



Santani Mallorca  
Future of living with a Mediterranean soul.

Opportunity



## Luxury Holistic Wellness

- Demand for wellness is growing exponentially with Global Wellness Institute (GWI) predicting 14% CAGR over the next 5 years. Search demand for wellness has grown at 53% CAGR over the last 4 years.
- Europe is the second largest market with a 29% share of the global wellness market.
- In Europe, Gen Z and Gen X consumers take up close to 70% of the market share. Gen Z and X are seeking holistic wellness with much higher propensity to indulge in non mainstream practices.
- **However, most wellness resorts in Europe are one dimensional and mostly medical focused. There is a clear opportunity for upscale holistic wellness that combines ancient practices with modern science.**



# However, there are barriers to entering the Wellness Travel Category

As identified by GWI:

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**Lack of Awareness and Understanding:** Many leisure travelers may not fully understand what wellness travel entails or the benefits it offers. Confusion surrounding the definition of wellness tourism can deter potential participants from exploring these options

**Perceived Costs:** Wellness travel is often associated with higher costs due to specialized services and accommodations. Budget-conscious travelers might view wellness retreats as an unnecessary expense compared to traditional leisure travel options.

**Quality Concerns:** The rapid growth of the wellness tourism sector has led to inconsistencies in quality across providers. Travelers may hesitate to switch if they are unsure about the quality and effectiveness of wellness offerings, fearing they may not meet their expectations.

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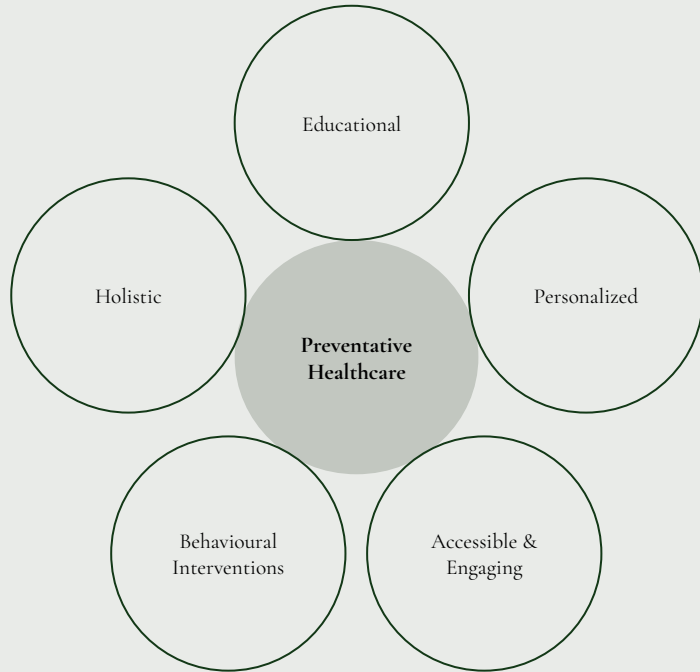
**Time Constraints:** Many leisure travelers have limited time for vacations and may prioritize traditional leisure activities over wellness experiences, which often require longer stays for meaningful benefits.

**Comfort with Familiarity:** Travelers often gravitate towards familiar experiences that provide comfort and relaxation. The shift to wellness travel might be perceived as requiring more effort or adjustment, which can be a deterrent.

**Cultural and Social Factors:** Some individuals may feel that wellness retreats do not align with their social norms or cultural practices, leading them to prefer conventional vacation experiences that match their lifestyle.



Our learnings and research indicate similar guest needs.



Our research and guest feedback shows a clear move towards preventative healthcare that is:

- Personalized
- Holistic
- Educational
- Needing behavioural interventions
- Accessible and engaging.

**Our solution addresses these barriers and needs of the market.**

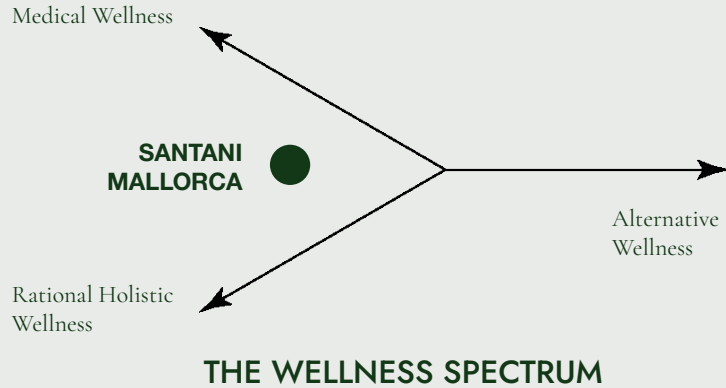


# Santani, Mallorca: Europe's first holistic wellness Resort

Santani Mallorca's expansive approach to holistic wellness combined with its prime location and affordable pricing, positions it to serve as a central hub for nationals, expats and international travelers to effectively improve and maintain their well-being without having to travel to traditional wellness destinations like Asia.



One stop, affordable health and wellness destination.

