



## TOURBILLION FOR HOTELS MANAGEMENT, LLC

Founded in 2024 and headquartered in Cairo, Egypt. Tourbillion for Hotels Management, LLC is a distinguished hotel management company led by Partner & Managing Director Mr. Uğur İncesu. The company operates and franchises hotels and lodging facilities in Egypt and across other countries under its two premium brands: TITANIC HOTELS and SELECTUM HOTELS.

Tourbillion delivers comprehensive hotel management solutions covering all operational areas-from staffing and guest experience to marketing, financial performance, compliance with global hospitality standards, and seamless adaptation to local market dynamics.



By blending global quality standards with a localized approach, Tourbillion has earned the trust of hotel owners and investors alike. The company's mission is to create unforgettable guest experiences by offering impeccable service, refined style, and world-class amenities in unique destinations around the world.













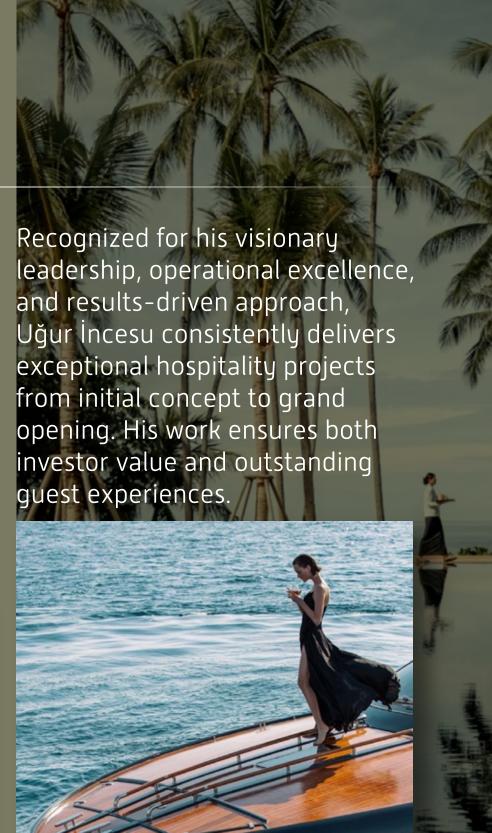


# TOURBILLION FOR HOTELS MANAGEMENT, LLC

Mr. Uğur İncesu is a renowned hospitality leader from Türkiye, bringing over three decades of expertise in hotel operations, development and strategic consultancy. Throughout his career, he has held senior executive positions, including Chief Operating Officer and Managing Director at prestigious international brands such as Rixos Hotels and Titanic Hotels Egypt, overseeing projects and operations across Türkiye, Egypt, MENA, Russia, and North Africa.

His professional expertise spans hotel project development, brand integration, pre-opening management, asset optimization and large-scale hospitality event coordination. He has successfully spearheaded the development and launch of numerous high-profile luxury resorts and has directed VIP-level hospitality services for global summits and official state events.







### **GENERAL PROFILE**





- Over 38 years of international luxury tourism and hospitality experience
- Leadership in projects exceeding USD 1 billion in investment value
- Expertise in corporate strategy, investor relations, premium service standards and concept development
- Proven track record in the luxury segment with high occupancy and profitability exceeding targets.



### **CURRENT ROLE & RESPONSIBILITIES**

## TOURBILLON HOTELS & RESORTS MANAGEMENT (FOUNDER & CHAIRMAN)

- Development of the company's vision, strategy, and growth plans
- Management of Titanic Deluxe Sharm El Sheikh and Selectum Suites & Villas Marsa Alam in Egypt
- Strategic partnership with Clockwork for technology integration and digital transformation projects
- Master planning and investor partnerships for new destinations

## TITANIC HOTELS EGYPT (MANAGING PARTNER)

- Execution of luxury resort investments under the Titanic brand in Egypt
- Leadership of master planning, construction, pre-opening and operational phases of Titanic Deluxe Sharm El Sheikh
- Local market analysis and optimization of international guest profiles
- Premium villa and luxury product development strategies







