

PACHA GROUP
MORE THAN
50 YEARS OF
HISTORY

**Life has
a new taste**



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Who we are

Overview

Pacha Group is an international holding company that operates in the leisure, entertainment, hospitality, catering and events, fashion and fragrance segments. Pacha Group and its innovative concepts have created a unique lifestyle and it is associated with fun, glamour, sensuality and passion both in the minds of existing and future patronage. The freedom and freshness of Pacha; the hedonism and audacity of Lío; the wellness with a touch of fun and the eclecticism of Destino and the urban style of El Hotel Pacha are some of the most characteristic elements of the group, which has an emblematic style and personality without losing sight of its Mediterranean roots.

Top notch financial backer Trilantic Europe gained status as controlling shareholder of Pacha Group in 2017 and subsequently began implementation of a new management team while providing a solid bedrock and robust backing to explore new growth opportunities for the group.

The company's mission has been to create and develop a collection of brands that provide a broad service offering solution for development partners around the world, ensuring that the group is uniquely positioned to fit the needs of developers seeking single or multiple unit concept(s) at a range of brand offerings, price points and fit-out costs.

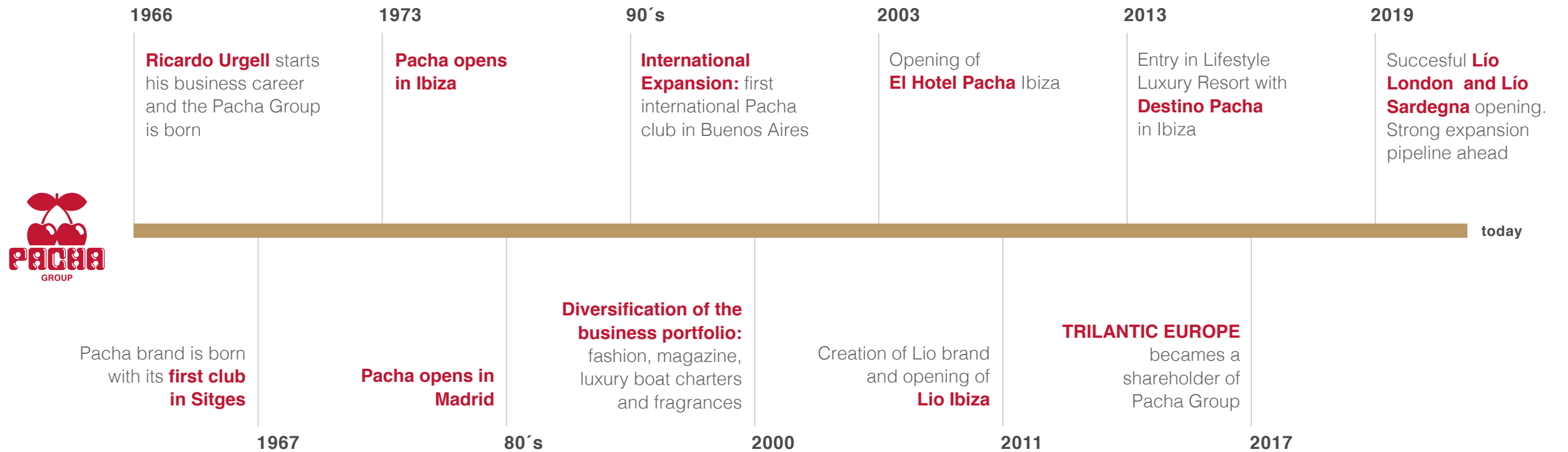
Although Pacha is by far the most recognized brand in the company's portfolio, the management team's

ability to develop, create and grow alternative concepts that would match the quality, excitement and performance of Pacha in their respective fields ensures development success. This growth and global brand recognition has allowed the business strategy to evolve to a more proactive vs. passive approach enabling the group to source like-minded partners for targeted markets. This approach will allow the group to focus on more macro and cluster vs. singular venue deals providing for a greater synergy in operations, marketing and development efforts.

Currently the majority of growth is targeted for Europe, North and South America, Asia and the Middle East with little to no focus projected for Australia and Africa at this time.

