### STRATEGIC PRESENTATION I MAY 2021

Pierre & Vacances CenterParcs





















## **TRENDS - TOURISM BOOKINGS**



The trend lines correspond to the difference between the weekly movement N (WP N) and the weekly movements N-1 (grey line) and N-2 (yellow line)









Our ambition is based on my personal conviction:

"

Families expect us to provide holidays that are modern, authentic, fun, useful, relaxing and instructive, to enjoy unforgettable family moments from one generation to another.

> Our world has changed Our group will change We are going to reinvent it!

> > Happiness Generator

"

Franck Gervais, CEO





## THE TOURISM WORLD HAS CHANGED

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## NEW TOURIST EXPECTATIONS IN EUROPE

64% of people in Germany are looking for more basic experiences

70% in France, 62% in the Netherlands



86% of French people are prepared to support local tourism





69% of holidaymakers in the world expect the sector to provide more sustainable tourism alternatives



32% of travellers prefer city breaks

## NEW GENERATIONS OF FAMILIES: MILLENNIAL PARENTS



Millennials represented  $\frac{1}{2}$  of the active global population in 2020



Millennial parents have become the main targets for Pleasure and Holiday brands

#### Responsible happiness –

#### Citizens more than customers



#### A new way of parenting

## MILLENNIALS -UNDERSTANDING THESE NEW PARENTS





**75%** say they want to continue living their passions, even as parents



#### **OPEN MINDEDNESS**

#### MAKING CHILDREN RESPONSIBLE

#### BEING WHO YOU ARE

BEING ADVISED AND GUIDED

FOR HOLIDAYS THAT ARE RICH AND INTENSE WITH A FOCUS ON EXPERIENCES



72% of millennials prefer to spend their money on experiences rather than material objects



69% of millennials go away for weekends vs. 13% in previous generations



EXPERIENCE-BASED

#### RECONNECTION

USEFUL

#### **MICRO-LOCATIONS**

# HOLIDAYS IN FULL AWARENESS & A SEARCH FOR MEANING



99% of millennial parents believe that excursions are for learning



96% of French guests said they would like to live more responsibly



77% said they willingly buy seasonal products





AWARENESS

#### **EDUCATIONAL**

INTIMITE

#### TRANSPARENT

2.

## THE REINVENTION STRATEGY

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### To anchor a new reinvented local tourism in the societal expectations of today and tomorrow



## COMPLEMENTARY BRANDS PROVIDING A RESPONSE TO ALL OUR CUSTOMERS' EXPECTATIONS



Domains in the heart of nature, cottages, indoor and outdoor relaxation and leisure activities including the Aqua Mundo, restaurants and shops.

28 Domains in Europe, 17 700 cottages Seaside, mountain and countryside, Apartments and homes Services and à-la-carte activities.

167 residences,18 500 apartments

Aparthotels in the heart of major cities in Europe and the world hotel services for medium and long stays, business and leisure.

115 aparthotels,13 500 apartments

An online distribution platform specialised in holiday rentals (50 000 addresses):

15 0000 individualrentals,1 3000 campsites.



## TO BECOME THE EUROPEAN LEADER IN REINVENTED LOCAL TOURISM



## OUR PURPOSE AT THE HEART OF OUR STRATEGY



## "

As the European leader in local tourism, we are **committed** to helping people get back to basics in a preserved environment.

"

### **OUR STRATEGY**



## **5 STRONG STRATEGIC DECISIONS TO REINVENT THE GROUP**





- → A new vision of **new local tourism**
- → A new shift towards a 100% experience-based offer
- - New business model Strengthened and continuous investments Property development serving the Group
- Boosted performance

### OUR NEW MOMENTUM





# PREMIUMISATION & MODERNISATION

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Premiumisation & modernisation

€430m in Capex financed by the Group over 5 years,
 60% of which for the Center Parcs domains.
 A €130M raise.



- 60% of Capex financed by the Group by 2025 to be invested in the Center Parcs Domains
- Continuous investments:
  - 6% of Center Parcs revenue invested in Capex every year (vs 3% in 2019)
- Investments concerning all Domains
  - 30% on cottage renovation, including 40% for upgrades and 60% for general renovation
  - 60% on infrastructure and central facilities
  - 10% on outdoor areas

## A MASSIVE RENOVATION PLAN FOR CENTER PARCS



#### €715m in Capex

## financed for 90% by our institutional partners to renovate 100% of the Center Parcs Domains







#### Allocation of CAPEX:

65% on renovating cottages.