SELECTUM SUITES & VILLAS

MARSA ALAM



#### RIXOS HOTELS (COO & VP DEVELOPMENT)

- Openings, pre-opening and operational leadership in Dubai & Abu Dhabi (UAE), Doha (Qatar), Sochi & Moscow (Russia), Sharm El Sheikh (Egypt) and Tripoli (Libya)
- Integrated management of hotel and entertainment concepts for The Land of Legends Theme Park (Turkey)
- Brand positioning and expansion strategies in international markets
- Continuous revenue growth through sales and marketing optimization

## GLOBAL PRE-OPENING & DEVELOPMENT LEADERSHIP

- Hotel openings and concept creation in the UAE, Qatar, Egypt, Russia, Turkey, Kazakhstan, Libya, Croatia and more
- Feasibility studies, investment planning, and financial modeling
- Collaborations with Accor, Marriott, Hilton for franchising and partnerships
- Coordination with construction and design teams to ensure architectural optimization and concept alignment





Rixos Montaza Alexandria - Egypt



Rixos Radamis Sharm El Sheikh - Egypt



Rixos Magawish Hurghada- Egypt

















Makadi Resort Hotel Hurghada - Egypt



Rixos Premium Seagate Sharm El Sheikh - Egypt



RIXOS Sochi Russia



RIXOS Premium JBR Dubai - UAE

Rixos Sharm El Sheikh (Adults Only, +18)

Rixos Bab Al Bahar - UAE



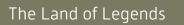












Rixos Al Nasr





#### **INVESTOR RELATIONS & ASSET MANAGEMENT**

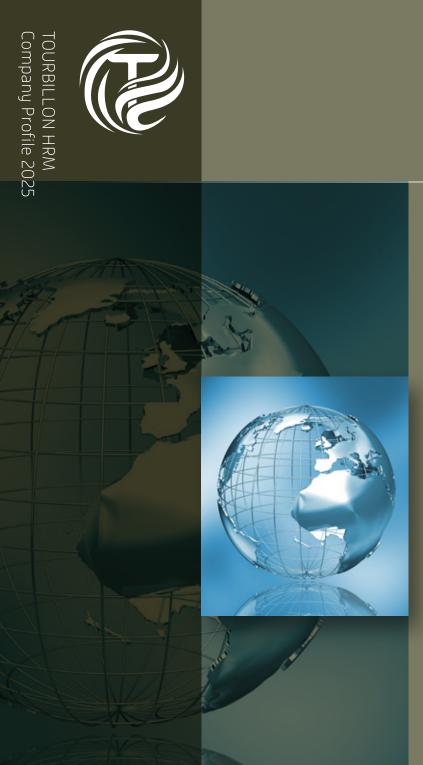
- Development of operational models delivering high ROI to investors
- Revenue management and cost optimization strategies
- Renovation and repositioning projects to enhance asset value
- Extensive investor network across the Middle East, Europe and CIS

#### STATE PROTOCOL & VIP MANAGEMENT

- Specialized hospitality protocols for royal families, heads of state and senior diplomats
- Management of protocol hotels for international events and organizations
- Implementation of security, privacy and personalized service standards

#### CONCEPT CREATION & BRAND POSITIONING

- Unique concepts for luxury lifestyle, family luxury and adult-only luxury segments
- Mixed-use resorts integrating entertainment, gastronomy and wellness
- Multiple internationally awarded projects





#### MEETING & CONGRESS EXPERTISE

- International Summits & Forums: OSCE Summit, IMF Governors Meeting, African Union—Arab League Summit, NATO Defence Ministers Meeting.
- Large-Scale Events: 15,000-participant IMF meeting, 10,000-participant African Union events, 5,000-participant UNWTO Congress.
- High-Level Government & Private Sector Participation: Heads of state from over 80 countries, ministers, and global business leaders.
- End-to-End Event Management: Concept development, VIP hosting, food & beverage services, logistics, technical infrastructure and venue management.





