



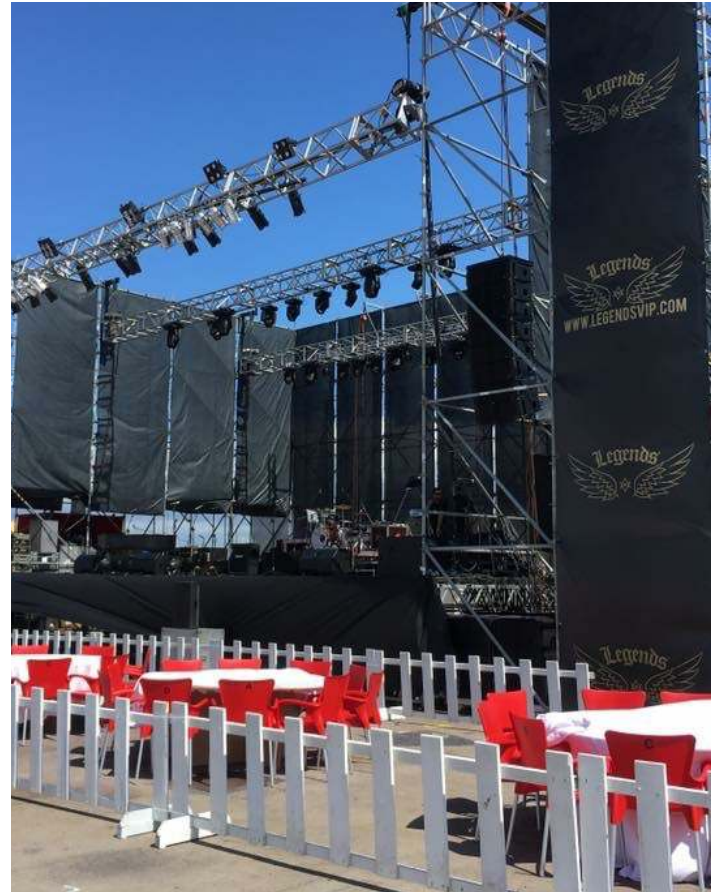
**LEGENDSVIP
MALLORCA**

DOSSIER

COMPANY OVERVIEW

LEGENDSVIP MALLORCA is a company, specializing in a niche market, catering to mid/high level clientele in the event business.

Our team can look back on over 30 years of experience in the entertainment field. Over the years we have worked with many top artists and mayor companies on both sides of the ocean with very strong contacts in the USA as well as UK and Europe, achieved multiple Gold & Platinum Awards in the USA & Europe, 2 Grammy Nominations (publishing), 1 Producer of the Year Award, Music & Conversation Award, Echo Award Nomination, Amadeus Award Winner, and scored numerous chart entries.



A-CLASS ROSTER

The list of artists and musicians we have worked and/or working with includes Lionel Richie, Richard Marx, Trevor Horn, Bob Geldof, Chris de Burgh, Foreigner, Kim Wilde, Nena, The Jacksons, Michael Bolton, Europe, Judas Priest, Korn, Willie Nelson, Ray Charles, Michael Jackson, Leif Garrett, Kris Kristofferson, James Brown, Katrina & The Waves, Chris Norman, Buddy vs. DJ The Wave, 3T, Tupac Shakur, Warren G, Snoop Dogg, Tha Dogg Pound, The Real Thing, 3rd Wish, Stray Cats, Peter Andre, The O'Jays, Prince, UB 40, Bonnie Bramlett, Ronan Keating, Boyzone, Philip Bailey, Leon Russel, Janet Jackson, Christine Stürmer, Toni Braxton, Accept, Merle Haggard, Portrait, and many more.





GLOBAL FOOTPRINT

LEGENDSVIP MALLORCA matters to a world wide audience due to the advantage of operating and producing in one of the premier holiday and vacation spots in the world.

