

# MARAEY: 68th CAM FOR THE AMERICAS



MARAEY - JUNE 2023



MARA EY

*PARADISE ON EARTH*

**"THE BEST MIXED USE DEVELOPMENT OF THE AMERICAS"**



LOCATION



840 HA

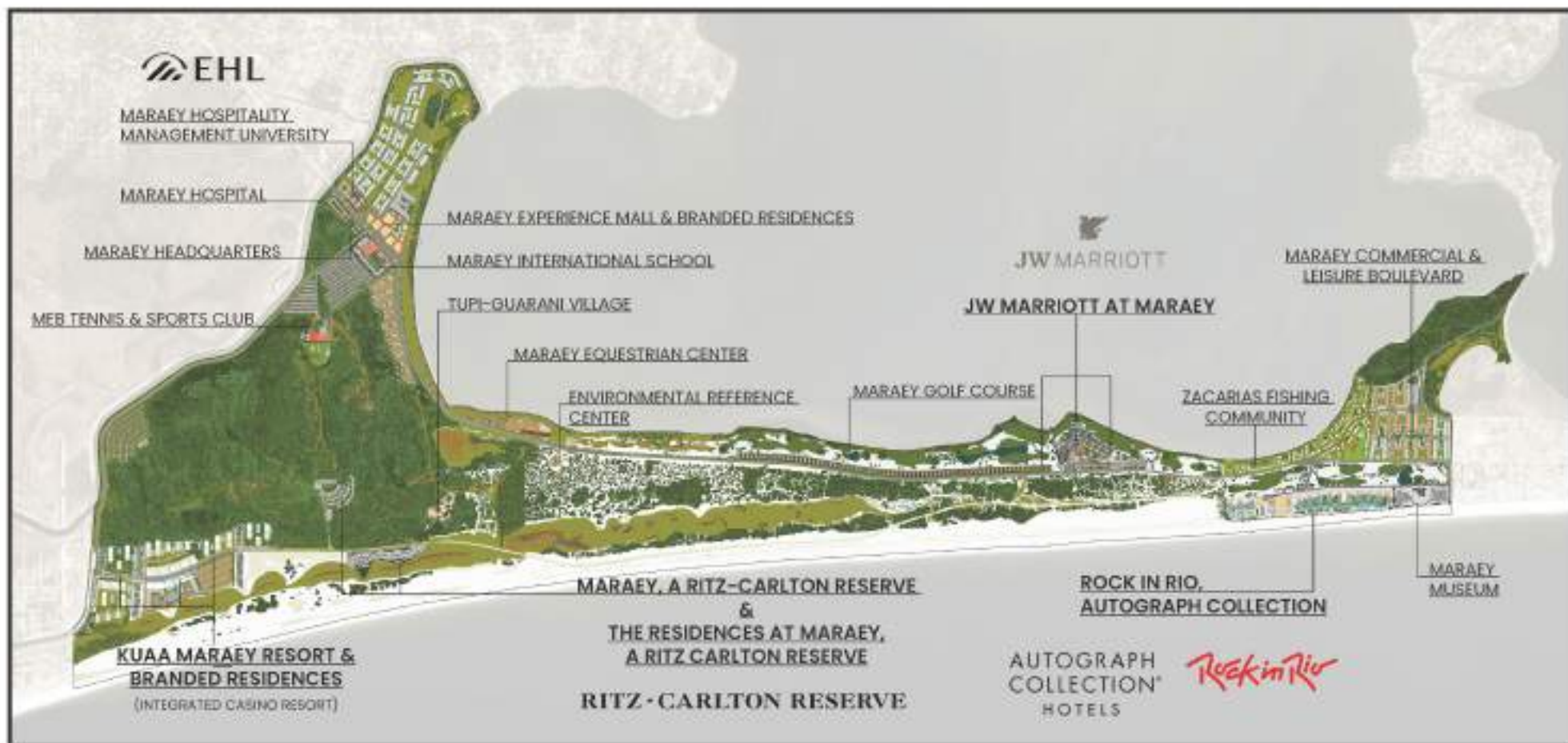


12 KM OF LAGOON SHORES



8,5 KM OF BEACHES





segurpro

MAPFRE



SIEMENS



THE Sustainable SITES Initiative



GEO Foundation for Sustainable Golf



BIOSPHERE certified destination



## VISIT PARADISE...



2.000+ hotel rooms managed by a unique offer of international brands  
312.000+ direct tourists per year and 150.000 indirect tourists per year  
118.000 passengers per year in Maricá's airport



## ROCK IN RIO, AUTOGRAPH COLLECTION

A unique resort on a spectacular front beach lane of fine sand, where it will be possible to enjoy the best musical and cultural experiences

## MARAÉY, A RITZ-CARLTON RESERVE & THE RESIDENCES AT MARAÉY

An eco-boutique luxury hotel in the heart of the RPPN that will offer the most pleasurable stay in harmony with the environment

## KUAA RESORT & BRANDED RESIDENCES

Luxury hotel designed to become the best convention resort in Latin-American

## JW MARRIOTT AT MARAÉY & BRANDED RESIDENCES

Exuberant hotel, with sea and lagoon views, located in the 18-holes golf course with high quality sport facilities.