- Booking.com Traveller Review Awards
   2025 All Rixos Hotels in Turkey and
   Rixos Premium Dubrovnik
- Middle East Hospitality Excellence
   Awards 2024 "Best Hospitality Brand of the Year" Rixos Hotels
- TUI Global Hotel Awards 2024:
- Rixos Sharm El Sheikh Adult Only 18+"Best TUI Hotel in the Netherlands"
- Rixos Premium Göcek Among the world's top 100 adult-only hotels

#### **WORLD TRAVEL AWARDS**

- "Turkey's Leading Guest Experience Hotel"
- Rixos Premium Bodrum "Europe's Leading Lifestyle Hotel"
- Rixos Premium Göcek "Europe's Leading Marina & Villa Hotel"
- Rixos Premium Tekirova "Turkey's Leading Family Resort"
- Rixos Premium Belek "Turkey's Leading Resort"
- Rixos Libertas Dubrovnik "Croatia's Leading Beach Hotel"
- Rixos The Palm Dubai "Middle East's Leading Lifestyle Resort"
- Rixos Bab Al Bahr (UAE) "Middle East's Leading All-Inclusive Resort"









## TOURBILLON

HOTELS & RESORTS MANAGEMENT



## **ABOUT TOURBILLON** "WHO WE ARE"



FOUNDED BY - Mr. Uğur İncesu



#### **CORE EXPERTISE**

Excellence in luxury hospitality management, investment development, innovative concept creation and sustainable high-performance service standards.



#### **GLOBAL VISION**

To create exceptional value for investors and deliver unforgettable guest experiences, setting new benchmarks in the international tourism industry.



- Luxury resort operations and strategic management
- Hotel openings and pre-opening project leadership
- Investor advisory and growth consultancy
- Brand positioning, concept design, and market differentiation



#### **PORTFOLIO**

Managing Titanic Deluxe Sharm El Sheikh and Selectum Suites & Villas Marsa Alam in Egypt, delivering world-class hospitality experiences.



Providing advanced technology integration, brand strategy and communication solutions to enhance operational and guest excellence.



## MISSION & VISION



#### MISSION

Provide investors with high returns and reliable partnerships

Design unforgettable quest experiences

Continuously improve efficiency and quality with sustainable high service standards

Support brand recognition and sustainable growth through process optimization, brand, strategy and integrated communication



#### **VISION**

Set global standards in luxury hotel management

Deliver unique and personalized quest experiences

Create sustainable, long-term investment value

Provide global solutions in efficiency, digital transformation, brand positioning and creative communication





## MANAGED PORTFOLIO - I

#### TITANIC DELUXE SHARM EL SHEIKH

Category: Ultra-Luxury Resort

**Location:** Sharm El Sheikh, Egypt – Exclusive bay on the Red Sea with private beach

**Opening:** 2025 (Tourbillon pre-opening & management)

#### **Capacity:**

473 rooms & suites (10+ categories) 67 private pool villas 1,200+ total beds

#### Dining:

8 restaurants (Turkish, Italian, Far Eastern, seafood, etc.) 10+ bar & lounge concepts 24-hour room service

#### **Facilities:**

1 km private beach 3,500 m² spa & wellness center 20+ outdoor pools and 2 indoor pools 2,000-person outdoor event area Kids club and aqua park (10 slides)







## MANAGED PORTFOLIO - II

#### **SELECTUM SUITES & VILLAS MARSA ALAM**

Category: Luxury Suites & Villas

Location: Marsa Alam, Egypt - Unspoiled beaches and diving paradise

**Opening:** 2024 (Tourbillon management & operations)

Capacity:

Existing, 2025

484 hotel rooms

#### By end of 2026

- +315 hotel rooms
- +40 luxury suites
- +100 private pool villas
- +Aquapark

#### By 2027

+500 hotel rooms

#### **Dining:**

6 restaurants (fine dining, fusion, Mediterranean) 3 bar & lounge concepts

#### **Facilities:**

500 m private beach Private diving & snorkeling club Personalized butler service 2,200 m² spa area



SELECTUM SUITES & VILLAS MARSA ALAM



## MANAGED PORTFOLIO - III

#### **CULLINAN SHARM EL SHEIKH**

Category: Ultra-Luxury Resort

Location: Sharm El Sheikh, Egypt - Next to Titanic Deluxe Sharm El Sheikh

Opening: By end of 2026 (Tourbillon pre-opening & management)

**Capacity:** 

200 swimm up rooms (60-70m²) 600+ total beds

Dinina:

2 Restaurants & Bars 24-hour room rervice

**Facilities:** 

Private beach
Spa & Wellness Center
Outdoor & indoor pools
Tennis & Padel Courts, Beach Volley,
Buggy shuttle
Access to all services of Titanic Deluxe Sharm el Sheikh