•

• 35% on infrastructure, central facilities and outdoor areas

## A MASSIVE RENOVATION PLAN FOR CENTER PARCS

Premiumisation & modernisation



#### Accommodation upgrade: +16pts of growth in premium mix

In 2025, 62% of accommodation in the premium category or higher (+16pts vs 2019).





(from 50% to 35%)









VIP (from 15% to 22%)



**EXCLUSIVE (2%)** 



## A MASSIVE RENOVATION PLAN FOR CENTER PARCS

enterPar

Premiumisation & modernisation







## STREAMLINING THE PIERRE & VACANCES PORTFOLIO



An extensive renovation of 18 top and mid performing sites: €16m of Capex over 2 years (€5m of which financed by the Group) for a RevPar growth target of 23% for the sites renovated.



## STRONG CSR COMMITMENTS THAT CHANGE THE BUSINESS MODEL

#### STARTING OUR ECOLOGICAL TRANSITION

#### PRIORITY ON SEARCH FOR SITES TO RENOVATE, ESPECIALLY IN THE ALPS:

- Improving the energy performance
- Participating in reheating of cold beds
- Protecting the environment by limiting construction of new buildings

#### **RENOVATING SITES OPERATED AND OPTIMISING MANAGEMENT:**

- Engaging an energy renovation policy with our owners
- Optimising our water and energy consumption

#### A STRATEGIC PARTNERSHIP IN DESIGN BY THE END OF JUNE





## OFFERS 100% EXPERIENCE-BASED

+ DIGITAL+ PERSONALISED+ SERVICE-FOCUSED

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## SWITCHING TO EXPERIENTIAL

Offers 100% experience-based

Experiences with a positive local impact		Experiences that are educational and fun		Experiences that are fluid from end-to-end	
	Environmental protection		Culture, history and content		Digital and personalised
Participative holidays		Niche destinations	8.2	Multi-option	
	Positive impact for local communities		Reconnecting as a family		The right product at the right price

# STEPPING UP ROLL-OUT OF FAMILY BOOSTER ACTIVITIES AT ALL CENTER PARCS DOMAINS



Family Booster (n.): providing energy stimulus and boosting good family vibes; strengthening family ties that provide the key to happiness.



JOY, CARING AND DISCOVERY ALL-YEAR ROUND Indoor and outdoor activities, 365 days a year IMMERSED IN NATURE Reconnecting to nature, enchantment and sharing as a family



ORIGINALITY OF LIVING AND LEISURE AREAS Areas close to nature



CREATING MEMORIES

Living and sharing first experiences that are unique and unforgettable

#### MANY FUN AND EDUCATIONAL ACTIVITIES

Creating and learning together through crafts and local authenticity





## A DIGITALISED OFFER FOR A FLUID CUSTOMER EXPERIENCE



#### Independent parents and children

Generalising the connected bracelet enabling parents and children to open the cottages and lockers in the Aqua Mundo and use as a payment means for activities.

#### Maximum pleasure and sharing

Creating a fluid customer journey with an optimised reservation system, facilitated by services and activities.

#### A simplified and flexible customer journey

Making things practical for customers by enabling them to reserve and consult information at all times, from all places and using all means (web, mobile app, information kiosk). Kiosk

My Center Parcs

esponsive web platform

## A DIGITALISED OFFER FOR A FLUID CUSTOMER EXPERIENCE

Offers 100% experience-based



### Happiness Generator



## OVERHAUL OF CUSTOMER JOURNEY SALES STRATEGY (PRICING, RM AND CRM)





A	CUSTOMER LOYALTY	Increasing loyalty by improving the customer experience (premiumisation, enhanced CRM).
В	REVENUE MANAGEMENT & PRICING	Maximising the occupancy rate in fringe seasons and revenue during the peak season through agile revenue management, evolving according to demand, the competitive backdrop etc
С	CATCHMENT AREA	<ul> <li>Optimised exploitation of the catchment area:</li> <li>Better targeting of our customers within the existing catchment area</li> <li>Extending the catchment area</li> <li>Targeting new segments (e.g. MICE, "tribes", schools)</li> </ul>

# MAEVA: A NEW CAMPSITE RANGE FOR A "SLOW" TOURISM OFFER



58% of holidaymakers would like to discover destinations in the surrounding area\*

HOLIDAYS TO TAKE TIME TO DISCOVER A REGION AND ITS WEALTH! Regional rally, tastings, excursions.. 3-4\* establishments

> Opening of 50/60 maeva Escapades campsites by 2025

\*FNHPA study in 2019 with French campsite visitors



Holidays in the heart of ecomanaged natural areas to relax and enjoy while respecting nature!

