

PRESS RELEASE

SANDAYA 4- & 5-STAR CAMPSITES
Camping inspired by freedom



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Key outdoor hospitality player

Since its creation in **2010**, Sandaya Group has emerged as a **key player** in **premium** outdoor hospitality.

Today, Sandaya offers a portfolio of **64 four- and five-star campsites** located across France and Europe, including Spain, and more recently Italy.

Its name evokes everything at once: sand, the beach, and holidays. Catering to a **family-oriented clientele**, Sandaya provides campsites across Europe that are situated either by the sea or in the heart of nature,, always in **exceptional and carefully preserved environments**.

One of Sandaya's strengths lies in its wide and diverse range of accommodations, designed to meet all expectations, from **classic cottages** to **Premium** options and even **quirky accommodations**. The group has also introduced a new collection of **Prestige villas** and apartments. This offering is complemented by carefully designed facilities and activities to delight both children and adults alike.

Sandaya is firmly committed to fostering tourism **with a positive impact**. Its "Way of Life" CSR programme embodies this ecologically responsible vision, striving to preserve resources and the environment, thus shaping the **camping experience of the future**.



SANDAYA THE BRAND



The Group stands out for its strategic and growing presence in the **most beautiful regions of France and Europe**, offering a unique camping experience designed for families.

The creation of the Sandaya Group stems from the **innovative vision** of its founders, François Georges and Xavier Guilbert, for the future of camping. Their ambition:

Transform and develop this form of accommodation into a major reference in the industry.

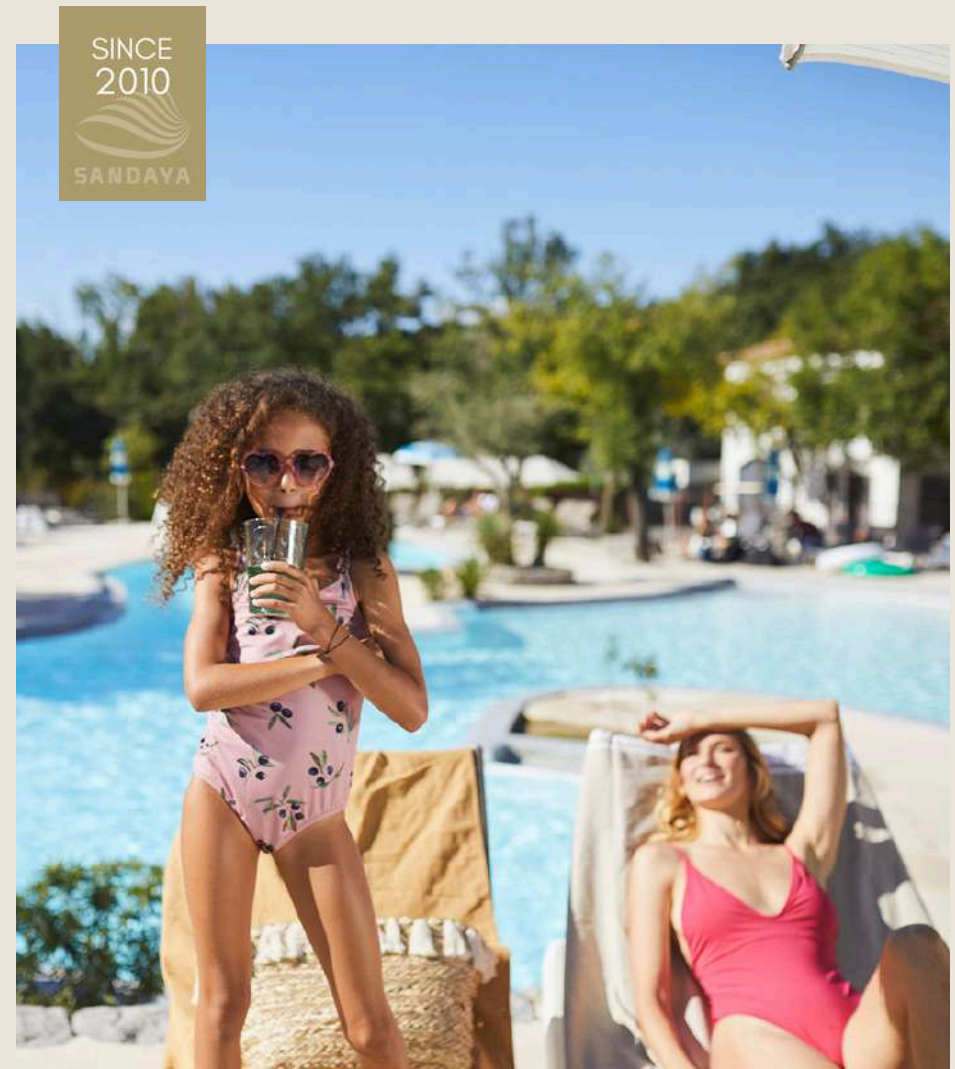
Today, outdoor hospitality has become the **leading form of tourist accommodation** in France and Europe, validating the relevance of their approach in this rapidly growing market.

