



BLAZE

Ignited by Connection

BLAZE ▶ Where nature, design, and investment come together to create value.

Ignited by Connection –



The right concept in the right place.

▷ (The fire) lights up
where conditions are
perfect.

BLAZE

+3,1M

Tourists as of August 2025



The highest figure in a decade.
Air booking forecast
sustained growth through 2026.

→ Tourism in
COLOMBIA now
generates
more revenue than
COFFEE and COAL.

▷ And the Tourism Oscar goes To:
COLOMBIA "The Country of Beauty"

Colombia —

*The right concept
in the right place.*

BLAZE

**The new capital of
experiential tourism
in the region.**



Recognized by Forbes
and Time Out as:

“Best cities
to visit
2025”

Medellín —

*The right concept
in the right place.*

BLAZE



21

**International
Route**



→ NORTH AMERICA
104 weekly flights

→ Central America & the
Caribbean
87 weekly flights

→ SOUTH AMERICA
21 weekly flights

→ EUROPE
10 weekly flight

AIRPORT ▷
José María Córdova
21 Routes 13 Countries



13 COUNTRIES



BLAZE

16 most beautiful small cities of the world

By TIME OUT

50 most beautiful towns in 2023

By CONDENAST

50 most beautiful towns of the world

By CNN Traveler

Project Mega Montecielo – USD 60 million in Guatapé

BY REVISTA SEMANA

Guatapé



≈ 90%
OCCUPANCY RATE

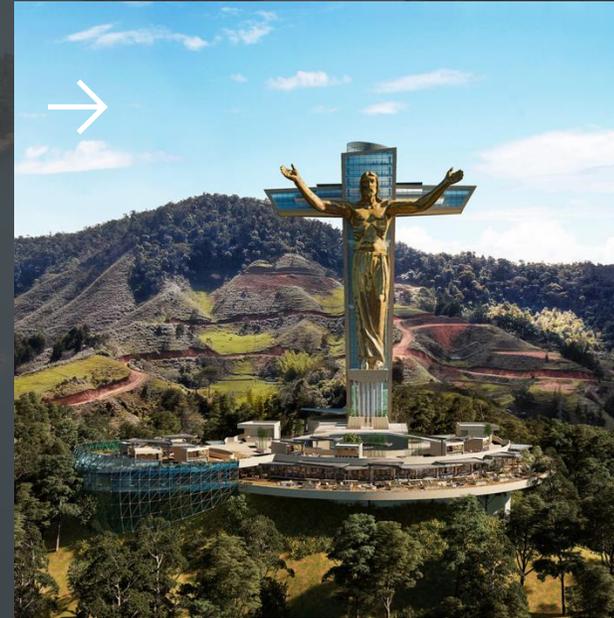
During weekends

Guatapé –

THE BROWN



MONTE CIELO



AUTOGRAPH
COLLECTION®
HOTELS

→ **The Brown**

→ 350 - 900 USD

Nightly rate

160
rooms

First Marriot
hotel in
Guatapé

Guatapé —





→ Monte Cielo

**Development project
over USD \$60 million**

The first shopping
center in the
region

The world's
largest Christ
statue

The first office
tower

Guatemala —

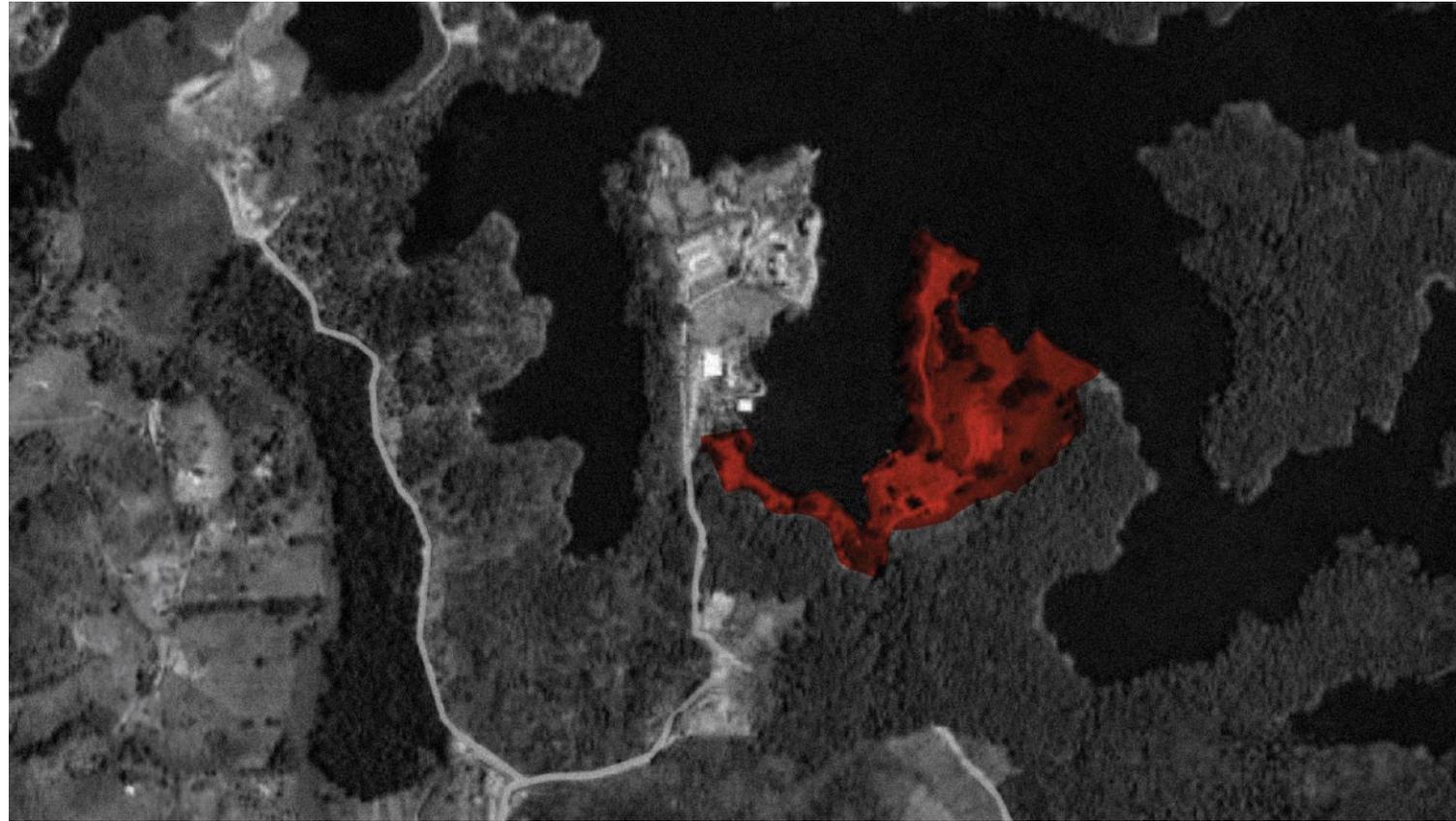


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▶ *SIX income streams.*
ONE connected investment.

