



A holding company that creates, operates, secures, and grows value.

**We drive businesses
that improve lives
with clarity, method,
and care.**



How do we make it happen?

We operate with four verbs that simplify our clients' lives: creating actionable clarity with **ADN Build**, operating with excellence through **ADN Hotels** and **ADN Entertainment**, safeguarding standards and trust with **ADN Quality**, and growing through alliances and intelligent sales with **ADN Business**. We listen first, speak simply, measure always, and care for people in every decision.



Create

Actionable clarity with ADN Build.

Operate

With excellence thanks to ADN Hotels y ADN Entertainment.

Ensure

Standards and trust go hand in hand with ADN Quality.

Grow

Through alliances and smart sales via ADN Business.

Our Pillars

The four pillars that make each project move forward from beginning to end with meaning, order, and visible results.

Clarity

We understand before we act. We translate complexity into simple, measurable decisions. Clarity guides every step: from the initial idea to daily operations.

Method

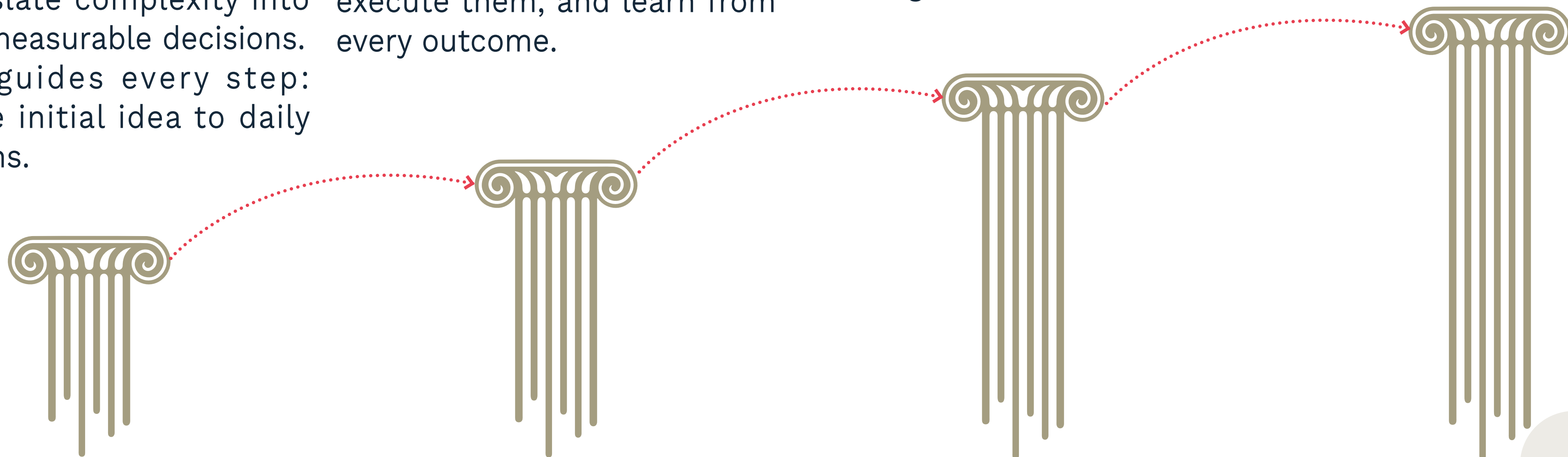
We work with proven structure, data, and processes. We don't improvise: we design plans, execute them, and learn from every outcome.

Care

People are at the center. We value relationships, teams, details, and the environment where we work. Humanity is non-negotiable.

Growth

Everything we do aims to generate sustainable impact. Growth isn't just about scaling; it's about doing so with purpose, profitability, and consistency.