## MANAGED PORTFOLIO - IV



#### THE RED HOTEL

Category: Luxury Residence

Location: Hacienda, North Coast

Opening: 2024

(Tourbillon management & operations)

#### Capacity:

Apartments (212 m<sup>2</sup>)
Corner Apartments (276 m<sup>2</sup>))

#### **Dining:**

Pool Bar Poolside Restaurant Room service 24 Hrs

#### **Facilities:**

Swimming Pool, Spa, Daily Housekeeping & Laundry Service Access to the beach at GIGI Ghazala Bay









## MANAGED PORTFOLIO - V

# DESERT LAGOON RESIDENCES

#### **DESERT LAGOON RESIDENCES**

**Category:** Ultra-Luxury Residences

Location: Sharm El Sheikh, Egypt - Next to Cullinan Sharm El Sheikh

**Construction Start: 2027** 

#### Capacity:

1,000 Luxury Residences (total)

250 residences (2028)

+375 residences (2029)

+375 residences (2030)

#### Dining:

Main Restaurant & Lounge Themed A la Carte Restaurants Cafe & Bars Beach Club

#### **Facilities:**

Shopping, Spa & Wellness, Fitness, Tennis & Padel Courts, Water Sports, Buggy shuttle











## CLOC (WORK

Clockwork is Tourbillon's strategic partner in technology, brand and communication.

As the only Umbraco Gold Partner agency in Turkey, Clockwork delivers world-class software and digital infrastructure.

Clockwork carries out brand communication and advertising campaigns in line with 360-degree communication plans and strategies that connect brands with large audiences.























## CLOC (WORK

#### **WE LISTEN FIRST**

#### We are a Digital and Conventional Marketing Agency

We were born digital in 2002. We have believed in actual and authentic contents, followed up technology and continuously renewed and improved ourselves.

We have first listened to our brands and then thought, designed, created, developed, written, produced and discovered them...
We have fulfilled their demands all together.

Today, as we mark our 23th anniversary, we continue to grow strongly through 360-degree communication by adopting a holistic approach on Digital and Conventional Marketing Communication for our brands.

We build communication strategies that will help our brands achieve their goals, find creative solutions, design experience, create products and position them for the most suitable channels.









clockwork.com.tr





#### **SOLUTIONS**

#### **Web, E-Commerce & Mobile Development:**

Professional websites, e-commerce platforms, and mobile apps with modern, scalable, user-focused design.

#### **Creative Strategy, Brand Identity & UI/UX:**

Brand identity and positioning with creative strategies and high-impact UI/UX design.

#### **Digital Marketing & Social Media:**

Integrated digital marketing strategies and effective social media management.

#### Content Production, Marketing & Motion Graphics:

Videos, photography, animations and written content to boost brand presence.

#### SEO, Programmatic Advertising & Online Reputation:

SEO, targeted ads and online reputation management.

#### **Hosting, Domain & CMS Solutions:**

Secure hosting, domain management and flexible CMS integration.

#### **Artificial Intelligence Solutions:**

Al tools to optimize processes and enhance customer experiences.

#### **Hospitality Operations Tools:**

User-friendly platforms for uploading and sharing visuals, videos, brochures and more, QR management portals for restaurant menus and other hotel operations.



#### **TOURISM SERVICES**

Renew your hotels website with original design and advanced infrastructure.

Impressive UX/UI design, UI Kit, Microsoft Based Umbraco CMS, 3rd Party Integrations, SEO Setup and Management, responsive design compatible with all browsers and much more.

#### **Meet Umbraco Content Management System**

We exceed the limits with Umbraco CMS infrastructure, one of the world's leading management panels, and provide advanced, modular, flexible infrastructure integration to your website. Content management system is the backbone of your website. It should be powerful, efficient and most importantly flexible. Umbraco CMS is an open source content management system (CMS) built on the Microsoft ASP.NET framework.







### FolderInn

FolderInn is a user-friendly and technological platform where you can easily upload and share your images, videos, brochures and other promotional materials prepared with Clockwork assurance and experience.

Moreover, with a single management panel...

## **Mobil App**

By analyzing your needs; we prepare mobile applications for your hotel with native and hybrid technology according to user demands and experiences.

### **Awards and Certificates**

Our Great Place to Work certification demonstrates our strong team culture and the importance we attach to employee satisfaction, while our internationally recognized ISO certifications are proof of our commitment to quality and safety standards.