BLAZE

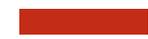
**25.000 m²
of land**



Luxury – Global – Bold



6.400 m²
Built in front
of the lake



→ Valoración total
del proyecto:
\$107.500.000.000 COP
25,000,000 USD Approximately

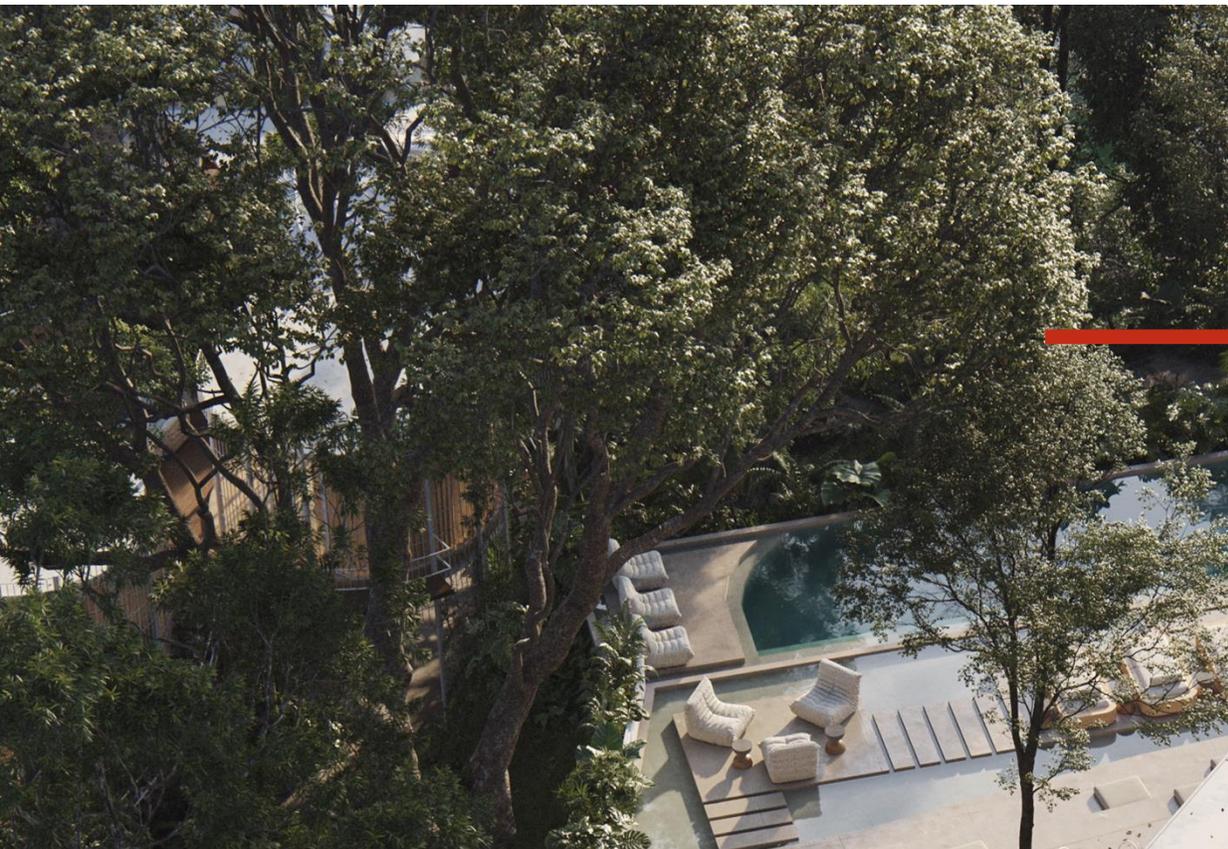
Luxury – Global – Bold

60
Rooms

Modular design
focused on
INTERACTION,
FLEXIBILITY, and
PRIVACY.



Luxury – Global – Bold



**Open
Common
Areas**



- Restaurants
- Chiringuito
- Pool
- SPA
- Gym
- Marina

Luxury – Global – Bold



(Invest) in an
interdependent
business network

operated by
leaders in each
field, ensuring

- QUALITY
- EFFICIENCY
- PROFITABILITY

▶ ***SIX income streams.***
ONE connected investment.

BLAZE

LUXURY
HOTEL



GASTRONOMY



WELLNESS
& SPA



EVENTS



PRIVATE
MARINA



Day passes
& other
revenue



▷ **SIX income streams.**
ONE connected investment.



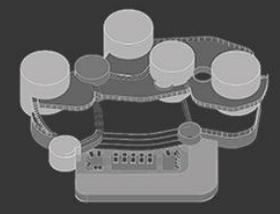
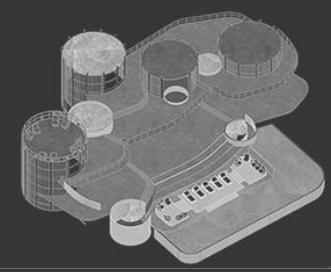
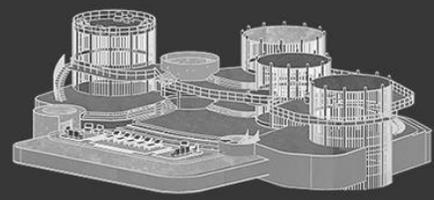
A seamless integration of —
 → NATURE & ARCHITECTURE

Luxury Hotel —

A seamless integration of

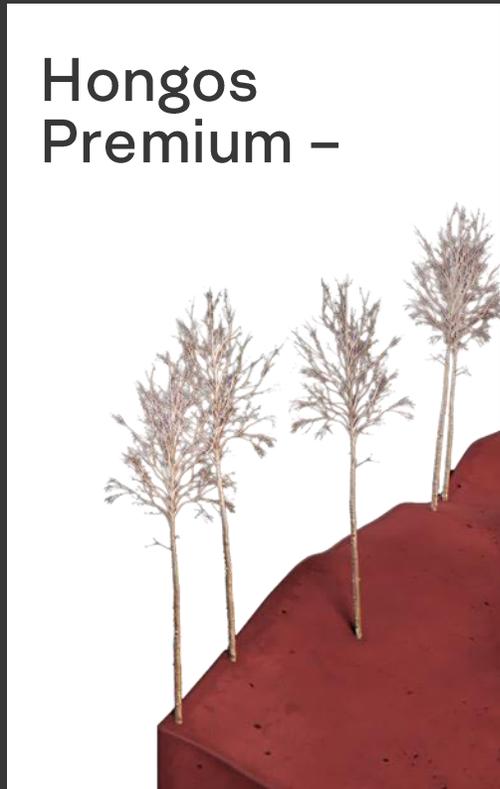


NATURE & ARCHITECTURE



Organic grouping – Mycelium as a model

Luxury Hotel -





Hongos Premium –
Groups: 3

Rooms
for a group of: 6
+ Social Module

Hongos Medium –

Hongos Single –

Loft –
(2 types)



Hongos Premium -
Groups: 3

Rooms
for a group of: 6
+ Social Module

Hongos Medium -

Hongos Single -

Loft -
(2 types)



Hongos Medium -
Groups: 3

Rooms for a group of: 4 + Social Module

Hongos Premium -

Hongos Single -

Loft -
(2 types)



Hongos Premium -

Hongos Medium -
 Groups: 3
 Rooms for a group of: 4 + Social Module

Hongos Single -

Loft - (2 types)



Hongos Premium -

Hongos Medium -

Hongos Single -
Groups: 3

Rooms for a group of: 2 + Social Module

Loft - (2 types)



Hongos Premium -

Hongos Medium -

Hongos Single -
Groups: 3

Rooms for a group of: 2 + Social Module

Loft - (2 types)

Loft - (2 types)