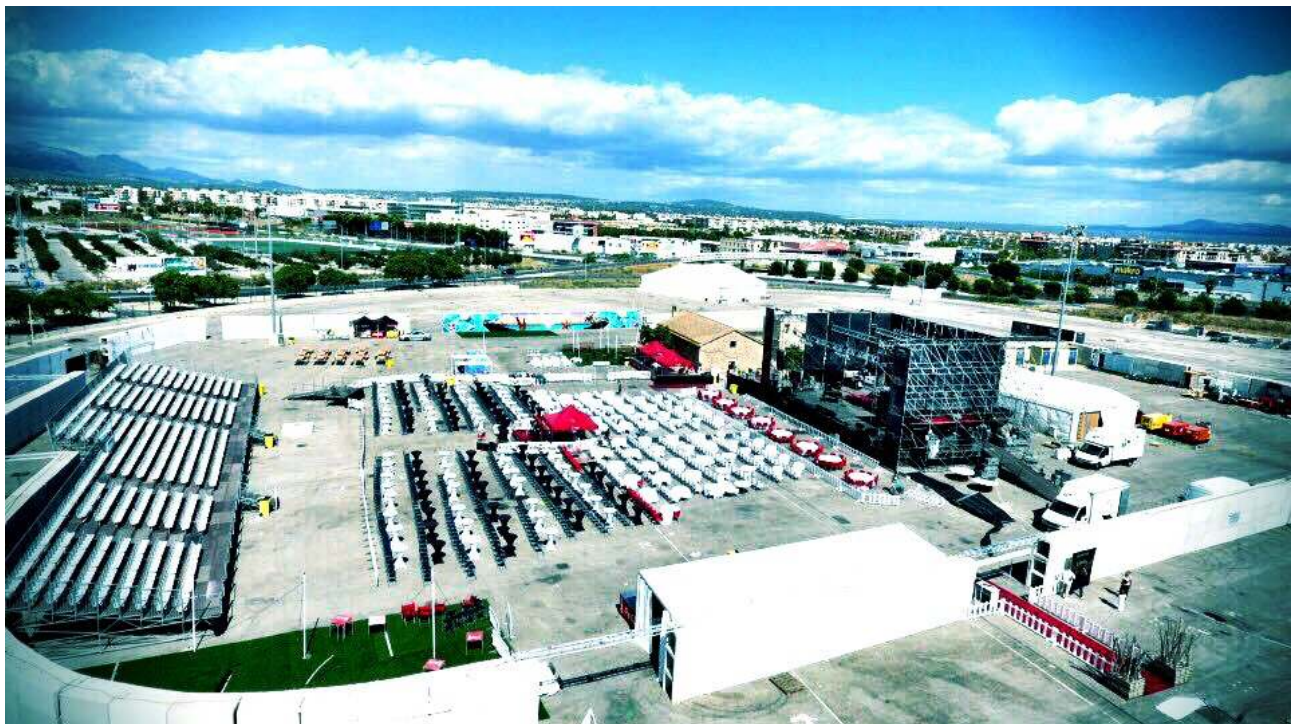
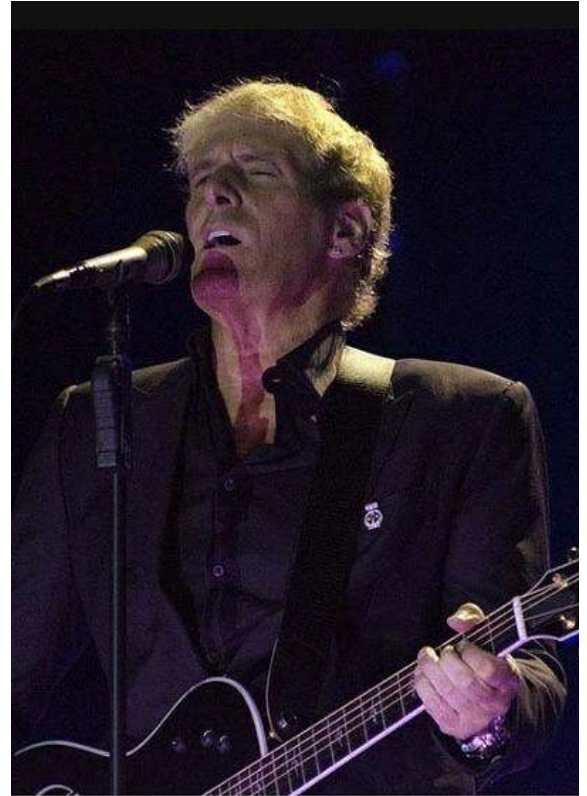
Our online traffic mirrors the international interest in the combination offers for VIP travel/accommodation/show tickets, as well as special events in vacation destinations.

The goal is to consolidate the cooperation with travel agencies, tour operators, airlines, and local hotels in order to become market leader in this segment.

