LET’S CREATE YOUR LEISURE DREAM TOGETHER!
LET’S CREATE YOUR GREAT IDEAS TOGETHER

Mark Haak Wegmann,
Owner & Managing Director M2Leisure
M2 International Resort & Leisure Management & Consultancy B.V. (M2Leisure) was established in 2010 in the Netherlands. We have become a leading development and consulting company in the worldwide leisure and resort industry. Our goal is to create your great ideas together and to add value for all stakeholders, focused on leisure and hospitality. We have specific expertise in (indoor) water park development, family resort development and large scale leisure facilities.

The 4 partners at M2Leisure, have worked for at least 20 years at Center Parcs Europe, before they started their own company. Together the team developed a wide range of experiences concerning overall project development, project management and operational management of leisure facilities and resorts. The close co-operation of the 4 partners during their work at Center Parcs is the foundation of a strong new organisation, known as M2Leisure.

Today the M2Leisure team consists of more than 20 experienced and all-round people. Our team is able to handle the most divers and challenging assignments for new and existing businesses with an eye for both financial aspects as well as legal aspects. Our informal approach, open communication, short lines and our broad network characterize our organisation and enhances the relationship with our clients. In this brochure you will find more information about what we do best and what that means for you. Furthermore we will present you a selection of our most interesting and unique projects to create an idea of what M2Leisure can do.

We are very proud to be involved in so many great projects for various principals.
Our services range from consultancy to green field development and to complete turnarounds. We have extensive knowledge and expertise of the leisure industry, which lead to a diverse set of competences we can offer. With these skills we can provide you with several deliverables. These are of high quality and will be customized to your needs. We are confident that we can help you, in several disciplines within the leisure industry.

**COMPETENCES**

- Turn-key project development
- Green field development
- Project development
- Consultancy
- Leisure real estate
- Project management
- Operations

**DELIVERABLES**

- Market research
- Feasibility study & business plan
- Master planning
- Program
- Concept & product development
- Operational support
- Audits
- Acquisition

**DISCIPLINES**

- Resorts
- Water parks
- Hotels
- Amusement parks
- Spa & wellness
- Restaurants
- Recreational (musea, zoo, park)
- Leisure activities
**WHAT WE DO BEST**

**OUR COMPETENCES**

**TURN-KEY PROJECT DEVELOPMENT**
We can deliver a complete project from begin to end, this is unique in the industry. The turn-key process includes all of the steps involved to develop, open and operate a project: including the site selection, master planning, feasibility, business plan, concept development, construction coordination, complete installation, pre-opening planning, training and post-opening operational support.

**GREEN FIELD DEVELOPMENT**
Within Greenfield Development we start up and plan projects on undeveloped land.

Starting from concept development, first sketches (with no restrictions) to the initiation of governmental and financial processes, the production and delivery of a master plan and feasibility study to the principal is within our extensive perspective of capabilities.

**PROJECT DEVELOPMENT**
Project Development is based on executing and implementing an initial idea. Regardless of the phase of your project, for example the master plan phase, design phase or specification phase, we go into depth and with project development we bring your project one step further. An important part of the process of project development is programming & concept development.

**CONSULTANCY**
We provide expert knowledge in the professional branch of the leisure industry, from product strategy, advise on how to structure, financial development, improvements in the performance and efficiency of your organization and operation.

We are specialized in consultancy of holiday resorts, large leisure facilities and water parks. We guarantee an objective advice and always provide you with solutions.
“WE ADVISE, MANAGE AND BRING TOGETHER PROFESSIONALS WITH EXTENSIVE GLOBAL EXPERIENCE IN ORDER TO CARRY OUT WHAT IS BEST FOR THE PROJECT!”

**LEISURE REAL ESTATE SERVICES**
We operate within a wide range of activities concerning leisure real estate on a worldwide level. We do converting, rebuilding and expanding existing leisure parks or related establishments.