Hongos Premium -

Hongos Medium -

Hongos Single -

Loft -
(2 types)
Modules: 12
Rooms: 24



Hongos Premium -

Hongos Medium -

Hongos Single -

Loft -
 (2 Types)
 Modules: 12
 Rooms: 24

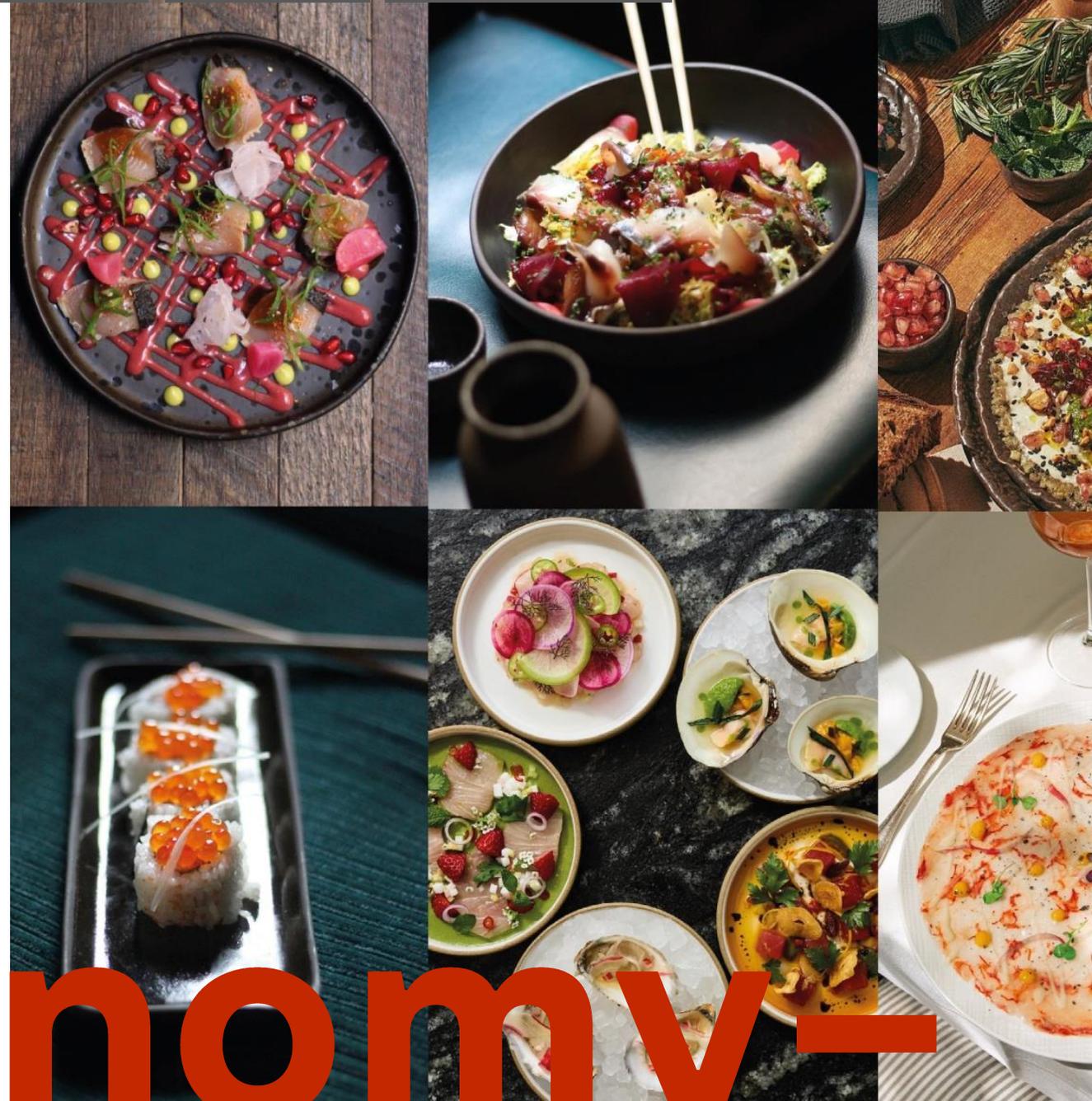
With experienced operators as partners, commercial spaces can generate between 2 and 3 times more revenue than traditional long-term leases.



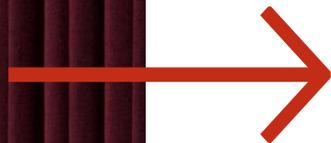
- Restaurant All Day Menu
- Chiringuito y Sushi Bar



Gastronomy -



BLAZE



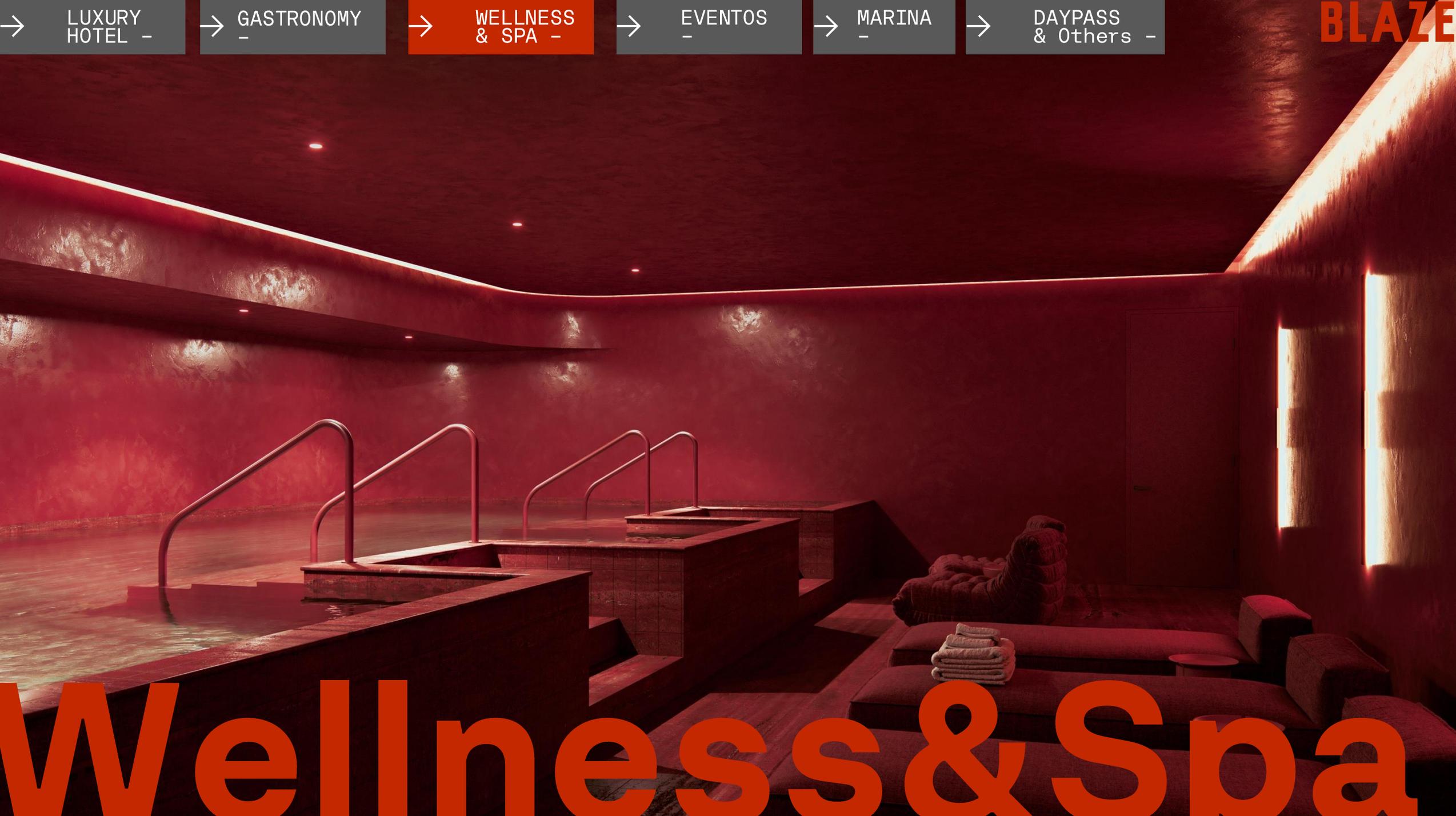
Indoor spaces ideal for working, meditating, and socializing.

