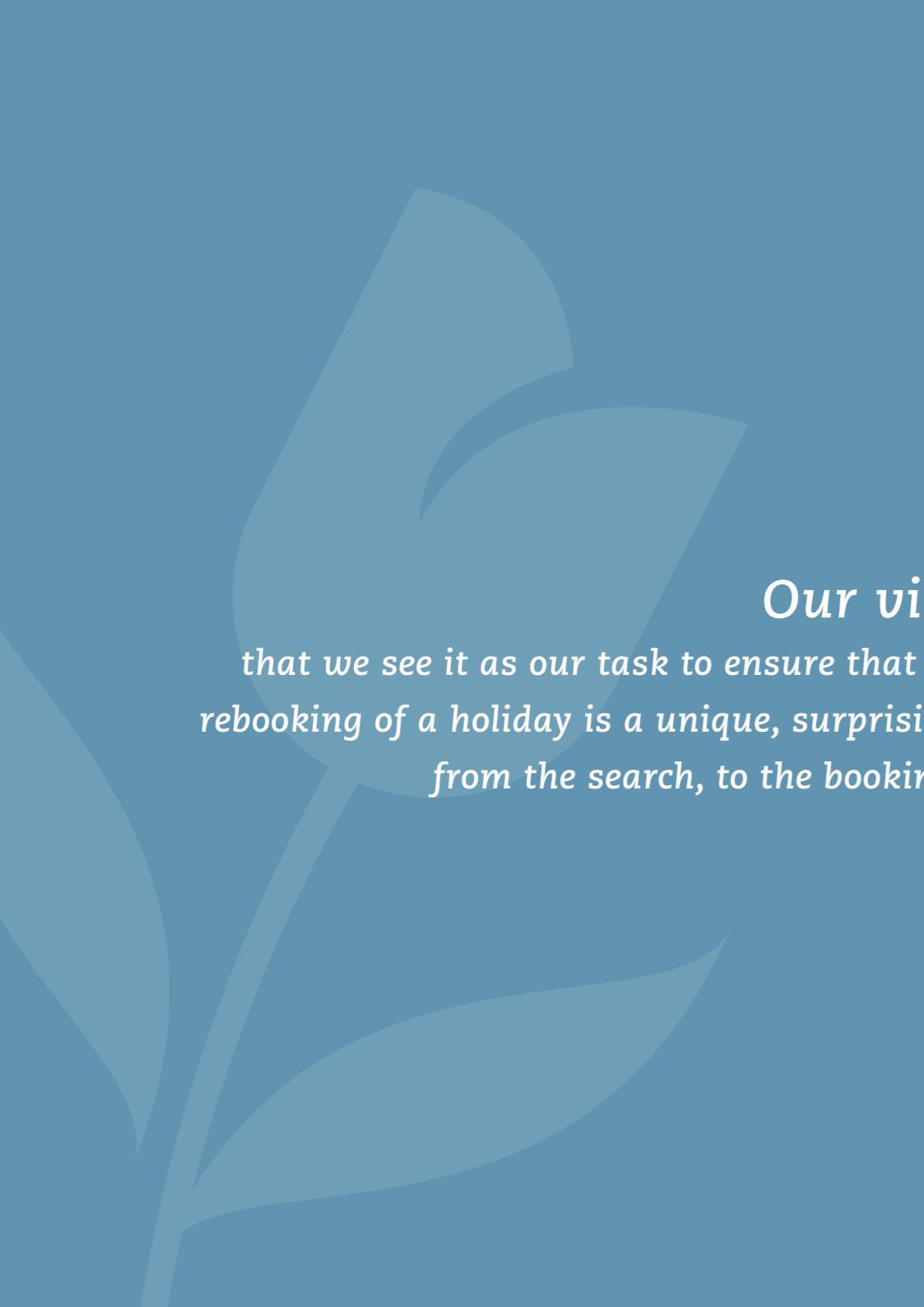




Surprising holiday resorts with unforgettable experiences





Our vision is

that we see it as our task to ensure that all aspects of the purchasing, booking or rebooking of a holiday is a unique, surprising and enjoyable experience for our guests; from the search, to the booking, to the actual holiday itself

Our mission is

to create surprising and meaningful holiday experiences

*The current key figures of EuroParcs Group
including the EuroParcs and Droomparken brands*

<i>Number of accommodations</i>	10,000
<i>Number of beds</i>	21,500
<i>Number of bookings annually</i>	110,000
<i>Number of guests annually</i>	400,000
<i>Number of employees</i>	650
<i>Turnover in millions of euros</i>	280
<i>Number of satisfied guests reviews</i>	2,750,000



Nice to meet you!