Who we are

Timeline



Our origins

The bond with Ibiza

Since the '60s when the hippies arrived on the island, Ibiza has been characterised as being a place of freedom where different cultures come together and live in harmony.

Pacha's arrival in Ibiza in 1973 coincided with the starting point for the development of tourism on the island, which became the entertainment capital of the world thanks to its two emblematic cherries.

The Mediterranean lifestyle is the common thread to all Pacha Group brands which is then combined with the specific values and identities of each one of them.

Ibiza means Pacha and
Pacha means Ibiza
Who else can say this?



What we stand for

Pacha as a brand in the eyes of our clients

Pacha is the recognized global leader in the development of innovative bold leisure, entertainment concepts and ideas.

With its multigenerational appeal and by offering unique and differentiated products, Pacha Group achieves 70% of its business from the high and ultra high net-worth client segment.

Pacha Group shows a positive and carefree attitude with deep Mediterranean roots.

Clients experience happiness through the brand, becoming daring, and tasting life in a more hedonistic manner. They learn to share moments that will remain with them forever.



Brand personality

TONE

Warm
Fun
Direct

ATTITUDE

Sophisticated
Ironic
Open

LANGUAGE

Simple
Fresh
Connected

PURPOSE

To involve
Delight
Entertain

Brand ingredients and values

Ibiza lifestyle in every format

PACHA GROUP IN YEARLY FIGURES

636,489

**Restaurant
guests**

2,400

**Hours of
live music**

60,000

**Hotel
guests**

550,000

**Nightclub
guests**

250

DJ's

65

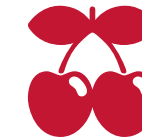
**International
Pacha tours**

We preserve legacy. We have taken part in the birth of cultures and movements. We have witnessed history, and aim to preserve it while writing our next chapter.

LEGACY

We make freedom real. It is when you just let go and embrace the moment. Whether that means disinhibition or simply having peace of mind.

FREEDOM



SPONTANEOUS
FUN

We foster spontaneous fun. We believe in the magic that springs from the seemingly unplanned and the refreshingly unexpected.

GLAMOUR

We make glamour reign supreme. We believe that a touch of glamour adds beauty and charm to elevate the moment from the mundane to the memorable.

NAUGHTY
PROVOCATION

We bless naughty provocation. We believe in giving in to temptation to sense what it's like to play with the boundaries.

Our businesses and brands



Pacha essence

Pure entertainment

Two cherries with an exciting history. Pacha was born as the vision of a man innately driven to become an architect of the night. A passion born in the Mediterranean and inspired by the free-spirited island of Ibiza. Fifty years later, Pacha preserves its essence untouched while constantly reinventing itself as an icon in the entertainment industry.

Pacha is a whole universe that extends far beyond the seed of the little club that ruled Sitges back in 1967. Our essence travels into the hospitality industry both in beach and urban settings through Destino Pacha Resort and El Hotel Pacha. The group keeps mastering the spirit of the night by expanding into other territories beyond nightlife. It does so with Lío, whilst extending the party to daytime through Destino Pacha Beach Club.





Pacha club

A message of love to the island

With its whitewashed facade and open floor plan main dancing area, Pacha Ibiza is a sexy message of love to the island. The affair began in 1973 and since then, the love has only flourished. The naked walls enclose a hippie soul combined with the spontaneity of the 70's, and today's technology. Hazy memories of beautiful faces, dazzling lights, balmy summer nights and ice-cold drinks on your lips accompany a rhythm that beats inside you.

A night at Pacha is an authentic Ibicenco experience embodying the magical energy of this powerfully alluring setting in the Mediterranean uniting people of eclectic tastes with a common love for music. Explore the club and the island will reveal itself to you offering the best of Ibiza and bringing out the best in you. Come and dance with us and be a part of this mystical love affair.



PACHA

Pacha is the night-time club that brings diverse people together to party in true Mediterranean style — a late night with top musical discoveries and an atmosphere that always invites people to live in the moment and celebrate till dawn.