- Ice baths
- Spa with Roman bath, sauna, and massage room
- Fully equipped gym

Wellness & Spa



Wellness & Spa



Wellness & Spa

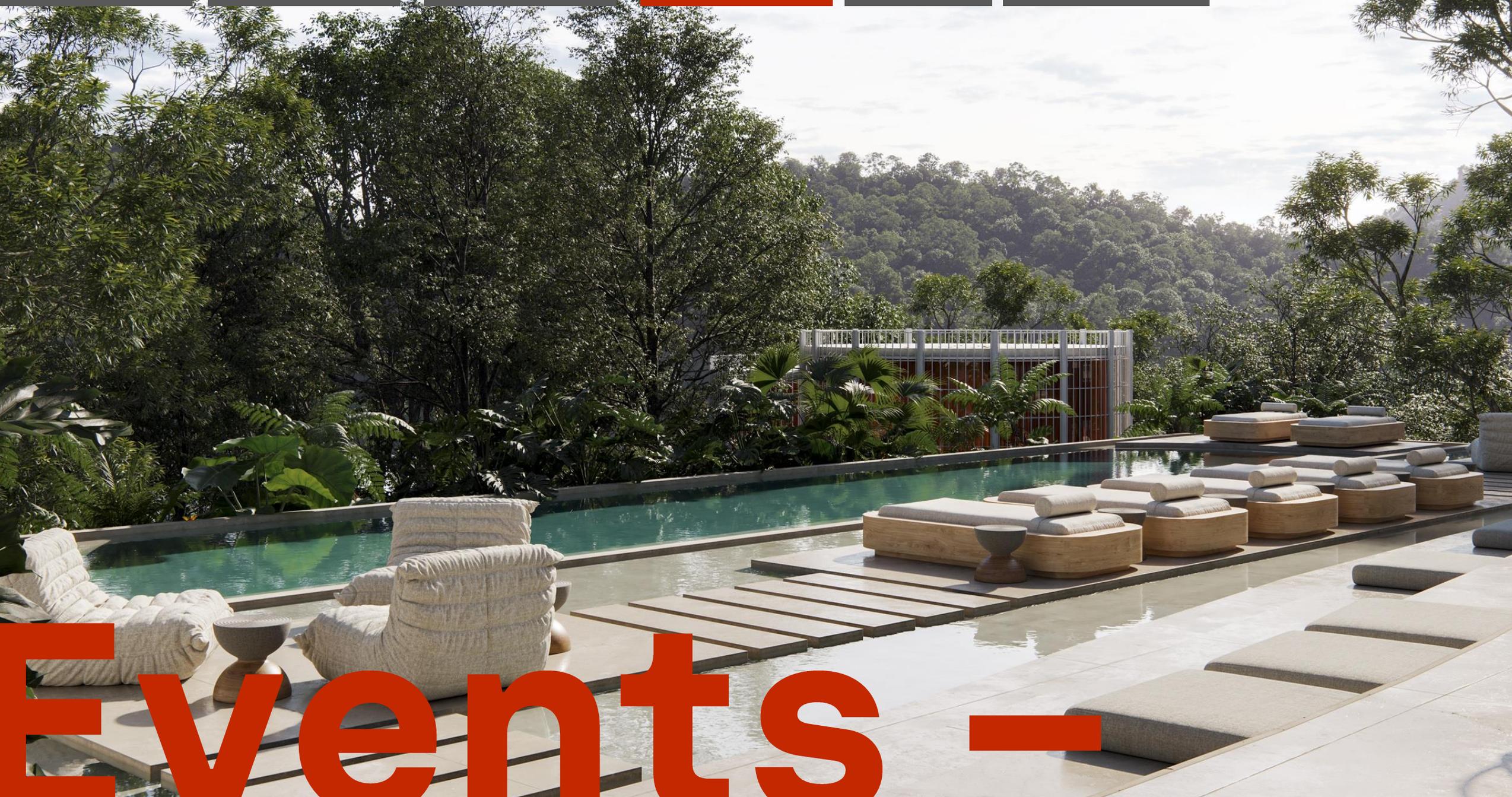
Outdoor spaces designed to create unique experiences with exceptional views