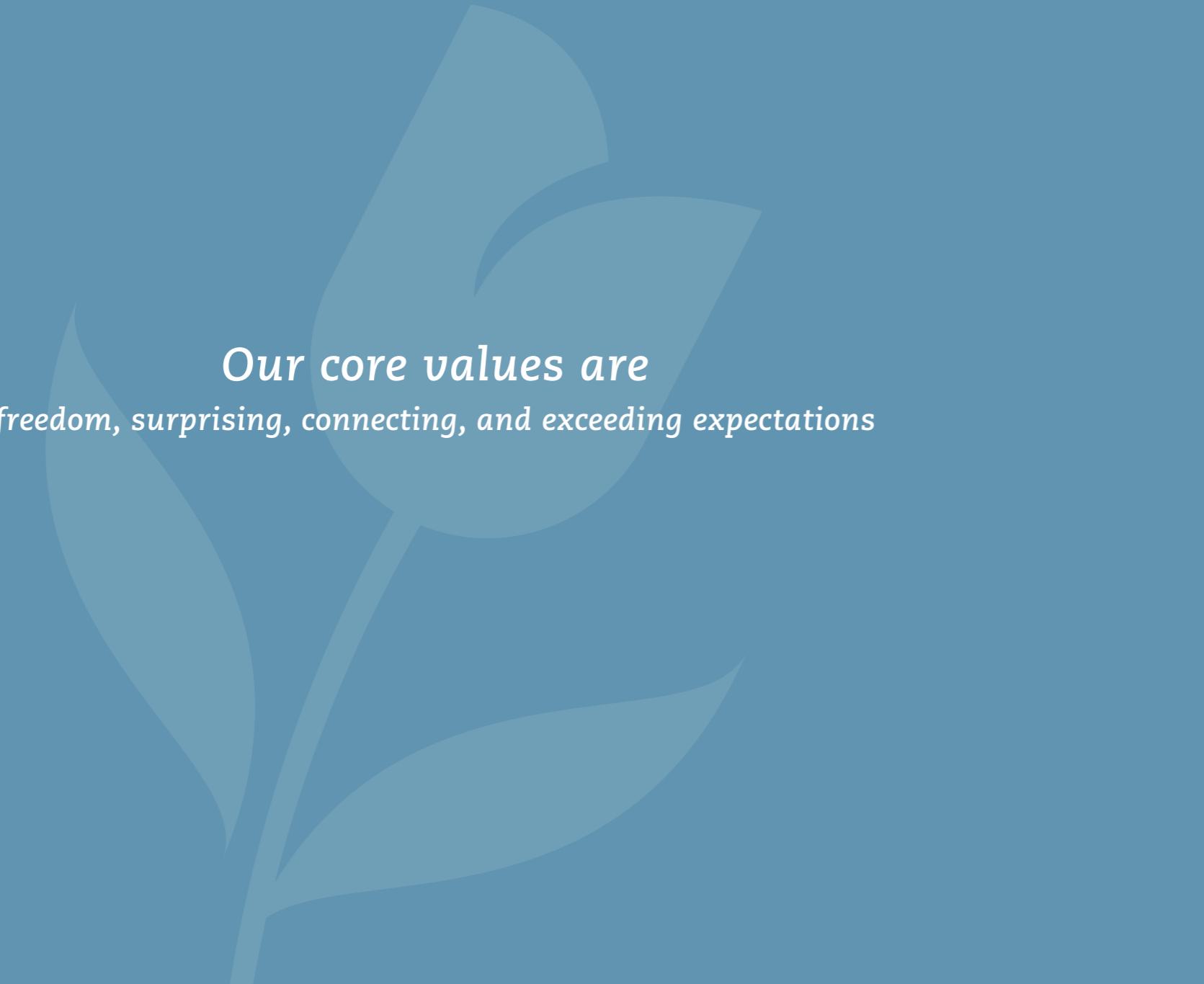
There are many providers of luxury holidays with an above-average price tag. There are also many providers of holiday parks/recreational homes that are affordable for everyone, but provide far too little added value for today's increasingly discerning guests. The average customer value can therefore be much better, something which is a nice challenge for us.

We believe that this is exactly the area that we can fulfil with our 2 brands EuroParcs and Droomparken. Both offer unique, innovative holiday resorts and concepts that are attractive to everyone. From the millions of international guests and the thousands of homeowners to our approximately 650 dedicated employees at our 43 international resorts, as well as at our head office.

EuroParcs Group operates in the market based on 3 growing core activities.

- 1. the development of new holiday resorts and sales to owners and investors*
- 2. the rental of holiday homes to private guests and for business stays*
- 3. the operation of holiday resorts and homes, including the owners' association*

Since 2020, Waterland Private Equity Investments has been a major shareholder in the Dutch family businesses of EuroParcs and Droomparken



Our core values are
freedom, surprising, connecting, and exceeding expectations

Our growth strategy is
to be the best and biggest holiday-resort brand in Europe by 2030;
to become the market leader in the holiday home sector;
to have the widest portfolio of holiday homes in Europe;
to achieve the highest NPS rating relative to our European competitors among owners and guests



40 years of the EuroParcs Group

- 1981 Establishment of the family business, now EuroParcs, by Wim Vos Snr.*
- 1997 Establishment of the family business, now Droomparken, by Hoevert Vos*
- 2000 Acquisition of EuroParcs Landgoed Ruighenrode in Lochem*
- 2000 Acquisition of Droompark BEEKBERGEN*
- 2001 Introduction of the EuroParcs brand*
- 2005 Acquisition of Droompark Schoneveld, Droompark Molengroet, Droompark Hooge Veluwe*
- 2007 Introduction of the Droomparken brand*
- 2009 Acquisition of Droompark Spaarnwoude, Droompark Buitenhuizen*
- 2011 Acquisition of Droompark De Zanding*
- 2012 Acquisition of Droompark Bad Hoophuizen*
- 2015 Acquisition of Droompark Bad Hulckestein, Droompark Bad MeerSee, Droompark Marina Strand Bad*
- 2016 Development of EuroParcs Resort Bonaire*
- 2017 Development of 4 new EuroParcs*
- 2018 Acquisition of EuroParcs Riviera Beach and Silver Beach in Belgium*
- 2019 Acquisition of Droompark Enkhuizerstrand*
- 2019 Acquisition of EuroParcs by Waterland Private Equity Investments*
- 2020 Acquisition of EuroParcs Panoramic Camping Gulperberg and Glamping Resort Hoge Kempen in Belgium*
- 2020 Acquisition of Droomparken by Waterland Private Equity Investments and the integration of the EuroParcs Group*
- 2020 Expansion into Austria with EuroParcs Alpine Resort Olympiaregion Seefeld*
- 2021 Growth in Europe of the EuroParcs and Droomparken brands*

Our valuable brands

Because we want to be both meaningful and valuable to society, we offer a range of holiday resorts. In the most beautiful locations, in the middle of nature, in woods, on the waterfront, in the mountains or close to cultural cities. Unique resorts with surprising architecture, sustainable holiday homes, comfortable facilities and luxury hotel services. All tailored to the individual wishes of our guests, whether they are staying with us for a weekend, a midweek, a week or a longer period.

