



## LEFAY RESORTS

### OUR VISION

To create places of our dreams.

### OUR MISSION

To become the Italian reference brand in the international market of luxury wellness holidays through the creation of a collection of eco-Resorts according to the Italian style and living and the new Lefay concept of luxury.

### OUR STORY

Lefay Resorts was born from the vision of Domenico Alcide and Liliana Leali in 2006.

After graduating in Economics and Commerce, Domenico Alcide Leali began his working life in the family group "Acciaierie e Ferriere Leali Luigi" where he was responsible for overseeing the management and financial branch. The ever-growing corporate experience and responsibility he acquired led him to the appointment of CEO of the Leali Group in 1987 and to the appointment of Chairman in 1995.

Together with his wife Liliana, a graduate in Architecture, they founded the airline Air Dolomiti in 1989 which aimed to provide a high-quality service to business people offering connection services from the main Italian airports to the major European destinations. As a direct result of its reputation as a high-quality company and the strategic nature of the target market, Air Dolomiti drew the attention of the industry's major operators: in 1992 it signed a partnership agreement with Crossair, a pioneer of regional transport in Europe, and in 1994

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with the German airline, Lufthansa. As a result of the agreement with the German carrier, Air Dolomiti entered into the world's largest alliance, the Star Alliance. The partnership with Lufthansa was strengthened in 1999 with Air Dolomiti's entry into the share capital. In 2001, Air Dolomiti entered into a new phase of growth with its listing on the stock exchange and the extension of its fleet with new regional jets. The Air Dolomiti experience ended successfully in March 2003, when Domenico Alcide Leali decided to sell the company to Lufthansa.

Following the worldwide recognition obtained with Air Dolomiti, the entrepreneurial couple decided to launch an innovative brand in luxury wellness hospitality through the creation of high-end accommodation featuring unique locations, low environmental impact, cutting-edge wellness offers and the integrated management of services. In 2006 Lefay Resorts was founded. In 2008 the first property of the Collection, Lefay Resort & SPA Lago di Garda was opened in Gargnano on the Western banks of Lake Garda.

In the short time since its opening, Lefay Resort & SPA Lago di Garda has been recognised with major international awards culminating in 2016 with the "Worldwide Health and Wellness Destination" awarded during the prestigious "World SPA & Wellness Awards 2016" ceremony. At the same time, Lefay Resort & SPA Lago di Garda continues to enhance the experiences offered to Guests with the opening in 2013 of the Royal Pool & SPA Suite covering a total area of 600 sqm (6,460 sqft) and the new Meeting Area, while in 2016 the Lefay SPA was extended with the new Charme D'Orient Area covering a total surface of 3,800 sqm (40,900 sqft), making it one of Italy's largest wellness hotel areas. The company continues to pursue its commitments to sustainability by achieving the major international certifications including ISO 14001, the Green Globe and the "Being Organic and Ecological SPA" by Ecocert. In 2014, Lefay Resorts presented its first certified "Sustainability Report".



## OUR VALUES

New Luxury: we believe that the concept of luxury is being redefined and is becoming more and more focused on aspects such as space, nature, silence, time for oneself, discrete service but still with great attention to detail.

Global Wellbeing: for us wellbeing embraces the entire holiday experience. Wide spaces, both indoors and outdoors, the harmony of the architectural integration, the naturality of the material used, the "Vital" Mediterranean diet and above all the Lefay SPA Method wellness philosophy are all expressions of Lefay Global Wellbeing.

Sustainability: sustainability means developing a profitable business model by creating something worthwhile and this means we take our social and environmental responsibilities very seriously.

People: the real key to our success is the excellence of our Staff, whose satisfaction is as strategic as the satisfaction of our Guests.

Italianity: we offer a slice of contemporary Italian style, taste and elegance. Everything from the interior design, the Mediterranean cuisine, the friendly service and the wellness offering to the attention to detail are delivered in an authentic and traditional Italian way.

## OUR EXPANSION STRATEGY

The first expansion of the Lefay Group will focus on the completion of the Italian portfolio and on the management of properties in Central Europe. The second Resort of the Lefay Collection will be situated in Trentino-Alto-Adige, in the Madonna di Campiglio ski-area (Municipality of Pinzolo), one of the most famous skiing destinations of all Alps, surrounded by the splendid Dolomites, mountains



which are listed as a UNESCO World Heritage Site. Lefay Resort & SPA Dolomiti will have 84 rooms and 25 residences, reinterpreting the traditional architecture of the location, rediscovering those elements of mountain constructions (wood, stone, rigorous simplicity of the finish), which will constitute Lefay's tribute to the natural perfection of the Dolomites. The opening is estimated for Summer 2019. With the objective to leverage on the success obtained with Lefay Resort & SPA Lago di Garda and its unique management model, Lefay Group will consider and pursue new opportunities with investment partners sharing the same values and objectives, acting on a very limited number of selected opportunities as operator under a Management Agreement.

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