Pacha club

Best DJs in the industry of electronic music



LINE UP PACHA SUMMER 2019

From left to right:
Solomun,
Dixon,
Marco Carola,
Calvin Harris,
Claptone,
J Balvin,
Martin Solveig



Pacha restaurant

Restaurant and sushi lounge

The essence of the first Pacha Group's restaurant is the culinary fusion of the Japanese and Mediterranean cultures in an intimate and elegant atmosphere.

The restaurant offers guests a place to come together for a full Pacha experience paired with an extensive menu.

The restaurant is located inside the Pacha Ibiza club and makes it an outstanding choice for the full Pacha experience.

The typical Mediterranean interior design and the trademark Pacha touch showcases light colours together with Asian decorative elements and a lush vegetation both outside (open in summer) and in its intimate interior corners.



PACHA RESTAURANT

Maximizing comfort. Our club has one of the finest restaurants on the island ensuring an intimate experience of the highest class.

Lío

Club restaurant cabaret Ibiza

Lío is pure hedonism and sophistication, with a unique concept that combines signature cuisine, music and a cabaret show. Located in the centre of the bay of the island of Ibiza, the restaurant is positioned in a spot where it is lulled by the waves and illuminated by the UNESCO world heritage site Dalt Vila, which makes it the perfect place to dance and let yourself go under the moonlight.

Lío offers an unforgettable experience where the light of Ibiza provides the backdrop to acrobats, international artists, singers and dancers who delight the guests.

The layout of the Lío Ibiza theatre allows new forms of interaction with the public, creating a 21st century version of the famed variety show. It is a mixture of sounds, colours and tastes that exude happiness, transporting guests to a new world packed with sensations and experiences.



Lío

Club restaurant cabaret Ibiza

Lío is an engaging sensual modern reinterpretation of a cabaret show in which clients enjoy fine dining in a luxury location and layout. Lío is neither a show nor a restaurant but a combination of both where the focus is guaranteeing a vibrating fun experience.

Lío's festive atmosphere involves diners to such extent that not infrequently, dancers and diners end up together on the dance platform.

After dinner, tables are removed and Lío becomes a club and as the party begins, in which well known DJs perform.

Lío shows change every season. This together with its quality production is a testimony of Lío's team and artist/performers sourcing capabilities.

During the summer season, it is the place to be in the Mediterranean, for glamour and fun hence attracting celebrities and discerning clients which creates an aura of exclusivity. During the months of July and August it becomes difficult to get a table, which makes Lío even more exclusive. Lío also offers the possibility of private events.



Lío

Lío is an integrated, intense night entertainment experience, where performance and participation are fully embraced in diverse formats: dinner, cabaret, dance and music. The location does always have a spectacular backdrop with one-of-a-kind views that make Lío irreplaceable.



Destino Pacha

Luxury resort

Destino is the innovative new hotel concept from the Pacha Group. Its target market is formed by elegant, hedonistic and sophisticated lovers of healthy lifestyles, willing to rest, live a unique gastronomic experience, enjoy the environment and have fun.

Located on the hills of Cap Martinet, Destino has its own corner of the island and offers majestic views of the Mediterranean Sea, Dalt Vila and Formentera.

Destino has a very distinctive personality. A style that combines the simplicity of its organic and mineral forms with the luxury of an innovative and elegant design. The environment is another of its primary aesthetic elements, which is why green areas occupy a large part of its outdoor areas. In Destino, the light is special, warm and Mediterranean; it penetrates every corner and it transmits an unforgettable feeling of relaxation.



Destino Pacha

Luxury resort



Destino's unique experience evolves as the day progresses, clients continue to indulge in performances and sophisticated music while maintaining its combination of entertainment and relaxation in a unique product that reflects the personality of its public.

As dusk sets in, Destino's heart moves to the stage. A dancing area that sways to the rhythm of different artists: electronic sessions of deep house, techhouse, underground and ethnic music that are in effect the brand's musical identity and feature the best international DJs. This is all complemented by live acts, concerts and fashion shows that enhance the events calendar and shape the pool.

Guests will find a gastronomic diversity which gives the space a rustic and Mediterranean ambience to sample tapas from modern Spanish haute cuisine recreated with Asian, Central American and, of course, Mediterranean flavours. It has a capacity for 100 people inside, 120 on the terrace and over 90 in the 'Sea View' section, the VIP area with views over the water.