Through our two brands, EuroParcs and Droomparken, we present progressive and accessible holiday propositions. In all respects, we want to progressively fulfil the mission of our company. And with a fresh view of the future, we offer an unequalled success formula in the holiday sector. EuroParcs and Droomparken offer an extraordinary holiday experience, 365 days a year. Beautifully situated natural locations, distinctive holiday resorts, innovative holiday homes, comfortable facilities, room services, luxury hotel services, entertainment programmes and customised business hospitality. We can fulfil the wishes of every guest perfectly.



For years now, we have been pushing back against the traditional vacation boundaries by anticipating the changing needs and wishes of guests, owners and stakeholders



28 exceptional EuroParcs

In 1980 Wim Vos Snr started the first resort Ruighenrode in Lochem. Later, in 2001, the EuroParcs brand was introduced to the Dutch market and by 2016 grew step-by-step to 12 resorts. Meanwhile, Wim Vos Jnr and Wouter Vos joined the management of this family business. Subsequently, bigger steps were taken with the development of 4 new resorts in the Netherlands, 4 resorts in Belgium, 1 resort on Bonaire, and 2 resorts in Austria.

Recently, 2 gems were added: the flagship resort in the Dutch architecture style on the Markermeer, EuroParcs Resort Poort van Amsterdam, and Citycamping Het Amsterdamse Bos. Depending on the location, the resort will feature catering concepts, an indoor swimming pool, an indoor play paradise, wellness facilities, entertainment, various events, and a diversity of (sports) facilities.

As of 2019, EuroParcs is an internationally growing company of Waterland Private Equity Investments. The ambition is to position the brand in a differentiated way in Europe and to roll out the formula on a larger scale. The intention is to develop holiday resorts in Germany, Belgium, Luxembourg, Austria, the Czech Republic, Croatia and Italy in the near future.

40 years ago, the foundations were laid for a great success formula that is now catching on internationally and will continue to grow in the coming years