OUR ECO-ENGAGED OFFER 5\* establishments, committed to an eco-responsible approach

> Opening of 20 maeva Respire campsites by 2025

> > 33

#### TO PROMOTE "CONSUME BETTER" TRENDS AND A POSITIVE IMPACT ON THE REGIONS

- ✓ A local catering offer with short and responsible food supply chains
- "Family booster" activities related to nature
- Strong partnerships with local companies, 100% of sites with Green Key label

#### DEVELOPING NEW STRATEGIC PARTNERSHIPS - INCLUDING 2 BY END-JUNE

- ✓ Well being
- ✓ Organic/local





## AN AMBITIOUS AND RESPONSIBLE DEVELOPMENT

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## RESPONSIBLE DEVELOPMENT SERVING THE CUSTOMER EXPERIENCE

1

Property development "business partner"

2

A controlled property development margin

3

4

Alternative contract methods

Development of new concepts/models

Property development, a "business partner serving qualitative and quantitative development of the offer

Dynamic development of new projects and renovation works in France and Europe

- A deliberate choice: investment rate representing **30%** of accommodation revenue.
- A more selective approach to projects.
- Priority on renovation and smaller sized development projects better integrated into their environment.

Development under management contracts and franchises.

90% of property development margin related to new models (Lifestyle, Eco Responsible, Premium).

2 Center Parcs projects on former military bases.
# RESPONSIBLE DEVELOPMENT SERVING THE CUSTOMER EXPERIENCE

Ambitious and responsible development

Selective development of projects operated under lease or asset-light

- Lease operations
- Center Parcs Landes de Gascogne (June 2022)

(entérParcs

- Pütnitz Germany (Spring 2025)
- Villages Nature Extension
- Management mandates
- TerHills by Center Parcs Belgium (May 2021)
- Nordborg Resort Denmark (Spring 2024)
- High development potential in Germany (o/w Brombachsee in 2026), Poland and Denmark



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# RESPONSIBLE DEVELOPMENT SERVING THE CUSTOMER EXPERIENCE

# Ambitious and responsible development

Selective development of projects operated under lease or asset-light

- ✓ 3 Lifestyle hotels
- 2 Eco-resorts
- 7 Premium residences
- 1 PV mountain residence
- 2,000 apartments under franchise
- Additional opportunies for franchises in the Alpes (Italy and Switzerland) with 7 projects being considered



# **NEW CONCEPTS**



A "Framilies" (friends & family) concept

...celebrating nature and the mountains in all details of the experience, from design to the F&B offer

... opening to the outdoors: deco in/out, areas open to customers

...with differentiating and demanding contents in terms of Entertainment & Wellness.

## 3 projects by 2025:

- Avoriaz Lifestyle
- Serre Chevalier Lifestyle
- Aime 2000 La Plagne Lifestyle

## 4\* Lifestyle hotels in mountain resorts

## A NATURALLY CSR PROJECT



Location, construction , equipment and operation labelled to high standards (Breeam very good, Green Key)

#### AN IMMERSIVE EXPERIENCE CULTURE & WELLNESS



A cultural agenda, activities, events sharing a common message and a feeling of community.

#### OPEN LIVING AREAS FOR ALL



Sharing & conviviality: areas for relaxation, reception, dining that are animated all day long

### FAMILY SUITES



Flexibility of an apartment and comfort of a hotel room Quality bedding, separate living room Italian bathroom, ski-dressing room

# **NEW CONCEPTS**



Launch of 2 new "slow-travel" eco-resorts

- Fully immersed in nature
- Totally reversible resorts (removable, limited land clearing etc.)
- Private and common dining areas for more conviviality
- A low energy consumption leisure offer related to nature
- Valuing local resources (jobs, short food supply chains etc.)