For an investor we can investigate sales opportunities in leisure real estate and even arrange takeovers. Next to this we can set up a sales strategy for second homes and resort projects.

**PROJECT MANAGEMENT**
Project Management is one of our core competences. We do traditional project management for any leisure construction site and realize the project until opening. We can be delegated project owner and take care of everything in order to ease you.

Our experienced Project Managers focus on guiding and facilitating you through all phases of the project and they make sure that a project will be finished within time and estimated costs. The assignment will be delivered healthy, sustainable and long lasting.

**OPERATIONS**
Our Operations service consists of offering a broad level of various management tasks. We can start up a park with pre- and post-opening management including training and SOP’s (Standard Operating Procedures).

On the other hand we can also manage a running project like a resort or holiday park or assist you in specific sections of the operation for example Sales & Marketing. We always aim to create the highest level of effectiveness and efficiency possible within an organization.
MARKET RESEARCH
At M2Leisure we understand that a thorough research is essential for any project, due to our extensive knowledge and more than 20 years experience in the leisure and resort industry. We are able to screen and analyse every market or project completely; from global trends and benchmark reviews to demographic information and an in-depth research on the (potential) site and their environment.

We can manage an efficient and qualified market research. We use analysis and market research to make sure every project is locally relevant and fits with the latest trends.

FEASIBILITY STUDY & BUSINESS PLAN
Our feasibility study explores all the possibilities and describes different main topics such as investment budget, exploitation budget, planning and effects of the exploitation afterwards.

Following the feasibility study we can provide you with an in depth and operational business plan on how to reach a set of goals and how to operate a successful new venture. The results of our study is to give direction to the principal in order to make a well-advised decision for a ‘go’ or ‘no go’ on further project development.

MASTER PLANNING
Setting the framework for the investment and development is the master planning. We start with a spot plan and follow up with a master plan, creating the basis of planning, define the investment budget and decide on the ideal location for the project.

The plan involves logistical routing, operational efficiency, government limitations, site specifications, etcetera. This plan is the basis throughout the entire development process of a project.

PROGRAM
Creating a program during the development of a leisure park or resort is inevitable. The process of programming can be explained as describing the big idea into every detail and make the ideas buildable. Programming includes defining the objectives, the unique selling points, segmentation and target groups, amount of square meters and the amount of seats for example.

All information for every section can be found in the design briefs we produce. The design briefs are a source of reference and basis for design, architects and to determine further specifications.

WHAT THAT MEANS FOR YOU OUR DELIVERABLES
**CONCEPT & PRODUCT DEVELOPMENT**
We develop original leisure facilities and (sports)activities as well as completely new types of resorts and holiday parks. Starting with an initial idea to the operation and final product: we launch and implement the ideas into the market.

**OPERATIONAL SUPPORT**
We can assist in the entire start-up of the organization, staff recruitment and optimising returns. We provide aftercare, guidance and supervision after completing the realisation of a project. At M2Leisure we completely understand that a project is not finished when the realisation is done.

**AUDITS**
Our audits do evaluate and examine a total system, process or organization. They provide you with a review of financial and operating performances.

Areas included: the financial situation, personnel, operational budgets, efficiency, sales and marketing and technical operation. In the end we provide you with professional advice on possible improvements for your organization or project.

**ACQUISITION**
We guide and organize the selection and sales of leisure real estate for the purpose of leisure developments. We can buy land of third parties or provide you with advice on the purchase of land or leisure real estate.

On your request we can also recommend operators for ad interim management for your just acquired object too.

