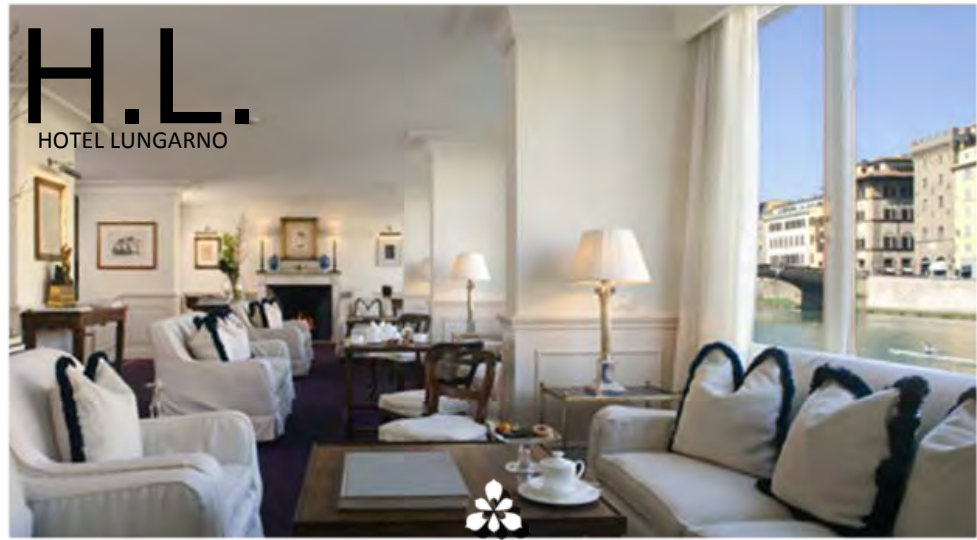


LUNGARNO COLLECTION

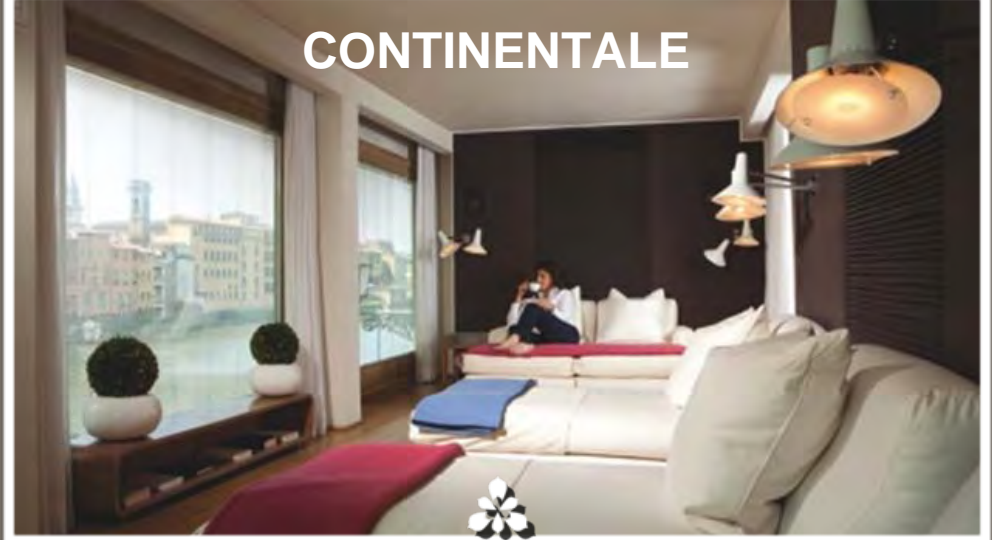
HOTELS RETREATS VILLAS



H.L.
HOTEL LUNGARNO



CONTINENTALE



**Lungarno
Suites**



**GALLERY
Hotel Art**





DIANA GARDEN

KEY TO SUCCESS

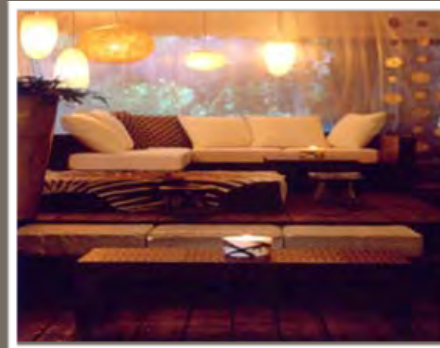
- Anticipating Seasonal Fashion and design Trends
- Complete Change of Design, Printed Material and Uniforms each Year
- Use of Connectors
- Financing via strategic partnership