Reversibility of occupation (removable, small land footprint) Biosoured or recycled materials

### PRIVILEGED CONTACT WITH PROTECTED NATURE



- Immersion in natural surroundings
- Lakes
- Forests
- Mountains
- Seaside

OPEN LIVING AREAS FOR ALL



Large outdoor and common bar - conviviality in a natural setting. Fully equipped kitchen.

## FAMILY SUITES



Energy saving leisure activities. Exploiting existing natural leisure activities: • Rivers • Lakes Wooden outdoor play

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# RESPONSIBLE DEVELOPMENT SERVING THE CUSTOMER EXPERIENCE

Ambitious and responsible development

Selective development of projects operated under lease or asset-light management

+71 aparthotels in 2025 (vs 2019), primarily under franchise

- France: +15
- Germany: +18
- UK: +12
- Other countries: +26

Opportunities to seize in Europe:
 Still-low penetration rate for extended stays in the UK (4%), Germany (4%), France (8%) and the US (7%)



## STARTING OUR ECOLOGICAL TRANSITION AND PROMOTING THE POSITIVE IMPACT ON REGIONS

- Developing projects that are 100% reversible, small in size or on land that has already been built on (carparks, former military bases etc.)
- Designing a new eco-resort offer: light structures with a low carbon footprint
- Adopting a circular economy trend
- Engaging in a "renaturing" approach favouring biodiversity (landscaping, ground enrichment, revegetation etc.).)
- Obtaining 100% certification for our new projects







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# **REINVENTING OURSELVES**

### Our teams



## Our purpose:

"We are committed to helping people get back to basics in a protected environment"

Committed employees for happy guests

- ✓ Measure & improvement of our e-NPS
- Talents, trainings and developments
- Engagement programme

3 indexation levels of variable remuneration Performance

Customer NPSCSR results





## AN UNFORGETTABLE EMPLOYEE EXPERIENCE, BOOSTING HAPPINESS

and customers

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- ✓ Smiles and memories for teams ✓ From person to person ✓ Emotion and action ✓ Good vibes
- Actively engaged for the environment and future generations

Young and committed teams, modern managers generating happiness





# FINANCIAL PERFORMANCE & KPIs

NB: The objectives mentioned in this strategic plan take precedence over any contrary objective previously communicated by the group, notably under the Change-Up plan

Groupe Pierre & Vacances CenterParcs **REVENUE** 

Financial performance & KPIs

# 80% in Tourism revenue growth (+€473m) generated by Center Parcs





Financial performance & KPIs

## +€24m in cost savings on support functions to reach 7.5% of revenue in 2025 (vs.12.6% vs 2019)



→ => €32m in Capex



Financial performance & KPIs

## Cost of support functions as % of revenue



**EBITDA** 

Financial performance & KPIs



TOURISM EBIT MARGIN: 5% in 2023 10% in 2025



Financial performance & KPIs

## €273m in operating cash flow generation over 2022-2025



## GROUP OVERVIEW 2019-2025



Prospective indicative figures established on 15 April 2021, not including the result of negotiations underway with the Group's lessors, or at the EBITDA level, the fixed cost aid measures currently being drawn up. These factors remain subject to significant uncertainty particularly related to the lack of visibility the Group has on its short-term revenue and the outcome of the above mentioned negotiations. As such, these figures cannot be construed as a target, estimate, forecast or assessment of results as defined by the Regulation Prospectus.

# **KEY PERFORMANCE INDICATORS**

Reinventing our CSR commitments for a positive impact

- 100% of sites with Green Key label
- 100% of sites with local and nature activities
- Local purchasing policy
- 1 new eco-resort concept

Low-carbon trajectory
 Defined according to SBTI
 methodology
 (Science-Based Targets initiative)

Reinventing our brand experiences for greater appeal

 100% of Center Parcs domains renovated

✓ **NPS:** 30pts

✓ 4/4.5 out of 5 on **TripAdvisor** 

✓ On-site sales:+€5 per night per guest



Reinventing our business model for better performances In 2025

- ✓ **Tourism revenue:** €1,840m
- ✓ EBITDA: €275m
- Occupancy rate:
  CP: 80%/P&V: 74%
- ✓ 2022-2025 operating cash flow generation: €273m

Measure and growth of our eNPS (employee engagement)

# **5 STRONG STRATEGIC DECISIONS TO REINVENT THE GROUP**





- → A new vision of **new local tourism**
- → A new shift towards a 100% experience-based offer
- - New business model Strengthened and continuous investments Property development serving the Group
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4.