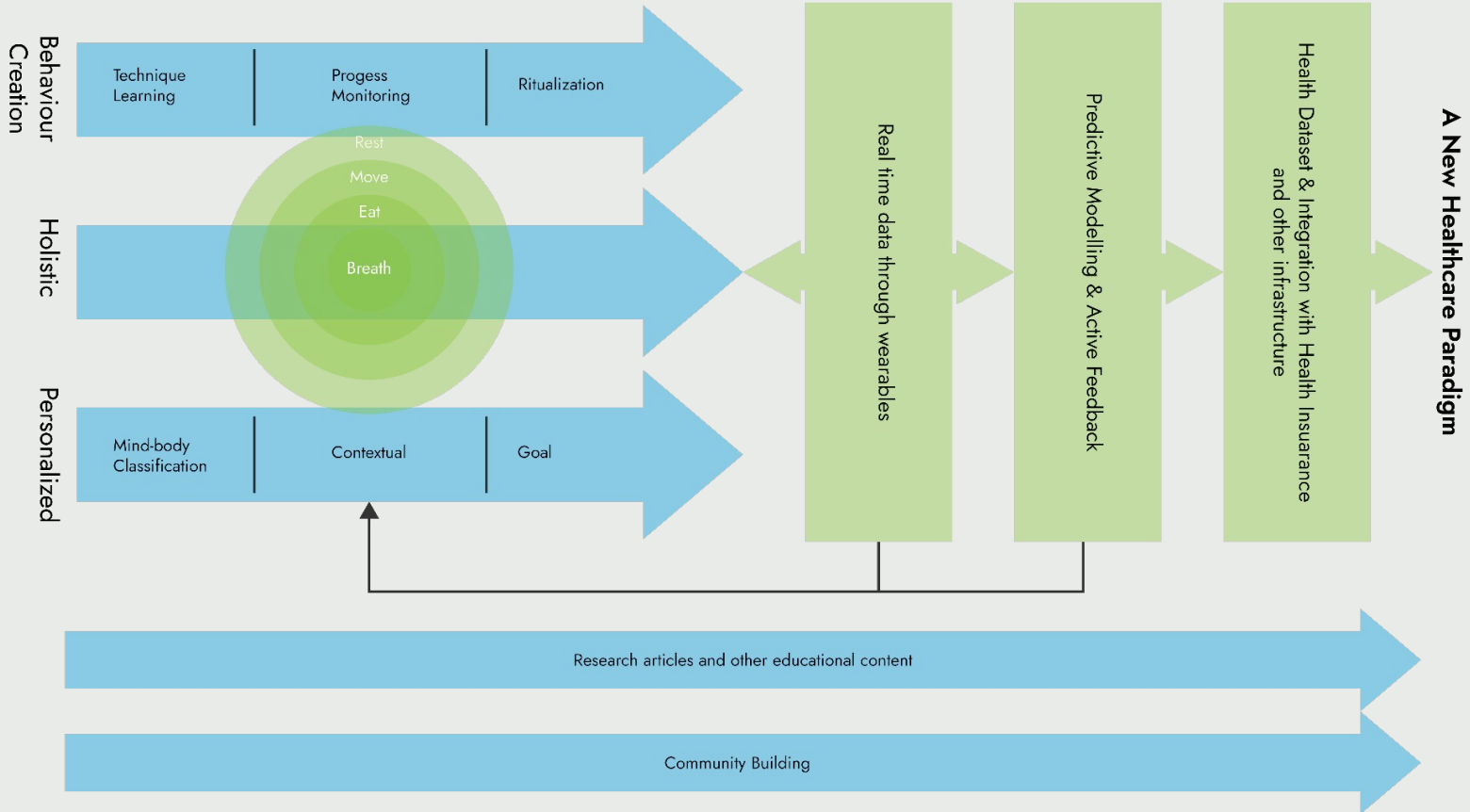


Santani Mallorca combines rational holistic wellness with fitness, mental health, beauty, sleep health and a variety of well-being modalities and diagnostics into a **one-stop, wellness experience**. This variety of modalities creates multiple entry points for potential guests to enter the Santani ecosystem, and gives them novelty to keep coming back to, fundamentally impacting acquisition and retention.

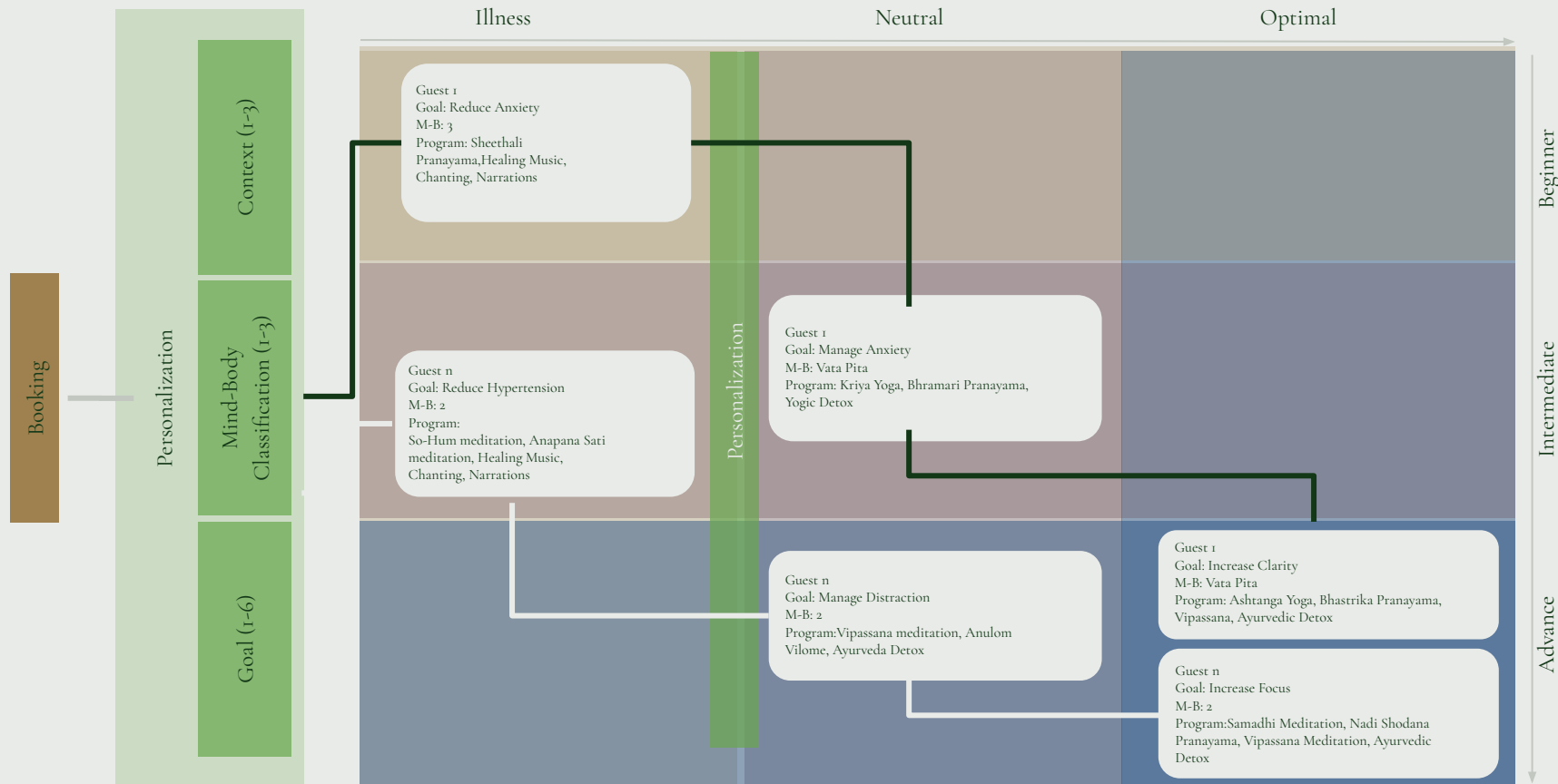
These offerings will be complemented by Santani's **Architecture of Silence** and **Rasa Haya (Six Taste)** culinary concept adapted to mediterranean food.



