



ENJOY GROUP
- PERFIL EMPRESARIAL -

A
HOSPITALITY
COMPANY



**ENJOY GROUP COSTA RICA
COMPANY PROFILE
SAN JOSE, COSTA RICA**

ABOUT US - THE COMPANY

Enjoy Group is dedicated to the development and/or management of hotels, restaurants, casinos and tourism projects in Costa Rica and Central America. With over 40 years of experience, we have been closely affiliated with the development and operation of national and international projects in the hospitality industry.

Our experience has allowed us to evolve as a group and to adapt to the needs of the market and the latest trends in the world.

We began as a hotel management company, and we have diversified into three major divisions, operating hotels, restaurants and casinos. We also provide consulting and development services.

At Enjoy Group we pride ourselves on being a personalized and flexible company with simple and effective practices. Our services offer a rigorous planning starting from the conceptualization of the project, its design and process until the successful conclusion of the same, contemplating its operation.

OUR PORTFOLIO

Hotels, Projects and Operations

Costa Rica, Hilton Papagayo Resort
Costa Rica, Doubletree Resort Puntarenas
Costa Rica, Hilton Garden Inn Liberia Airport
Costa Rica, Fiesta Premier Resort and Spa
Costa Rica, Fiesta Resort Hotel and Casino
Costa Rica, Boutique Hotel Palma Real
Costa Rica, Hotel Ocotol
Costa Rica, Hotel Villa Lapas
Costa Rica, Hotel Cariari
Costa Rica, Hotel Corobici
Costa Rica, Le Cameleon
Curacao, Caribbean Hotel and Casino
Nicaragua, Hotel Montelimar
Costa Rica, Hermosa del Mar
Costa Rica, Restaurante IL Gatto Trattorias
Costa Rica, Restaurante Terruño, Parrillada Argentina
Costa Rica, La Casa de la Urraca, Bar & Grill
Costa Rica, Deli Pastas & Café
Costa Rica, El Mangroove, by Enjoy Hotels (2013)
Costa Rica, Casinos Concorde
Costa Rica, Restaurante Filo, Parrillada Argentina (2012)
Costa Rica, Restaurante L'île de France (2013)
Costa Rica, Restaurante Bacchus (2013)
Panamá, Restaurante P.F.Chang's (2014)
Costa Rica, Restaurante P.F. Chang's (2014)

Others

Costa Rica, Tropical Rent a Car, Costa Rica, Fiesta Club Vacacional, Tiempo Compartido, Costa Rica, Enjoy Citi Club



OUR PHILOSOPHY

OUR COMMITMENT AND MANIFESTO

If there are only two reasons for leaving home, the question is: for business or pleasure? In our case, we say that pleasure is our business and for us to do business is a pleasure.

Enjoy Group works to ensure that our customers and partners enjoy what they do, while we do what we most enjoy. Our job is to innovate, develop and manage products and services that represent the hospitality. We conceive the most satisfactory experience for different areas of action; demonstrating that achieving in our customers a smile of joy, an involuntary sigh or a firm handshake are not job requirements... they are our vocation. A vocation inherited and maintained for 40 years since the founding of a legacy of family values and long-term relationships that endure thanks to a family that lives them.

We have innovated, evolved and diversified our company. We have set up and reinvented the industry of hospitality in the region. And we are known for accepting new challenges with the professionalism and dedication that we give to the current.

All thanks to a thought that dictates that: "To open a thousand doors one should be left completely open with a WELCOME sign".

OUR VALUES PYRAMID

THE ESSENCE OF A SEED

When a company is founded, a seed is planted. There are few which grow and become a tree of strong roots and large branches. And are less the ones that manage to be that tree and keep the spirit of seed that began: the essence that knows that progress is not a destination, but the path. Thirst by the constant improvement has only one direction: up. The wisdom of a majestic tree that does not forget when it was a seed.

TRIDIMENSIONAL INTELLECT

Knowledge applied to all the periphery of opportunities, created and presented, has resulted in a three-dimensional business: development, management and innovation, are fed by initiatives and individual strengths that nourish the collective intellect of the company. A three-dimensional intellect understands that, by more learning accumulated and mastered, there will always be more than know and exploit, a fourth dimension.