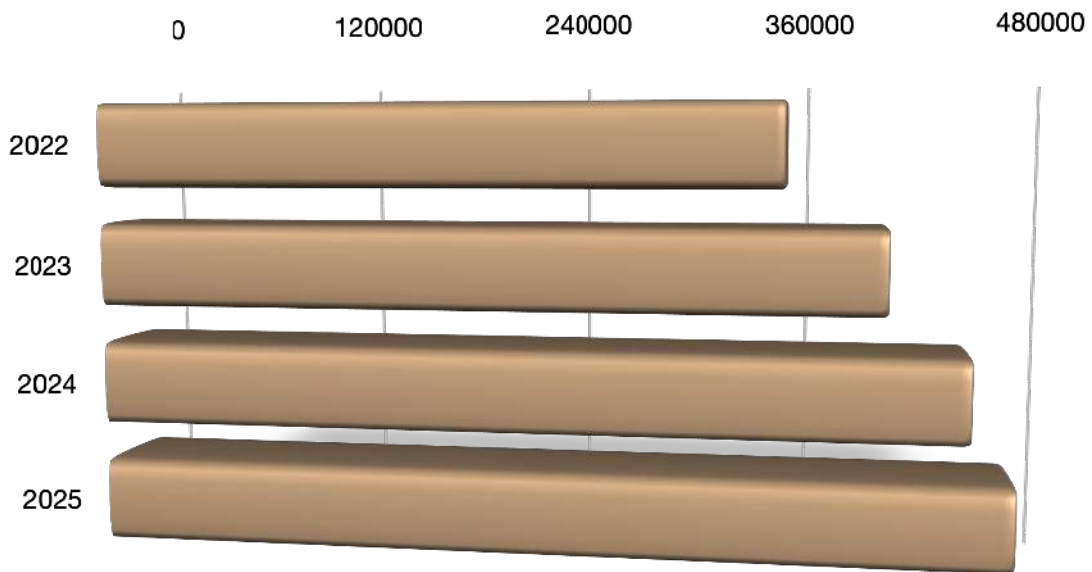
MARKET OVERVIEW

Mallorca is in many ways still a virgin market when it comes to major concert events and festivals.

As the market is adapting to a higher class touristic market, the demand for a more exclusive and international more competitive offer on concerts, events, and festivals is the logical consequence, which LEGENDSVIP MALLORCA is stepping up to fulfill.



CUSTOMER GROWTH



LEGENDSVIP MALLORCA can look back at a steady increase of customers and potential customers over the last 6 years of operations. Even with producing an “all German” event with NENA in 2019, the response in ticket sales was within the expected outlook and plan. Through the increase of events and concerts in 2022, the target goal could be increased accordingly.

Customer response and growing customer loyalty is on target Total turnover in 4 years € 461.720,00. Planned outlook for 2022 € 2.350.000,00.



FIVE-YEAR TARGETS

2022

Increasing of live events:
3 major concerts, 10 smaller concerts and **merchandise**, establishing Classic Legends.

2023

Minimum of **4 major concerts, 1 festival** and **10 smaller concerts**.

2025

4 major concerts, 1 festival, 12 smaller concerts.

2026

4 major concerts, 1 festival, 12 smaller concerts, 1st international franchise partner.

2027

4 major concerts in Mallorca, **1 major concert** in Europe, **1 festival, 12 smaller concerts, 2nd international franchise partner.**



With the series "**LegendsVIP Garden Summer Picnic**", we present a new show format, with an emphasis on the spectacular sceneries of the beautiful island of Mallorca.

It is a comeback to the nature, to the social contact, respecting all the safety parameters for a safe and enjoyable evening, sitting on the cosy lawn of a golf course, savoring the summer atmosphere of the Balearic Islands.



CORPORATE SOCIAL RESPONSIBILITY



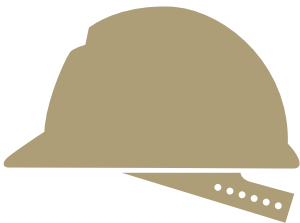
ENVIRONMENT

We are constantly taking environmental issues into consideration in order to ensure the value and the close tie with the local community.



WORKPLACE

Legends is making sure that any and all hired staff and workers enjoy a healthy and safe work environment always up to the highest standard.



COMMUNITY

Legends is reaching out to tie the local communities in to our events by using local labor, local providers, and local workers as much as possible.



MARKETPLACE

The immediate goal is to increase our market presence and therefore our market value over the next five years by 2.000 %.

INTERNATIONAL BROADCASTING

Through the performances of well-known and internationally renowned artists, we reach all the major global media networks.

Magazines, television and radio channels, social media of fans and of the artists themselves, spread the image of Mallorca as a relevant destination for high-class tourism in all the relevant countries.



MALLORCA

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