PARADISE LIFESTYLE

MARAEY

RIO DE JANEIRO

Project MARAEY

Mixed-Use Development
Rio de Janeiro, Brazil



FITUR 2026

WWW.MARAEY.COM

Connection between Tourism, Real Estate and Urban Planning

Integrated Urban Ecosystems

A powerful driver of structural and long-term value creation for destinations

- ❑ Impact: mixed-use vs. isolated projects
- ❑ Living, working, studying and visiting
- ❑ Year-round activity vs. seasonality
- ❑ Territorial impact beyond the project´s boundaries
- ❑ Deeper economic impact – multiplier effect
  - Sustained investment
  - Job creation (construction-operations) across different assets
  - Expansion of the tax base (property, services and indirect fiscal revenues)
  - Development of local supplies
  - Attraction of institutional capital and long-term financing
  - Growth in consumption

Integrated Urban Ecosystems

Key drivers of sustainable value creation

- ❑ Structured Urban Planning: reduced regulatory and infrastructure risk
- ❑ Mixed-use development: greater liquidity and lower volatility
- ❑ Destination identity and branding: strong place-making and positioning
- ❑ ESG and Sustainability principles: access to institutional and multilateral capital
- ❑ Social Infrastructure (education and public spaces): long-term anchoring and local legitimacy

Integrated Urban Ecosystems

The City Captures Value from both (real estate and tourism), shifting from Individual Assets to the Destination as a whole, which is inherently more Durable and Resilient

- ❑ Expansion of the Effective Scale of the Development in a Coherent and Non-fragmented manner
- ❑ Maximization of the Economic Impact, generating direct, indirect and long-lasting effects
- ❑ Creation of long-term value, nor only financial, but also urban, social and environmental
- ❑ Transformation of real estate developments into platforms for City-making and Destination-building



Connectivity	Distance
Galeão International Airport	52 km
Flights per day:	140 domestic 58 international
Santos Dumont Airport	48km
Flights per day	59 domestic
Marica Airport	4km
Yearly passengers:	23.000 passengers in 2023 forecast of 724.000 in 2025
Road to Rio de Janeiro: RJ-106 and RJ-104 highways	



JW MARRIOTT.

Rock in Rio AUTOGRAPH COLLECTION® HOTELS

EHL

VET by EHL VOCATIONAL EDUCATION & TRAINING

INTERNATIONAL PROPERTY AWARDS

segurpro

GEO Foundation for Sustainable Golf

RITZ-CARLTON RESERVE

U.S. GREEN BUILDING COUNCIL USGBC

The Sustainable SITES Initiative

BIOSPHERE certified destination

SISTEMA COFECI·CRECI CONSELHO FEDERAL DE CORRETORES DE IMÓVEIS

MAPFRE

SIEMENS

ONU Turismo

1st Phase Projects



MARAEY Corporate Center
13,618 sqm

Maria Esther Bueno Tennis & Sports Club:
17,300 sqm

MARAEY Hospitality Business School by EHL:
700 students (101 rooms)
26,467 sqm

MARAEY Student Housing:
339 rooms
22,014 sqm

EHL

Equestrian Center:
7,005 sqm

Environmental Research Center – CRA:
4,812 sqm

MARAEY Golf Course:
58 hectares

JW MARRIOTT at MARAEY:
29,985 sqm
120 keys

Branded Residences: 164 units
Duplexes - 28 units
Apartments - 44 units
Semi-detached Villas - 20 units
Detached Villas - 72 units
142,248 sqm