At the same time, our "Best Employer" and "Best Technology Company" awards reflect the success of both our working environment and our innovative approach to technology in the sector. With this confidence and motivation, we continue to work passionately to produce better.



# CLOC (WORK

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# CLOC (WORK

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KAYA HOTELSBERESORE

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GLÖRIA SPORTS ARENA

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	SÜRAL HOTELS	VŒUE	NOYAN MEALTH & TRAVEL	NOYAN	INFINITY SOLE TOUR
	KIZILBÜK	EFES TUR	My		NATIONAL JI

TITANIC
DELUXE SHARM EL SHEIKH



# CLOC (WORK







BUSINESS PARTNERS Microsoft Partner



Lugat.

Google Partner

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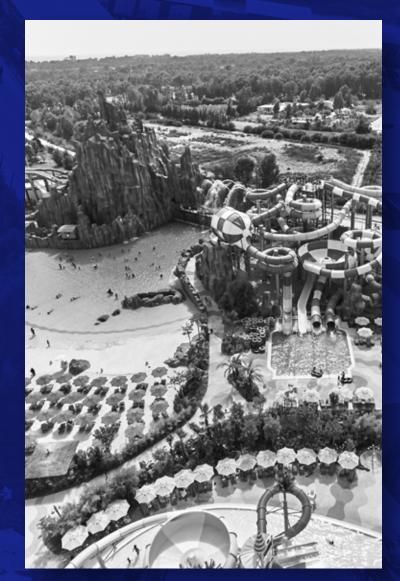
### YOUR ONE-STOP GLOBAL SOLUTION PARTNER

In the design, planning, engineering, project management, procurement and installation of all your needs about waterparks

## **ABOUT PROMATE AQUATIC**

Starting with through site investigations and preparation of initial concept plans, the Promate Aquatic team of skilled engineers, pool development experts, and professional installers help you add proven and revenue - generating ideas to your next leisure facility or aquatics/water park project.

Promate Aquatic is committed to providing our clients with smart solutions for real success. This is the foundation behind our unique approach to all client projects that ensures every step of the process is carried out in the best interest of your business - designed to maximize return, enhance the guest experience and be constructed in a time frame to meet your financial goals and time constraint need.











## **PRODUCTS**

## **AMUSEMENT ATTRACTIONS**

- Waterslides
- Dry Rides
- Aqua Play Structures
- Soft Play Equipment & Spray Parks

## **POOL SYSTEMS**

- Hydro-Mechanical Solutions
- Wave Pools
- Rivers
- Surf Pools
- Artificial Lagoons
- Fiberglass Pools

## THEME & CONSTRUCTION

- Artificial Rockworks
- Flooring Systems
- Shaded Systems
- Amusement Rides

## PARK DEVELOPMENT & OPERATIONAL SYSTEMS

- Queue Management
- Face Recognition & Photo Technologies
- Child Care Systems
- Light, Sound and Games Systems
- Inspection & Certification





# WORLD - CLASS AMUSEMENT PLANNING, DESIGN AND ENGINEERING SERVICES

MASTER PLANNING & THEMING WORKS

Transforming your dreams into reality

PROJECT MANAGEMENT
Helping you succeed with our experts

Delivering advanced level innovation

PROCUREMENT

Helping businesses run more efficiently

TEST & COMMISIONING

Building your visions, creating reality



# PROMATE AQUATIC

## **SERVICES & VALUE PROPOSITION**

### **CORE SERVICES & ADVANTAGES**

- Feasibility studies & market analysis
- Concept design & master planning
- Technical attraction consultancy
- Certification
- Integration of childcare and family-focused experiences
- Sustainable design and operations inspired by global trends

## **VALUE PROPOSITION**

- Financial return-focused
- Guest experience-centered
- Full compliance with international standards
- Holistic, end-to-end approach





## **GLOBAL REFERENCES**

#### Rixos Hotel Jeddah / KSA (Suudi Arabistan)

Consulting, Feasibility Study, Contract Management, WaterSlides, ThemeWorks, Hydromechanical Systems (Under Construction)

#### Maxx Royal Resort / Maldives

Feasibility Study, Contract Management, WaterSlides, ThemeWorks, Hydromechanical Systems (Under Construction)