- Private brand-hosted events
- Activities and curated packages for guests

Events -

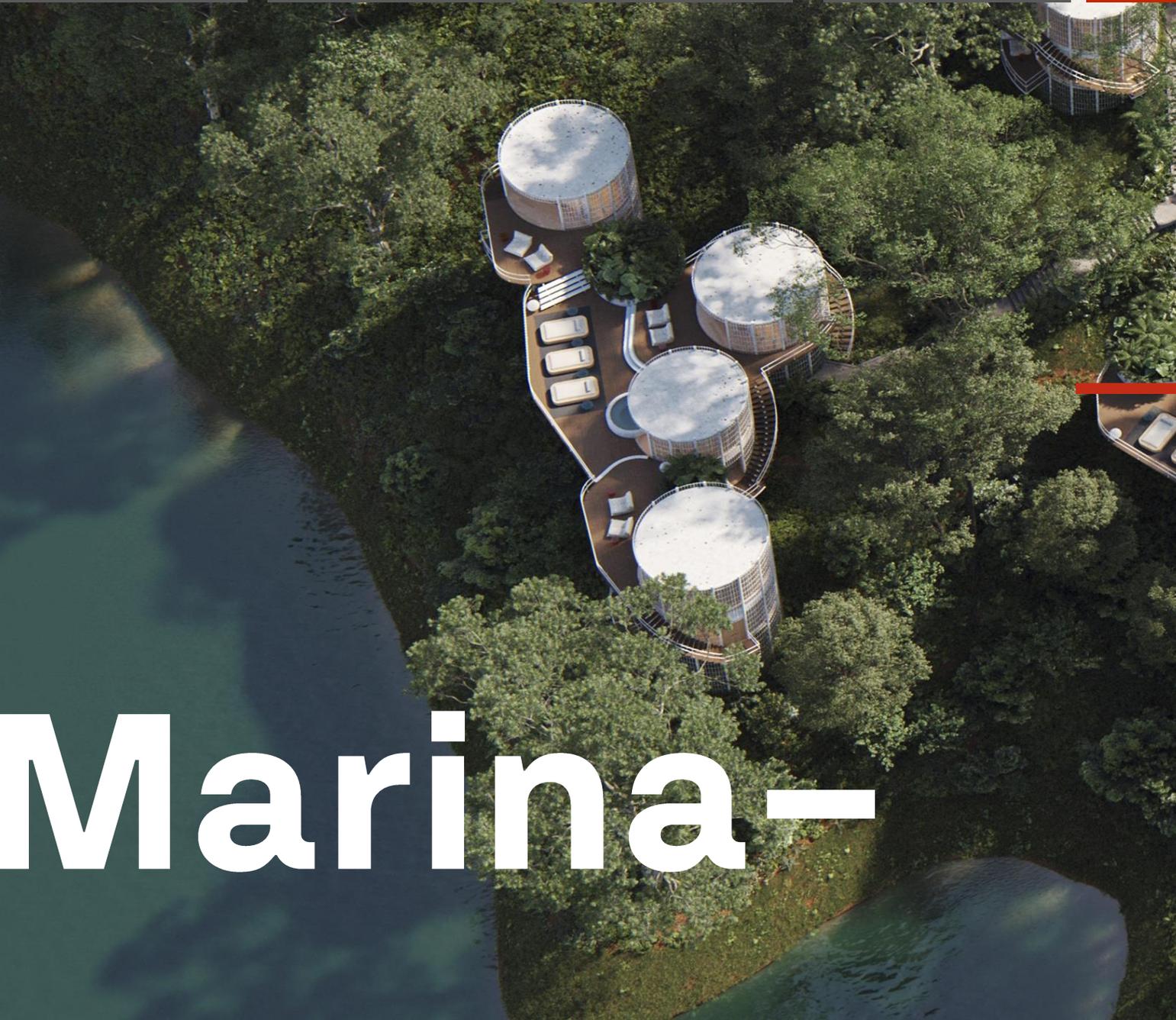




Events -



Events -



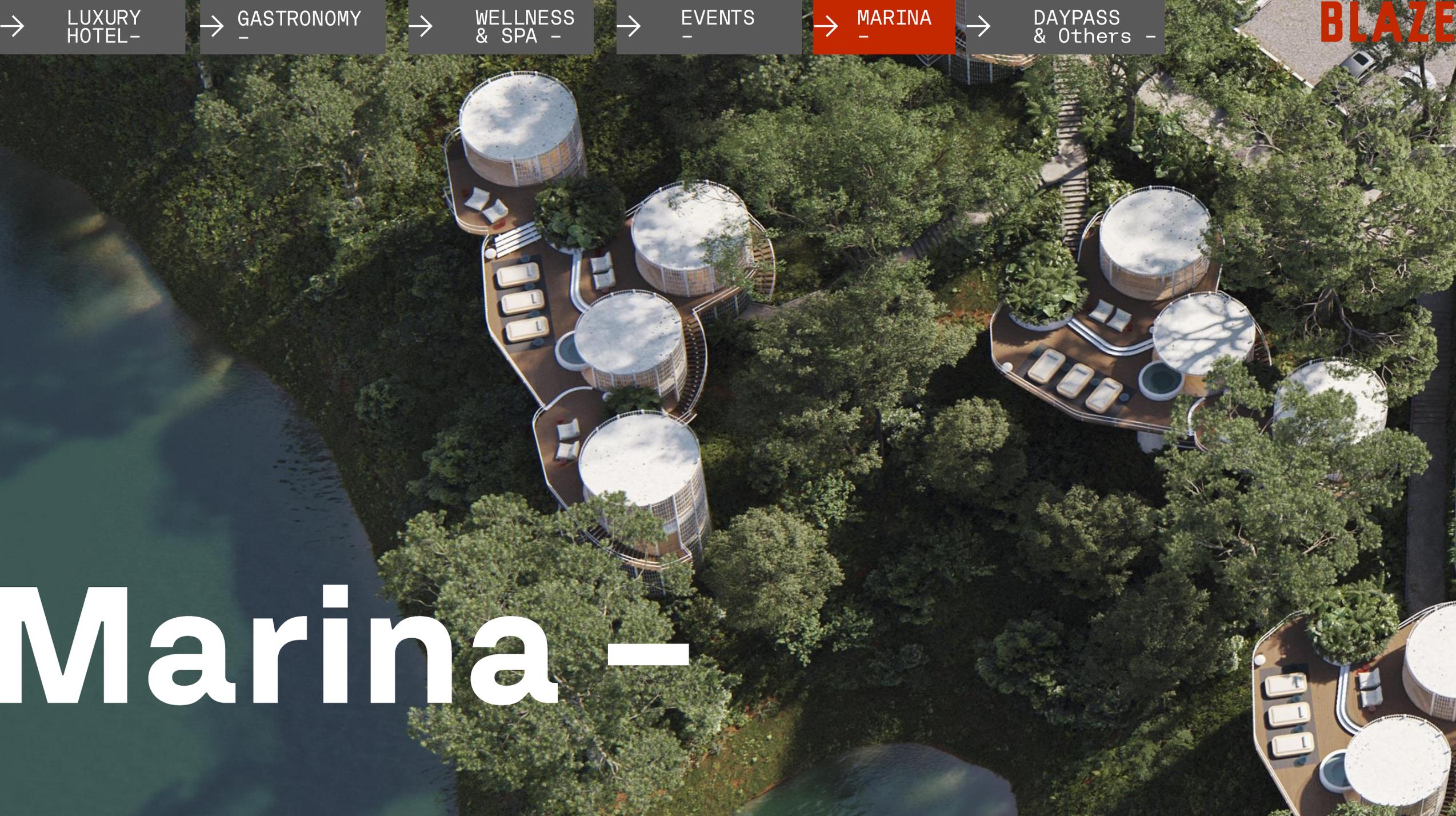
The lake as the heart of the hotel experience



→ Marina hotel designed for water sports and guest arrivals by boat

Marina-

Marina -



→ LUXURY HOTEL -

→ GASTRONOMY -

→ WELLNESS & SPA -

→ EVENTS -

→ MARINA -

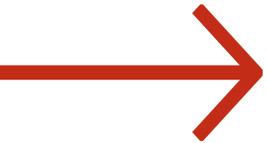
→ DAYPASS & Others -

BLAZE



Marina -

Outdoor pool and lounge areas to enjoy throughout the day and take in unforgettable sunsets.

