

Villagecenter

Groupe PROMEO



DDB Travel & Tourism - Village Center - Interview production - J.L. Gautreau - Getty Images - Non-contractual document

www.promeo.fr

3, quai de la République - BP 34 - 34201 Sète cedex - France - Tel. +33 4 99 57 20 20 • Fax +33 4 67 74 04 06

Village Center is a Promeo Group brand listed on NYSE-Euronext - Capital: 3,061,374 € - Sète trade and company register: B430 417 600 - Intracommunity VAT number: FR 58430417600 - APE code: 107B

L E I S U R E & I N V E S T M E N T

Editorial

For 30 years now, we have been developing new projects and welcoming our customers at our various leisure sites. Looking beyond our experience, the development of methods, techniques and mindsets has enabled us to constantly adapt to the new demands of our customers and partners.

My staff and I are all committed to developing this spirit of adaptation, this constant demand, without ever losing our spirit.

Respect and proximity to our staff, our customers, our partners, represent fundamental values for the Promeo Group, on which we do not accept any compromise.

Our two core activities – “Leisure” and “Investment” – provide our Group with a strength and sustainability that are recognized by our peers.

This brochure will help you get to know us better. It simply represents the link that will enable us to work together to develop activities on which we assume our responsibility and in which we are investing ourselves each day.



Gilbert Ganivenq
Chief Executive Officer

A handwritten signature in black ink, consisting of a long horizontal line with a vertical stroke at the end.

Villagecenter

Groupe **PROME**O

Your “leisure” capital!

Village Center, the Promeo Group brand listed on NYSE-Euronext, is firmly establishing itself as a benchmark in the real estate and leisure world. Driven by its dynamic and steady development as well as its strong presence in France, the Group is developing an innovative approach to travel accommodation thanks to the global integration of its various business lines. Built around two sectors, with the “Leisure” division and the “Investment” division, Village Center is focused on one goal: the satisfaction of its customers. At Village Center, we are very proud of their confidence and trust!

Villagecenter

PATRIMOINE

The Group’s real estate business, Village Center Patrimoine covers the development, marketing and real estate business lines. Village Center Patrimoine offers individuals the opportunity to build up a portfolio by becoming the owner of a second home, a main home or an investment home.

Villagecenter

LOISIRS

The Group’s leisure business, Village Center Loisirs operates over 30 sites (camping villages and holiday homes) in the most beautiful French regions. Village Center Loisirs offers individuals a wide range of renting options for their stays, as well as the opportunity to become owners of a luxury mobile home.



Building to last

As the Group's historical business, property development has been the cornerstone for its development since it was founded. Always tuned in to new requirements, new techniques and new environmental demands, Village Center Patrimoine and its teams work each day to adapt to a changing and increasingly demanding environment. The broad scope for Village Center Patrimoine's activities, from property development for private and social housing to holiday homes, office real estate programs and light industrial properties, gives its teams a genuine ability to adapt and a high level of flexibility for an increasingly strong commitment.

Key facts and figures

- **Over 30 years** experience in leisure real estate.
- **9,300 new homes** already developed or under development.
- **1,000 commercial partners** nationally and internationally.
- Land bank valued at **25 million euros**.



For leisure, investment, or both!

- Holiday homes
- Business homes
- Senior citizen homes (www.hameaux-de-campagne.com)

The benefits of high advantage

- VAT return.
- Guaranteed rental income
- All services provided



For life and leisure projects!

Capital growth and rental yields lie at the heart of the review looking into each real estate project. For this, Village Center Patrimoine developments combine quality locations, construction and fittings. Our real estate programs stand out thanks to their architectural lines and their perfect integration into the environment. Our only motivation is to serve the interests of our owner-customers as effectively as possible, at every stage throughout the real estate project: design, marketing, delivery and management on a lasting basis. At Village Center Patrimoine, we focus on the details, which represent the guarantee for your trust!

Over 1,000 commercial partners

Village Center Patrimoine has built up a strong network of over 1,000 independent commercial partners, throughout France and internationally.



Team of specialized advisors

Expert advisors on leisure real estate are present throughout France, working with each customer to build the project of their dreams.



Holidays should always be holidays

In just a few years, Village Center Loisirs has established itself as a major player in the upscale camping and leisure accommodation world. Located at outstanding natural sites, our camping villages match up perfectly with the current demands of customers looking for authenticity, conviviality and comfort. There is no longer any need to choose between "Natural" holidays and "Comfortable" holidays, with Village Center Loisirs offering you the best there is, built around zen, lively or discovery atmospheres.

Our promise: paying attention to the slightest detail in order to make your holidays truly unforgettable!