“OUR APPROACH IS BASED UPON OUR STRONG OPERATIONAL AND DEVELOPMENT BACKGROUND LINKED TO THE LEISURE INDUSTRY!”
WHERE WE DO IT BEST  OUR DISCIPLINES
OUR WORK

“A SELECTION OF OUR WORLDWIDE PROJECTS”
BOSTALSEE

**Project**
Center Parcs Resort Bostalsee

**Location**
Nohfelden, Saarland, Germany

**Client**
Pierre & Vacances Center Parcs Group

**Size**
84 hectare, 13000 m² central facilities, 500 cottages

**Investment Volume**
€ 130 Million

**Role M2Leisure**
General project management and supervision of the development of this new resort

**Status**
Opened in June 2013
THE PROJECT
The newest holiday park of Center Parcs, part of the Pierre & Vacances Center Parcs Group, has opened its doors in June 2013. Center Parcs Bostalsee is the fifth holiday park in Germany and is located in Saarland, near the border triangle Germany – France – Luxembourg and right next to the 140ha watersports lake Bostalsee. For this project M2Leisure was the delegated project owner.

THE PROCESS
Our first visit at Saarland took place in secret in 2005 (at that time employed by Center Parcs). The potential site, a hilly landscape next to one of the biggest lakes of Southwest Germany, was a green field and located in nature park Saar-Hunsrück in the touristic region of Saarland. The official “go” was announced in December 2010 after a financial phase of 2 years. In March 2011 the building started and in June 2013 the opening was celebrated. The first two months after opening the cottages were already fully booked.

THE DETAILS
The 500 cottages are built on the south side of a hill side. 70% of the houses enjoy a lake view, the remaining 30% enjoy a forest view. The resort includes a 13,000 square meters Centre and is composed of an Aqua Mundo (including three slides, an indoor wave pool and water playground), 3 restaurants, a supermarket, bowling, café and indoor play areas. Around the Centre several outside leisure activities are offered.

OUR ROLE
M2Leisure has been hired by the Pierre & Vacances Center Parcs Group as delegated project owner for this project and has been responsible for budget, planning and communication and involved in the middle of all parties. This project is the perfect example of a turn-key project development we executed at M2Leisure.

Thanks to the experience M2Leisure has with the Center Parcs brand, M2Leisure played a key role in the translation and integration of Center Parcs wishes to the project. We defined the full and final program & master plan. As well, we did the coordination between operator and team of architects and engineers in order to define construction and tender files. Regarding budget and financial management our focus was on: financial management and administration (book keeping), overall budget follow up for cottages, centre and landscape, contracts and risk identification and budget adjustments. Furthermore M2Leisure had the general overview and coordination between different parties to make sure the project stayed in planning. The Bostalsee project has been developed in close collaboration with the state and authorities.
MEMBERSHIP RESORT

**PROJECT**
Membership Resort

**LOCATION**
Middle East Country

**CLIENT**
Classified Information

**SIZE**
440 hectare

**INVESTMENT VOLUME**
200 Mio US Dollars

**ROLE M2LEISURE**
(delegated) project management and program management for the complete resort including F&B, outdoor water park, hotel, B2B and entertainment centers & activities.

**STATUS**
Site preparation in execution, design phase
**THE PROJECT**

One of the key projects of M2Leisure is the development of a Membership Resort within the Middle East. The goal of this project is creating an extensive leisure resort with a wide range of activities, facilities, accommodations and F&B outlets. The resort will include an outdoor water park, various F&B outlets, a hotel, a B2B centre, entertainment centers & activities and various types of accommodations. The Arabic heritage is an important factor what influences the entire project. This interesting country and project brings along many great challenges for which innovative solutions have to be created.

**OUR ROLE**

As delegated project manager, M2Leisure is the ‘right hand’ of the principal. We translate the thoughts and wishes of the principal together with the expert input of our project managers into ideas, plans and concepts. The entire process of project management and program management are coordinated and executed by M2Leisure. A key role of M2Leisure is the operational management of the entire project. The development process of this membership resort includes creating and designing all the facilities, accommodations and activities.

During the whole process, the expertise of our team and the expertise of our business partners are deployed in order to aim for the maximum result. Eventually, the developments will result in a complete ‘oasis in the desert’.