Driven by a bold vision and supported by **its main shareholder, Infravia**, the Sandaya Group is pursuing a dynamic growth strategy.

In just three years, from 2022 to 2025, Sandaya significantly expanded its portfolio, adding **29 new campsites in France** and Europe — including **4 campsites in Italy and 1 in Spain**, growing its network from **35 to 64 campsites**.

The Group also actively invests in its sites both on accommodation offerings and infrastructure enhancements.

This growth is underpinned by an innovative distribution strategy, integrating **multichannel e-commerce** and robust partnerships with **works councils**.





Sandaya is a trendy brand that reinvents camping, making people proud to say they spent their holidays there.

A premium, cool and dynamic brand loved by all generations as well as single-parent and blended families, appealing to traditional camping enthusiasts but also holiday club clientele.



Sandaya's DNA : Camping inspired by freedom!

At Sandaya, we want our customers to enjoy a unique holiday experience at modern, committed and premium campsites that are in the spirit of the times—a special escape where everyone feels free and happy in an exceptional natural environment.

Our values are deeply rooted:

Freedom

Creating the holiday you want, with the people you choose, enjoying peaceful moments without constraints

Zest for life

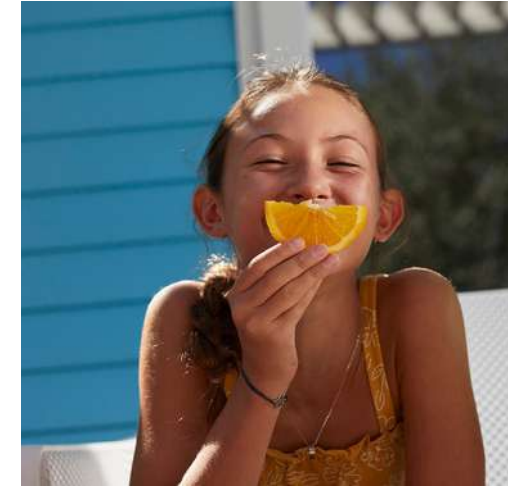
Happy and convivial moments of sharing, where the colours of happiness shine brightly

Modernity

A brand and teams full of energy, with campsites offering ultimate comfort and high-end amenities

Nature

The beauty of landscapes, the richness of cherished natural treasures, and a return to the essentials



Two holiday experiences: CHILL or CLUB

CLUB



The "**CLUB**" experience offers lively and festive holidays, with a wide range of services and activities available every day throughout the season: water parks, kids clubs, evening entertainment hosted by animators, and more.

chill



The "**CHILL**" experience, on the other hand, offers friendly and peaceful holidays where guests can reconnect with nature and explore local tourism through tours and excursions. Activities and entertainment are also available on-site during July and August.

NEW IN 2025

P11. New destinations

P14. Investments



8 new campsites for 2025 season yet!

4 of which in France

An extraordinarily enchanting experience with a stay at the **VILLAGE FLOTTANT DE PRESSAC**, a one-of-a-kind waterside paradise in the south of the Vienne, awaits.

In this haven of tranquillity, you can sleep in a cabin on the water, in a lodge or in a safari tent in the heart of a Natura 2000 area, fish in the lake on which your cabin floats, recharge your batteries all year round in the heated swimming pool, and enjoy a myriad of activities nearby.



ONDRES PLAGES is a charming campsite in the Landes region, fully renovated for the 2025 season, located just 200 metres from the beach and the Atlantic Ocean.