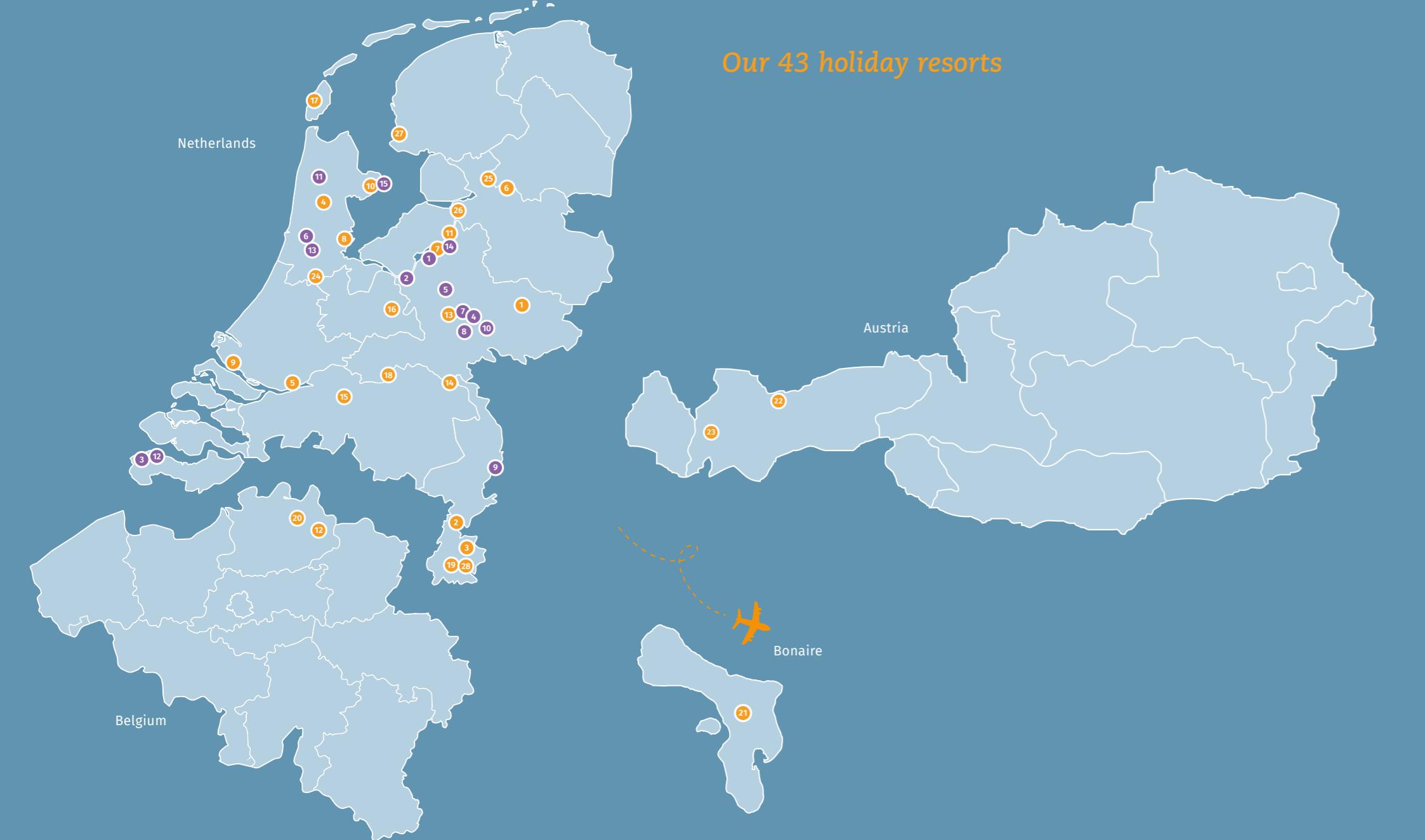
15 Droomparken located in nature

In 25 years, Droomparken has grown to include 15 exceptional holiday resorts in beautiful locations in the heart of the Dutch countryside. The resorts are all located in forests or near water, often on the Veluwe, the Veluwemeer, or on the IJsselmeer and the North Sea. A resort such as Droompark De Zanding in Otterlo, bordering on the National Park De Hoge Veluwe, is unparalleled in the Netherlands. Here you will find a variety of the most extraordinary holiday homes, water villas, bungalows, safari lodges, cubes, chalets, Tiny Houses and even Tiny Offices surrounded by a natural pond and the natural Veluwe forests, heathlands and sand dunes.

New resorts are now being developed at several top locations in the Netherlands. The strong brand recognition through, among other things, the partnership with Feyenoord, has led to optimal occupancy of all resorts. All year round, there is plenty to do for families, friends, individuals and groups. The quieter resorts are also increasingly popular with business guests as an alternative to an Airbnb or a crowded city hotel.

Since 2010, Droomparken has taken major steps to transform any outdated camp sites and holiday parks into the most innovative and attractive holiday resorts. The result is a pleasant stay and a wonderful and fulfilling experience for every guest.

In 25 years, Droomparken has become a mature premium holiday brand with great potential for further growth in the Netherlands



- ① Resort De Achterhoek
- ② Resort Brunssummerheide
- ③ Resort Limburg
- ④ Resort De Rijp
- ⑤ Resort De Biesbosch
- ⑥ Resort Reestervallei
- ⑦ Resort Veluwemeer
- ⑧ Resort Poort van Amsterdam
- ⑨ Resort Poort van Zeeland
- ⑩ Resort Markermeer
- ⑪ Resort Zuiderzee
- ⑫ Resort De Kempen
- ⑬ Resort De Wije Werelt
- ⑭ Resort De Kraaijenbergse Plassen
- ⑮ Resort Kaatsheuvel
- ⑯ Resort De Utrechtse Heuvelrug
- ⑰ Resort De Koog
- ⑱ Resort Aan De Maas
- ⑲ Resort Gulperberg
- ⑳ Glampingresort Hoge Kempen
- ㉑ Resort Bonaire
- ㉒ Alpenresort Olympiaregion Seefeld
- ㉓ Resort Sankt Anton am Arlberg
- ㉔ EuroParcs Resort Amsterdamse Bos
- ㉕ EuroParcs Resort Ronduite
- ㉖ EuroParcs Resort Roggebotsluis
- ㉗ EuroParcs Resort Hindeloopen
- ㉘ Camping Oriental

droomparken

- ① Bad Hoophuizen
- ② Bad Hulckeijen
- ③ Bad MeerSee
- ④ Beekbergen
- ⑤ Bospark Garderen
- ⑥ Buitenhuizen
- ⑦ De Zanding
- ⑧ Hooge Veluwe
- ⑨ Maasduinen
- ⑩ Marina Strandbad
- ⑪ Molengroet
- ⑫ Schoneveld
- ⑬ Spaarnwoude
- ⑭ Zuiderzee
- ⑮ Enkhuizer Strand



Enterprising growth steps in Europe

EuroParcs Group is a company of Waterland Private Equity Investments. An independent participation company that assists entrepreneurs in realising their growth ambitions. With considerable financial resources and thorough sector knowledge, Waterland gives EuroParcs Group the opportunity to grow faster, both organically and through acquisitions.

In the coming years, we see excellent opportunities for new developments at top locations in the Netherlands, Germany, Belgium, Luxembourg, Austria, Slovenia, Croatia and Italy. The EuroParcs proposition is very popular with our guests and investors in these regions. At present, EuroParcs Group intends to develop 7 resorts at beautiful summer/winter locations in Austria and to build high-quality resorts with movable holiday homes. In addition, the intention is to develop 5-10 resorts in Belgium and Luxembourg in the short term.

Aimed at ensuring solid growth in German-speaking markets in the coming years, EuroParcs Group, in addition to its international head office in the Netherlands, also has a German-speaking marketing/sales/rental office in Germany and its own organisation in Austria.

Achieving our mission with modern holiday resorts at top locations in the Netherlands, Germany, Belgium, Luxembourg, Austria, Slovenia, Croatia and Italy



Surprising resorts with added value

Many organisations today talk about being customer-oriented. But all too often this is not the case and the focus is more on other matters. At EuroParcs and Droomparken, guest-oriented thinking and acting is in the DNA of all employees. Every day we think about how we can realise innovative propositions at the resorts and offer our guests and investors added value. With such 24/7 commitment, our organisation is focused on the pioneering, entrepreneurial and decisive implementation of all renewal and improvement processes.

Sustainability, ecology, surprising luxury experiences, and ground-breaking customer value are daily recurring themes. We also surprise with new residential architecture aimed at various lifestyles and target groups. When developing, we not only preserve as much existing nature as possible, but we also always develop a lot of new nature and natural surroundings. Nature is an essential part of our formula.

We currently offer our guests more options than an average star hotel, including a bar, lounge, restaurant, indoor swimming pool, wellness facilities, spa, yoga, water sports, kids' clubs, entertainment, walking/cycling routes, bicycle hire, boat hire and customised business hospitality.

