- Biggest holiday park in the south-west area of Germany
- Located in border triangle Germany, Luxemburg, France
- Located directly at the lake Bostalsee
- Accessible by car via motorway network – just 4 km distance from park
- More than 43 Million people reach Park Bostalsee within 3 hours



4. A new park in Germany - Park Bostalsee



- Saarbrücken: 50 km
- Trier: 60 km
- Luxemburg: 102 km
- Frankfurt: 180 km
- Stuttgart: 250 km
- Maastricht: 232 km
- Brüssel: 308 km

4. A new park in Germany - Park Bostalsee



LEGENDE

- Fußweg
- Informationen & Reservierungen
- ETicket Check-in
- Mobilstation
- Erster Hilfe
- Handtoilette
- Eingang / Ausgang
- Geldautomat

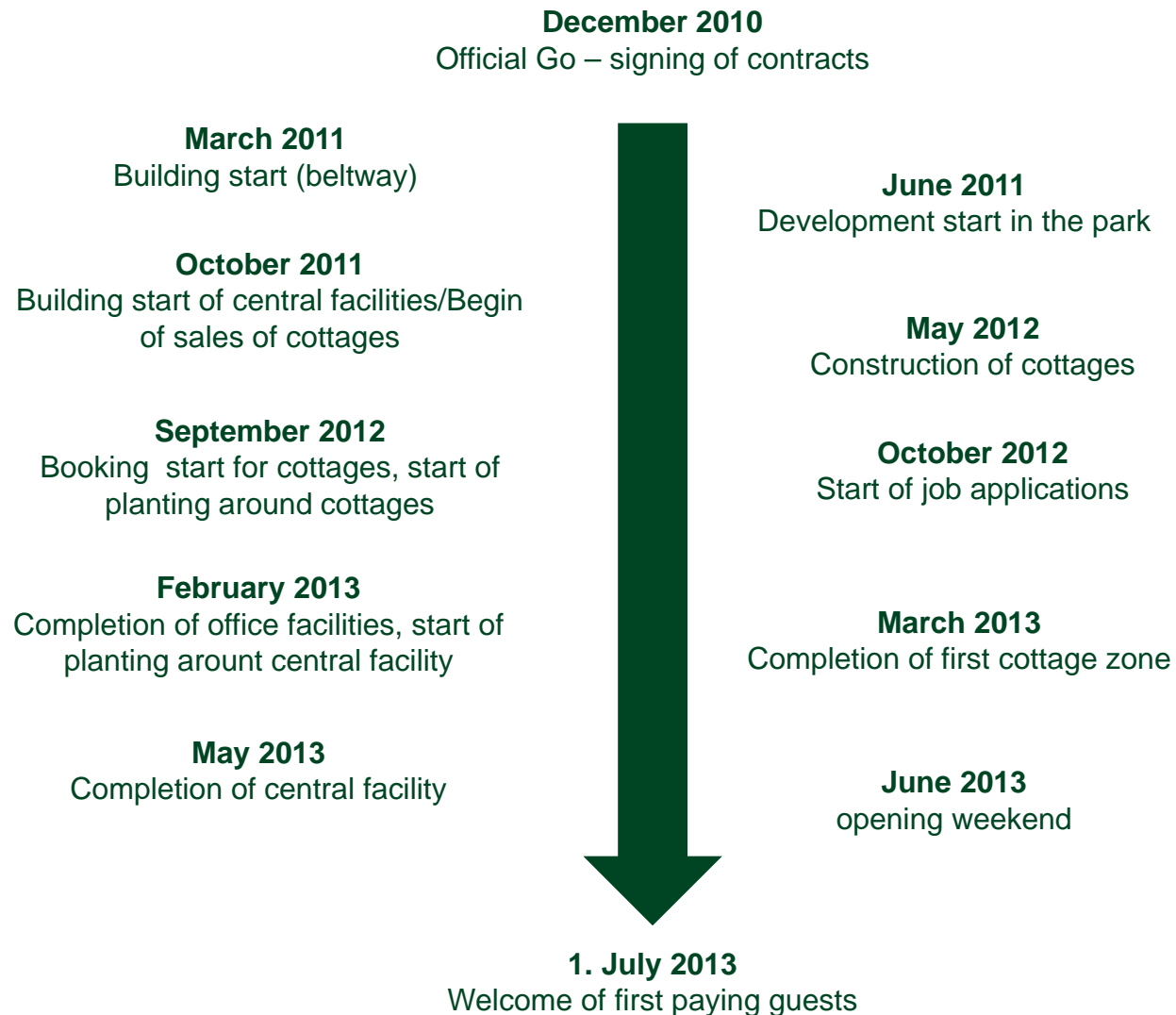
- ① Reception & Info Desk
- ② Terrasse Market Dome
- ③ Guest Service (Sicherheitsteil)
- ④ Tennisplatz (Außen)
- ⑤ Kinderbauernhof
- ⑥ Cycle Center (Fahrrad, Funteike und Golfswing und Outdoor Info Desk)
- ⑦ Hid Klub
- ⑧ Outdoor Sport Arena
- ⑨ Indoor-Spielplatz
- ⑩ Aqua Mundo
- ⑪ Market Dome
- ⑫ Market Restaurant