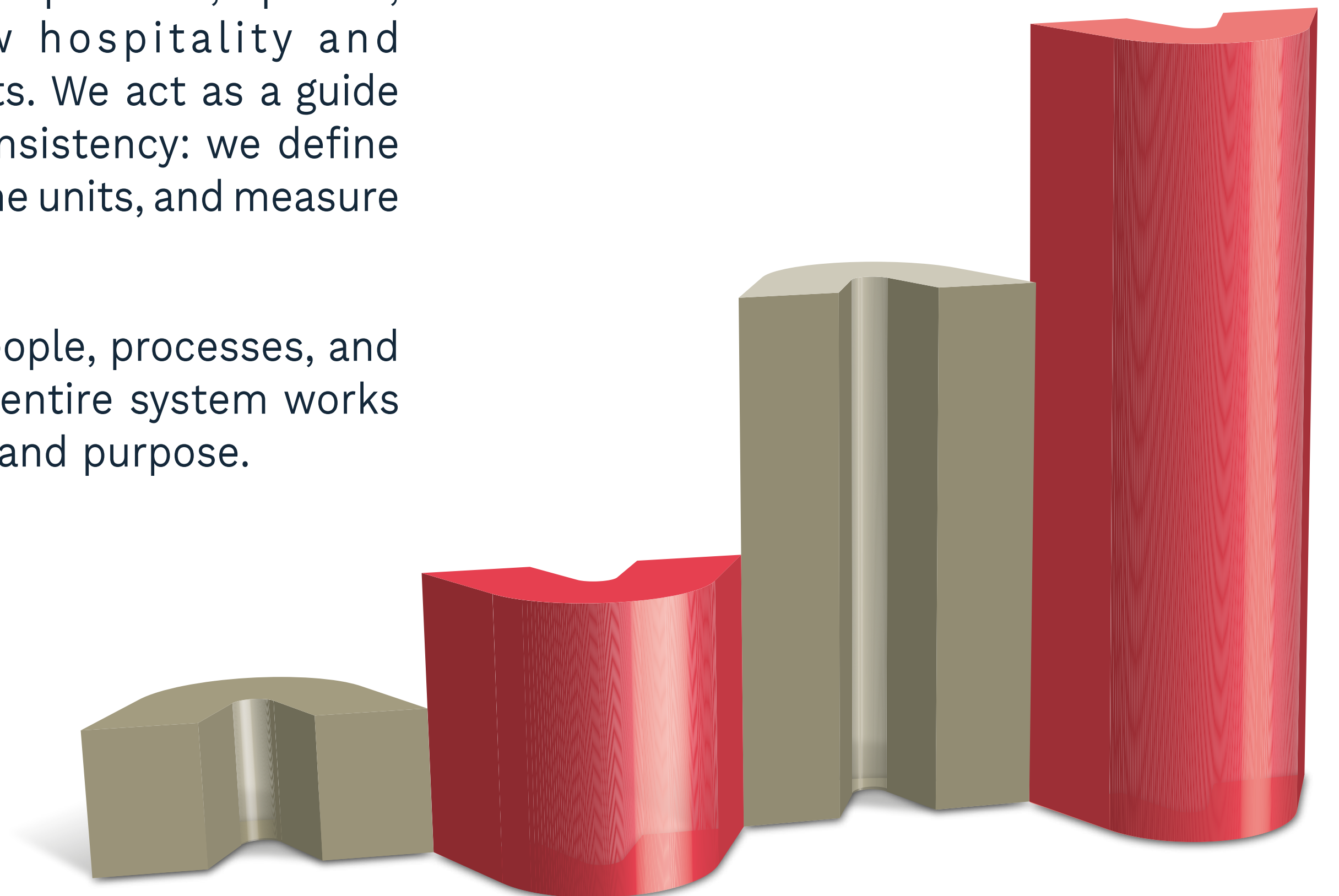
Holding Architecture



We support projects from beginning to end, integrating clarity, method and care at every stage.

ADN Holding coordinates an ecosystem of companies that help create, operate, secure, and grow hospitality and development projects. We act as a guide and guarantor of consistency: we define the vision, connect the units, and measure real results.