Nestled in the heart of a pine forest, and situated midway between the Landes and the Basque Country, this family-friendly campsite offers holidaymakers a swimming area with an outdoor pool, the nearby "La Vélodyssée" cycle route, and access to the region's iconic towns: Capbreton, Vieux-Boucau, Biarritz, Bidart, Saint-Jean-de-Luz, and Bayonne.

8 new campsites for 2025 season yet!

Discover the natural and authentic side of Brittany from **LE P'TIT BOIS******* campsite in Saint-Jouan-des-Guérets in the Ille-et-Vilaine. Tucked away in a flourishing green 7-hectare setting, just a stone's throw from Saint-Malo and the beaches of the Côte d'Émeraude, this destination lies between land and sea and is perfect for families and couples alike. The reason? Well, there are plenty of reasons! First and foremost, the water park with its covered and heated swimming pool, waterslides, 500 m² aquatic playground, plus you'll benefit from a wide range of all-comfort accommodation and a great location not far from the sea. This is your invitation to a glorious Breton escapade!

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The **DOMAINE LA FRANQUI******* campsite in Leucate in the Aude is the ideal destination for a holiday immersed in nature. With heated outdoor swimming pools, the beach just 400 metres away, a wellness area, accommodation for groups big and small, an exceptional setting with a lagoon populated by pink flamingos and the blue waves of the Mediterranean, you'll find all the ingredients for a memorable camping holiday. And the bonus? The site is fully pedestrianised, guaranteeing perfect peace and quiet!

And 4 destinations in Italy, launching the new platform Sandaya Italia



ETRURIA in Leghorn (Livorno)

Set between pine forest and sea, the Etruria campsite in Marina di Castagneto Carducci is just ideal for a relaxing family stay on the water's edge. With its water park featuring a swimming pool and a 1,000 m2 lagoon, direct access to the sea from its private beach, comfortable accommodation for every kind of family and, more than anything, its idyllic setting where land meets sea, you're sure to fall under Tuscany's spell and spend the most amazing of holidays.

LE PIANACCE in Leghorn (Livorno)

Tucked away in the gorgeous green countryside, just a few miles from the Etruscan Coast, the family-friendly Le Pianacce campsite has a lovely water park with heated outdoor swimming pool, aquatic playground and waterslide, accommodation for every kind of holidaymaker, and services to meet your every need. Opt for a stay here and create lasting memories as you enjoy absolute serenity, a range of fun activities and heritage of unparalleled wealth.

Prestigious vineyards, characteristic villages, breathtaking landscapes as well as Firenze, Siena and Pisa, Toscan gems less than 2h drive away complete the Italian picture.



TOSCANA BELLA in Leghorn (Livorno)

Nestled in a lush 60,000m² setting in Vada, holidaymakers can enjoy an authentic Italian getaway at Camping Toscana Bella, where dolce vita, relaxation, and sunshine await. It's the perfect spot for a holiday with its family-friendly water park featuring a heated swimming pool and paddling pool, all-comfort accommodation, sports pitches, a restaurant-pizzeria... not to mention the stunning beaches of the Tuscan coast just 700 metres from the campsite.



EUROPA VILLAGE in Venice

Nestled between the Venetian lagoon and the Adriatic Sea, all just a few short miles as the crow flies from Venice itself, this seaside campsite in Cavallino is the peaceful retreat you've always dreamed of for your Italian holiday. It boasts a series of appealing attributes to draw you in, such as the serene green setting, the stunning water park with no fewer than 4 outdoor swimming pools, the wellness area and a very convenient location.

Excellence and satisfaction:

Sandaya continues to invest in its campsites for 2025

Upgrading infrastructure to enhance quality

To deliver an ever-improving experience for our holidaymakers, Sandaya is committed to enhancing its campsites by **modernising its infrastructure**.

For the 2025 season, a budget of **€49 million (inclusive of VAT, CAPEX)** has been allocated to **renovate** several of our campsites. Key projects include the complete renovation of the Ondres-Plage campsite, the creation of a pool at the Val André campsite, the modernisation of sanitary facilities at Belle-Plage, the construction of a gîte at Maguide, and the development of a pedestrianised area at the Les Mathes campsite. Additionally, several campsites will see their restaurants, bars, entertainment stages, and kids clubs fully renovated.