FAMILY AT HEART

A vision without effort, does not materialize. The purpose without passion, does not inspire. More than 40 years ago, a family was born and today can be proud of having a legacy. A latent legacy that has transcended to another generation and an extended family. The care of the other... is a virtuous circle that beats every day in rooms, offices and hallways of this company that goes far beyond the building where it is located. If there is something that the future promises, is if there is family unity, as there has always been, welfare will be present and prosperity will never hidden.

POLISHED BUILD

Professionalism is not only practiced, is noticeable. The polished body refers to say a lot with little. Sober without sacrificing expressivity and elegant without being extravagant. Solid and serious, but modern and accessible. An image of a great track record of impeccable work and admirable corporate culture, must be worthy and capable of representing itself with class.



OUR TEAM

RUBEN PACHECO *President of the Board*

As Chairman of the Board of Directors of Enjoy Group I have the pleasure of seeing the fruit of my performance grow successfully, along with my three sons: Rubén, Javier, and Andrés.

In these 40 years the four of us have built an extraordinary team of professionals, who have taken on the challenge of converting Enjoy Group into a pioneer company and distinguish it as one of the best in the country and the Region.

Over the years I have had the opportunity to serve as Minister of Tourism, President of the National Chamber of Tourism, President of the Costa Rican Association of Hotels, Chairman of the Tourism Committee of the Chamber of Commerce and Director of the Costa Rican union of Chambers and Associations of the Private Business Sector (UCCAEP).

For some years I was abroad, developing a variety of projects in Mexico, Curacao and Nicaragua, which I believe they were instrumental in my development.

I believe in the values of family, transparency, leadership and professionalism. Values that I tried to convey to my children and the extended family of Enjoy Group.

RUBEN A. PACHECO *Executive President*

As Executive President of Enjoy Group I'm in charge of the general direction of the company , which I try to perform day to day with respect and appreciation.

It is for me a real pleasure that I joined the family business after my studies at Florida International University, where I obtained my degree in Management of Tourism Companies. Before returning to Costa Rica, I had the opportunity of supplementing my education working in Cancun, Mexico, within several divisions of the hospitality industry.

Returning to Costa Rica I became Operations Manager of Ocotol Resort, where my main focus was the expansion of this project.

Years later, I joined Conhotel, Enjoy Group today. Where I worked heavily in the creation of a department specialized in tourism development and entertainment. Additionally, I was boarding several projects of hotels, bars, restaurants and casinos.

As part of my professional enrichment, a few years later I returned to the United States to obtain my master's degree in Finance and International Business in Miami, where I took courses of Cornell related to hotel development.

I consider myself a determined person, willing to change and in constant growth personally and professionally, strengths that I share with the extended family of Enjoy Group.



JAVIER PACHECO
Executive Vice President

As Executive Vice President I'm in charge of the direction of all our operations within the Division of hotels and restaurants, as well as the direction of sales, marketing and public relations for the company.

I studied hotel management at the International University of Florida and I have a postgraduate degree in restaurant management.

In the past 12 years I have worked with global level hotel chains such as Allegro, Camino Real Resorts and Intercontinental and currently at Enjoy Group.

I am very grateful to lead a group of people with high professional capacity and working mystically day by day. As a leader I try to empower and enhance the qualities of each one of the people within the extended family of Enjoy Group.

ANDRES PACHECO
Corporate Director of Development

As Corporate Development Manager I am responsible for the planning, commissioning and construction of all the projects and investments of the group.

Team work, with my father and my brothers, has become a rewarding business process, as it allows us to achieve a synergy of knowledge and experience.

I did my studies at Northeastern University in Boston, Design and Business Administration with emphasis in Marketing and in recent years I've continued updating in the INCAE in Panama and Costa Rica.

Despite the fact that my academic background was not strictly in hospitality, my innate passion has always been to travel and enjoy art, a perfect balance that I found within Enjoy Group.

Throughout my career I have had the opportunity of working in well-known companies of international renown such as McCain Erickson and Coldwell Banker, which extended my domain and administrative management.

I consider myself to be a person who, by nature, likes to help and this is what I always seek to leave among the extended family of Enjoy Group people.



ORLANDO PACHECO

Project Director

As Project Director I am in charge of the direction and construction of all the projects of the group. My passion for planning and my eye for detail have helped me grow inside and outside Enjoy Group.

I did my studies in Civil Engineering at the Universidad Latina, I have currently completed seminars in construction management at INCAE and project management at Grupo Sinergia.