# Our Solution Canvas - Lifetime Healthcare Management



# A solution that elevates our guests health over time and creates repeat guests



# Sample Wellness Menu (to be optimised based on positioning)

Type of wellness	Offering
Health Check Diagnostics Center	Basic blood analysis, functional movement analysis, Bio-resonance analysis
Ayurvedic Center	Introduction to Wellness
	Spa Getaway
	Santani Detox
	Personal Ayurveda Retreat
	Santani Recovery
	Santani Weight Loss
	Santani Sleep
	Rebalancing Bliss
	No-pause - Menopause Management
	De-Addiction
	Anti-Aging
	Personal Yoga
	Personal Meditation
	Stress Management
	Condition specific treatment programs
Infertility Program	
Pregnancy Care	
Chiropractic Studio	Adjustments and Rehabilitation
Beauty and aesthetics studio	HydraFacial
	Organic and Natural Facials
	Microcurrent Machine: For non-invasive facelifts
	LED Light Therapy Devices: For promoting collagen production.
Traditional Wellness	Natural Anti-Aging Products: Serums, masks, and creams.
	Arabian Wellness / Unani Medicine
	Traditional Chinese Medicine (TCM)
	Traditional Thai Medicine (TTM)
	Hela-Veda
Japanese Kampo Medicine	
Counselling Center	Psychiatrists
	Psychologists
	Psychoanalysts
	Hypnotists
	Mindfulness Facilitators

Type of wellness	Offering
Esoteric Center	Astrology
	Palmistry
	Reiki Healing
	Sound Healing
	Numerology
CrossFit Center & Gym	Foundations Program
	Regular CrossFit Classes
	Specialty Classes
	Bootcamp or HIIT Classes
	Open Gym Access
	Competitive Programming
	CrossFit Kids and Teens
	Personal Training
	Special Events and Workshops
	Corporate Wellness Programs
Sensory Deprivation Tanks	
Pilates studio	
Physiotherapy and rehabilitation studio	
Aquatic center	Cryotherapy
	Ice Baths
	Ice Massage
	Cold Stone Therapy
	Facial Cryotherapy
	Ice Compression Therapy
	Cold Showers
	Swimming Classes
Hydrotherapy	



Program Pillars					
	Wellness Packages	Easy Getaways	Well-leisure	DIY	Spot Treatments
<b>Description</b>	Comprehensive Wellness Packages to achieve a specific state of well-being	Simple maintenance of well-being	Exploratory wellness packages with low barrier to entry	Create your own holistic wellness program by choosing off our menu	Single purchases of massages or treatments
<b>Duration</b>	5 Nights +	2 - 4 Nights	3 Nights +	3 Nights +	60 - 90 mins
<b>Segment</b>	Individuals with illnesses, searching for non-medical solutions	Travelers looking to boost their well-being	Leisure travelers looking to try out wellness	Experienced wellness practitioners who know what they want but want personalized nutrition and professional guidance.	Walk-in guests from Santani, other resorts and region
	Wellness Travelers who generally go to traditional destinations	First timers who don't want to commit to a long program			
<b>Holistic</b>	Fully holistic	Fully holistic	Partially holistic - guest driven	Fully holistic	Not holistic
<b>Personalization</b>					
<i>- Consultation</i>	Pre-arrival & onsite, comprehensive	Pre-arrival & onsite	No	Pre-arrival & onsite	No
<i>- Exception Handling</i>	Full Doctor's diagnosis if presenting severe health conditions				
<i>- Goal set by</i>	Package Structure	Package Structure	Package Structure	Guest-driven goal	Guest-driven goal
<i>- Program</i>	Personalized by Wellness Team	Personalized by Wellness Team	Not Personalized	Personalized by Guest	Personalized by Guest at point of delivery
<b>Regimentation</b>	Highly Regimented	Medium Regimented	Light Regimentation	Highly Regimentation	N/A
<b>Food Experience</b>	Highly Personalised	Semi Personalised	Not Personalised	Highly Personalised	N/A



# Sample Wellness Package:

Package: Rapid Immune Reset  
Designed for autoimmune support and chronic fatigue recovery, this package boosts immunity through targeted treatments, nutrition, and stress reduction.

## Objectives:

Primary: Immediate immune system support and rejuvenation  
Secondary: Long-term immune strengthening practices

### Day 1 - Arrival & Analysis

- 2:00 PM: Wellness briefing and health history
- 3:00 PM: Comprehensive biomarker assessment with doctor
- 4:30 PM: Energy mapping session
- 5:30 PM: Light movement assessment
- 7:00 PM: Anti-inflammatory dinner introduction
- 8:00 PM: Sleep quality assessment

### Day 2 - Foundation Setting

- 7:00 AM: Morning light exposure therapy
- 8:30 AM: Dosha-balancing breakfast
- 10:00 AM: Immune support education
- 12:00 PM: Energy-appropriate lunch
- 2:00 PM: Gentle lymphatic drainage therapy
- 4:30 PM: Circadian rhythm reset practice
- 7:00 PM: Thyroid-supporting dinner
- 8:30 PM: Evening relaxation protocol

### Day 3 - Energy Regulation

- 6:30 AM: Morning sun salutation
- 8:00 AM: Nutrient-dense breakfast workshop
- 10:30 AM: Energy management techniques
- 2:00 PM: TAM treatment
- 4:00 PM: Practical nutrition education
- 5:30 PM: Restorative yoga
- 7:30 PM: Guided dinner experience

### Day 4 - Immune Support

- 7:00 AM: Morning prakruti practice
- 9:00 AM: Anti-inflammatory cooking class
- 11:00 AM: Steam therapy with herbs
- 2:30 PM: Marma therapy session
- 4:30 PM: Immune-supporting meditation
- 6:00 PM: Evening gentle movement
- 7:30 PM: Healing foods dinner

### Day 5 - Vitality Building

- 7:30 AM: Beach therapy session
- 9:00 AM: Progress consultation
- 11:00 AM: Stress-immune connection workshop
- 2:00 PM: TAM treatment
- 4:30 PM: Personal energy-improving practice
- 7:00 PM: Nutritional strategy session

### Day 6 - Sustainable Practice

- 7:00 AM: Morning energy-improving routine
- 9:00 AM: Thyroid-supporting practices
- 11:00 AM: Final therapeutic treatment
- 2:30 PM: Creating home protocols
- 4:30 PM: Customized movement planning
- 7:00 PM: Implementation discussion

### Day 7 - Integration

- 8:00 AM: Morning practice
- 10:00 AM: Final consultation
- 2:00 PM: Take-home routine refinement
- 4:00 PM: Personal practice time
- 6:00 PM: Closing ceremony
- 7:30 PM: Celebration dinner

### Day 8 - Departure

- 7:30 AM: Final practice
- 8:30 AM: Breakfast
- 10:00 AM: Departure



# Sample Easy Getaway Package:

Package: Mind-body Booster

Iron out any kinks in the day-to-day performance of your mind and body through short, targeted protocols

Objectives:

Primary: De-stimulate the mind and body, intense, focused relaxation.