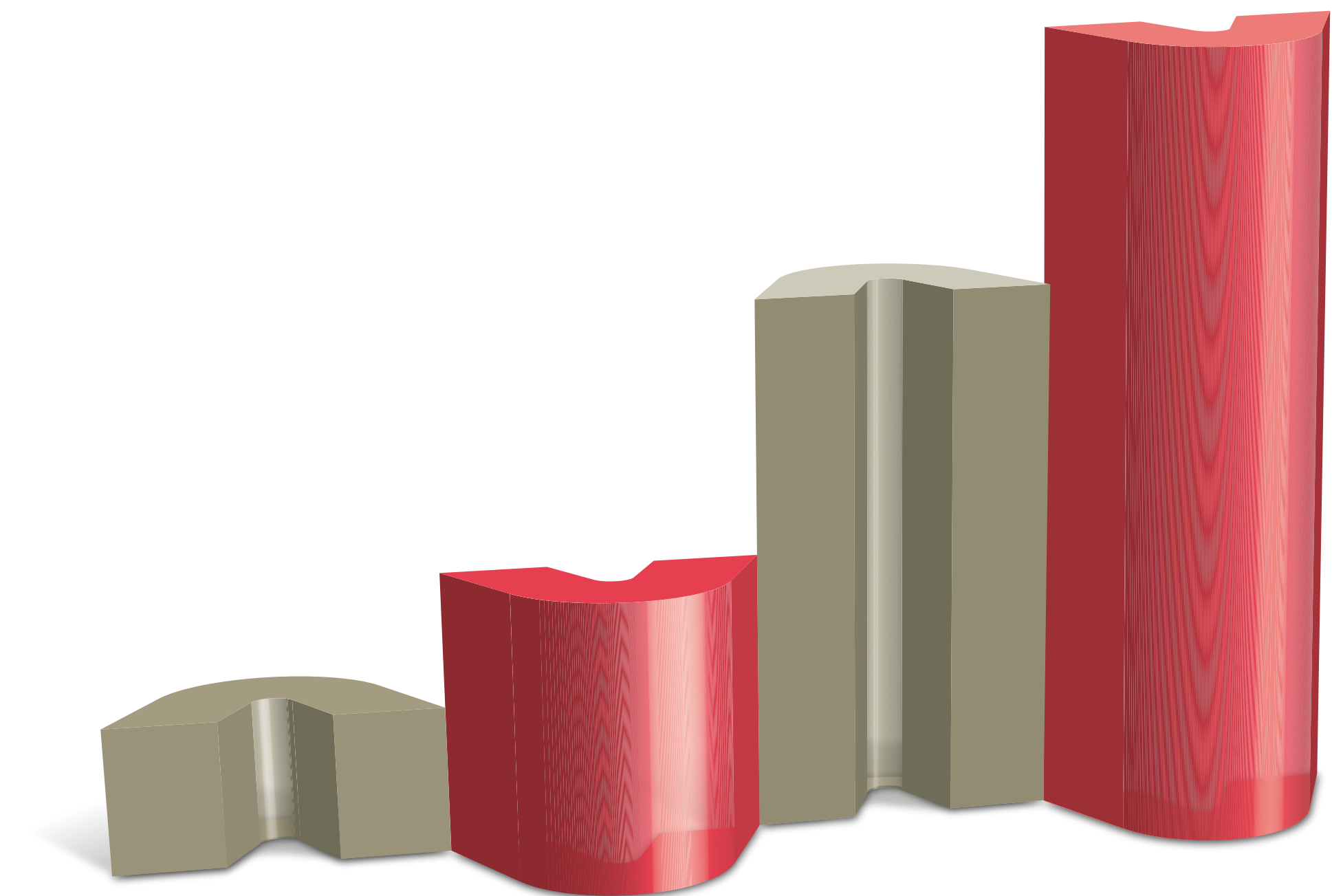
Our job is to align people, processes, and metrics so that the entire system works with the same logic and purpose.





Our Main Services:

- **Project development and engineering:** business conceptualization, architectural design, detailed engineering, construction and delivery.
- **Tourism and hotel operations:** Comprehensive management of hotels, parks, casinos, events, and tourism services. Implementation of standards, team training, and optimization of operational results and customer experience.
- **Marketing and brand management:** Market analysis and segmentation, marketing channels and sales. Strategies aimed at building and managing a brand.
- **Process management and quality certification:** Design and characterization of business processes, organizational development, implementation of quality systems, and certification.