If someone is buying a house, we can take care of the process from A to Z. From interior advice, complete furnishing by our own interior company, garden landscaping, garden maintenance to rental.

Our holiday resorts offer guests a modern home in a peaceful and natural location with plenty of privacy, facilities and comfortable hotel service



A positive impact on all locations

Through our expertise and intensive cooperation with partners and governments, we are able to develop and transform our sites into valuable resorts. This always results in a lot of positive social and economic impact for the local population, who are also always welcome as employees or as resort guests. Furthermore, we always cooperate closely with local authorities and companies, and involve the local population in our plans and operations.

We offer local employment opportunities and seek partnerships with local organisations and companies. We also have an eye for regional products and local culture and nature. We consider it our responsibility to involve ourselves locally as much as possible and to make a positive impact on the local society, economy and nature. Beautiful locations and nature are essential for our holiday resorts and the special holiday experience of our guests.

Through our intensive marketing activities and the influx of tourists and guests, local organisations and SMEs benefit all year round



Sustainably built innovative homes

The local culture and residential character are always taken into account in our environmental planning and architecture. This means that the architecture is designed to fit into the landscape and is always in keeping with traditional building styles. With an innovative eye, our architects then design characterful holiday homes, ranging from small bungalows to large villas, that are perfectly suited to the resort's possibilities.

We make maximum use of modern innovations such as sustainable materials, energy-saving systems, solar panels, heat pumps, rainwater collection and integrated smart systems.

More and more innovative movable holiday homes made of sustainable wood or other materials are being installed, but there is also plenty of room for traditional houses built with ceramic bricks. Thus, 2-6 person bungalows, 4-12 person villas, and larger group accommodation are built as real estate according to the current building regulations.

There is a constant demand for these brick houses, especially from Germans who want to invest in a holiday home in the Netherlands. We build these houses both in the woods of the Veluwe - such as Droompark De Zanding, and on the waterfront - such as EuroParcs Resort Poort van Amsterdam.

*Characterful architecture and traditionally built houses,
but using today's sustainable materials and systems*



Contemporary styles with more comfort and luxury

In recent years, we have transformed our outdated campsites and chalets into holiday resorts with beautiful architecture and contemporary, movable holiday homes. We have realised dozens of styles with high-quality materials. A wide range of concepts that are finished according to individual wishes. This has resulted in a varied picture of all kinds of styles of Tiny Houses, cubes and chalets.

At our 43 resorts, every guest can find exactly the accommodation they are looking for, from solo, back-to-basics, safari lodge, chalet, bungalow, premium cube, luxury villa to generous group accommodation. Compared to other providers, this attractive range of resorts and accommodation is a big plus. In Austria, many luxury chalets are currently being installed, and which are mostly being purchased by Dutch people.

Due to their specific design, size, style, finishing, materials and furnishing, each holiday home is unique. There are also numerous options that can make a home even more special through individual customisation. These charming homes represent a completely fresh and modern experience when compared to the chalets and recreational homes of the 20th century.

A range of movable holiday homes such as Tiny Houses, cubes and chalets in a range of styles to suit every lifestyle and target group



A trend towards more frequent, shorter escapes

In the past, it was traditional to have 1 or 2 holiday periods of a number of consecutive weeks at home or abroad. We are now seeing a growing trend towards shorter escapes and more holiday breaks per year. A weekend, mid-week or week away about 5 times a year has now become quite normal. There is also much more demand for variation and a different holiday experience. A stay with family/friends in the home country, alternating with a cultural city trip, skiing holiday, golfing trip, outing with friends, trip abroad and long-distance flight destination.

However, due to the current themes of sustainability, corona restrictions, flight shaming and a warmer climate in NW Europe and the Netherlands, we can clearly see a change in people's/tourist's views. Between 2015-2020, domestic holiday spending increased significantly and demand will continue to rise. Tourism from Europe (especially Germany and Belgium) and Asia is also increasing noticeably. Dutch municipalities and tourist organisations have made a strategic commitment to the further growth of tourism in the Netherlands.

We have anticipated this trend with a varied range of ground-breaking resorts, special experiences, customised services and affordable luxury. All supplemented by a range of sports/wellness/spa facilities, high-quality food & beverage concepts and comfortable hotel service, as well as providing a fresh breakfast/lunch/dinner in the homes.

Taking short escapes interspersed with longer holidays about 5 times a year has become quite normal



Safari Lodge tent

Luxury glamping tent and interior for a real nature experience with 5 persons

Tiny House

Back to basics smart home 'less house, more experience' for 2 people



Modus

Sustainable designer house with veranda across the entire width of the house for 4 people