I am a member of the Federate College of Engineers and Architects of Costa Rica and I have held positions as Executive Director of the Association of Franchisee of the Tourist Project Golfo Papagayo.

I feel that among the most important values that I incorporate to the company and to my projects is the balance between work and personal life, I always try to have it present in myself and in the extended family of Enjoy Group.

MANUEL HERNANDEZ

Corporate Director of Finance

As Corporate Director Finance I am commissioned to determine the financial viability of all projects at Enjoy Group and the eventual construction and monitoring of these.

I've always been an extremely structured person and with the ability to set numerical strategies, I believe that the opening of Enjoy Group and the trust that has been put on my behalf has been one of the opportunities that has given me the most growth in a professional level. I am a graduate with honors from the University of Kansas with a degree in business administration, then I continued my studies at the Instituto de Empresa in Madrid where I got my MBA. I also extend my studies on the topic of evaluation of projects at the INCAE.

Previously I broadened my experience in finance serving as consultant in companies such as Ernst & Young and KPMG.

I think that everyone within the great Enjoy Group team, collaborates with the growth of others. What I try to share more in the Enjoy Group family is the value of respect.



JOSE MONGE

Corporate Director of Operations

As Director of Operations of hotels at Enjoy Group, I am in charge of the operational management of this division which includes the general management of all hotels and restaurants within the company.

I have had the opportunity to execute the position of general manager from the pre-opening of the Premier Holiday Resort & Spa Papagayo (now Hilton Papagayo Resort) and also responsible for its Property Management division. I have been involved in projects as diverse as the condominium Hermosa del Mar in playa Hermosa Guanacaste and the Hotel Boutique Le Caméléon in Puerto Viejo of Limón.

I studied tourism and hotel management at the Universidad de Ciencia y Tecnología in Costa Rica and I have enjoyed the hospitality industry for 22 years.

As part of my experience with international brands like Intercontinental Hotels & Resorts for 10 years, I held different managerial positions since the pre-opening of the Real Intercontinental Costa Rica, San Pedro Sula and Tegucigalpa, and also was part of the opening teams of other hotels of the chain such as Clarion Hotel Tegucigalpa, Comfort Inn Comalapa El Salvador Airport and Hacienda San Miguel in Antigua Guatemala. Currently, thanks to the love and rooting for the province of Guanacaste, I have had the honor of being director of the Chamber of tourism of Guanacaste.

I feel that among the most important values that I learned in the course of the years, it is the value of perseverance, which I try to always share within the Enjoy Group extended family.

ROY BARRANTES

Corporate Director of Sales and Marketing

As Corporate Director of Sales and Marketing, I am in charge of the general management of sales & marketing for all the divisions of the company. Over the last 18 years, I have had the opportunity to be part of the growth of the company, as well as see it transcend borders and generations pass.

Since 1996 I have been responsible for the marketing of hotel products of Enjoy Group, since it was ConHotel. My career has allowed me to work for companies such as the Standard Fruit Company in Costa Rica, Aviateca, Línea Aérea of Guatemala, travel agencies, Olympia, Internacional American Express and CITIBANK of Costa Rica.

I am a lawyer by profession and I have a PhD. in air and space rights, granted by the University of Belgrano and the National Institute of air law and space of the Republic of Argentina. I continued my studies taking a master's degree in business administration with emphasis in marketing, awarded by the National University of Costa Rica, and I have been a professor at the Autonomous University of Central America.

My experience with Enjoy Group has allowed me to find a real sense of family, mutual support and establish lasting relationships, not only professional, but personal through these years. These are values that I encourage within the extended family of Enjoy Group.



SEBASTIAN LA ROCCA
Culinary Director

As Culinary Director, I am in charge of all restaurants and hotels of Enjoy Group. I was born in Argentina, at 18 years old I moved to New York to enter the Culinary Institute of America. Later, in Florida, I complemented my studies on Food and Beverage Administration at the Johnson & Wales University.

As an added value that few in the world can mention, in my career, I have had the opportunity to directly work with the famous international chef Jamie Oliver, renowned for its world-class restaurants, as well as his successful cooking shows.

I have also worked in globally renowned restaurants like Nobu in Miami, Faena Hotel and Universe in Buenos Aires, the Four Seasons in Costa Rica, the Hanbury Manor Marriott Hotel in Hertfordshire, which was awarded 2 AA Rosettes, as well as the renowned Barbecoa restaurant, owned by Chef Jamie Oliver, in London, awarded 2 AA rosettes and a Michelin star.