Operate

We make hotels work with method, humanity and measurable results.

ADN Hotels manages the complete operation of its hotel properties, combining efficient processes with a close and consistent service culture. Every decision aims to maintain a balance between guest experience and profitability.





Main Services:

- **Comprehensive Operation:** front, back, housekeeping, maintenance, and sales.
- **SOPs & Playbooks:** simple and applicable standards by area.
- **Team building: induction,** service, leadership, and follow-up.
- **Revenue & Supply Chain:** pricing, channel and digital reputation management.
- **Onboarding & Openings:** initial diagnosis, manuals, and setup.

Results: Consistent experiences, committed teams, and operations that show their results in day-to-day indicators.







Business[®]

GROW

We drive growth through sales, partnerships, and market expansion.

ADN Business connects opportunities with operational capacity. We develop commercial strategies, representations, and alliances that strengthen the ecosystem and open new markets.





Main Services:

- **Marketing:** pipeline management, proposals and closings.
- **Alliances:** agreements with operators, brands and strategic channels.
- **Expansion:** new locations, markets, and portfolio development.
- **Marketing B2B:** trade fair presence, marketing materials, and case studies.
- **Market Intelligence:** demand analysis, prospects, and trends.

Results: sustainable growth, valuable partnerships, and new opportunities for each unit of the holding company.







Create

We transform ideas into clear, viable, and ready-to-execute plans.

ADN Build accompanies every project from its inception. We listen, organize, and shape ideas, transforming them into simple and actionable business models. Through consulting, training, and collaborative work, we create clarity for making decisions and moving forward smoothly.



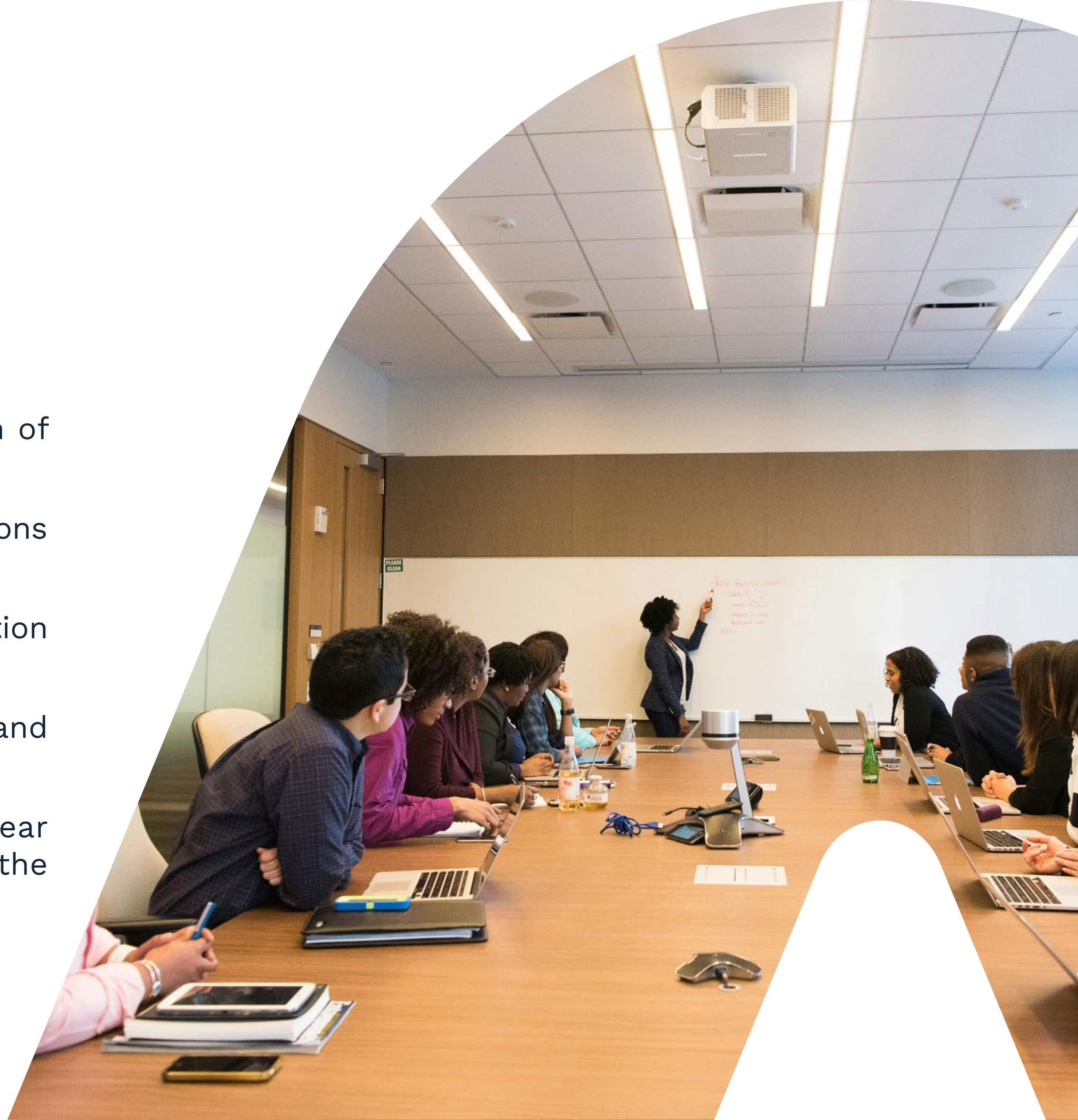
The logo for ADN Build features the letters 'ADN' in a bold, dark blue font, enclosed within a green circular graphic that resembles a stylized leaf or a double-headed arrow. To the right of this graphic, the word 'Build' is written in a large, bold, dark blue sans-serif font.