#### Dijlet Waterpark Project – Ivory Coast

WaterSlides, Steel Structure, Hydromechanical Systems, Installation [Under Construction]

Sataya Resort – Marsa Allam, Egypt (Under Construction)

**Titanic Deluxe Sharm El Sheikh – Egypt** (Under Construction)

#### Nickelodeon Hotel – The Land of Legends, Turkey

Consulting, Concept Design, Feasibility Study, Contract Management, Engineering, WaterSlides, Theme Works, Hydromechanical Systems, Flooring Systems

#### Fun City Project - Nigeria

Concept Design, WaterSlides, Steel Structure, Hydromechanical Systems, Installation

#### Candyland – Bodrum, Turkey

Concept Design, Engineering, Theme Works, Amusement Ride Installation

#### Sunrise Waterpark Project – Nigeria

Flooring, Furnishing, Hydromechanical Systems, Installation

#### Kribi Waterpark Project – Cameroon

Concept Design, Engineering, WaterSlides, Theme Works, Hydromechanical Systems, Flooring Systems

#### Said Khazal Adventure Park - Iraq

Project Management, Ride Installation

#### Hillside Fethiye – Turkey

Kids Club, EPDM Flooring, Synthetic Pitch

#### Limak Hotels – Turkey

WaterSlides, Pool Systems, Installation

#### Doriane Beach Waterpark Resort - Algeria

Concept Design, Engineering, WaterSlides, Steel Structure, Hydromechanical Systems, Installation

#### Zambia Marina Waterpark

Concept Design, Project Management, Theme Works, Hydromechanical Systems

#### Granada Hotels – Turkey

Design & Build

#### Calimera Serra Palace Hotel – Turkey

WaterSlides, Hydromechanical Systems, Project Management

www.promateaquatic.com



# WHY TOURBILLON?

- **STRENGTHS & COMPETITIVE ADVANTAGES**
- **INVESTMENT OPPORTUNITY**
- 10 YEAR FINANCIAL PROJECTION (SIGNED & PLANNED BUSINESSES)
- **WHAT TOURBILLON OFFERS**



# STRENGTHS & COMPETITIVE ADVANTAGES





- Founding Leadership: Mr. Uğur İncesu's 38+ years of global hospitality expertise
- **High Service Quality:** Consistently high standards in luxury from opening day
- Global Network: Investor and partnership network in the Middle East, Europe and CIS
- Concept Development Capability: Destination-specific, differentiated luxury hotel concepts
- Financial & Commercial Success: Sustainable profitability via effective sales, marketing and pricing strategies
- Technology & Digital Integration: Operational digital transformation, smart automation and efficiency gains.



# **INVESTMENT OPPORTUNITY**





- Scalable growth in new destinations building on proven operational success
- Management models ensuring high ROI
- Low-risk, high-return approach for investors
- Plan to expand portfolio to 5+ hotels within 5 years
- Management experience in 16+ countries with luxury resorts and mixed-use projects
- Collaborations with global brands like Accor, Marriott, Hilton
- Sustainability-focused operations and concept development
- Investor-centric operational models



## **Total Projected Income (2025–2035)**

Average Annual Growth Rate (AGR) Peak Annual Revenue (2028)