**STATUS**

Currently, site preparation of the plot is in execution. The entire resort is in the program and design phase at the moment. Site visits and regular periodic meetings with the principal ensure the continuity of the project.
LE ROCCHINE

**PROJECT**
Premium Resort Le Rocchine

**LOCATION**
Pistoia, Tuscany, Italy

**CLIENT**
Le Rocchine S.p.A.

**SIZE**
6 hectare for accommodations (69 villas) and central facilities, 13 hectare nature parks

**INVESTMENT VOLUME**
€ 30 Million

**ROLE**
M2LEISURE
Set up of a financing and sale strategy, supervision of the development and project management of the new resort

**STATUS**
In execution
THE CLIENT
The initiator of this project had a dream to share his joy of living in the unique area of Tuscany. He and his family live on the hills of Montalbano, a home of art and history. The location is perfect for a second home or as a holiday destination, with amazing views, a mild climate, and the culture of Tuscany. This inspired him for the concept of Le Rocchine Premium Resort. Le Rocchine gives guests the opportunity to experience life in Tuscany.

THE PROJECT
Le Rocchine consists of 69 villas and central facilities. The central facilities include among others a pool, restaurant, bar, reception and multipurpose rooms. In order to respect the environment the villas are built in balance with nature and are made from local materials. The villas are designed in a typical Tuscan look. The resort is surrounded by nature, as it is adjacent to two nature parks, but still easily accessible by car and located near many interesting cities, such as Pisa and Florence. The total investment volume is 30 million Euros.

OUR ROLE
M2Leisure gives general support and steering to the project. We created the program, structured the financing, gave input and advice with regard to the concept and content and supervised the overall project. The villas will be sold to private investors with the purpose of functioning as a second home and at the same time for rental purposes all year round.
SENBO

**PROJECT**
Senbo Resort

**LOCATION**
Deqing, China (2 hour drive from major cities such as Shanghai & Hangzhou)

**CLIENT**
New Century Real Estate

**SIZE**
700 MUH/ 2,832,799 m²

**INVESTMENT VOLUME**
€ 300 million

**ROLE M2LEISURE**
Project management, concept development, business & investment plan

**STATUS**
Detailed design phase
THE PROJECT
The Senbo resort is an all-weather and all year around holiday destination for leisure and business guests in the middle of nature. Senbo resort is a destination on itself. Unique, sophisticated, adventurous but relaxing that is how the Senbo Resort can be described. Senbo Resort is a combination of: villas, restaurants, activities, entertainment, an enormous indoor and outdoor pool, a tropical playground and a business center. Senbo Resort is the perfect getaway for people to escape from their hectic daily life.

THE CLIENT
New Century is the second hotel operator in China, they own and operate hotels, shopping malls and real estate projects. New Century properties are located throughout China, with the biggest market share in the east of China. In 2013 the company purchased its first international property in Frankfurt, Germany.

OUR ROLE
We are responsible for the entire development of the Senbo Resort. The project is being guided from A to Z; starting from the development of the concept, set up the business plan and investment plan and manage the architects and the designers. During the construction phase we will be in charge of overseeing the construction of the resort and are assigned to have the lead in the operations of the park; trainings, rules and regulations, standardizations and job descriptions. M2Leisure is consulting New Century to develop a concept for resort guests and day visitors with focus on pool and leisure using our experience on other projects and western knowledge. Senbo will be unique in China and completely different from any competition.

STATUS
The detailed design and business & investment plan are in the final phase. The construction will start as soon as the government transfers the land to New Century.
THE PROJECT
In 2011, Plopsa approached M2Leisure in order to help with the development of Plopsaland Water Park. Plopsa is the theme park division of Studio 100, a Belgium TV production company. They had the idea of creating an indoor water park next to their main theme park, Plopsaland de Panne. Plopsa already consists of five parks in three countries, Plopsaland de Panne, Plopsa Indoor Hasselt, Plopsa Coo, Plopsa Indoor Coevorden and Plopsa Holiday Park.