L-Cube Premium

Stylish home with every luxury for 6 people

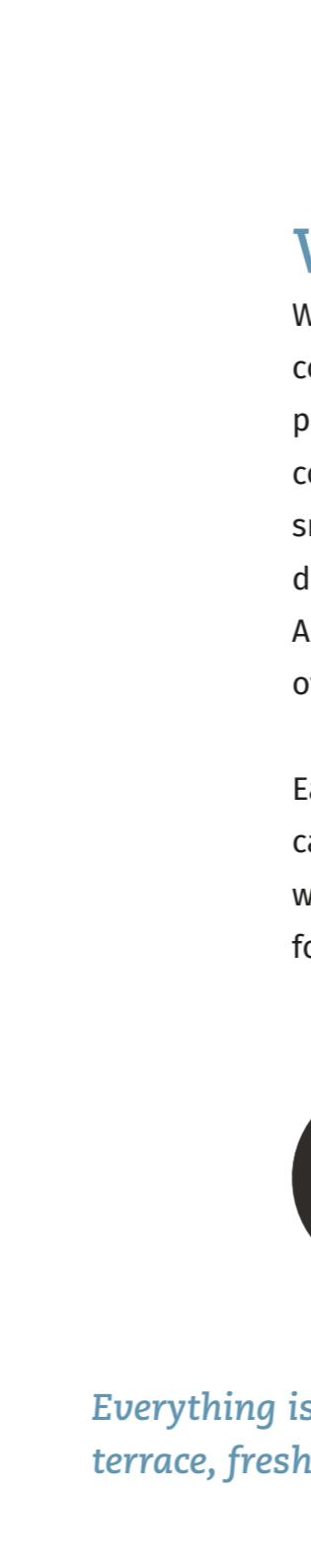
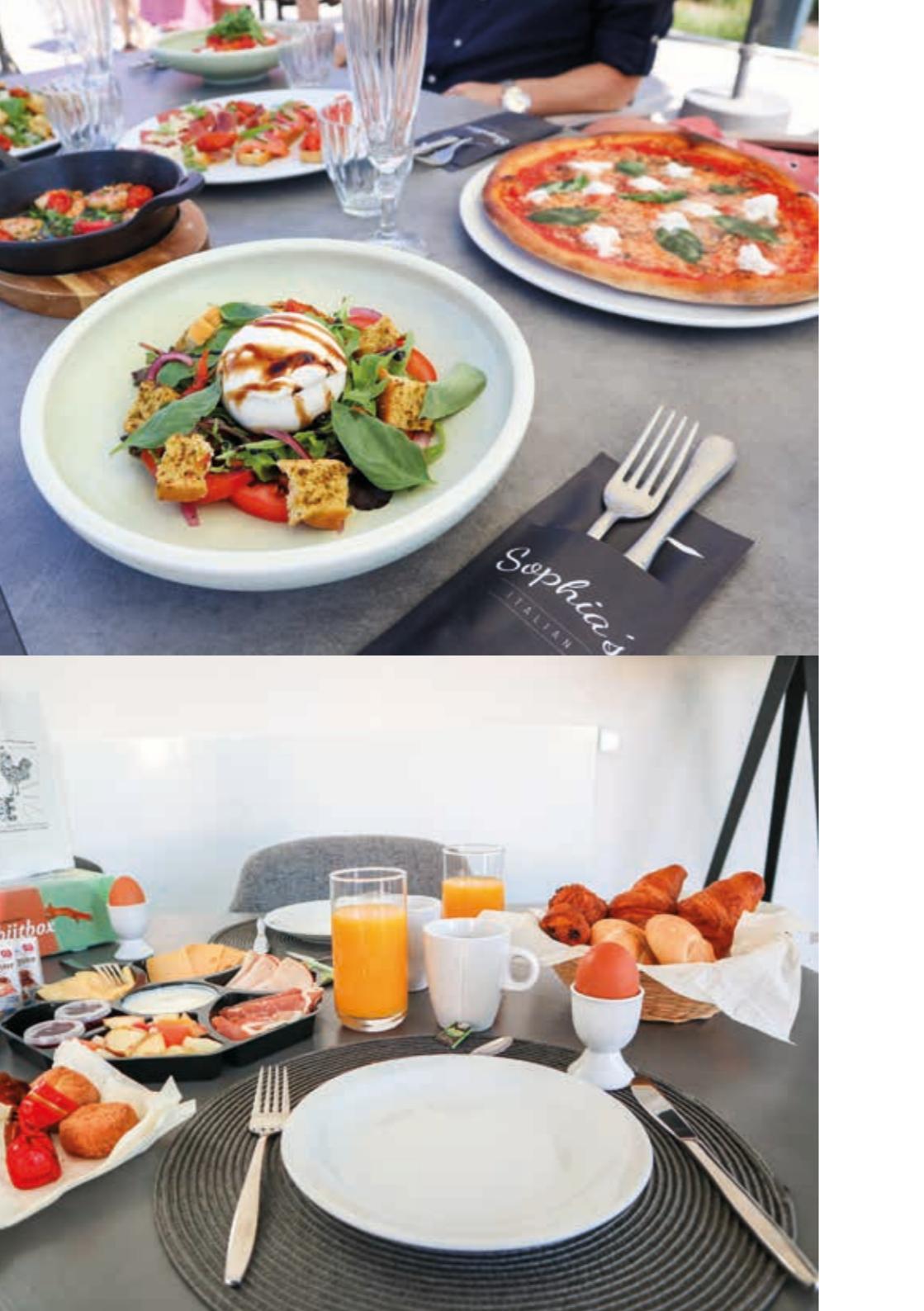


Special experiences 365 days a year

Our holiday resorts are always well visited and not just during the regular holiday periods. Nowadays, high occupancy rates are achieved all year round. This helps with maintaining the constant quality of the business operations and for the owners' return on investment. Both private, and increasingly business guests, feel at home at our resorts. We offer short and long stays in all seasons with many different kinds of special experiences and hospitality, all with the desired additional services, comfort and luxury.

01. Relaxation, wellness, spa, swimming pool, food & beverage concepts
02. Windy Waters water sports school, surfing, diving, snorkelling, clinics
03. Boat hire, boating on the lakes, canoeing, paddle boarding
04. Sports, sports facilities, sports events, Feyenoord soccer school
05. Kids club, playgrounds, master classes, entertainment
06. Bicycle hire, cycling routes, hiking routes, ski slopes
07. Culture, museums, attractions, city trips
08. Nature, flora and fauna, wildlife, mountains, snow
09. Meetings, business events, networking drinks, team building
10. Brand House, brand/product presentations, promotions, incentives

Every day of the year there is plenty for both young and old to do and experience in and around one of our surprising resorts



Varied food & beverage concepts

We have now replaced the era of the ordinary snack bar and an 'unhealthy bite' with several contemporary food & beverage concepts. Each concept has a unique formula that is attractively presented in a way that suits the positioning of the resorts. Through these established concepts, we guarantee excellent constant quality at every resort. From a fresh breakfast, smoothies, snacks, health breaks and tasty daily snacks to a complete dinner. We offer a diversity of cuisines and affordable menus: Dutch, Belgian, French, German, Austrian, Antillean, Surinamese, Indonesian and Mediterranean. Of course, there is also plenty of choice for the children.

