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## “FERRARI LAND” TO BE ESTABLISHED IN SPAIN

### A NEW BRANDED THEME PARK WITHIN PORTAVENTURA

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March 13<sup>th</sup>, 2014 – PortAventura Entertainment S.A.U. (“PortAventura”), a company majority owned by investment subsidiaries of the Investindustrial group and KKR, has reached a licensing agreement with Ferrari S.p.A. (“Ferrari”) to establish Ferrari Land, a new theme park dedicated to the global brand of Ferrari within the PortAventura destination resort near Barcelona, Spain.

The new branded site will be the sole Ferrari theme park in Europe and will envisage a total investment of more than €100 million. Expected to open during 2016, Ferrari Land will be built on a total surface area of 75,000 square meters and benefit from several rides (including the highest and fastest vertical accelerator in Europe), a new premium hotel with 250 rooms and 5 star service, restaurants, large simulation areas for car racing and shops.

This new partnership between Ferrari, the world’s most powerful brand for the second consecutive year (according to the annual Global 500 report, February 2014), and PortAventura (Europe’s second largest destination resort and the largest in the Mediterranean) will allow the resort to further improve its position as a leading European destination resort. At present, PortAventura receives nearly 4 million visits annually, of which nearly 50% are from outside Spain.

Since Investindustrial made its initial investment in PortAventura in 2009, the new management has successfully implemented an industrially-driven business plan (making additional investments of more than €125 million in four years) to establish PortAventura as the second largest European destination resort. Since entry a new area for children (SésamoAventura), the tallest roller coaster in Europe (Shambhala) and a new aquatic park (Costa Caribe) have been established. At the end of 2013, PortAventura signed an agreement with Cirque du Soleil, a major global entertainment brand, to perform one of its shows (Kooza) at the resort during the months of July and August.

**Andrea C. Bonomi, Senior Partner of Investindustrial**, explained the rationale for the partnership with Ferrari: “PortAventura is a leader in the tourism sector in Europe. Similarly, Ferrari is an iconic brand that represents the best of “Made in Italy”. The two groups together create a powerful combination to offer clients of both brands a unique experience. We are proud to contribute to further expand the Ferrari brand and the Made in Italy around the world. This partnership with Ferrari is the result an evolution of the continuous investment plan started by Investindustrial in 2009, which has been executed by new management introduced from Gardaland and the incumbent management to make PortAventura the best destination resort in Europe. The recent collaboration agreement with Cirque du Soleil (shows), with Ferrari (five star hotel and vertical accelerator) and the investment partnership with KKR will contribute to further expand PortAventura on a long term basis. Ferrari is a key component to position PortAventura as one of the world’s preferred destination resorts for families”.

**Andrea Perrone, Managing Director of Ferrari Brand**, the subsidiary responsible for managing all activities regarding the use of the Ferrari brand said “After the successful experience of the Abu Dhabi Ferrari World we have received numerous requests to launch new Ferrari theme parks. After a thorough selection process, we have selected Investindustrial’s solid project backed by skilled and experienced people and the opportunity to bring the Ferrari allure in Spain where there are a lot of supporters and fans including a lot of tourists attracted also by the PortAventura destination resort. Ferrari Land will further strengthen the Ferrari brand in the region. Ferrari Land will appeal to entire families as well as Formula One supporters. We will continue to further look at the launch of additional Ferrari theme parks outside of Europe with no rush, while continuing to maximise the value of our prestigious brand without diluting it”.

**Sergio Feder, PortAventura Executive Chairman:** “After a successful experience with Investindustrial in Gardaland (Italy’s leading amusement park with nearly 3.5 million visits per year), we devised from the onset an industrial plan to consolidate PortAventura as the leading destination resort for families in Europe. Since entry we implemented a long term plan supported by well-known international brands to increase visitors to approximately 5 million yearly. Ferrari is an obvious choice not only for the values the brand represents, but also for their experience in the Ferrari World Abu Dhabi theme park. For us, it is also an honour to collaborate with such a worldwide recognized brand”.

#### **About Investindustrial**

*Investindustrial is a leading European investment group with approximately €3.1 billion of assets under management, which provides industrial solutions and capital to companies in the region. Its mission is to actively contribute to the development of the companies in which it invests, by creating growth opportunities and offering global solutions through an entrepreneurial pan-European vision. Certain companies of the Investindustrial group are authorized by, and subject to regulatory supervision of the FCA in the United Kingdom and the CSSF in Luxembourg. Additional information is available at [www.investindustrial.com](http://www.investindustrial.com)*

#### **About PortAventura**

*Ideally located near Barcelona in Spain, PortAventura is the largest destination resort in Southern Europe and the number two in Europe by number of rooms. It operates a 105ha family-oriented theme park, integrated into a destination resort with four themed 4\* hotels with 2000 rooms and a convention centre for up to 4,000 people. PortAventura welcomes approximately 3.9 million visits per year to enjoy its 30 rides, more than 100 daily shows, 35 shops, a dedicated kids’ area, and an aquatic park with Europe’s tallest water fall ride. Additional information is available at [www.portaventura.com](http://www.portaventura.com)*

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