2000



2001



2002



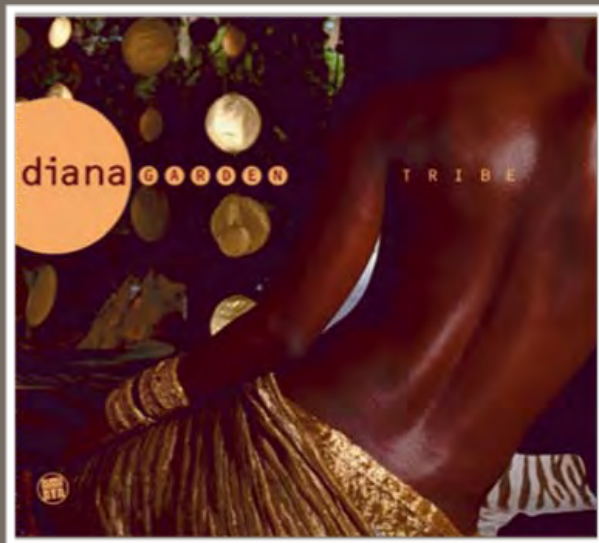
2003



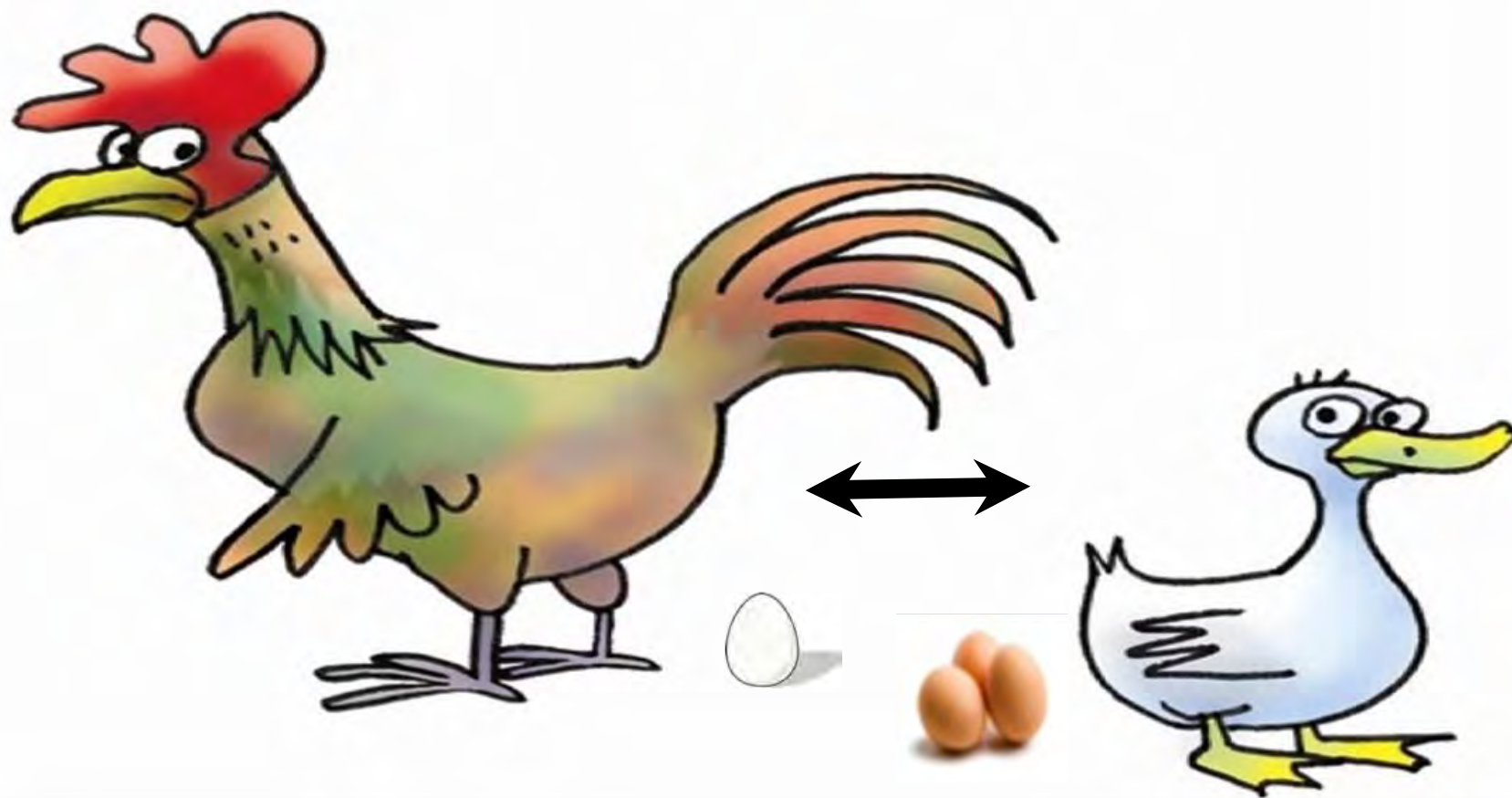
DIANA GARDEN

4 music CD's / 2 Books'

'Tribe' and 'La dolce vita' sold 40.000 copies world-wide
'Eating, Drinking, Flirting' sold 10.000 copies in Italy



CHICKEN AND DUCK



W LOS ANGELES

- Complete Renovation of the Bar and Restaurant
- New Concept for the Pool Bar
- Opening of a Dayspa, Bliss
- Strong Marketing and Public Relations
- Involvement in Community
- SOUL MANAGEMENT