Renewal of accommodation options

In parallel, Sandaya has invested **€26.5 million (inclusive of VAT)** in acquiring **689 new mobile homes and 50 chalets**, further enhancing the diversity and quality of its accommodation offerings.



Strengthened Commitment to Corporate Social Responsibility (CSR)

We have also allocated **€3.5 million (inclusive of VAT)** to strengthen our commitment to **Corporate Social Responsibility (CSR)**.

This investment will support the deployment of solutions offered by Osmosis for sustainable resource management, the integration of eco-design criteria into our projects, centralised waste management, and the implementation of a disability-inclusive policy. Finally, we are continuing our efforts towards more sustainable tourism by adopting a low-carbon travel strategy.

WHAT SANDAYA OFFERS

P16. Accommodations

P20. Water parks

P21. Animations

P23. Food service

P24. Pet-friendly



A variety of accommodation for a tailored experience

Premium accommodations & cottages

The PREMIUM cottages are thoughtfully designed to provide optimal comfort, featuring layouts **with 1 to 3 bedrooms** and accommodating up to 6 guests.

Their smart design maximises space, complemented by **beautiful terraces** ideal for relaxing or enjoying family meals.

Located in **pedestrian-friendly and landscaped areas**, these cottages come with numerous amenities, such as **air conditioning**, a TV, **a dishwasher**, and **private hot tubs** in select units.

Additionally, PREMIUM stays include a range of services for total comfort: **bed linen and towels provided**, baby kits available, complimentary end-of-stay cleaning, and **Wi-Fi access**.



Friends cottages for hosting family and friends

To share moments with larger groups while maintaining **individual privacy**, Sandaya offers Friends Cottages in nearly all its campsites. These accommodations are designed to provide a convivial and comfortable space for **up to 10 guests**.

The highlight of these cottages is a **spacious shared terrace**, perfect for gathering, sharing meals, swapping stories, and fully enjoying outdoor living as a group.



Spacious and comfortable pitches in the heart of nature



PREMIUM pitches come with additional amenities, such as **garden furniture**, a **private sanitary block**, and **WiFi access**. Some pitches are also equipped with a **refrigerator**, ideal for storing food and creating memorable moments around a barbecue.

With nature as your backyard, Sandaya campsites provide a relaxing escape, perfect for unwinding and enjoying the great outdoors, offering a truly unique experience.

Sandaya offers camping pitches ranging from **80 to 120 m²**, providing holidaymakers with a green, private space to recharge their batteries surrounded by nature.

Whether campers are staying in tents, caravans, or motorhomes, they can enjoy **spacious, tree-lined, and well-defined pitches** that ensure both comfort and privacy.

Sandaya concept is based on **adaptable levels of comfort**, allowing guests to select pitches that meet their specific expectations. Whether by the seaside, with water and electricity hookups, or other options, **there are plenty of ways to tailor the experience** to suit every holidaymaker's preferences.



Canvas lodge: close to nature

For an immersive and truly **unique experience** offering a complete change of scenery, canvas lodges are the perfect compromise between the comfort of cottages and the proximity of traditional pitches.

These lodges stand out for their **rustic yet original** charm, while ensuring modern **comfort** and blending harmoniously with the surrounding natural environment.

Equipped with high-quality amenities, they feature **comfortable bedding, electricity** supply, **refrigerators** to keep provisions fresh, and **full bathroom facilities**. The spacious and elegant **walk-in showers** come with built-in music options, adding a touch of luxury and relaxation to every moment spent in this enchanting setting.



Quirky accommodations for adventurous spirit!

For those seeking adventure, **tree-houses, nomadic Gypsy caravans, and Indian tipis** offer an extraordinary holiday experience!

These unique lodgings stand out for their **originality** while ensuring impeccable **comfort**. Enjoy high-quality bedding, an integrated terrace, and a **fully equipped kitchen**.

Experience a premium camping holiday with an added touch of exotic charm!

INSOLITE!

Spacious apartments to upgrade your holidays



Camping take on a whole new dimension with our apartments. Furnished with all **modern comforts** and featuring **understated yet elegant décor**, they provide the perfect base for an unforgettable stay, whether with family or for a romantic getaway.