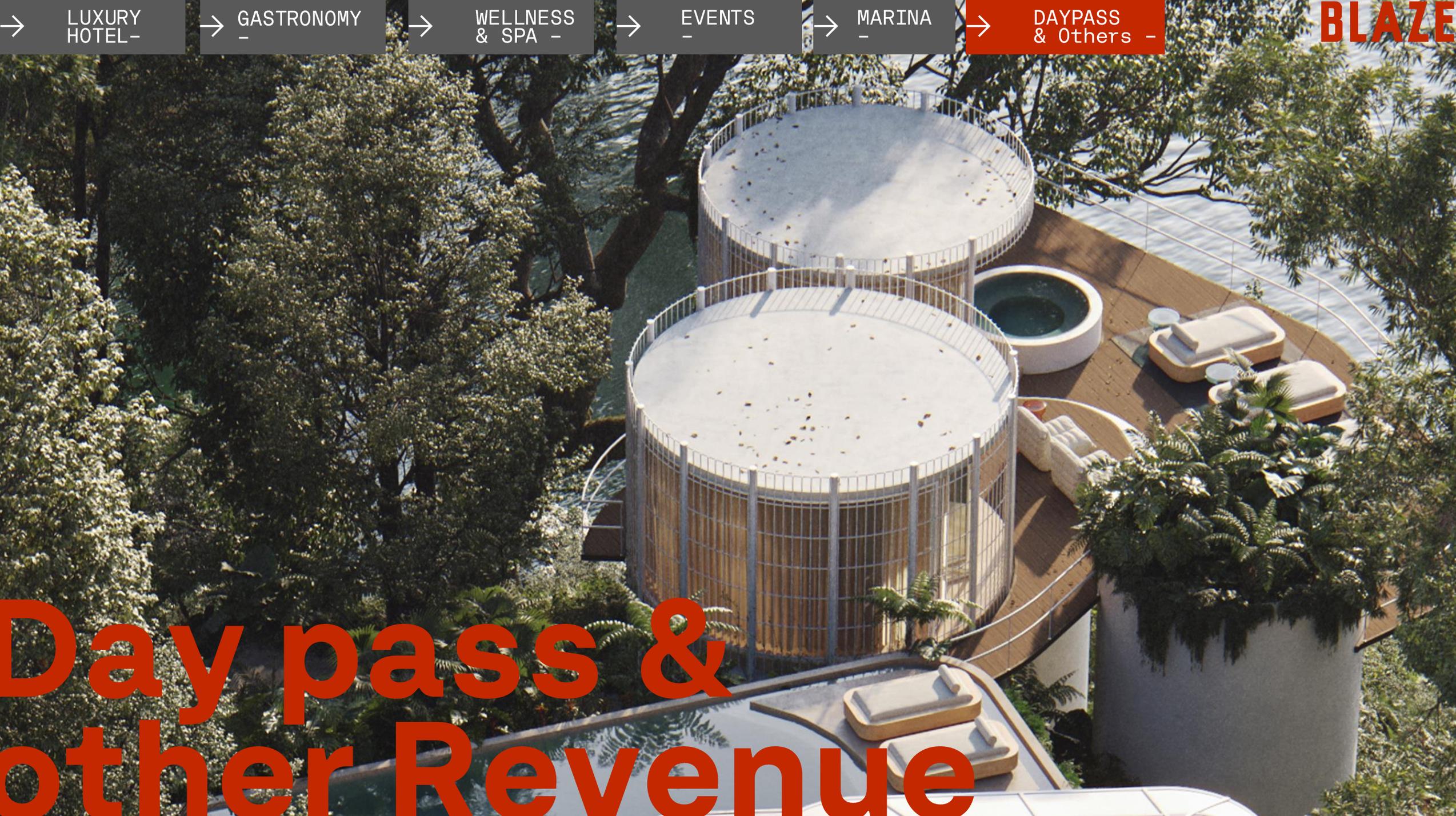


- Jetski, Pontoon y water sport activities
- Hourly rentals
- Day pass packages

Day passes & other Revenue

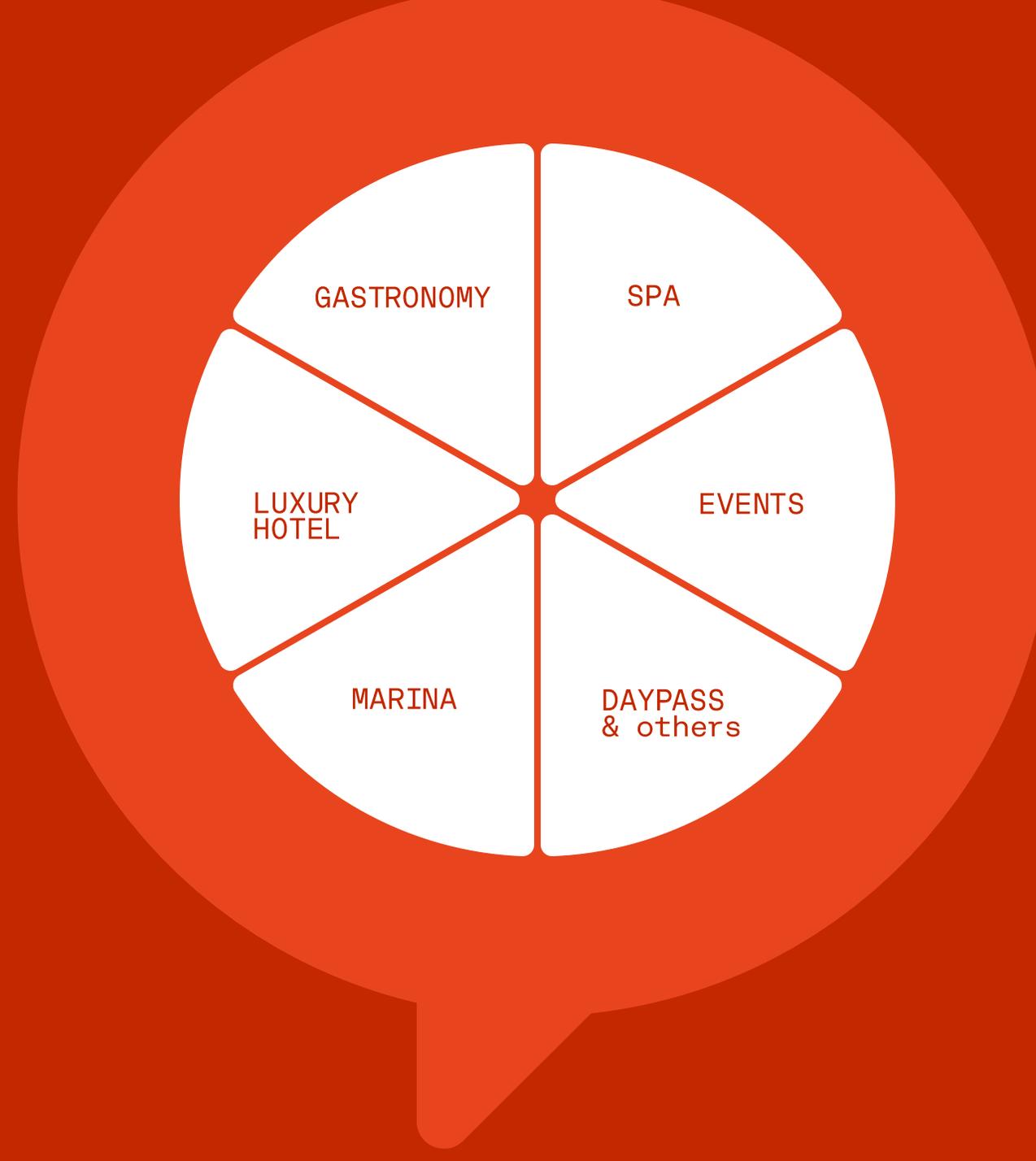


Day pass & other Revenue



BLAZE

Each business is independently profitable.
But when connected, they generate an extraordinary **Return on Investment.**



Business Model

BLAZE

Each business is independently profitable.
But when connected, they generate
an extraordinary **Return on Investment**.