Secondary: Help maintain a consistent level of mind-body performance.

## Day 1 - Arrival & Orientation

- 2:00 PM: Welcome and Initial wellness consultation with Ayurvedic doctor
- 3:00 PM: Property orientation and wellness facilities tour
- 4:30 PM: Yoga & pranayama session
- 7:00 PM: Welcome dinner with introduction to Ayurvedic eating principles
- 9:00 PM: Yoga Nidra/NSDR Session

## Day 2 - Body Wisdom

- 6:30 AM: Morning yoga and intense breathwork
- 8:00 AM: Dosha-specific breakfast workshop
- 10:00 AM: Ayurvedic / Traditional Arabic Therapy
- 12:30 PM: Mindful lunch
- 2:30 PM: Sound Healing session
- 4:30 PM: Meditation & Chanting
- 7:00 PM: Dinner
- 9:00 PM: Yoga Nidra/NSDR Session
- Extra: Guided meditations/learning sessions between activities

## Day 3 - Nourishment Journey

- 6:00 AM: Meditation
- 8:30 AM: Breakfast
- 10:00 AM: Exit Consultation
- 1:00 PM: Checkout after Lunch



# Sample Well-leisure Package:

Package: Personal Well-being

Create your custom wellness routine to take back home with you with yoga, mindfulness, breathwork, meditation, diet, and guidance.

Objectives:

Primary: Introduce and develop individualized wellness approach

Secondary: Create a desire to embark on healthy lifestyle

## Day 1 - Arrival & Discovery

- 2:00 PM: Welcome
- 3:00 PM: Initial wellness consultation with Ayurvedic doctor
- 4:30 PM: Property orientation and wellness facilities tour
- 5:30 PM: Gentle stretching & pranayama session by the beach
- 7:00 PM: Welcome dinner with introduction to Ayurvedic eating principles

## Day 2 - Body Wisdom

- 6:30 AM: Morning yoga and breathing basics
- 8:00 AM: Dosha-specific breakfast workshop
- 10:00 AM: Introduction to Ayurvedic self-massage
- 12:30 PM: Mindful lunch
- 2:30 PM: Traditional full-body massage (Abhyangam)
- 4:30 PM: Walking meditation
- 7:00 PM: Dinner with a doctor

## Day 3 - Nourishment Journey

- 7:00 AM: Sunrise meditation
- 8:30 AM: Breakfast
- 10:00 AM: Cooking class - healing herbs and spices
- 1:00 PM: Lunch featuring prepared dishes
- 3:00 PM: Steam room session with aromatherapy
- 5:00 PM: Evening yoga flow
- 7:30 PM: Traditional Arabic wellness dinner

## Day 4 - Active Exploration

- 6:30 AM: Morning yoga
- 8:00 AM: Breakfast with a yogi
- 9:30 AM: Cluster visit
- 12:30 PM: Light lunch
- 2:30 PM: Ayurvedic herapeutic treatment
- 4:30 PM: Sunset meditation
- 7:00 PM: Interactive dining experience

## Day 5 - Integration

- 7:30 AM: Morning movement practice
- 9:00 AM: Breakfast
- 10:30 AM: Final wellness consultation
- 2:00 PM: Concluding therapeutic treatment
- 4:00 PM: Creating your wellness routine workshop
- 5:30 PM: Final Meditation & Pranayama
- 7:30 PM: Farewell dinner

## Day 6 - Departure

- 7:00 AM: Final group practice
- 8:30 AM: Breakfast
- 10:00 AM: Departure



## Sample DIY Package:

Approach: Prompted Schedule, filled by guest

Create your custom wellness routine with ayurvedic treatments, traditional Arabic medicine, yoga, mindfulness, breathwork, meditation, diet, and guidance.

Guests will choose from the wellness menu and create an itinerary with a minimum of 1 mind-based session, 1 body-based session and 1 spirit based session per day.

Objectives:

Primary: Enhance and maintain the practice of advanced lifestyle practitioners

Secondary: Provide guidance to guest on each activity



# Sample Walk-in Treatments

Maximize revenue from leisure guests and community with an off-the-menu treatment and drop in classes.

## **Pichu**

A localized treatment where warm medicated oil is retained on specific areas using cotton pads, particularly effective for treating joint pain and neurological conditions.

## **Nasya**

A nasal administration therapy where medicated oils or powders are introduced through the nostrils to treat various conditions affecting the head, neck, and sensory organs.

## **Kati Vasti**

A specialized treatment where warm medicated oil is pooled over the lower back region using a dam made of black gram dough, particularly beneficial for spine-related conditions and lower back pain.

## **Regular Scheduled Classes**

Variety of classes from Yoga to Pilates and other fitness related that are scheduled and available for drop in

## **Abhyangam**

A therapeutic full-body oil massage that uses warm herbal oils and specific massage techniques to improve circulation, relax muscles, and balance the doshas (body energies).