Our commitments

- **2 to 4****** camping village and holiday home destinations.
- **High quality accommodation:** mobile homes, apartments, houses.
- **Leisure and relaxation** facilities for **young and old** alike: water parks, spa-fitness areas, restaurants, and more.
- **Club services:** events, sports activities, children's clubs.
- **Environmentally-responsible,** Village Center Loisirs is initiating an environmental approach.



More than 30 Dream destinations!

From the seaside to the countryside and mountains, Village Center Loisirs selects the most beautiful regions and stunning locations.

It is not a coincidence that each year more than 300,000 holidaymakers place their trust in us for one of the best times of their lives, the time for their holidays!

Making the most of your holiday capital!

Express yourself, from your style to your desires and projects, with Village Center Loisirs offering a range of options, perfectly suited for enjoying your holidays or getting away from it all for a weekend, a week...or all year round in total freedom! In the "holiday" version or the "owner" version, Village Center Loisirs offers you a broad selection of regions, sites and accommodation. Together, let's develop your holiday capital!

Booking your stays

With its telephone booking agency, its dedicated internet site with secure online payment facilities and its on-site welcome teams, as well as national and international tour operators, Village Center Loisirs offers a vast choice of advice and information to guide you.



Owning a mobile home

Village Center Loisirs offers you the opportunity to become an owner at a large number of camping villages. With each future owner, our advisors define the formula that is best suited to their specific situation and desires.





Village Center owner...welcome home!

Village Center is innovating with the “Nomad” card. An exclusive offering on the French market, the “Nomad” card is further strengthening Village Center’s innovative spirit and development in the leisure sector. Owners of course are fully freeholders of their property, while increasing their holiday buying power. This unique benefit makes it possible for them to enjoy all of the destinations offered in our holiday catalogue under exceptional conditions⁽¹⁾. By becoming an owner, combine useful and pleasant and make a smart purchase thanks to the “Nomad” card!

The benefits of the “Nomad” card



Owner of a luxury mobile home at a camping village.



Owner of a holiday home.

- **Week-long stays** based on a simple “Nomad” package from between 50 and 150 euros (incl. VAT), for one week at any of the destinations from the **Village Center Loisirs** holiday catalogue.
- **Discovery days** to enjoy a brief break at any of the **Village Center Loisirs** sites.



Leisure or investment, choose the home that suits you

- A villa in the sun?
- An apartment by the sea?
- An investment for your retirement?
- A mobile home in the countryside?
- A reduction in your taxes?
- A worry-free second home?

Discover all of our homes and camping villages and explore a new world of opportunities...

(1) Offer reserved for “Nomad” cardholders, outside of high season, on all Village Center destinations in rental opening period, for new Village Center owners since January 1st, 2008. Further details and general terms and conditions for “Nomad” available on request.



Even more holidays with the “Nomad” card!

Béatrice, 55, and Pierre, 60

“In becoming owners of our home in the Mediterranean sun, we have found the ideal solution for making the most of our holidays, while developing our capital. And this year, thanks to the “Nomad” card, we were able to invite our grandchildren to discover the Dordogne. We have enjoyed ourselves so much that we have already booked three “Nomad” stays for next year.”



Catherine, 42, and Laurent, 45

“We are delighted to own a mobile home with all the comforts of home in Brittany, less than two hours from where we live. We enjoy it all year round and, on top of that, we are able to enjoy trips away throughout France. Indeed, the “Nomad” card has enabled us to share wonderful holidays in the Landes region. This represents a real added bonus for our holiday budget!”



The “Nomad” card in questions

Question: What are the conditions for signing up for the “Nomad” card?

Answer: None, the card is free. All you need to do is become an owner with Village Center.

Question: Is this time-sharing or multi-ownership?

Answer: Neither one nor the other. You fully own your home. The “Nomad” card simply represents a further benefit.

Question: Will my husband and children be able to benefit from the “Nomad” card without me actually being present?

Answer: Yes. For joint acquisitions by a couple, the card may be used by the husband or wife, accompanied by the people of their choice.

Question: What type of accommodation will I be able to access?

Answer: Accommodation containing the same number of beds as your home, subject to availability.





Village Center, a Promeo Group brand

The Promeo Group in figures

- **Workforce:** 198 employees (full-time equivalents)
- **Sales force:** network of over 1,000 commercial partners (France and International)
- **2007 property sales:** 961 homes, compared with 848 in 2006
- **Number of beds managed by Village Center Loisirs:** close to 40,000
- **2007 turnover:** 113 million euros (net of tax)
- **2007 EBIT:** 19.2 million euros