DESTINO PACHA

Destino Pacha translates the party, gastronomy and hospitality experience into a hybrid chill-out, beach club and night-party concept. Here, people can define their own experience at any time they want.



El Hotel Pacha

Just one glance away from the club

Pacha Hotel is characterised by a distinctive modern style inspired by Ibiza and its fun and party nature. A lively urban hotel where guests can witness a unique fusion between leisure, fun, comfort and a personalized service imbued with Pacha quality and essence.

El Hotel Pacha has a pure design with contemporary tones and clean lines in contrast with the African wood gueres which give colour and intimacy to every room. The philosophy and style of the Pacha brand reflects in every detail of the installations where guests can bask in the most cosmopolitan glamour, fun, bold and stylish aesthetics.

Amongst its services, guests can enjoy its pool, sunbathe in Balinese sunbeds, enjoy the cocktail service and savour the delectable dishes of the El Hotel Pacha restaurant. They can also receive beauty treatments from beauty professionals and visit the summer terrace and bar in the evening.

El Hotel Pacha

Comfort, relaxation and parties

El Hotel Pacha has become a social and cultural hub of the island for its inexhaustible and idiosyncratic activity. Located in front of Pacha club, El Hotel and its iconic backlit cherries have become a symbol of the group.

Open all year around, El Hotel holds all sorts of events, from art exhibits and collections to fashion shows; from everyday celebrations to extraordinary festivities. Its spaces are frequently used as photography studios and filming sets. This eclectic space has turned into the perfect meeting point and has managed to fuse leisure, culture and entertainment in a harmonious and sophisticated atmosphere.

The restaurant lounge is open all day long as a bar and cafeteria. The restaurant offers a varied menu depending on the market supplies and season and is available from Monday through Saturday.



HOTEL PACHA

The Hotel Pacha is the club turned into an extravagant urban hospitality experience. From the decoration, to the staff and the party and culinary events, it all has a Mediterranean yet urban feel that celebrates and reinterprets Pacha's legacy in a contemporary, self-confident way.

Merchandising & Licensing

Pacha debuted its first shop in 1998 located in the Ibiza Port. Shortly thereafter multiple locations were opened island-wide in Ibiza Port, Ibiza airport, Playa d'En Bossa, Pacha Disco, Destino Resort, Lío Club and Formentera La Savina. Global delivery of the iconic garments is also offered on the newly revamped eCommerce website pachashop.com.

In 2010 Pacha fragrance co-branded with Puig, a multi-national Spanish company operating in the fashion and fragrance sectors, and quickly became one of the most iconic products of the Pacha merchandising division. The fragrance range joins the wide fashion apparel and accessories collection, designed in Ibiza with an international look and feel. Global locations offering the fragrance line include Chile, Perú, Argentina, Brazil, and México.

Pacha's approach to fashion is a distinct combination of Mediterranean spirit and heritage, modern shapes and playful sensuality with all the freshness reflected in the symbolism of the two cherries. It is impossible to resist the Pacha t-shirt with its two iconic and cheerful cherries. Thousands of units are sold annually.

A style that withstands the test of time. A symbol of happiness, fun, summer.





Our future



Around the world

The cherries map

Pacha clubs

Ibiza, Barcelona, Munchen, Gran Canaria

Pacha merchandising

Spain, Chile, Perú, Argentina, Brasil, México

Projects underway

Formentera, Ibiza, Mykonos, Miami, Puglia, Sardegna, Malta, Dubai, Tulum, Bali, New York, Las Vegas, Capri, Japan, London

Festivals & tours

Hasselt, Belgium
Cape Town, South Africa
Johannesburg, South Africa
Jakarta, Indonesia
Doha, Qatar
Bangalore, India
Mumbai, India
Delhi, India
Hyderabad, India
Tel Aviv, Israel
Sao Paulo, Brasil
Salvador de Bahia, Brasil
Rio de Janeiro, Brasil
Belo Horizonte, Brasil
Vitoria, Brasil
Porto Alegre, Brasil

Zurich, Switzerland
Biel, Switzerland
Sardegna, Italy
Porto Cervo, Italy
Lecce, Italy
Cannes, Italy
Forte de Marmi, Italy
Naples, Italy
Valetta, Malta
Weeze, Germany
Berlin, Germany
Recklinghausen, Germany
Dusseldorf, Germany
Montecarlo, Monaco
Parnü, Estonia
Santiago de Chile, Chile



How do we get to the world

We are **experts** in event planning all over the world. And we have a strong pipeline to execute a successful expansion worldwide in hospitality and entertainment.