THE DETAILS
Plopsaland Water Park is going to be an indoor seasonproof water park of 4,000m². The water park will have, amongst others, a wave pool, a water play structure, slide tower and lots of other attractions for all ages and target groups. This water park will be the first completely themed water park. The park will be completely decorated and themed around the Studio 100 character, Wickie de Viking. The total investment volume is 16 million Euros.

OUR ROLE
M2Leisure delivered input and consulted about the concept, program and design of the entire water park. Furthermore, M2Leisure supports Plopsa with decision making processes and advises on operational aspects. With the expertise of product development and in depth knowledge of swimming pools, M2Leisure could offer a good basis for cooperation with Plopsa. The water park will be opened in 2014/2015.
MADURODAM

**PROJECT**
Miniature Park Madurodam, Amusement park

**LOCATION**
The Hague, The Netherlands

**CLIENT**
Madurodam BV

**SIZE**
17,633 m²

**INVESTMENT VOLUME**
€ 8 Million

**ROLE M2LEISURE**
Overall project management of major upgrade containing new (interactive) activities and facilities

**STATUS**
Realized (April 2012)
PARK21

- **PROJECT**: Park21, leisure and recreation park
- **LOCATION**: Haarlemmermeer, The Netherlands
- **CLIENT**: Gemeente Haarlemmermeer
- **SIZE**: 1000 hectare
- **ROLE M2LEISURE**: General advice and consultancy for leisure concepts and accommodations.
- **STATUS**: Masterplan phase

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SCHLOSS TIEFENAU

- **PROJECT**: Schloss Tiefenau
- **LOCATION**: Wülknitz, Germany. In the triangle between Dresden, Leipzig and Berlin
- **CLIENT**: Schloss Tiefenau BV
- **SIZE**: 300 units, 2500 m² central facilities, 2100 m² Food & Beverage
- **INVESTMENT VOLUME**: € 65 Million
- **ROLE M2LEISURE**: M2Leisure is asked to review the master plan of the site, provide accommodation concepts and assist in project management and further development such as feasibility and business models.
- **STATUS**: Ongoing
**TROPICAL ISLANDS**

**PROJECT**
Tropical Islands - indoor tropical holiday world (swimming paradise)

**LOCATION**
Krausnick, Germany. Located 80km south of Berlin and 100km north of Dresden.

**CLIENT**
Tropical Islands Management GmbH

**SIZE**
Dome: 66,000 m² floor space, 5 Mio m³ cubic contents, 107m height

**ROLE M2LEISURE**
Quick scan for operation optimization and development

**STATUS**
Ongoing

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**VILLAGES NATURE**

**PROJECT**
Villages Nature – L’Aqualagon water park

**LOCATION**
Paris, France. The water park will be located in Villages Nature, Disney’s sustainable resort planned to be opened in 2018.

**CLIENT**
Pierre & Vacances

**SIZE**
Europe’s largest resort

**ROLE M2LEISURE**
Consulting on the programming (attraction selection), technical specifications for the programming and budget allocation

**STATUS**
In progress
**CARAT PARK**

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Carat Park - Luxurious Villa Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCATION</td>
<td>Serik, Antalya, Turkey</td>
</tr>
<tr>
<td>CLIENT</td>
<td>Hitit Holding</td>
</tr>
<tr>
<td>SIZE</td>
<td>99 villas with central facilities</td>
</tr>
<tr>
<td>ROLE M2LEISURE</td>
<td>M2Leisure conducted a feasibility study followed by recommendations regarding further developments of the park</td>
</tr>
<tr>
<td>STATUS</td>
<td>Realized</td>
</tr>
</tbody>
</table>

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**LA REUNION**

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Eco Resort de l’Ermitage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCATION</td>
<td>Saint Gilles les Bains, La Reunion Island, France</td>
</tr>
<tr>
<td>CLIENT</td>
<td>CBO Territoria</td>
</tr>
<tr>
<td>SIZE</td>
<td>350 hectare (570 bungalows)</td>
</tr>
<tr>
<td>INVESTMENT VOLUME</td>
<td>€ 250 Million</td>
</tr>
<tr>
<td>ROLE M2LEISURE</td>
<td>Supervision of the development of the resort</td>
</tr>
<tr>
<td>STATUS</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
## MOVERO WORLD

**PROJECT**
Movero World, a theme park where guests do the racing themselves in all sorts of vehicles on spectacular terrain.