# Group financings



# **NEW FINANCING**

Financing destined to cover the Group's operating needs, excluding investments set out in the Reinvention plan (the full financing of the strategic plan remains dependent on an operation to strengthen the Group's equity)



### Main terms and conditions

- Term Loan Optionality of Tranche 2
- 15-month maturity (with extension option in the form of RCF)
- Usual commitments (o/w liquidity covenant and Reporting)
- Global cost 10% over 12 months
- Adagio SAS state-backed loan €27m
- Agreement to strengthen equity by early 2022 at the latest

## Package of guarantees - Main characteristics

- As soon as Tranche 1 is drawn
  - Pledging of shares intra group debts of certain subsidiaries and sub subsidiaries of the CP perimeter
  - > Pledging of brands in CP perimeter
- As soon as AGM of PVSA votes in favour Fiducie-Sûreté on CP holding / maintain others securities
- Benefit of securities, in 2<sup>nd</sup> rank, in favour of Old Money Raised (€127,5m)
- After strengthening equity and redemption of New Money :
  - release/cancellation of security trust
  - Security limited to pledging of 65% CP NL Holding BV securities for the old money raised

# **GROUP LIQUIDITY**

In EURm	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22
Cash requirements before levers	(230)	(163)	(316)	(348)	(307)	(203)
Levers	141	158	188	185	181	177
Room to manœuvre - intra-monthly change	(25)	(25)	(25)	(25)	(25)	(25)
Cash requirements before New Financing	(114)	(31)	(153)	(188)		
Estimated overall cost of New Financing	(7)	(11)	(13)	(16)	(30)	
Cash requirements including overall cost of New Financing	(121)	(42)	(166)	(204)		
New Financing - Tranche 1	175	175	175	175		
New Financing - Tranche 2 (optional, drawable in full or partly)		125	125	125		
New Financing (in the event of full draw-down on Tranche 2)	175	300	300	300		-

Prospective data established on 15 April 2021.

### Main assumptions retained:

- Revenue: gradual recovery as of June, level over summer 2021 similar to that of summer 2020 and caution maintained for Q1 of 2021/22 (around 70% of bookings recorded in Q1 2019/2020).
- Integration of €20m from fixed cost aid measures (€10m for the Group and €10m for each JV at 50%), currently being implemented
- Unwinding of levers (expenses suspended/postponed: rents, social charges, etc.)
  - Non-integration of result of negotiations underway with the Group's lessors (€127m in cumulated levers at end-October 2021, corresponding to rents for individual and institutional lessors at the sites in France, for the period November 2020-June 2021).
  - Reversal over 36 months of social charges as of October 2021 (discussions underway)
- New Financing reimbursed following completion of operation to strengthen equity.

\* The above liquidity figures are subject to change, in particular as a result of changes in the main assumptions listed below. In particular, the projected level of liquidity for fiscal 58 year 2022 is subject to significant uncertainties, notably due to the Group's lack of visibility on its level of activity over this period.

### Prospective information

This presentation contains prospective information relative to the targets and strategy of the Pierre & Vacances Center Parcs Group. Although Pierre & Vacances-Center Parcs' management considers that this prospective information is based on reasonable estimates, forecasts and assumptions, it provides no guarantee as to the future performance of the Pierre & Vacances Group. The actual results may be very different to these prospective statements, due to a certain number of risks and uncertainties, known or unknown at the present date, the majority of which are out of the control of the Pierre & Vacances Center Parcs Group, in particular risks related to the economic environment and the health situation in which the Group is active, delivery of the strategic plan and the risks described in the documents registered by Pierre & Vacances Center Parcs with the AMF, including those set out in section 2.2 of the Group's Universal Registration Document registered with the AMF on 22 December 2020 under the number D.20-1016. Copies of the Universal Registration Document are available free of charge at the Pierre & Vacances head office and on the Pierre & Vacances and AMF websites (<u>www.groupepvcp.com</u>).

## STRATEGIC PRESENTATION I MAY 2021



