Each holiday resort has a bar, lounge/beach bar, terrace, brasserie or restaurant. But we can also serve meals and drinks in the residence for private dining. As a take-away order, we can prepare a snack, fresh breakfast box or a tasty drinks box. There are also regular food trucks offering delicious specialties at the holiday resorts.



Everything is possible: bar, lounge, brasserie, restaurant, food trucks, beach club, terrace, fresh breakfast, fresh juices, healthy food, private dining and a drinks box



Our hotel services and business hospitality

For business guests, there are several advantages over an Airbnb or a hotel. A quiet resort set in nature, more space and privacy in your own home, many facilities, and parking in front of the door. At the same time, we also offer all the hotel services people could want such as daily cleaning, bed making, towels, amenities and a laundry service.

With our (sports) facilities, customised packages and full-service hospitality, we are well-placed to host overnight stays combined with meetings, meetings of up to 100 people, networking drinks, special events, product presentations, and sports and team building events. For larger groups, there are spacious group accommodation facilities available with 10 bedrooms.

Business club events are regularly organised at our resorts with our business partners, including Feyenoord. Throughout the year, we develop our own themed events and experiences for private and business guests.

Every day, we are highly motivated to ensure that our services meet all our guests' requirements. We also provide the best possible 'corona-proof' environment, check-in and check-out, and naturally we pay very close attention to hygiene.

More and more business guests are now discovering the comfort of a quiet resort set in nature with more space, privacy and a fantastic experience



Brand House - giving an extra dimension to a brand

Now that more and more companies are finding their way to our resorts, we can offer the proposition of our own Brand House. In other words, at a resort of your choice, a holiday home can be completely styled and decorated in the look & feel of your brand. A Brand House then offers many extra opportunities to strengthen the brand experience of your business relations and employees. The brand can present itself in a more informal way, in a different environment, and thus make a better connection with its business relations.

In a Brand House, a brand has a central place to position itself through a meeting, indoor/outdoor/sports event, seminar, team building session, product presentation or other marketing activity. In addition, the house can be used by business relations, staff and expats for a short or long stay. In combination with all resort facilities and services, all kinds of branded packages can be organised.

For Brand House partners, there are special offers and we can design everything to meet your wishes. Our business hospitality staff are also happy to think along with you about possible creative plans.

A Brand House is styled and decorated according to the look & feel of a brand and offers many brand experience opportunities



Experts in the development of holiday resorts and new nature

Trust in each other is essential for achieving valuable developments. Entering into long-term relationships is inherent to the sector in which we operate. We therefore work with municipalities, provinces, landowners, town and village councils, local residents, nature and environmental organisations, living space consultants, nature development consultants, architects and builders. Over the years, we have gathered a wealth of knowledge and deeper insights which are necessary for developments to run smoothly.

EuroParcs Group has all the expertise in-house and is a solid, seasoned expert in the field of the integrated project development of holiday resorts. From start to finish, we are a discussion partner and director, and we take care of all the necessary steps with the right specialists in the right place and at the right time. We also offer solutions for complicated environmental issues and procedures.

We take care of the market research, acquisition, masterplan development, spatial procedures and planning, MER synchronisations and public law procedures. For a rezoning of a site, the redevelopment of an outdated site, or a completely new development at a special location. We always preserve as much existing nature as possible and at the same time develop a lot of new nature.

Our resorts are always in harmony with the local nature and during any development we also create a lot of new nature



A valuable investment in a new home

EuroParcs Real Estate takes care of all the advice, mediation and transactions during the purchase, sale and rental of a holiday home. In each country, we can supervise the entire process, including tax, legal and practical matters. In all phases of development, redevelopment, or new sales to resales, we offer complete confidence and full care to the buyer, seller and landlord.

In the development phase, new resort developments are sketched out that present a realistic picture by means of artist impressions, scale models and virtual reality. There is often a great deal of diversity in terms of homes within a particular zoning plan. The buyer therefore has an ample choice of plots, house styles, materials, finishes, furnishings and garden design.

Holiday homes normally need a small or large update after about 7 years in order to remain current. During this redevelopment, and together with the owner and our experts, we take a critical look at the investments required for the exterior, interior, kitchen, bathroom, walls, furniture, wellness, and garden landscaping. In doing so, we anticipate the changing market needs, guest experience, and new trends such as more comfort and luxury.

We offer owners and investors many options within their certain budget and take care of all advice, planning and management



Buying, selling, renting and owner-occupation

Owners have a choice: full owner-occupation without rental, partial owner-occupation with partial rental and, for investors, full rental without owner-occupation. At our New Sales department, we have appropriate constructions for all these choices and we offer all the necessary services. When renting out a holiday home, the annual costs are low and often an excellent return on investment can be made. When buying a new property, we guarantee a return depending on the free rental prognosis and based on a part of rental and own use.

With resales, used properties are made as good as new for selling to the next owner. In this way, the buyer is always making an up-to-date investment.

Owners also have the choice of buying a plot, renting a plot, or a long-term leasehold construction. Depending on the location, a ground lease can be in a rental construction or through a number of years of ground lease. We offer the holiday home and the land as separate investments so that there is always a suitable construction to make within a certain budget and desired investment strategy.