- ⑬ Market Café
- ⑭ Snack Corner
- ⑮ Minigolf (Indoor)
- ⑯ Bowling
- ⑰ Supermarkt / Bäckerei
- ⑱ House of Games
- ⑲ Fundbüro
- ⑳ Biotope
- ㉑ Bushaltestelle
- ㉒ Minigolf (Outdoor)
- ㉓ Strandbühne / Bootverleih
- ㉔ Surfer Bar

FERIENHÄUSER

- 2 pers. Premium - 1staz
- 2 pers. VP - 1staz
- 4 pers. Comfort - 1staz
- 4 pers. Premium - 1staz
- 4 pers. VP - 1staz
- 6 pers. Comfort - 1staz
- 6 pers. Comfort (Rollstuhlgerichtetes Ferienhaus) - 1staz
- 6 pers. Premium - 1staz
- 6 pers. VP - 1staz
- 8 pers. Comfort - 1staz
- 8 pers. Premium - 1staz
- 10 pers. VP - 1staz

4. A new park in Germany - Park Bostalsee



4. A new park in Germany - Park Bostalsee



Key Facts

Size:	90 ha
Investments:	130 Mio Euro
Number of cottages:	500
Number of beds:	2.490
Sleepernights per year:	approx. 580.000
Size of central facilities:	approx. 11.600 sqm
Opening:	1. July 2013

4. A new park in Germany - Park Bostalsee



Funny Facts and Figures

Cottages

- 4.100 doors (inside)
- 4.430 windows
- 1.025 toilets
- 1.135 sinks
- 9.000 hooks
- 3.250 smoke detectors

Market Dome/Aqua Mundo

- 6.500 cubic meters cement
- 1.600 tons of steel
- 2.900 square meter glass
- 7.100 square meter tiles
- 4.200 meter sewer lines
- 255.000 meter cable