## **Swedana**

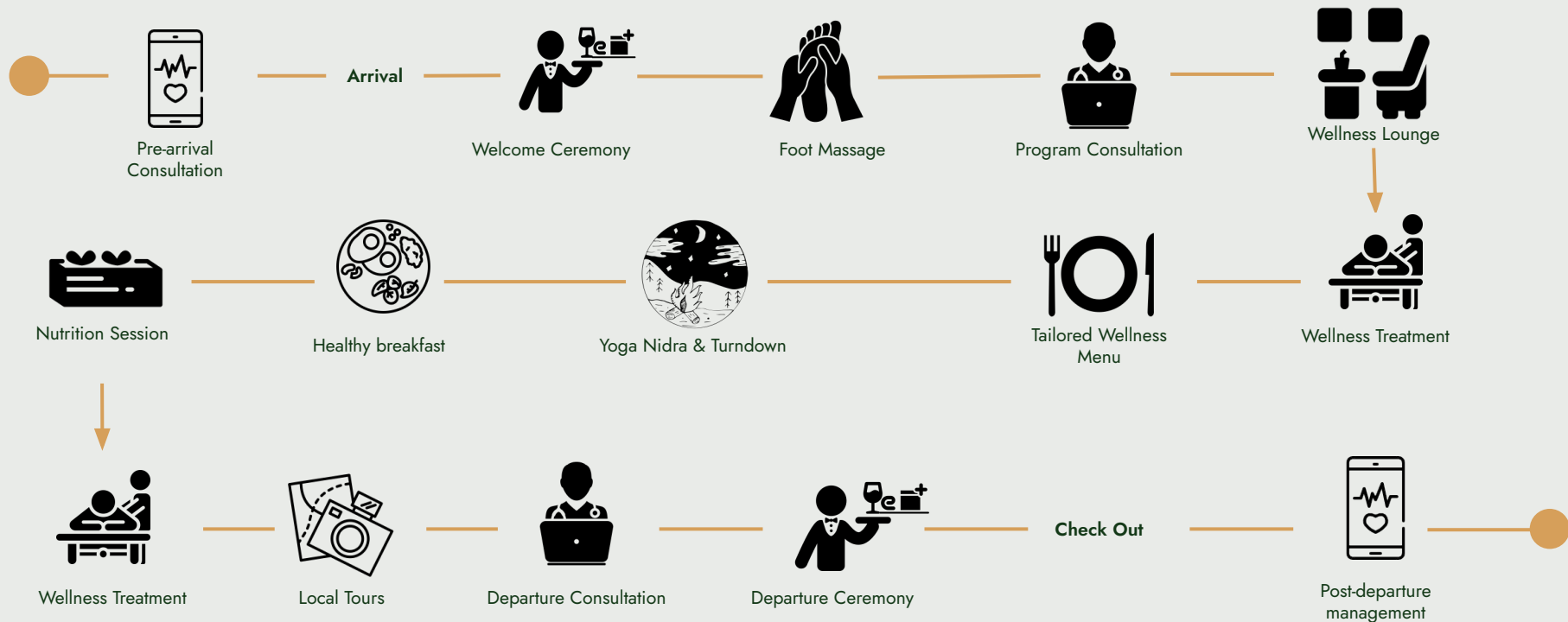
A herbal steam therapy that follows oil treatments, where the body is exposed to medicated steam to open channels, remove toxins, and improve metabolism.

## **Shirodhara**

A unique treatment where warm herbal oil is continuously poured over the forehead in a steady stream, deeply relaxing the nervous system and helping with conditions like stress, anxiety, and insomnia.



# A day in the life of a guest.





## Positioning & Pricing



# Santani: Affordable Holistic Wellness

Strategically positioned to provide a far superior product and service compared to properties at upscale and upper upscale

Hotels	Castell Son Claret	Fontsanta Hotel Thermal Spa & Wellness	Son Brull	La Residencia, a Belmond Hotel	Cap Rocat	Santani Mallorca
Category	5*	5*	5*	5*	5*	5*
Rating Booking.com	9.2	9.3	9.5	9.5	9.3	9.1 (Santani Sri Lanka)
Rating Tripadvisor.com	4.5	4.5	5	4.5	4.5	4.8 (Santani Sri Lanka)
Number of keys (rooms/suites)	41	37	27	70	30	80
Opening days	260	245	205	240	245	365
Opening year or last renovation	2013	2012	2023	2023	2010	2029
Room types	3	2	7	3	2	2
Number of suite categories	6	4	2	9	3	1
Number of apartment categories	n/a	1	1	1	n/a	n/a
Ø Room size (m <sup>2</sup> )	44.1	32.3	48.5	55.3	56.2	58



# Pricing Comparison

Hotels	Castell Son Claret	Fontsanta Hotel Thermal Spa & Wellness	Son Brull	La Residencia, a Belmond Hotel	Cap Rocat	Santani Mallorca
Number of keys	41	37	27	70	30	80
Room category	Demi Suite	Suite mit Terrasse	Junior Suite mit Terrasse	Junior Suite Superior	Premium Suite	Wellness Suite including wellness package
Size in m <sup>2</sup>	50	35	46	45	48	58
Rate	Rate includes breakfast and VAT, exclude local tax					
WK Ø-rate / night for 2 Pax	€888.30	€699.50	€1,062.80	€1,985.90	€3,279.40	€2,680.00
WE Ø-rate / night for 2 Pax	€888.30	€705.00	€1,062.80	€2,021.60	€3,279.40	€2,680.00
VAT	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Breakfast allocation	€25.00	€25.00	€25.00	€25.00	€25.00	€25.00
Local Tax	€4.00	€4.00	€4.00	€4.00	€4.00	€4.00
NET WK Ø-rate / night (2 Pax)	€782.55	€610.91	€941.18	€1,780.36	€2,956.27	€2,411.36
NET WE Ø-rate / night (2 Pax)	€782.55	€615.91	€941.18	€1,812.82	€2,956.27	€2,411.36
NET m <sup>2</sup> -price per night (WK)	€16.90	€18.70	€22.10	€43.10	€67.00	€41.58
NET m <sup>2</sup> -price per night (WE)	€16.90	€18.80	€22.10	€43.90	€67.00	€41.58

- We have assumed conservative rates for Santani given the offering and space for planning purposes but we believe the rates can be higher with stabilization
- Net rates provided in the partner deck have been updated in the above comparison, reflecting the corrected VAT deduction (selling rate ÷ 1.1 - €25)



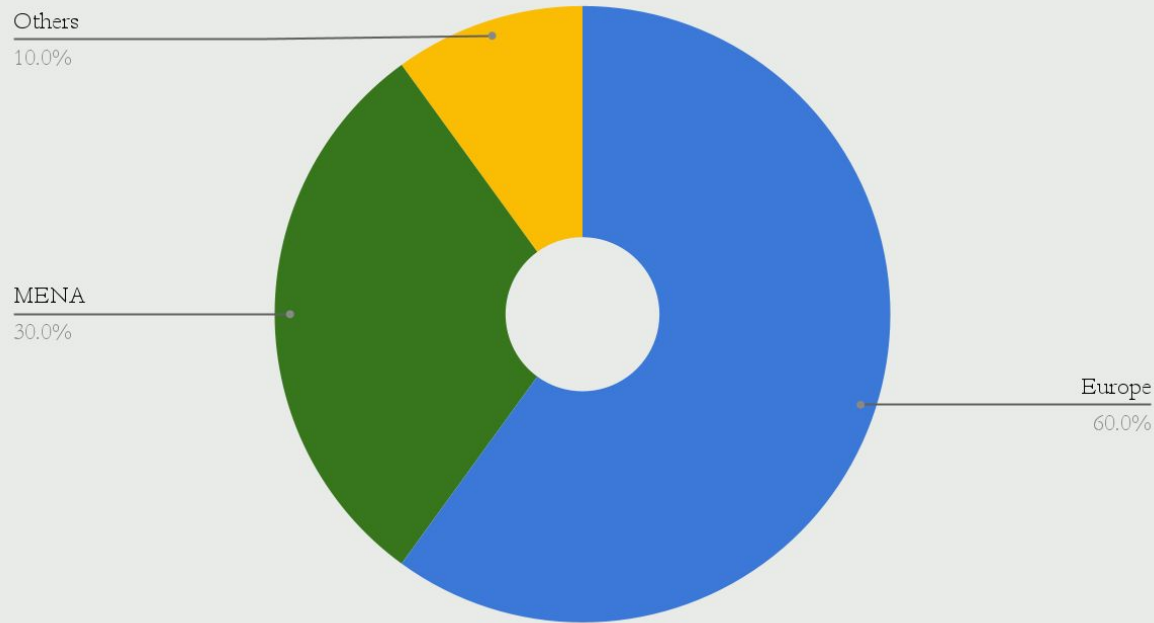


Source Markets



# Targeted Source Markets

Source Market Composition



Source markets have been chosen based on GDP, growing interest in wellness, ease of access, and strategic counter-seasonality to traditional Mallorca tourism.