We have developed a strong presence on multiple **social networks** along with a powerful web presence and are currently constructing our robust digital platform.

We have established **strong relationships** with desirable brands and top influencers in the entertainment business.

Partnership Opportunity Summary

Combining customer desire and market factors drives us to expand and form global and creative partnerships in the hospitality, dining and entertainment industries for the experience economy; in which brand equity is leveraged to create compelling experiences and value for guests.

From a consumer perspective these industries are the most desirable in terms of access, and they are more likely to enjoy the experiences through the veneer of exclusivity.

Continuation of expansion and further creation of concepts that can organically undergo a naturally developing growth plan parallel with the future and growth of our partners is a key strategy for development.

On-going expansion



El Hotel Pacha

Ibiza, Spain

In a joint-venture with billionaire London real estate investors, the Reuben Brothers, El Hotel will undergo a full refurbishment of the existing property, with an adjacent car park site also expected to be developed into an adjoining hotel.



SCHEDULED TO OPEN
Quarter two, 2021

Casa Pacha

Formentera, Spain

Barefoot luxury. Casa Formentera is the latest addition to the group. It is a perfect balance and harmonious blending of luxury and nature on magical Migjorn beach, a seashore location on 7 KM of raw beach, encompassing all that is magical about Formentera; a true slice of paradise.

The hotel is thoughtfully decorated, marrying natural materials with absolute comfort, 14 rooms framed by the endless blue sea and consists of organic yet sophisticated interiors.

A Mediterranean restaurant holds centre stage, while carefully considered 'happenings' take place in and around the property. Rejuvenating wellness facilities maximize relaxation potential.



SCHEDULED TO OPEN

Quarter two, 2021

Multiple projects

Mykonos, Greece

In partnership with the Reuben Brothers, the recently acquired La Residence hotel in Kalafatis Bay will undergo extensive refurbishment at the end of the summer season 2020.

Additionally, Pacha Group has acquired a second property, one of the newest luxury hotels in Mykonos and in a separate location, a magnificent frontline beach club located in one of the most unspoiled and natural spots in Mykonos, both under development.

Mykonos' popularity has grown exponentially in recent years and the island is now firmly established as a highly desirable visitor destination for travellers from all over the world, looking to experience the spectacular beauty of the Greek islands.



SCHEDULED TO OPEN

Quarter two, 2021

· TWO HOTELS

· BEACH CLUB

Multiple projects

Miami, Florida

Miami will soon become home to multiple brands within the Pacha Group portfolio.

Slated for 2022 is a high-end Lío hotel, restaurant and beach club. The project will be the first for the brand as it transcends from a dining and entertainment concept into a broad offering hospitality concept.

Under development and expected for later in 2022, a second property and one of the newest hotel locations in Miami will come the lifestyle hotel Destino that includes a signature restaurant, along with a daytime and nightlife concept.

Miami, always on the cutting edge and where creativity is one of the great hallmarks. It remains ever on the search for bold new ideas which manifest themselves in surprising ways. A destination for culture, art, food and its world-renowned nightlife, there are countless reasons to visit this city.



SCHEDULED TO OPEN 2022

- TWO HOTELS
- LÍO

- BEACH CLUB
- POOL CLUB

- NIGHT CLUB
- RESTAURANT

Pacha Flagship Shop

Ibiza Port

Pacha will soon unveil the next generation of the Pacha Shop flagship branch in Ibiza Port. The reimagined increasing retail experience offering additional square meters of showroom, changing rooms and exposure to an extensive array of product provides a unique opportunity to create an all-encompassing entertainment, fashion, music and art experience as well as elevating brand omnipresence within the port.

Scheduled to open Q2 2021





Gracias