ADN Build

Main Services:

- **Consulting:** strategic diagnosis and prioritization of opportunities.
- **Training:** management workshops and applied sessions for data-driven decision-making.
- **Café Connection:** spaces for connection and validation with peers and allies.
- **Project development:** financial models, feasibility and service design.

Results: a solid business case, a roadmap with clear responsibilities, and an initial data room that turns the idea into action.







Safeguard

We make quality a daily and measurable practice.

ADN Quality defines and monitors the standards that sustain trust. We support operations with audits that educate, certifications that validate, and continuous improvement plans that maintain quality at every touchpoint.



The logo features the letters 'ADN' in white inside a dark green circular emblem with a stylized leaf or arrow shape. To the right of the emblem, the word 'Quality' is written in a large, bold, brown sans-serif font.

ADN Quality

Main Services:

- **Standard:** definition and adaptation to each type of operation.
- **Audit:** on-site and remote reviews with a pedagogical focus.
- **Certification:** internal/external validation and compliance traceability.
- **Continuous Improvement:** corrective plans, KPIs, and systematic monitoring.
- **Training:** good practices, safety and quality culture.

Results: operations with verifiable trust, aligned teams, and sustainable quality over time.







Operate Experiences



We make parks, attractions, and entertainment centers work with method, safety, and excitement.

ADN Entertainment manages the complete operation of amusement parks, theme parks, casinos, and recreational spaces, integrating efficient processes with a clear and trainable experience script. Every decision aims to maintain a balance between visitor excitement, operational safety, and business profitability.





Main Services:


- **Comprehensive operation:** visitor flows, capacity, attractions, maintenance, and security.
- **Experience SOPs & Playbooks:** simple, visual and applicable standards.
- **Team building:** Hospitality, operations, security, shows, leadership, and daily rituals by role.
- **Programming & Shows:** design, production, and coordination of activations.
- **Revenue & Commercial:** ticket management, packages, retail, F&B, and points optimization
- **Onboarding & Openings:** diagnosis, risk map, manuals, and complete startup.

Results: Safe operations, satisfied visitors, aligned teams, and memorable experiences are reflected in daily operational, safety, and revenue indicators.





THANKS

 www.adn-holding.com