I believe everybody is able to enjoy what they do when they incorporate passion in their work. Passion is motivation, goals, desire for achievement that implies effort, which I implement within the extended family of Enjoy Group.



OUR DIVISIONS

ENJOY DEVELOPMENT

The Development Department is where all projects are conceptualized. The work includes from conceptualization of the property to turnkey projects.

The objectives and strategies of work are based on the vision and needs of the customer in order to meet their goals. The team of experts give back-up on site, ensuring that each project has personalized attention and active participation.

Enjoy Group believes that all development must have a factor of differentiation that can withstand the test of time.

PROJECT MANAGEMENT

- Assistance in structuring investments and financing
- Planning and design
- General project management
- Financial and legal management
- Negotiation with hotel operators

CONSTRUCTION MANAGEMENT

- Construction, bidding and permitting processes
- Creation and monitoring of schedules and reports

PURCHASE MANAGEMENT

- Purchasing management, equipment and logistics

ENJOY MANAGEMENT

ENJOY HOTELS

Enjoy Hotels is designed and developed as a leading Company of boutique hotels in the Costa Rica market and with international projection. Created under a different concept and seeking always to establish trends, it is held at a high point in a country with constant growth.

We focus on "simple luxury" through contemporary, comfortable and cozy rooms with specialized service and oriented to the best tastes of the most demanding citizen of the world.

Currently with projects in development at the mountain, beach and city, we seek to create a national circuit that offers you an experience that is different to every lifestyle.

www.enjoyhotels.net



ENJOY RESTAURANTS

Enjoy Restaurants is born through the conglomeration of several different projects of a variety of food and multiple experiences.

Currently operate five of the most important restaurants nationwide: Actitud Buenos, Terruño, Bacchus, L'île de France and Matis. Seeking to be always innovative, we bring to the market different products but always genuine and characteristic to their origins.

The restaurants offer five different dining experiences: Terruño y Actitud Buenos Aires will take you to the streets and tradition of Argentina, Bacchus on a culinary journey of Italian artisan food, L'île de France offers you the most exquisite dishes of high French cuisine that will transport you to a corner in Paris, and Matis (located in El Mangroove Hotel) allows you to enjoy exquisite meal inspired by the beach and the sea.

www.enjoyrestaurants.net

ENJOY ASSET MANAGEMENT

Hotels and resorts require an excellent operational structure that supports multiple tasks that must be carried out to ensure the satisfaction of customers and the care of the asset. Enjoy Asset Management is the division of Enjoy Group dedicated to the management of assets for the hospitality industry.

In these divisions we offer support, advice and analysis in the operational area in order to maximize cash flow and the value of the asset. Enjoy Asset Management becomes the means of communication and supervision between the owners and operators of the hotel.

The services we offer are:

- Supervision of operations
- Supervision of accounting controls and procedures
- Monitoring of the fiscal strategy
- Supervision of insurance management
- Monitoring of the tax strategy
- Supervision of the marketing and sales plan
- Supervision of quality
- Monitoring of budgets and financial statements
- The owner of the asset accounting



ENJOY CASINOS

Enjoy Casinos currently operates the Casino Concorde, nationally recognized for being a pioneer in the industry. Our casinos promise a happy and dynamic experience. We strive to always give our clients the most exciting, entertaining and personalized casino experience possible. By being careful to make sure our professional employees properly assist our clients, we are acknowledged as leaders in the national sector.

ENJOY CONSULTING

Through years of experience in the tourism and hotel business, Enjoy Group has compiled both academic and practical knowledge in all areas of the industry. It is through its professionals, databases, manuals and information in general, that Enjoy Group applies expertise in areas of development, accounting, operations and marketing and sales.

As a company policy, Enjoy Group works with owners to adjust the consulting services to the needs of the company. Enjoy prides itself on being flexible and work hand in hand with customers to maximize the results of all collaboration.

We offer services of:

- Development of general plans of development
- Evaluation of properties and its tourist potential
- Market and feasibility studies
- Preparation of operating budgets and financial forms
- Evaluation of operational processes
- Evaluation of computer systems
- Negotiation with operating chains
- Preparation of work plans
- Restructuring of tourist enterprises
- Operational and financial audits



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