A COMBINATION OF FASHIONABLE EVENTS

- Book signing
- Photo exhibitions
- Concerts
- Award ceremonies
- CD presentations
- MUSIC**





Summit Horeca Imprese Fuori Casa Gruppo 24 Ore Milano 14/11/11



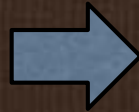
**INNOVATION IS VERY FRAGILE AND
EASY TO KILL**



TEAM



LOGO



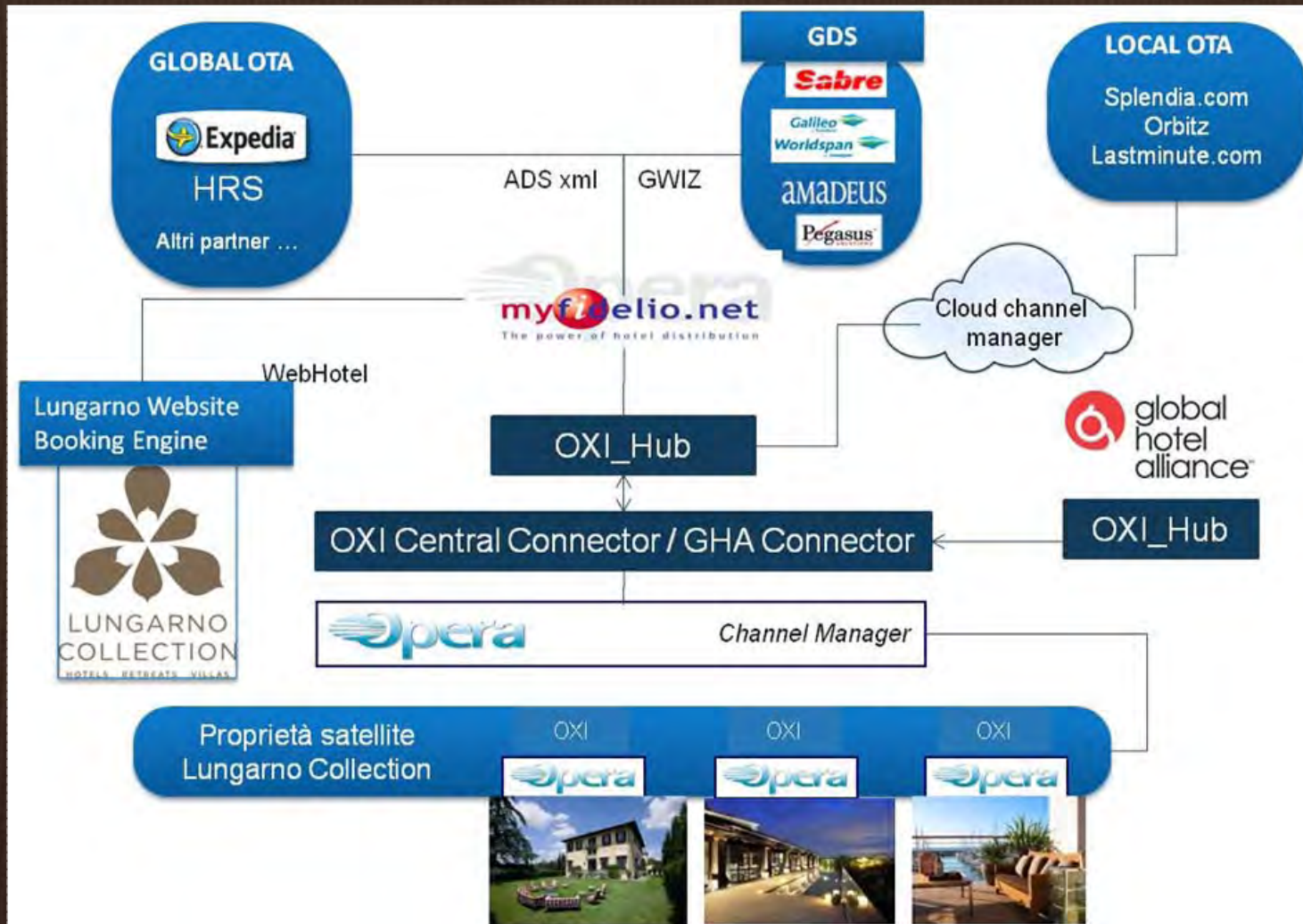
STRATEGIC PARTNERSHIP

KEY ELEMENTS

- Partnership with 14 international hotel brands.
- GHA Loyalty Program with 2 million discovery members
- Alliances with Airlines of Star Alliance
- Low distribution cost
- Exclusivity in Italy



TECHNOLOGY



LOCAL EXPERIENCES

SALVATORE FERRAGAMO MUSEUM VISIT

GOLF

Ugolino Golf Course

ARNO EXPERIENCE

Enjoy the Florentine tradition of the ancient art
"Renaioli" boat thought the arno

- FARMACIA SANTA MARIA
NOVELLA

- BIKING IN FLORENCE

- PALAZZO CORSINI

- PALAZZO CAPPONI



NEW PROPERTIES



Grazie