To enjoy this experience, come to visit **Douce Quiétude 5*** in Saint-Raphaël or **Château des Marais 5*** in Chambord.



Résidence Douce Quiétude 5*



Château des Marais 5*



Mont-Saint-Michel 4*

Gypsy caravans and Coco sweet tents to escape from the commonplace

Add a touch of adventure to your camping holiday with our distinctive accommodations.

The gypsy caravans at Sanguinet Plage 5* offer a **bohemian** lifestyle, while the **Scandinavian charm** of Coco Sweet tents has already won over guests at several of our campsites. Perfect for an unforgettable holiday, whether as a couple or with family!

Aquatic fun for all ages

Swimming is a favourite activity for all ages and an essential part of the Sandaya camping experience.

From **bubbling hot tubs**, **heated indoor pools**, and **hydromassage jets** to **mini water slides and splash zones**, there's something for every taste and age group.

For parents seeking relaxation, the **zen areas** provide the perfect opportunity to indulge in body treatments, manicures, saunas, hammams, hairdressing, and more.

For others, swimming **in the heart of nature** is the real pleasure. Picture yourself reading a good book under a parasol by the ocean, exploring marine life, or trying paddleboarding on a lake, river, or at sea.



Animations tailored to every age and desire

The happiness of the children

Whether enjoying nature or the sea, SANDAYA provides a serene setting with facilities specifically designed for children of all ages. **Professional animation teams** offer a variety of **free activities**.



Kids and teens clubs are at the heart of the CLUB experience, offering dynamic and varied activities that allow everyone to make the most of their holiday while creating new friendships in a festive atmosphere.



At CHILL campsites, workshops combine fun and learning. Designed to spark children's curiosity and creativity, these workshops are held in a spirit of friendliness and environmental awareness.



Club Babies*
0-4 years



Kool Juniors
8-12 years



Kool Kids
5-7 years



Kool Teens
13-17 years



*With its big ears, wide smile, and adorable round eyes, you've likely spotted this koala in the alleys of the campsites. Meet **Koolaya**, Sandaya's mascot and the best friend of little and big kids alike!*



Cooking workshop



Science workshop



Explorer workshop



Gardening workshop

A burst of energy at the heart of your holiday

Sandaya offers a wide range of **sports** and **recreational activities** designed to help the whole family stay active and make the most of every moment.

Among the many activities available, you'll find **treetop adventure courses**, archery, **table tennis**, as well as kayak, stand-up paddle and **bike rentals**, to name a few.

Sports enthusiasts will also be delighted with the **well-equipped facilities** and **complete equipment provided**, including fitness rooms, tennis courts, and multi-sport arenas.

Beyond sports, Sandaya also offers **play areas**, painting classes, walking trails, and cycling excursions, ensuring a programme full of discoveries and entertainment for the entire family.



Bustling and festive evenings

Evenings at Sandaya CLUB campsites are filled with a vibrant and **festive** programme: concerts, themed parties, cabaret shows, theatre performances, karaoke, and dance nights, creating a **vibrant atmosphere** for unforgettable nights.

Meanwhile, Sandaya CHILL campsites offer more immersive experiences: **local producers markets** to discover regional flavours, tasting evenings to delight your palate, **garden parties** for ultimate relaxation, and **plein air cinema** sessions to enjoy magical moments under the stars.

Hassle-free meals for maximum enjoyment

At Sandaya, dining is an essential part of the holiday experience.

From **breakfast to dinner**, whether enjoyed on-site or taken away, prepared by a chef or cooked yourself, every meal is designed to be a moment of pleasure.

For added convenience, Sandaya now offers a **Click & Collect*** service, allowing holidaymakers to order meals via the app and pick them up directly at the campsite's restaurant or snack bar.

Restaurants, snack bars and pizzerias provide quality cuisine and attentive service.



Blue Bayou 5*



Soulac Plage 4*



Les Rivages 4*



Les Jardins de Privas 4*



Cap Sud 5*



Le Ranolien 5*



Cap Sud 5*



Belle Plage 4*

Campers who prefer to cook for themselves enjoy easy access to **grocery stores**, supermarkets, **bakeries**, and other local shops.