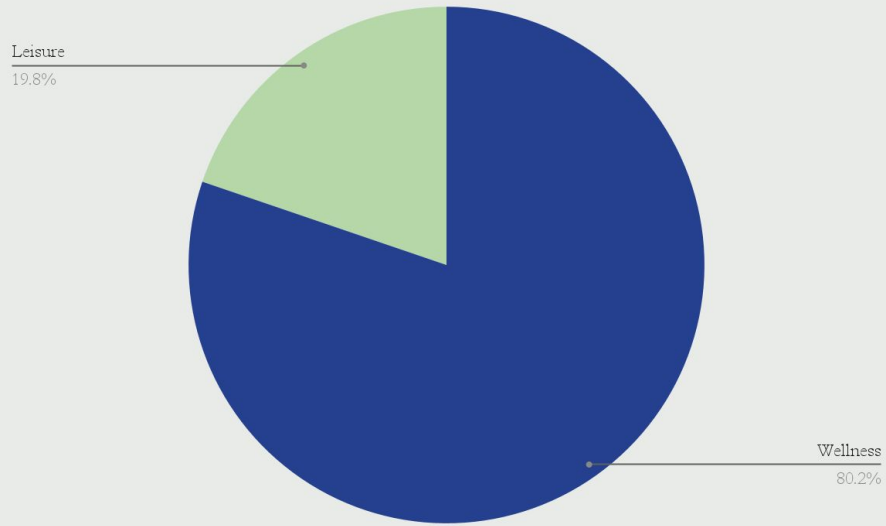
European markets (60%) will serve as the primary source markets with strategic Winter and Easter spikes. Winter demand is particularly valuable as Europeans seek wellness escapes during cold months when traditional Mallorca tourism drops to only 12.5% of annual bed nights.

MENA markets (30%) will serve as the secondary year-round base, with seasonal variations after EID and holidays for nationals, and Christmas periods for expats. Their travel patterns are independent of European seasonality, providing crucial off-season demand.

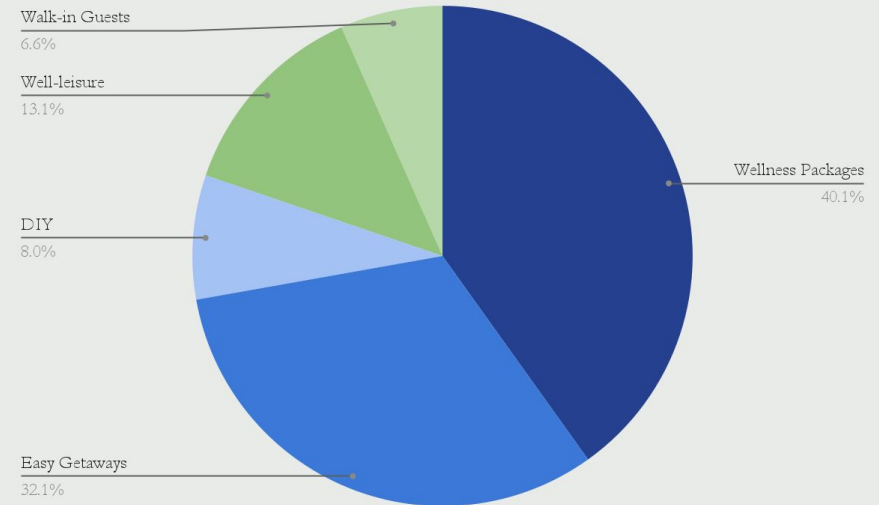
Other markets (10%) provide additional counter-seasonal opportunities from Asia-Pacific, North America, and Southern Hemisphere regions.



# Targeted Traveler Segment mix by Y4



We expect 80% of our revenue to come through Wellness stays vs. 20% from Leisure stays.



Well-leisure and Walk-ins are categorized under leisure, while Wellness Packages, Easy Getaways and DIYs are categorized under wellness.



# Targeted Traveler Segments

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**Individuals with Illnesses searching for non-medical solutions.:** These guests seek alternative therapies to complement conventional treatments. We offer holistic programs with specific goals eg: stress reduction programs, detox programs, and traditional practices like ayurveda, traditional Arabic medicine or yoga.

**Wellness Travelers who generally go to traditional destinations:** This segment typically visits Asia for holistic wellness. By offering personalized programs inspired by global wellness traditions (e.g., Ayurveda, meditation), we position ourselves as a regional alternative, reducing travel time and costs while delivering comparable quality

**Travelers looking to boost their well-being:** Focused on short-term rejuvenation, these guests seek accessible wellness experiences like spa treatments, yoga sessions, and healthy dining. We offer short packages that combine relaxation with a combination of light and intense wellness activities, making it an ideal choice for those looking for quick escapes.

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**First timers who don't want to commit to a long program:** First-time wellness travelers prefer flexible options like short retreats that aren't highly regimented. We provide introductory programs such as mindfulness workshops or beginner yoga classes, allowing guests to explore wellness without long-term commitment.

**Leisure travelers looking for pampering and elevate wellbeing during travel:** Primarily vacationers, this group is curious about wellness but not fully committed. We integrate wellness into leisure stays by offering spa services, discussions with practitioners, or traditional therapies. This approach allows guests to sample wellness without disrupting their leisure plans.

**Experienced wellness practitioners who know what they want:** These discerning travelers seek advanced therapies and tailored programs. We cater to them by offering expert-led workshops, premium spa facilities, and personalized, co-created wellness plans that align with their specific goals, ensuring high satisfaction and repeat visits.

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**Walk-in guests from Santani, other resorts and the region.:** Local visitors and tourists from nearby resorts may seek standalone services like spa treatments or healthy dining options. The resort can attract this segment with day-use packages featuring access to wellness facilities and curated experiences that highlight regional traditions.