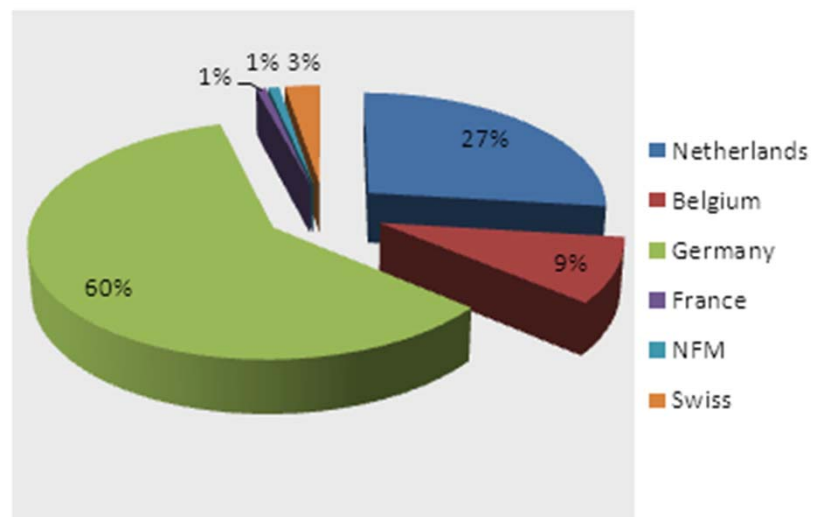


4. A new park in Germany - Park Bostalsee

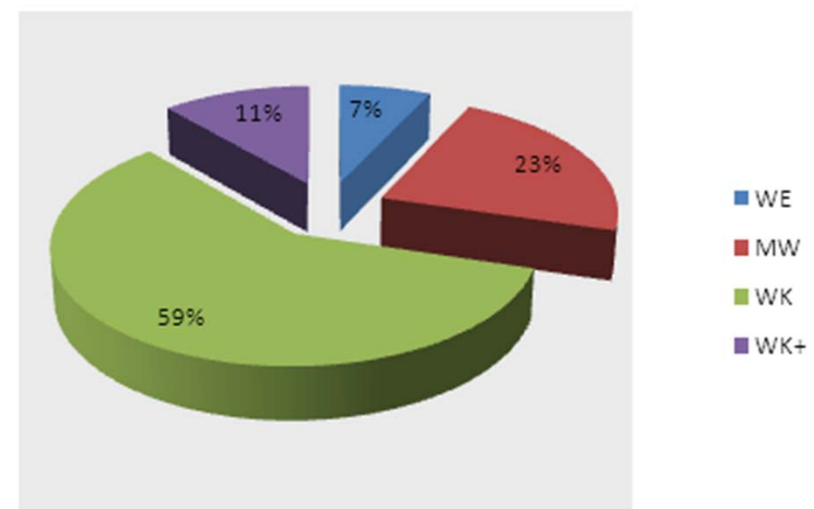


Bookings as of today:

Share Origin



Share Length of Stay



4. A new park in Germany - Park Bostalsee



- Push for the whole region, attraction of new investors
- 25 % growth: +/- 580.000 sleepnights more/year through Center Parcs
- Benefits for regional economy: 30 businesses, incl. 27 trades with 277 workers involved in building the park
- 120 new jobs through Center Parcs directly, incl. 14 trainees
- 190 external jobs (caterer, cleaning staff)
- Individual development possibilities for employees supported by own Center Parcs training center



4. A new park in Germany - Park Bostalsee



Nature



- Construction of the cottages offers a home to a wide variety of life forms
- 4,7 million new trees, shrubs and plants are planted, incl. 250 full-grown trees
- Plants are all local species of which some had disappeared years before and have since been re-introduced

4. A new park in Germany - Park Bostalsee



Sustainable Development

- Harmonic integration of the buildings into landscape
- Natural forest and biotope surround the buildings and merge with the infrastructure
- Bring back the natural abundance of plant species that occurred here about 300 years ago and enrich the natural value of the whole area



4. A new park in Germany - Park Bostalsee



Sustainable Development



- Co-generation system to create energy and warmth in Market Dome
- ICY systems in all cottages
- Reverse-osmosis system for Aqua Mundo
- Latest air handling system in Aqua Mundo and Market Dome
- Latest heat insulation standards
- 2 separate sewerage systems
- Regulation concept for indoor lighting in Aqua Mundo

4. A new park in Germany - Park Bostalsee



Lake Bostalsee



- One of the biggest lakes in South West -Germany
- Direct access to the lake for park guests
- 220 anchorages
- 120 embarkation points
- 2 sandy beaches and meadows

4. A new park in Germany - Park Bostalsee



Decoration Concept – The Jungle of Joy



4. A new park in Germany - Park Bostalsee



Aqua Mundo



- 4.000 sqm
- Three different slides up to 130 metres in length
- Water playhouse, wave pool, outdoor and children's pool, whirlpool, Aqua Café



4. A new park in Germany - Park Bostalsee



Market Dome



- Reception and info desk
- Supermarket
- Bakery
- Restaurants (3)
- Indoor minigolf
- 8 indoor bowling alleys
- House of Games
- Rent a bike and kids club

4. A new park in Germany - Park Bostalsee



Cottages



- Cottages from 52 to 146 square meter for 2 to 10 people
- 3 comfort levels:
 - Comfort
 - Premium
 - VIP



4. A new park in Germany - Park Bostalsee



Activities



Water sports:

Fishing, sailing, windsurfing, swimming, paddling, pedal-boats, diving, boat trips

Outdoor activities:

Cycling, minigolf, basketball, soccer, tennis, 6,8 km walking route , 7,2 km cycling route

Indoor activities:

Minigolf, Bowling, Billard, Air Hockey, House of Games

4. A new park in Germany - Park Bostalsee



Families & kids



- Indoor and outdoor activities
- Playgrounds
- Children`s Zoo
- Kids Club
- Baby crib & high chair in all cottages for 4 pax and more
- Baby care station
- Sports ground

4. A new park in Germany - Park Bostalsee



Investment scheme

- Retail investors purchase holiday homes through the "sale-and-lease-back" method → cottages are re-rented by Center Parcs – rent-risk is taken by Center Parcs
- As of today, some 250 houses are sold and reserved
- 60% of buyers are from Germany, followed by buyers from the Netherlands, Belgium and France





Thank you for your attention!

Questions?



Group
Pierre & Vacances
CenterParcs