LIVE IN PARADISE...



RESIDENTIAL



Residential complex of low occupation density and the highest construction standards.  
Based in sustainability, innovation and technology

Unique offer for first and second dwelling in a privileged environment

Exclusive project, with dwellings and buildings with a maximum of four floors

Multiple multifamily residential typologies: multifamily, duplex, detached houses and villas



UPLEX



EMI-DETACHED



ILLAS



ULTIFAMILIAR

Residents and visitors with direct access inside the complex to education services, health, commerce, sport facilities, leisure and business

Maximum security in the MARAEY area



# MARAEY

EVERY SERVICE AT YOUR FINGERTIPS



SERVICES



MARA'Y has a wide range of quality services:

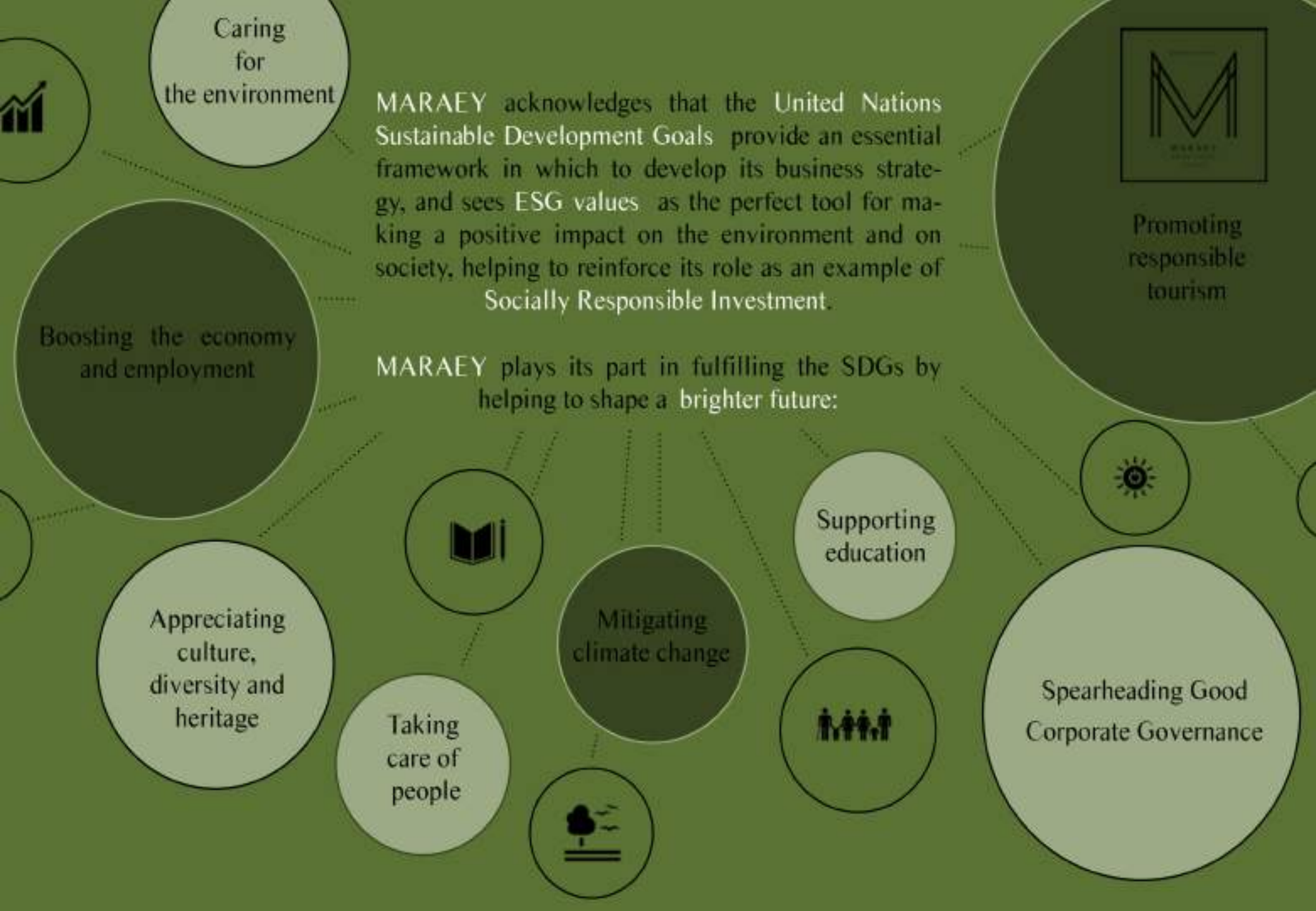
- The Maria Esther Bueno Tennis & Sports Club offers the best sporting and cultural experience.
- A Hospital, equipped with cutting-edge technology and top quality services focussing on what really matters: people and well-being.
- International Educational Center from pre-school age to the pre-university stage.
- Hotel Management and Haute Cuisine Maraey Campus, by the hand of a prestigious Hospitality University.
- The Maraey Experience Shopping Center will offer every kind of shops, supermarkets, cinemas, restaurants and experiences.
- An Innovation and Business Cluster aims to attract technology and state-of-the-art companies.
- The Maraey 18-hole Golf Course, with the GEO Certified Pre-certification, as an example of sustainability and social responsibility.
- The Maraey Equestrian Center includes an indoor ring, two grass and two sand rings, a veterinary clinic and a riding school, as well as a restaurant and shopping area.
- An Oceanographic designed by the Pritzker architecture prize winner Oscar Niemeyer.