For more relaxed moments, **bars** and **snack bars** are also available, whether for an **pre-dinner drinks** or a **friendly afternoon tea**.

* available on selected sites only

Tailored hospitality for your favourite bundle of fur

At Sandaya, we believe holidays should be shared with every family member, including dogs. That's why we warmly welcome your four-footed friend to our campsites.

Whether it's a walk along the beach or a moment of relaxation at your pitch, our spaces are designed to ensure pets can fully enjoy the natural surroundings.

Spaces designed for harmonious cohabitation

At our campsites, humans and animals live together in perfect harmony. Subject to current regulations (excluding certain dog breeds), our expansive grounds provide the perfect setting for a holiday inspired by freedom.

To ensure everyone's peace of mind, dogs must be kept on lead within the campsites, allowing all guests to make the most of their stay.

Facilities dedicated to dogs' well-being

Some Sandaya campsites feature "doggy showers", specially designed to wash dogs. These convenient facilities make it easy to rinse your pet after an active day, helping to maintain cleanliness in the sanitary areas and accommodation.



**WAY OF LIFE, our CSR
commitments**



From resource management to developing the campsite of the future

Since 2019, we have been developing the **Way of Life programme**, a long-term commitment to sustainable tourism that defines our CSR (Corporate Social Responsibility) action plan.

Our commitments are both environmental, to protect the planet and its resources, and social, to place people at the heart of our priorities.

Responsible holidays are a shared responsibility, and together, we can build a more sustainable world.

OUR 4 COMMITMENTS

WAY OF LIFE

1

1. Optimising resource management (water, power, purchasing, waste, etc.)

2

2. Enriching our surroundings and promoting the biodiversity of our outside spaces

3

3. Enhancing employee training, involvement and loyalty

4

4. Developing the campsite of the future



52 of our campsites are certified with the **Green Key label**, the leading international standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry (accommodations and restaurants).

Implementation of an environmental policy and socially responsible approach, smart and efficient waste management (reduction at source, collection, and recycling), energy and water consumption control, responsible purchasing (especially for food and maintenance), and active raising guest awareness are just some of the criteria considered for the Green Key certification.



Sandaya x Fondation Apprentis d'Auteuil

Sandaya is committed to supporting the French foundation Apprentis d'Auteuil, a public-interest organisation that has been working for nearly 160 years to assist vulnerable young people and families, helping them achieve successful social and professional integration. The foundation believes in a personalised approach based on kindness and trust.

Sandaya supports an initiative aimed at the professional integration of disadvantaged young people by providing on-the-job training through apprenticeships. We are also dedicated to supporting families in need by offering them the opportunity to stay at our campsites.

KEY FIGURES

Creation: In 2010 by François Georges and Xavier Guilbert

64 campsites in France, Italy, Spain and Belgium

Clientele: France 47%, Europe 53%

52 campsites with **Green Key certification**
2024: Sandaya **Italia launching**

Launching in **2024** of the **new segmentation** CHILL & CLUB

2024 turnover (accommodations):
€235 million (including tax)

€80 million invested in 2024

300,000 stays in 2024

22,500+ commercialized pitches

More than **3,200 employees** during high season

1,2 million clients were welcomed in 2024

Sandaya management



François Georges, Chairman

HEC Paris business school, Master's Degree in Business and Tax Law. After five years with Arthur Andersen, he joined Groupe Pierre & Vacances in 1989, and became Deputy General Manager in 1995. In these positions, he has been actively involved in reforming the Group, in developing it in France and overseas, and in its listing on the Paris Stock Exchange in 1999.

He left Pierre & Vacances in 2005 to establish ACAPACE, a holding group to which the SANDAYA brand belonged, which he set up in 2010 with Xavier Guilbert.



Xavier Guilbert, Founder and General Manager

Reims business school. After three years with Arthur Andersen, he joined Groupe Pierre & Vacances in 1990, where he was Deputy Managing Director of tourism then the Group's Head of Acquisitions. In 2001, he was appointed Vice Chief Executive Officer of Center Parcs Europe in the Netherlands (Europe's leader for short stays in residential estates) which he left in late 2007 to set up his real estate consultancy company.

Founder and General Manager since 2010, he oversees campsite operations and deals with applying SANDAYA's quality criteria. He is also in charge of development.



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