

ALL ABOUT RESIDENCE POINTS

New changes in brief



November 2019



DEAR SHAREHOLDERS AND MEMBERS

Holidays make people happy! I hope that you have been able to enjoy many wonderful holiday moments at Hapimag with your loved ones in recent months.

As I announced to you in July in the “Spread the word” brochure (available to read again at www.hapimag.com/brochure), we are working hard to make Hapimag fit for the future. I am pleased to be able to tell you about **three additional changes** in this brochure:

- **Extension of the increased purchase rate (120 residence points)**
- **Improvement of the new Points Platform**
- **Simplification of the points system**

By implementing these changes, we are making our business model more customer-friendly. We are also responding to the needs and wishes of our community, such as those brought to our attention via personal discussions in our resorts or in the CEO Blog. They all help to make Hapimag more attractive – not only for our shareholders and members, but also for new customers.

Thank you for sharing your enthusiasm for Hapimag. We’re here for you. Contact us online at www.hapimag.com/questions, make a comment in the CEO Blog or simply call us on the **Service Line on 00800 3030 8080 (alternatively +41 58 733 70 10)**. We look forward to receiving your feedback.

Kind regards

A handwritten signature in black ink, appearing to read 'Hassan Kadbi'. The signature is fluid and cursive, with a large loop at the end.

Hassan Kadbi
Chief Executive Officer



“ We respond to the needs
and wishes of our community. ”



NOW
EXTENDED!

PURCHASE RATE

of up to 120 residence points

What has changed?

For every active share, you are able to buy up to **120 additional residence points** every year. This option has already been available as part of a trial since April 2019. Previously, the annual purchase rate was limited to 60 residence points per share.

Why?

This makes shares even more attractive. In addition to the usual annual credit of 60 residence points per share, with the purchase rate you can buy up to 120 additional residence points per share every year.

When?

Since April 2019 and until further notice

For you, this means:

- By buying up to 120 additional residence points (instead of 60) every year for each share you have, you can use your existing shares to enjoy longer or more frequent holidays.
- Or you can enable your friends to travel more often with Hapimag, without losing out on your usual holidays with Hapimag yourself.

Residence points = High-season points that can be used in every season



Buy residence points now:

- Online at www.hapimag.com/points-platform
- Or by phone via the Service Line 00800 3030 8080

NEW POINTS PLATFORM

Improvements to the purchase of points in advance

What has changed?

The new Points Platform has been available since July 2019, when it replaced the previous Points Kiosk. In October, following feedback from shareholders and members, the option was added to **buy residence points in advance that are valid for less than 24 months**. These so-called expiry points are usually offered by sellers at a more favourable price. Previously, it was only possible to buy residence points in advance that were valid for longer than 24 months.

Why?

The original intention was for so-called expiry points only to be available as attractively priced residence points for online bookings and not for advance purchases. However, this was precisely what many shareholders and members wanted. Your feedback helps us to improve the Points Platform so that it can even better meet the needs of our shareholders and members.

When?

Since October 2019

For you, this means:

The Points Platform offers you the following options:

- Selling residence points
- Buying residence points during a booking
- Buying residence points in advance
 - Valid for **less** than 24 months (**new**)
 - Valid for **longer** than 24 months

Residence points = high-season points that can be used in every season



More information can be found at
www.hapimag.com/points-platform

THE POINTS SYSTEM IS BEING SIMPLIFIED

Residence points – unified points system

What has changed?

Up to now, the points system has differentiated between high-season and low-season points. It is our goal, in the medium term, to no longer make this differentiation. With **“residence points”** we want to create a unified points system. **These points correspond to the previous high-season points and can be used during any season.**

For this reason, low-season points will be gradually phased out over the next few years. The points debited will still be linked to demand and the season. **The points debited in the C and D seasons (low season) remain lower – in comparison to the A and B seasons (high season).**

Why?

By making this adjustment, we are simplifying the points system and making the Hapimag business model more understandable for existing and new customers. We consulted with our shareholders and members beforehand and also received extensive feedback from our shareholder associations.

When?

From 1 January 2020

Hapimag Resort Mas Nou



Hapimag Resort Bodrum

Residence points = High-season points that can be used in every season

For you, this means:

– Do you own **products with low-season points**?

Then nothing changes. You will continue to be credited with low-season points every year, which you can use in the C and D seasons (low season).

– Do you own **low-season points**?

Then nothing changes. Of course, all low-season points that you have in your account remain valid and can still be used in the C and D seasons.

– For **loyalty premiums**, you will only be credited with residence points that you can use for your holidays all year round. This means that low-season points will no longer be credited.

– The separate annual **purchase rate** of 300 residence points per share for online bookings for the C and D seasons no longer exists. However, you can benefit instead from the increased purchase rate, as long as you own at least one share.

Can low-season points be converted into residence points?

We will give you the opportunity to convert your low-season points into residence points. You can then use these for holidays all year round and not just in the C and D seasons.

For every 2 low-season points, you will be credited in return with 1 residence point.

You can decide how many of your low-season points you want to convert.



If you are interested, please contact us on our Service Line on 00800 3030 8080 or write to us via www.hapimag.com/questions



OTHER BENEFITS

Benefit even more as a shareholder or member

Do you know which benefits we have already implemented for you in the past two years? Here is a small selection:

Improved booking process: www.hapimag.com/goodnews1

- The conditions for changes to bookings and cancellations have been relaxed.
- More apartments are available – even in the summer months – thanks to changes to the booking process.
- You can now book your holiday up to 18 months in advance – but you don't have to.

Easier booking: my.hapimag.com

You can book via the new "MyHapimag" Booking Portal.

Points-free holiday: www.hapimag.com/points-free

Enjoy a points-free holiday each week at a different resort.

Attractively priced long-stay holidays: www.hapimag.com/goodnews5

We give you every fourth week of long-stay holidays for free – including residence points, local charges and parking fees.

Discounts on annual subscription charges: www.hapimag.com/goodnews2

Accumulate three shares or more and you'll receive discounts on your annual subscription charges.

Loyalty programme: www.hapimag.com/goodnews3

Automatically earn residence points as loyalty premiums on resort purchases.



Further information is available at

www.hapimag.com/goodnews

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Any questions?

Contact us via www.hapimag.com/questions or on the Service Line on 00800 3030 8080 (alternatively +41 58 733 70 10).