MARA EY, a worldwide paragon of Sustainable Development -  
EESG (Environmental, Economic, Social and Governance)

**WE SUPPORT**



ENVIRONMENTAL ECONOMIC SOCIAL GOVERNANCE





Live restinga, minimum occupancy, unique environment  
MARAEY bets on its natural heritage



ENVIRONMENTAL COMMITMENT

6,6% building occupancy

81% of the development area will be  
preserved with native vegetation



Creation of the second biggest natural patrimony private reserve (RPPN)  
of restinga in the Rio de Janeiro State, with 437 hectares

Environmental Research Center for Maricá's fauna and flora studies  
development, including the participation of some of the main Universities in  
the country, such as UERJ, UFRJ, UFF, UFRRJ, UFES, FURG, and prestigious  
ONG acting in the environmental studies area



Integrated community, preserved culture, guaranteed fishing.





Zacarias foundational regulation, with final assignment of the property deeds,  
for the inhabitants inside the boundaries established by the State

Creation of the handmade fisher house

Rescue program and dissemination of the family and cultural memory of Zacarias

Recuperation project of the Maricá's lagoon and resettlement with native species

Urban participatory design, with the same census as the project

Creation of leisure areas and sport centers

Sewage water treatment with tertiary technology



Hospitality and Cooking: from learning to excellence in one place.



EDUCATION





Creation of MARAÉY University Campus, for 700 students of higher-level education, led by the first certified university of The EHL Group in Latin America, with the recognition as the best Hospitality and Leisure Management university in the world, number one in the QS World University Rankings for five consecutive years.