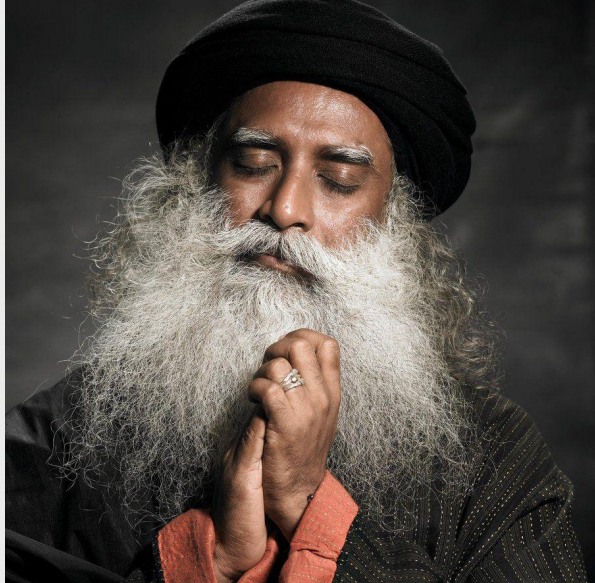




# Brand Affiliations



## Appendix 3 - Potential Brand Ambassadors



**Sadhguru**

Spiritual Teacher

Founder of the Isha Foundation with over 10M volunteers

Intensive digital presence & media network



**Wim Hof**

Adventure-Wellbeing personality

Has broken 26 world records

In 2007, Hof climbed to an altitude of 7,400 metres (24,300 ft) on Mount Everest wearing nothing but shorts and shoes.

Large digital presence.



**Rupert Spira**

Spiritual Teacher

Medium sized, but highly engaged audience both for in-person retreats and online.



## Appendix 3 - Potential Brand Ambassadors and Affiliates



**Noor Naem - NoorStars**

Noor (noorstars) is the Middle East's top subscribed YouTube content creator. Noor Naem was featured on Forbes Middle East's 30 Under 30 list in 2020.



**Ahmed Mokbel**

Ahmed is an ISSA-certified fitness trainer in Dubai with over 1 million followers on Instagram.



**Salma Ismail**

The Egyptian fitness guru is a Nike ambassador and training coach who opened up her own gym in Dubai.



## Appendix 4 - Potential Brand Collaborations



### Nike

Nike, Inc. is a multinational corporation that designs, develops, manufactures, and markets athletic footwear, apparel, accessories, equipment, and services.



### Shiffa Beauty

Shiffa Beauty is a luxury, organic skincare brand founded by Dr. Lamees Hamdan, inspired by Arabic traditions and ancient ayurvedic practices, aiming to heal skin from within using potent, natural ingredients and advanced skincare science.



### Lululemon

Lululemon is a multinational athletic apparel retailer, known for its yoga pants and other athletic wear, that has expanded to also sell lifestyle apparel, accessories, and personal care products.

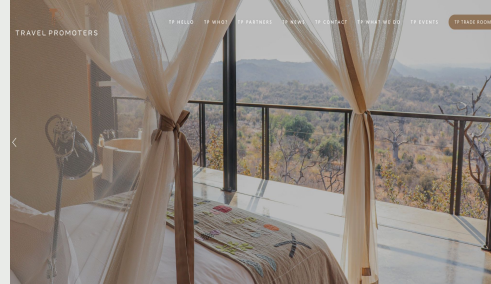


# Appendix 4 - Potential Support Partners



## Etage

Branding, identity creation digital design and overall content creation



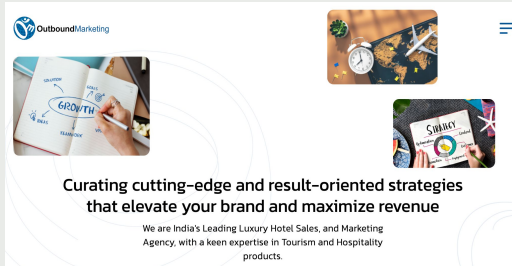
## Travel Promoters

Sales Representation UK



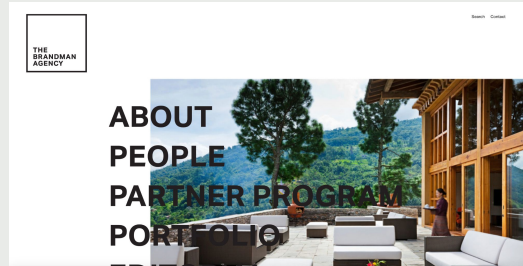
## The Lifestyle Agency

Public Relations UK



## Outbound Marketing India

Public Relations and Sales Representation, India



## The Brandman Agency

Public Relations, USA





Brand Standards & Design Philosophy



# Design Philosophy

We believe architecture is more than a physical construct—it is a multi-sensory journey that fosters spiritual harmony. Our approach is rooted in phenomenology, creating spaces that are not merely inhabited but deeply experienced.

Every building we design is inseparable from its context, capturing the essence of place and dissolving the boundary between structure and nature. Rather than imposing isolated visual objects that demand focused attention, we shape environments that merge seamlessly with their surroundings, inviting a softer, more immersive perception. This interplay nurtures a state of presence—where the self dissolves, and one experiences the world beyond the subject-object divide. In this pre-conceptual state, architecture becomes a vessel for life, presence, and silence, offering a deeper form of wellbeing beyond material comfort.

Sustainability and functionality are integral to this vision, ensuring that each space not only serves its purpose but also resonates with the deeper rhythms of nature and human experience. Through this approach, architecture becomes more than a shelter—it becomes a pathway to transcendence, serenity, and oneness with the world.

Our philosophy is deeply rooted in the Eastern vision of architecture, where spaces are not mere compositions but experiences that unfold organically. More than a design ideology, this is a phenomenological approach—one that nurtures harmony, presence, and a seamless dialogue between people, place, and spirit.