## \$447M

>60% \$86.17M

## **Revenue Distribution %**



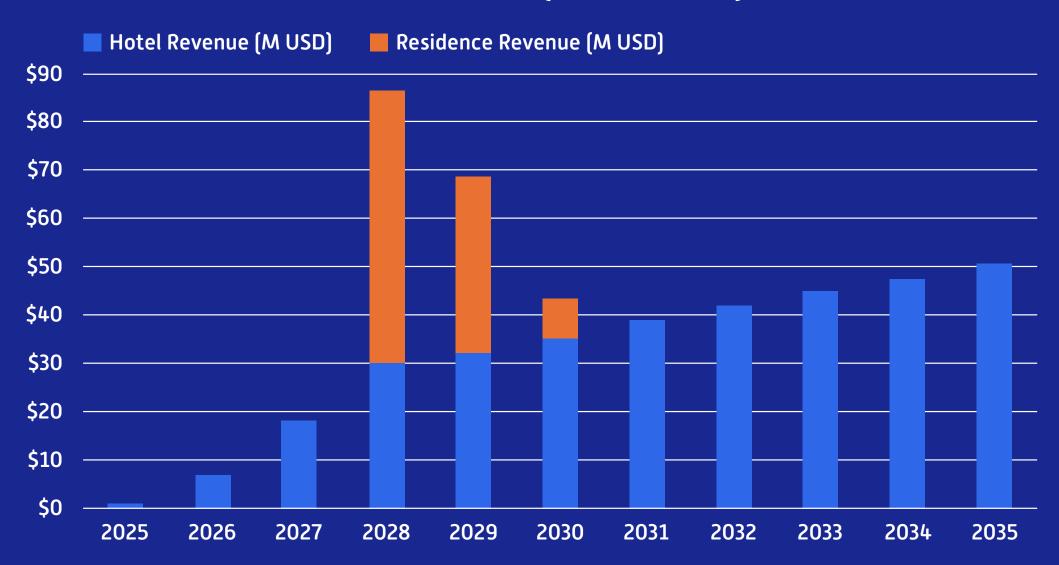
### **Signed Business Contributions**

- Titanic Deluxe Sharm El Sheikh
- Cullinan Sharm El Sheikh
- Selectum Suites & Villas -Marsa Alam

## **Planned Business Projects**

- Selectum Hurghada
- Selectum Sharm El Sheikh
- Desert Lagoon Residences

## **Annual Revenue Growth by Year (USD Million)**



- Over the next decade, **Tourbillon Hotels & Resorts Management** is poised to maintain a solid and sustainable financial foundation, driven by:
- A strong and reliable revenue base secured through long-term hotel management agreements, providing stability and predictable income.
- A consistent year-on-year growth trajectory that underscores the scalability, resilience and reliability of our business model.
- Future development projects that will significantly enhance and diversify revenue streams, reinforcing long-term growth potential.
- A balanced income structure, combining management fees and licensing revenues to ensure a sustainable, diversified, and resilient financial performance.
- With projected revenues exceeding **USD 345 million** over the next 10 years, **Tourbillon Hotels & Resorts Management** is strategically positioned as a financially strong and trusted leader in the global hospitality industry. Our financial strength, supported by a forward-looking growth strategy and a portfolio of carefully planned development projects, underscores our role as a long-term partner of choice for investors, developers and stakeholders worldwide.





In addition to hotel management revenues, Tourbillon will generate significant real estate sales income through the **Desert Lagoon Residences** project in Sharm El Sheikh.

The project targets **USD 101 million** in residence sales between **2028 and 2030**, diversifying the company's income structure. Upon completion, the Desert Lagoon Residences will be fully managed and operated **by Tourbillon**, ensuring long-term consistency in operational excellence, brand standards, and customer experience. By combining both development and management under one trusted brand, **Tourbillon** delivers sustainable value creation for investors and an unparalleled lifestyle experience for residents.

# WHAT TOURBILLON OFFERS



# 1. FEASIBILITY AND ECONOMIC EVALUATION, PROPERTY APPRAISALS & VALUATIONS

- Market and feasibility studies for new hotels, resorts and leisure projects
- Optimal land-use studies, including master planning and zoning analyses
- Development strategy advisory for corporations and regional and/or national authorities
- Market and marketing research for the tourism sector, as well as the residential and commercial real estate markets
- Property and business valuation of hotels, resorts, leisure projects and residential real estate complexes
- Advisory on acquisitions, disposals and joint venture structuring



# WHAT TOURBILLON OFFERS





### 2. CONCEPT DEVELOPMENT

- Definition and development of the project's optimal use and vision
- Creation of the general master plan, physical concept, and overall massing concepts
- Economic concept (revenue programming), product and sub-product definitions and business modeling
- Sales and marketing concept, including market positioning strategy
- Product differentiation proposition



# WHAT TOURBILLON OFFERS



## 3. DEVELOPMENT OF WHITE LABEL MANAGEMENT STRUCTURES

- Management of hotels under international franchise brand standards or the creation of a tailored brand to match a specific project
- Recruitment and training of key management personnel
- Preparation of work principles and management procedures
- Development of operational systems (establishment of management budgets, work plans, purchasing, accounting and stock control systems)
- Establishment of sales and marketing systems and brand management structures
- Supervision and coordination of the opening process
- Ongoing supervision of operations