Income
diversification



Profitability
stability

Expert
operators



Operational efficiency
& premium experience

Synergy between
units



Higher average
ticket & longer
stays

Business Model



Trends



→ Simple
Luxury

→ Digital
Detox

→ Sustainability

→ Inclusive
Tourism

→ Wellness

TRENDS—



**We
Believe**

**—
connection
is the
NEW-LUXURY**

→ Couples

→ Digital
Nomads

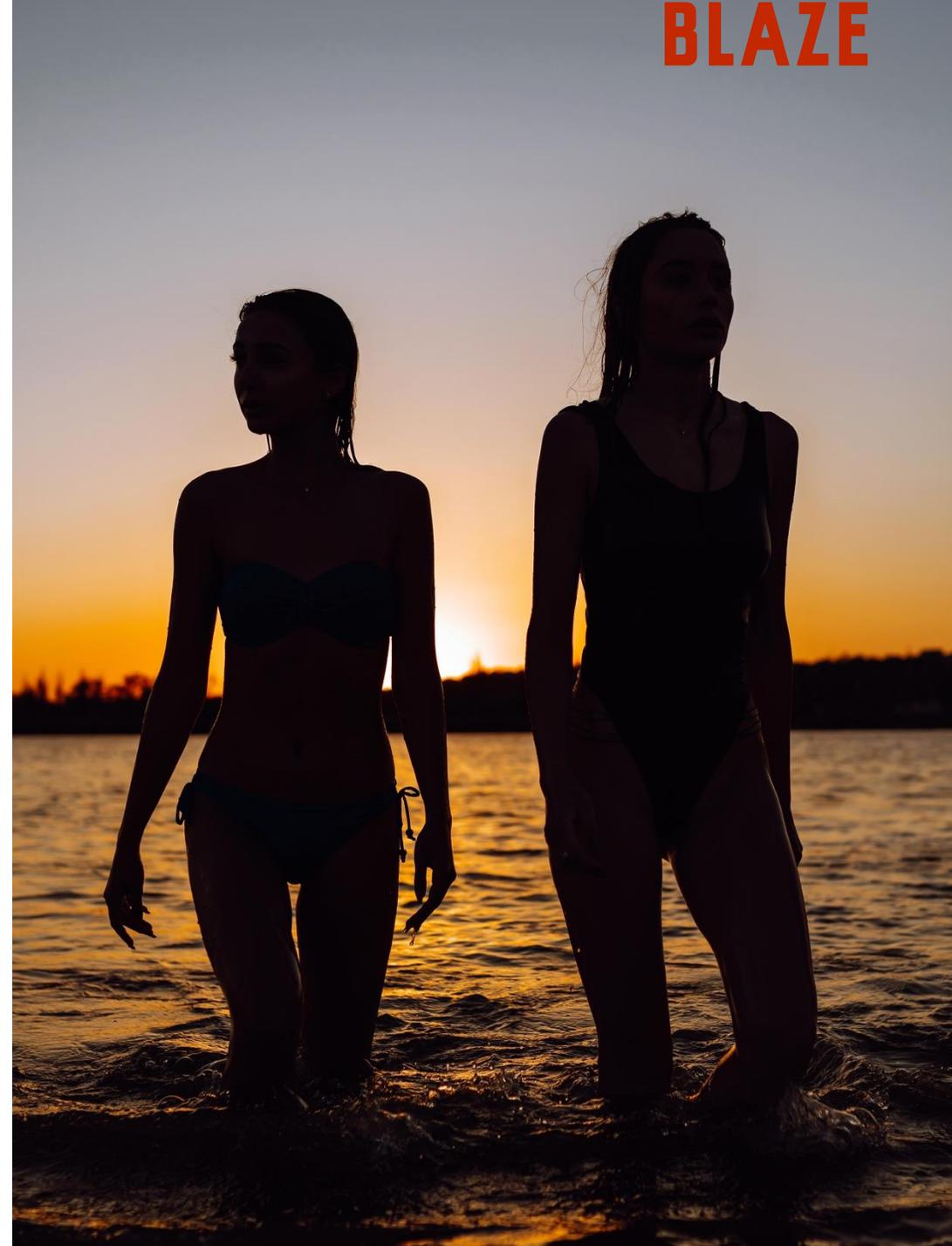
→ Day-pass
Visitors

→ Families /
Groups of friends

→ Tourists /
Leisure travelers

→ Events

**Our
Visitors —**



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Investment Model





Ownership Model

BLAZE

500

TICKETS



**\$ 215.000.000
COP X Ticket**

→ Total project valuation: **\$107.500.000.000 COP**

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Total
# Tickets	100	100	100	100	100	100
Ticket Price	\$195.000.000	\$205.000.000	\$215.000.000	\$225.000.000	\$235.000.000	\$215.000.000
Total Sales	\$19.500.000.000	\$20.500.000.000	\$21.500.000.000	\$22.500.000.000	\$23.500.000.000	\$107.500.000.000
Value sold to date	\$19.500.000.000	\$11.500.000.000				
% Sold to date	100%	56%				

Sales Phases —

BLAZE

Participation Packages Discount-

Quantity	Value	USD Value (Approx)	Discount
1-2 TICKETS	\$215,000,000	\$55,000	0%
3-5 TICKETS	\$205,000,000	\$52,000	4,7%
+5 TICKETS	\$195,000,000	\$49,000	9,3%

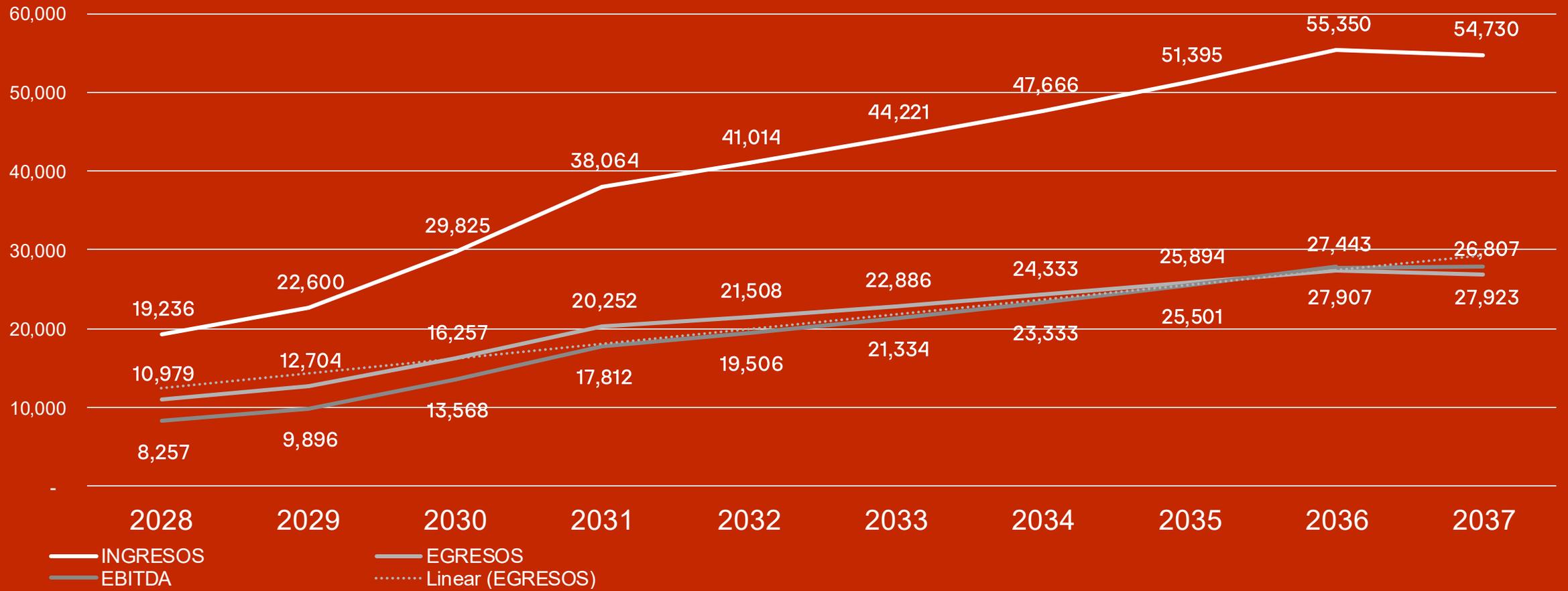
Investment -

Financial Summary -

SUAL / MONTHLY IRR (Internal rate of return)	1.8%
ANUAL / ANNUAL IRR (Internal rate of return)	23.2%
NPV (Net Present Value)	\$ 60,710,905,231
MOIC (Multiple on invested capital)	6.6
WACC	1.5%
WACC Annual	19.6%

			2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
	% OCUPACION	% Occupancy	45%	45%	55%	65%	65%	65%	65%	65%	65%	65%
CAPEX INVESTMENT	TRM USD/COP	4000	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
\$ 100.000.000.000	MONEDA/Curre	COP										
USD 25.000.000.00												
Ingresos / Revenue	40,404	100.0%	19,229	22,600	29,844	38,058	41,016	44,216	47,637	51,358	55,356	54,730
Egresos / Expenses	20,897	51.7%	10,967	12,705	16,291	20,241	21,511	22,879	24,282	25,831	27,454	26,807
EBITDA	19,508	48.3%	8,262	9,895	13,553	17,816	19,505	21,337	23,354	25,527	27,903	27,923
PROMEDIO % SOBRE VENTAS / % Of Sales	47.49%		43.0%	43.8%	45.4%	46.8%	47.6%	48.3%	49.0%	49.7%	50.4%	51.0%
Otros Egresos /Other Expenses	2,701	6.7%	1,911	2,209	2,342	2,482	2,631	2,789	2,957	3,134	3,322	3,228
Utilidad Neta /Net Income	16,807	41.6%	6,351	7,686	11,212	15,334	16,874	18,548	20,398	22,393	24,581	24,695
PROMEDIO % SOBRE VENTAS / % Of Sales	40.39%		33.0%	34.0%	37.6%	40.3%	41.1%	41.9%	42.8%	43.6%	44.4%	45.1%
Flujo de Caja	16,807		6,351	7,686	11,212	15,334	16,874	18,548	20,398	22,393	24,581	24,695
Retorno Sobre Efectivo	16.81%		6.4%	7.7%	11.2%	15.3%	16.9%	18.5%	20.4%	22.4%	24.6%	24.7%
Valorización	6.00%		6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
Cash on cash + Property Appreciation	22.81%		12.4%	13.7%	17.2%	21.3%	22.9%	24.5%	26.4%	28.4%	30.6%	30.7%