# Brand Standards

	Standard	Description
Market Positioning	Luxury Boutique	Luxury product made cost effective with minimalist architectural style and economies of scale allowing for Super Luxury pricing
Wellness Approach	Holistic, Personalized Wellness	Best-in-class methodology, backed by a comprehensive Wellness philosophy that diagnoses and treats root causes through mental, physical and spiritual practices.
Architectural Style	Architecture of Silence	Our proprietary style of architecture specifically designed to de-stimulate and soothe the mind. We focus on using natural materials, minimalist but culturally relevant aesthetics, and sustainability, both in construction and when operational.
Food	Rasa-Haya based Gourmet Wellness Cuisine	The infusion of ancient ayurvedic approach to flavours that eliminate cravings in-between meals. Organic and locally sourced as much as possible. Incorporating and upgrading local cuisine and ingredients.
Room Size (SQM)	Standard Room Family Rooms	45 - 55 80 - 100
Room to Staff Ratio		3 - 3.5
Total F&B Seats		0.8 - 1 seat per key
Keys per F&B Outlet		40-60 for wellness restaurant 60-100 for regular restaurant
Keys per Treatment Room		5
Wellness Staff per Key		0.78





Brand Guidelines - Look and Feel





Brand Guidelines - Look and Feel





Brand Guidelines - Look and Feel





Brand Guidelines - Look and Feel





Brand Guidelines - Look and Feel





# Projected Financials



# Key Assumptions

1	No of Keys	80
2	Lease cost per year/SQM	-
3	Land size (SQM)	33,000
4	Cost per key without Land (EUR)	€972,610
5	Total Project Cost (EUR '000)	€73,607
6	Room to staff ratio	3
7	Debt to Equity	60%
8	Interest Cost	5.50%
9	Cost of Equity	12.00%
10	Total Employment	238

11	Initial room rates (EUR)	Wellness	Leisure (FB)
	Standard Room	€2,580	€2,150
	Family Rooms	€3,322	€2,677
12	Returns	Project NPV (EUR)	€166,503,993
		Project IRR	25.80%
		Equity NPV (EUR)	€99,537,123
		Equity IRR	31.70%

- Construction costs and rates are conservative. Cost per key and room rates will be further adjusted/managed based on final positioning . However, the IRR will remain around 31% to 35%



# P&L Forecast (Detailed P&L is attached)

P&L Projections   Resort Component	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
EUR '000	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038
Room Occupancy %	45%	58%	65%	70%	70%	70%	70%	70%	70%	70%
Wellness Ratio	40%	50%	65%	65%	65%	65%	65%	65%	65%	65%
Revenue	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000	EUR '000
Package Revenue	33,249	44,609	52,949	60,037	65,860	69,153	72,611	76,450	80,053	84,056
Food and Beverage In-house	221	296	351	398	437	459	482	507	531	558
Spa & Wellness In-house	966	1,297	1,539	1,745	1,914	2,010	2,111	2,222	2,327	2,443
Other Operated Departments	140	188	223	253	277	291	306	322	337	354
Total Revenue	34,576	46,389	55,062	62,433	68,489	71,913	75,509	79,502	83,249	87,411
Total Departmental Variable Expenses	4,161	5,583	6,626	7,513	8,242	8,654	9,087	9,567	10,018	10,519
Total Gross Profit	30,415	40,807	48,436	54,920	60,247	63,259	66,422	69,934	73,230	76,892
Total Departmental Expenses	2,350	3,586	3,673	3,763	3,842	3,923	3,962	4,002	4,042	4,082
Total Departmental Profit	28,065	37,221	44,763	51,157	56,405	59,336	62,460	65,932	69,188	72,809
Total Undistributed Expenses	20,314	22,122	23,925	25,462	26,347	26,959	27,593	28,272	28,930	29,635
GOP Before Fees	7,751	15,098	20,837	25,695	30,058	32,377	34,867	37,660	40,258	43,174
Base Management Fee	1,037	1,392	1,652	1,873	2,055	2,157	2,265	2,385	2,497	2,622
Adjusted GOP	6,713	13,707	19,186	23,822	28,003	30,220	32,601	35,275	37,761	40,552
Insurance & Replacement Reserve	449	109	114	120	126	132	139	146	153	161
Incentive Management Fee	470	959	1,343	1,668	1,960	2,115	2,282	2,469	2,643	2,839
Total Fixed Charges	919	1,996	3,109	4,285	4,826	5,124	5,441	5,795	6,126	6,496
EBITDA	5,794	11,711	16,076	19,537	23,177	25,095	27,160	29,479	31,634	34,056

# Area Program

Area Program Breakdown			
Area Categories	GFA	FAR	Land
Resort & BOH	11,275 m <sup>2</sup>	1	11,275 m <sup>2</sup>
Wellness Facility	3,822 m <sup>2</sup>	1	3,822 m <sup>2</sup>
<b>Gross Indoor Area Footprint</b>	<b>20,066 m<sup>2</sup></b>	<b>0</b>	<b>15,097 m<sup>2</sup></b>
Outdoor Developed Area			400 m <sup>2</sup>
Landscaping & Internal Circulation			3,774 m <sup>2</sup>
Surface Parking			940 m <sup>2</sup>
Staff Facility	2,380 m <sup>2</sup>	2	1,190 m <sup>2</sup>
Open Space & Setback			11,598 m <sup>2</sup>
<b>Total Land Area</b>			<b>33,000 m<sup>2</sup></b>

Accommodation Units (Indoor)				
Category	Quantity	Size	Subtotal Size	Total Size
<b>Resort Rooms</b>	<b>80</b>			<b>5,750 m<sup>2</sup></b>
Double Deluxe	50	50	2,500 m <sup>2</sup>	
Suits	30	70	2,100 m <sup>2</sup>	
Circulation & Support (Grossing)	25%		1,225 m <sup>2</sup>	
<b>Total Accommodation Units</b>	<b>80</b>			<b>5,750 m<sup>2</sup></b>
Public Areas (Indoor)				
<b>Front of House &amp; Public Areas</b>	Lobby, Reception, Public Toilets etc			<b>2,218 m<sup>2</sup></b>
<b>Food &amp; Beverage Outlets</b>	2 Restaurants			<b>1,027 m<sup>2</sup></b>
<b>Spa &amp; Wellness Facilities</b>	Wellness Center			<b>3,822 m<sup>2</sup></b>
<b>Recreation &amp; Leisure</b>	Pool			<b>78 m<sup>2</sup></b>
<b>Total Public Areas</b>				<b>7,145 m<sup>2</sup></b>
Back of House & MEP Spaces (Indoor)				
<b>Support Back of House</b>	Admin offices, MEP, storage, etc.			<b>2,202 m<sup>2</sup></b>
<b>Total Back of House &amp; MEP Spaces</b>				<b>2,202 m<sup>2</sup></b>

<b>Total GFA (Excluding Parking)</b>	<b>15,097 m<sup>2</sup></b>
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# Management Proposal



# Management Contract under the Santani brand with Technical Services

Duration of Contract	15 years
Technical Services Fee - Design and brand guidelines including direct management of design teams, operational flow design and implementation, systems design and implementation, branding and positioning and pre-opening	USD 200,000
Management Fees	<ol style="list-style-type: none"><li>1. 3% on Revenue</li><li>2. 4% on AGOP up to GOP of 15%. 7% on AGOP after GOP is over 15%</li></ol>
Marketing Fee	0.5% on Revenue



**Thank you**

**Santani Wellness**

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