JW MARRIOTT

MARAEY, A RITZ-CARLTON RESERVE:
58 keys
18,403 sqm

Branded Residences:
80 units
38,058 sqm

RITZ-CARLTON RESERVE

Rock in Rio Autograph Collection:
912 keys
203,194 sqm

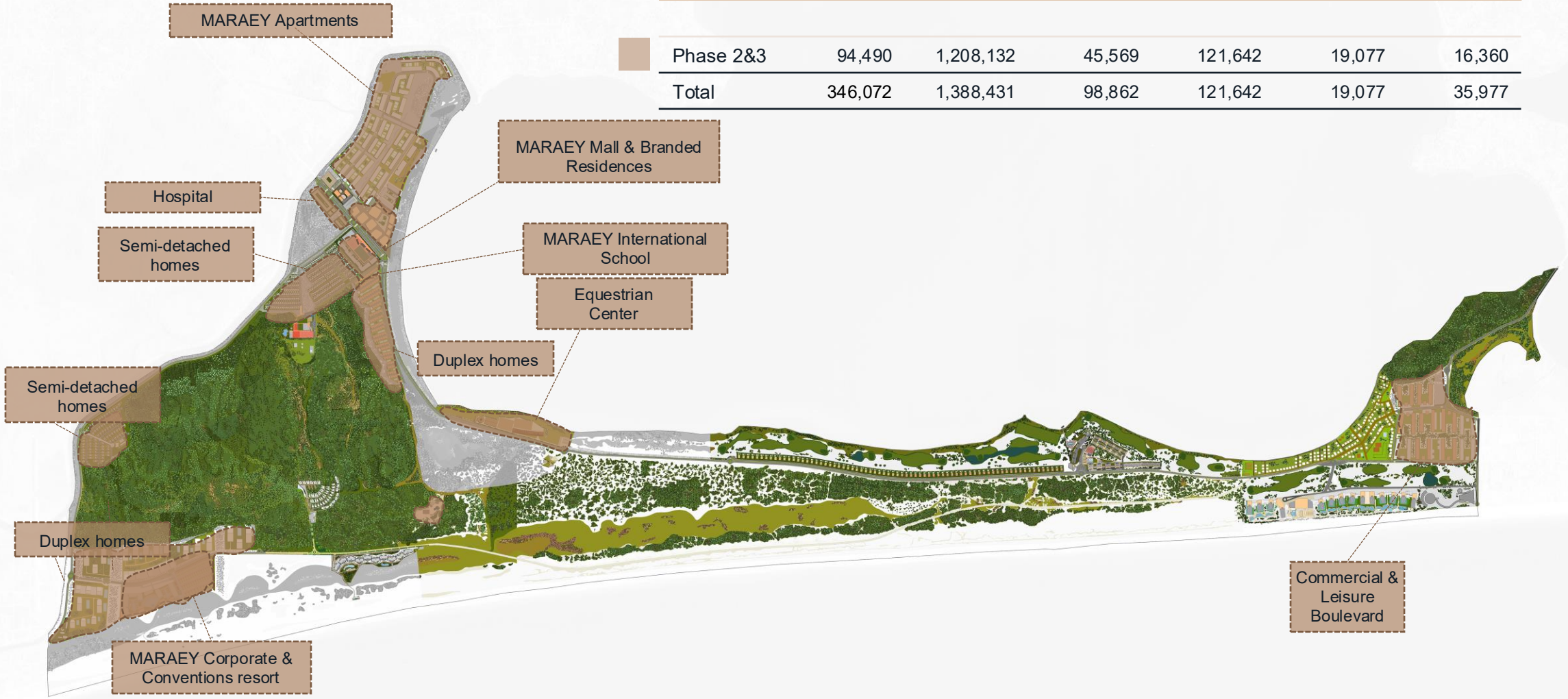
Branded Residences:
173 units
22,940 sqm

Rock in Rio
AUTOGRAPH COLLECTION® HOTELS

2nd & 3rd Phase Projects

Phase Summary : Built Area (sqm)

Phase	Hospitality	Residential	Educational	Commercial	Healthcare	Entertainment
Phase 2&3	94,490	1,208,132	45,569	121,642	19,077	16,360
Total	346,072	1,388,431	98,862	121,642	19,077	35,977



* Indicative total-built area, figures may vary

EESG AGENDA 2030 (400 actions – 17 DSGs)

ENVIRONMENTAL RESPONSIBILITY



- **6.6% building's footprint; 81% preserved area**
- **440 hectares of RPPN** (Private Reserve of Natural Heritage) of restinga - 5th largest in Brazil
- **Recovery +120 ha** of **native vegetation** within MARAEY, with **+150 ha** in adjacent areas
- **CRA (Biosphere Research Center)** to ensure conservation of the environment and biodiversity
- **Renewable energies**
- **Sustainable mobility**
- **20 km of bicycle lanes**
- **Smart City solutions**: nZEB (near Zero Energy Buildings), sustainability certifications, advanced environmental technologies, etc.

SOCIO-CULTURAL COMMITMENT



- The **integration of local communities** (Zacarias fishing community) represents an opportunity for both progress and the preservation of cultural heritage, while providing visitors with a unique tourism experience.
- **Vocational Training and Education Programs by EHL** (present nowadays in 34 countries), in partnership with the Brazilian Ministry of Tourism, the Serviço Nacional de Aprendizagem Comercial (SENAC), and the UN Tourism (United Nations World Tourism Organization)
- **Training and Hiring Programs** for construction in partnership with the Municipality of Maricá and the Serviço Nacional de Aprendizagem Industrial (SENAI)
- MARAEY will **donate** to the municipality of Maricá the **structuring roads**, covering an area of approximately 16 km

ECONOMIC DEVELOPMENT



- Total investment **USD +2.5 billion**, generating over 50,000 direct and indirect jobs during construction and an additional 36,000 during operations
- **Phase 01** alone will:
  - Represent more than **USD 700 million**, generating over (direct and indirect) 18,000 construction jobs and **+8,000 operational jobs**
  - Contribute to a **+6.3% GDP increase for Maricá** and a +1,5% for the East Fluminense
  - Create a new international and sustainable tourism destination, attracting **+500,000 direct and indirect tourists to Brazil per year**
  - Generate over **R$ 485 million per year in tax revenues**, contributing to improvements in education, infrastructure, healthcare, etc.



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