Flujo de Caja / Cash Flow -



Installment Plan

10%

DOWN
PAYMENT

Milestones

Installment Plan

10%
DOWN
PAYMENT

MILESTONES

DOWN PAYMENT

30 FIXED MONTHLY
PAYMENTS

01 Fixed monthly payments	02 Fixed monthly payments	03 Fixed monthly payments	04 Fixed monthly payments	05 Fixed monthly payments	06 Fixed monthly payments	07 Fixed monthly payments	08 Fixed monthly payments	09 Fixed monthly payments	10 Fixed monthly payments
11 Fixed monthly payments	12 Fixed monthly payments	13 Fixed monthly payments	14 Fixed monthly payments	15 Fixed monthly payments	16 Fixed monthly payments	17 Fixed monthly payments	18 Fixed monthly payments	19 Fixed monthly payments	20 Fixed monthly payments
21 Fixed monthly payments	21 Fixed monthly payments	23 Fixed monthly payments	24 Fixed monthly payments	25 Fixed monthly payments	26 Fixed monthly payments	27 Fixed monthly payments	28 Fixed monthly payments	29 Fixed monthly payments	30 Fixed monthly payments

Milestones

BLAZE ▶ *Ignited by Connection* –

Invest in the living network of
the future.

BLAZE

Investors will be able to enjoy personal use of the hotel, defined as follows:



→ 30% discount on reservations, commercial spaces, and events

→ Complimentary nights (not applicable during high season or holidays)



▷ 2 Nights per Year for 1 to 2 tickets

▷ 4 Nights per Year for 3 to 4 tickets

▷ 6 Nights per Year for 5 to 6 tickets

▷ 8 Nights per Year for 7 a 8 tickets

▷ 10 Noches de 9 a 10 puntos

Investors -



Regional Scalability

(The first hotel in a boutique chain)



Clear purpose: :

**CONSCIOUS LUXURY
- WELLNESS &
COMMUNITY**

Ignite your Investment

BLAZE



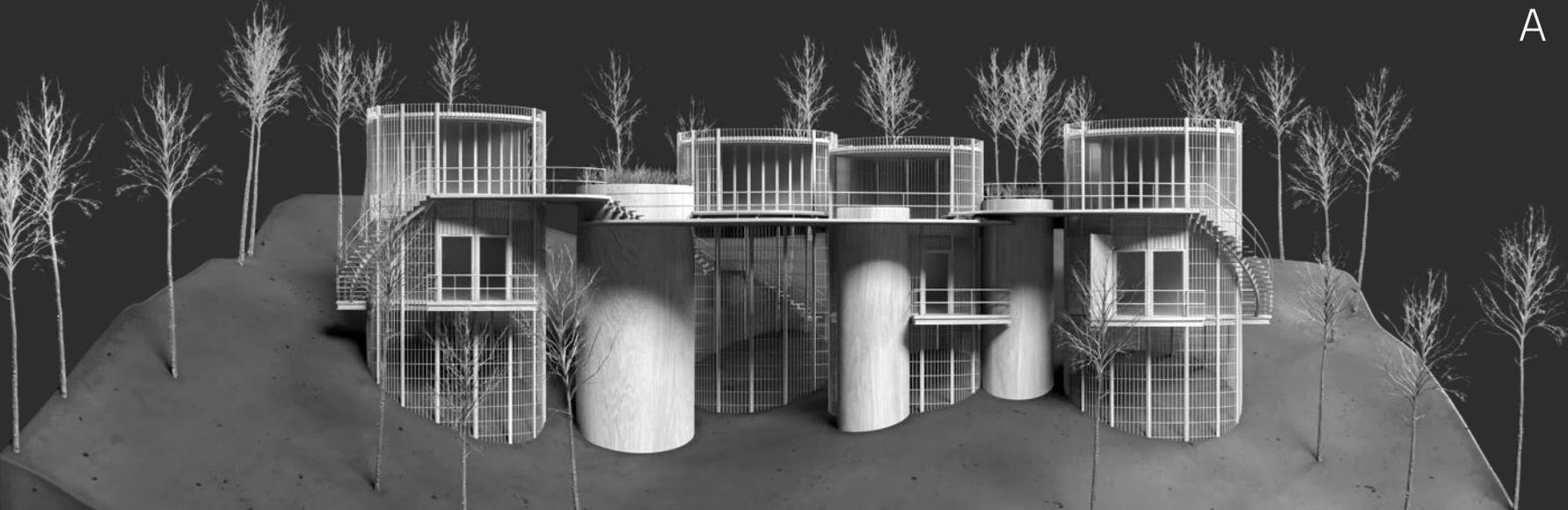
BLAZE ▶ It is a meeting point for smart capital seeking return, purpose, and legacy.

BLAZE

Excellence

**→ connected
by expertise.**

A combined strategy of
360° development and
operations



→
Hotel Operator

EVERYPLACE®

- Tourism Real Estate Developer
- Airbnb & Hotel Operator
- Investment & Asset Management

+ 100 keys under management
+ 450 keys projected by 2026
+ USD 150 million raised in real estate developments
+ 5 completed projects

@everyplace.co
www.everyplace.co

→
Gastronomic Operator


sinmente.co.

- *Pioneers in the (R)Evolution of Medellín's entertainment scene.

Founded in 2015, the company set out to create a new form of entertainment for the city.
With over 16 brands and 20 locations, it has transformed the game and redefined how hospitality and entertainment are experienced in Medellín.

@sinmente.co
www.sinmente.co

→
Design & Architecture

V I S I B L E
D E S I G N

- A leading architecture and interior design firm that is redefining what design represents in Colombia.

With over 60 luxury projects delivered nationwide, the firm develops residential and commercial spaces that transcend form, creating experiences that blend technical precision, aesthetic sensitivity, and contemporary vision.

@visible_design
www.wearevisible.com.co

→
Developer



@lab._____

+ Over 10 years of experience (since 2015)

+ More than 20 projects developed in structuring and project management

+ USD 200,000,000 managed and administered in real estate projects

→
Legal



@colombialawgroup

Heritage Structure
Legal and Tax
Advisory

+250 foreign investment agreements

\$ 25.8M in foreign investment in 2023

→
Construction



@constructoraconvel

Dream makers since 1954
Housing & Hotels
Corporate
Retail
Industry
Health
Education

Design (Architecture & Interior)
4.7 Millions mt2
in Design & Construction

BLAZE

BLAZE ▸ (Guatapé) is the first hotel of a new line of boutique hotels across Latin America, starting in Medellín, Colombia.



→ Multiple revenue streams

→ Developers acting as both hotel and restaurant operators

→ Underserved market share
(high capacity and complimentary unit typologies)

→ Emerging market

→ Pre-construction appreciation

Value Proposition –

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▷ Brown (by Marriott) and Bosko are the only active luxury hotels with modern amenities and facilities, and they currently hold the largest share of the market.

Market Opportunity

- Lack of exclusive inventory
- Mid-range products, mostly glamping and eco-hotels
- Limited or no amenities
- Isolated rooms/cabins with no social areas
- No on-site activities at the hotels



Conclusions –

EVERYPLACE®



Colombia
law group

Lab.

VISIBLE
DESIGN

DUNK.

BLAZE