**LOCATION**
The Netherlands, not specified yet

**CLIENT**
A Dutch investor

**SIZE**
Not yet defined

**ROLE M2LEISURE**
Refine the basic concept, provide advice to increase the feasibility, advise on possible locations and support project owners in their discussion with local government.

**STATUS**
In progress

## INDIA

**PROJECT**
West Pioneer Family Resort

**LOCATION**
India. Proposed location Lohagad in Maharashtra state (1.5 hours drive from Mumbai)

**CLIENT**
West Pioneer Properties

**SIZE**
50 acres / 202,342 m² Approximately 600 bungalows and 20,000 m² central facilities

**INVESTMENT VOLUME**
€ 120 million

**ROLE M2LEISURE**
Concept development, catchment area analysis, business plan

**STATUS**
Realized
At M2Leisure we have an extensive and strongly built relationship with the Pierre & Vacances Center Parcs Group. Not only have we just finished the newest Center Parcs village, Bostalsee in Germany, but our history goes back a long way with an extensive portfolio of various projects we executed. Some of these projects are executed and completed during the employment of the initial M2Leisure team by Pierre & Vacances. From 2011 onwards Pierre & Vacances hired M2Leisure for their projects, often as delegated project owner.

**WANNABE**

Our team developed the sports and kids activity programs Wannabe. These programs are still successfully running today at all 5 star Center Parcs villages. The Wannabe programs are a spectrum of activities for kids in the age of 4 to 12 years who become what they always wanted to be(come).

Examples of the various programs we developed are ‘Wannabe a farmer’, ‘Wannabe a fireman’, ‘Wannabe a professor’, ‘Wannabe a chef cook’ and ‘Wannabe a journalist’. Each program has its own operational manual, which explains the program in detail, the duration of the activity, what equipment is needed, the attention points per program etc.
PROJECTS

LES TROIS FORÊTS
In 2010 Les Trois Forêts in the Moselle region in France, was opened with great commercial success until today. Our team has been responsible for the development of the entire village and project management of the Central Facilities of this village. The biggest leisure project in Europe in 2010 with a budget of over €300 million was delivered in time, despite extreme weather conditions. Les Trois Forêts followed the successful introduction of Center Parcs Le Lac d’Ailette in 2007, where our team was responsible for the development and program management.

CENTER PARCS RESORT ALLGÄU
M2Leisure assists the Pierre & Vacances Center Parcs Group in the development of the new Center Parcs resort Allgäu in the South of Germany with an investment volume of €265 million. The new resort (280ha) is located at the foot of the Alps at an altitude of about 750 meters. The park will offer 800 – 1000 villas, perfectly fit with the lush forest, and 25,000 m² central facilities. Formerly the site was in use as an ammunition depot from 1939 till 2007. M2Leisure assists Pierre & Vacances Center Parcs in the acquisition and purchase of the land and the financing structure. To gain further support for the project a referendum took place (with 95.1% positive result) for which M2Leisure led the information campaign and political lobby. Next to this M2Leisure has successfully completed the subsidy and permitting process. At the moment the development is ongoing.

MARINA DE EEMHOF
Thirty years after the opening of the landmark Center Parcs project ‘Eemhof’ in the Netherlands, M2Leisure supported Center Parcs with the development of 100 luxurious new apartments at the harbour. Besides the luxurious accommodations the development included a second Marina for luxury yachts including Marina offices, a sea side restaurant with business to business possibilities, a beach with beach pavilion and a hemodialysis center. M2Leisure was involved in this project in terms of general support and advice towards development, construction and operational aspects for Center Parcs.
CONTACT

LET'S CREATE YOUR GREAT IDEAS TOGETHER

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