Owners invest in a valuable holiday home in line with their own wishes and situation, and through which a good rental yield can be realised



All business management and rental under own control

EuroParcs Group develops holiday resorts with the objective of achieving a long-term, healthy business operation. This means letting approximately 8,000 holiday homes, letting group accommodation, letting pitches for camping equipment, managing the infrastructure, managing the land and operating central facilities such as catering, swimming pool, wellness facilities, etc. for the 43 resorts currently in operation.

EuroParcs Group has its own centrally managed rental organisation and also operates all the resorts under its own management. This has many advantages for the quality of all the processes and the efficiency of the business operations. All bookings arrive in real time in the booking system. All data and management information can therefore also be viewed in real time. This enables us to switch quickly and to steer and adjust where necessary. We are responsible for all rental activities, facility services and supplies, including the infrastructure, green areas and central facilities.

In addition to our own international commercial organisation, we also have our own organisation for interior design, garden landscaping, technical maintenance, hospitality and entertainment. At each resort, we have our own local resort management. For the German-speaking markets, we have our own office in Germany.

Our own organisation processes around 110,000 bookings and serves around 400,000 guests per year at 43 holiday resorts



THE GLOBAL GOALS

For Sustainable Development

We contribute to the UN global goals

1 NO POVERTY Sponsorship of holidays for the underprivileged	2 NO HUNGER	3 GOOD HEALTH Extensive health, wellness and sports facilities, sports programmes, clinics	4 QUALITY EDUCATION Educational programmes providing knowledge and skills for children	5 GENDER EQUALITY Everyone is cordially welcome	6 CLEAN WATER AND SANITATION Water saving systems reuse rainwater for toilets and watering greenery
7 RENEWABLE ENERGY Heat pump, solar panels, gasless air/ground, battery storage, green energy	8 GOOD JOBS AND ECONOMIC GROWTH Much use of the local economy and employment, learning pathways	9 INNOVATION AND INFRASTRUCTURE Digital systems and experiences, innovative homes and materials	10 REDUCED INEQUALITIES Wide affordable range for every private and business guest	11 SUSTAINABLE CITIES AND COMMUNITIES Sustainable resorts and propositions	12 RESPONSIBLE CONSUMPTION Responsible handling of environment, natural materials, consumption, waste streams
13 CLIMATE ACTION Reduction of CO ₂ , sustainable energy	14 LIFE BELOW WATER Reduction of pollution natural water resorts	15 LIFE ON LAND Conservation and development of flora and fauna resorts, nature walls	16 PEACE AND JUSTICE	17 PARTNERSHIPS FOR THE GOALS Partner of the nature managers fund for the disabled, EuroParcs Charity Foundation, Esther Vergeer Foundation	



Extensive social involvement

EuroParcs Group is always very socially involved and tries, where possible, to make a meaningful contribution to people's welfare. To this end, EuroParcs is linked as a main partner to the independent EuroParcs Charity Foundation. Here families where one or more children have been affected by cancer are offered a free holiday.

We are also a partner of the Esther Vergeer Foundation which gives children and young people with a physical disability the opportunity to 'just' play sports like any other child, thus making friends and learning about the power of self-confidence.





corendon.

Interhome The Interhome logo features the brand name in blue lowercase letters next to a red circular icon containing a white 'f' shape.



Booking.com

belvilla

Valuable cooperation with strong brands

Through our cooperation with major travel agencies and holiday providers such as TUI, Corendon, Booking, Airbnb, Belvilla and Interhome, we reach many people at home and abroad every day. These trusted brands have a large reach with many distribution channels and great marketing power. As a result, we receive a continuous flow of bookings via these channels and they contribute fully to the brand exposure of EuroParcs and Droomparken.

Furthermore, we have a cooperation arrangement with the 'Goede Doelen Loterij' - BankGiroLoterij, NationalePostcodeLoterij and VriendenLoterij. These lotteries offer the chance to win holidays at the EuroParcs and Droomparken resorts. This also provides us with a great deal of brand exposure among a wide audience and increases our brand value.

Nationally and locally, there are also numerous collaborations with various cultural organisations, tourist offices, museums, national parks, amusement parks, golf courses and restaurants. During the corona periods, we also offered dinner arrangements with well-known Michelin star chefs Fred Mustert, Erik van Loo and Jos Grootscholten. As a result, we can be found in online portals such as [heerlijk.nl](#). We also work together with the Feyenoord Business Club, SMEs and large companies by offering employees a co-branded holiday cheque incentive.

We see many creative opportunities to work together with national and local organisations and companies



Extensive brand value through football, skating and TV

Since 2019, Droomparken has been the proud main partner of the Feyenoord Rotterdam football club. This has led to a huge boost in brand awareness and higher brand value. After the acquisition by EuroParcs Group, Feyenoord has also contributed to EuroParcs' international brand positioning. Furthermore, intensive multi-channel marketing campaigns have led to a strong increase in bookings throughout the year and in the number of visitors to the holiday resorts.

The strongly growing EuroParcs and Droomparken brands are increasingly positioned multi-nationally. Through a variety of marketing strategies, the focus is on the various propositions, markets and target groups.

The EuroParcs brand will also be sponsoring the ISU World Cup speed skating event in Thialf in 2021, the Skating Heart of the World. This is the place where top athletes write history and where everyone goes for gold. This opportunity will realise considerable international brand exposure for us.

Every weekend, we can also be seen on RTL4 with the branded content sponsored programme HouseVision. This enables us to present our holiday resorts and holiday homes to a wide audience. Throughout the year, the EuroParcs and Droomparken brands are portrayed and positioned in an engaging manner.

There is continuous investment in the EuroParcs and Droomparken brands, multinational brand positioning and multichannel marketing campaigns

HouseVision



Welcome to another world