Hospitality Education Center of Maricá, with 3.000 students in job training

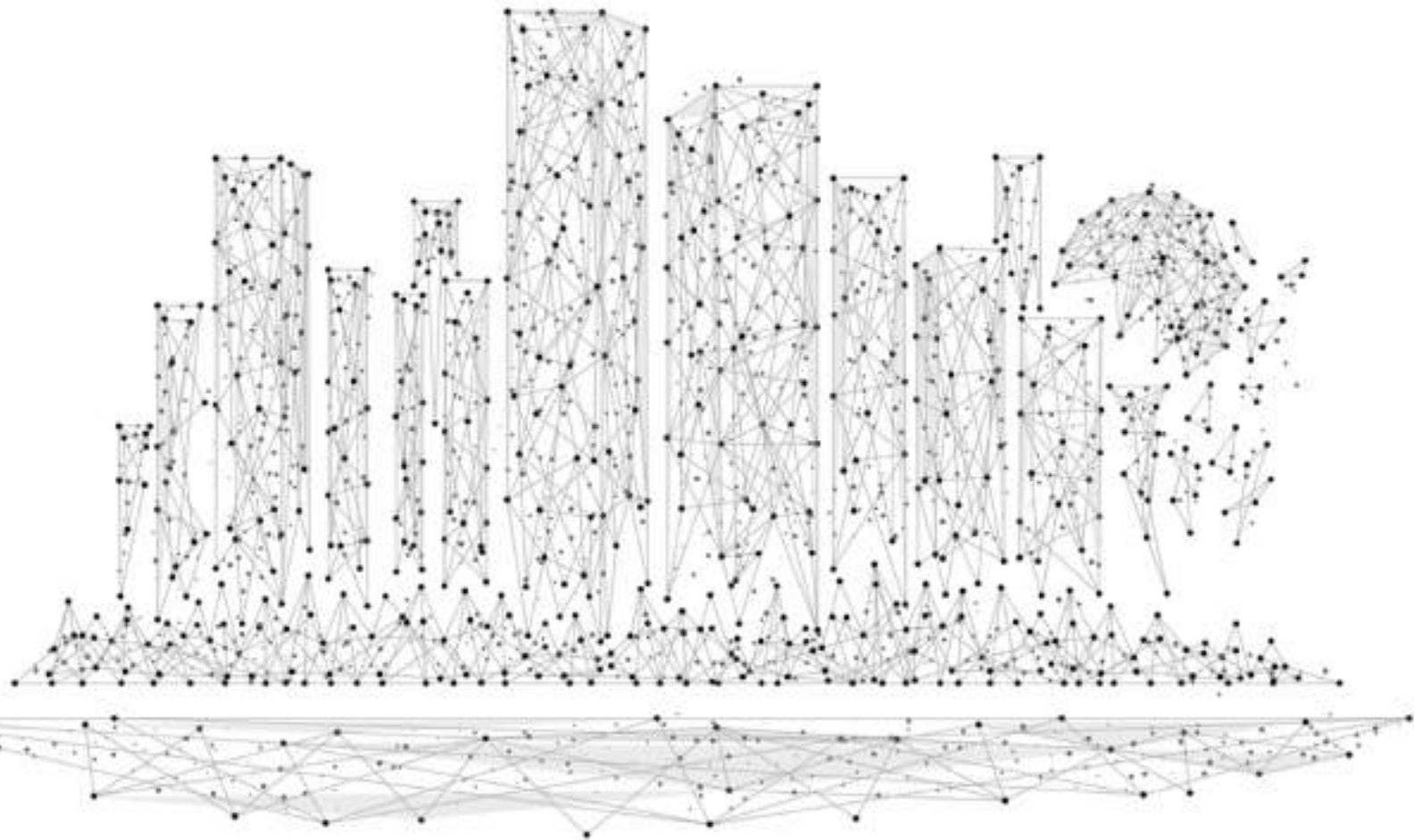
Training for all professional levels in the hospitality sector

Unique group of hotels, with the most important hotel chains in the world

Consolidation of a high quality educational hub

Energy efficiency, new technologies use and creative capacity.

MARAEY advances the future.



# SIEMENS



A *Smart City* complex, with extensive implementation of Information and Communication Technologies

*Positive Ecological Footprint*: initiatives that guarantee a balanced use of the natural resources, generating less impact on the environment than calculated for the whole complex

*Distributed Generation*, with many electricity connection points

*Smart Buildings*, with material and techniques that reduce significantly the human impact on the environment

*E-Mobility*, a local transportation system through electric models, contributing to the reduction of fossil fuel vehicles, avoiding carbon emissions

*Smart Citizen*, an initiative that connects the smart city with the inhabitants and visitors through collaborative technology to carry out the sustainability MARA EY fulfillment

MARAEY pursues its goal of making mobility safe, environmentally friendly and highly efficient.





Together with BMW, MARA EY will be working like no other urban development in the world to promote the use of electric and hybrid cars, aiming for 55% of its fleet to be sustainable vehicles.

MARA EY will have the biggest bikeway in a real estate development in Brazil, spanning 20 km long. This micro-mobility solution, connected to the Maricá bikeway network, will be developed according to the quality and sustainability parameters of the SITES Gold certification.



MARAEY, the safest destination in Latin América.



**PROSEGUR**  
**SECURITY**

SECURITY

MARAEY aims to become the safest tourist-residential destination in Latin America by relying on the Smart City philosophy, in collaboration with PROSEGUR group.



MARAEY will provide a comprehensive sustainable security system, endowed with the most advanced technology, in all of the project's phases, from construction to full operation, which will contribute to the development of MARAEY's innovative Smart Destination model, focused on sustainability.

24-hour remote SOC security

360° Security Solutions

Surveillance services

Cybersecurity

Electronic Security Systems (ESS)

Innovative technology: CCTV, access control, PCI, Intrusion detection, maintenance, etc.

MARAEY rises as a worldwide exemplary development in terms of quality, innovation and sustainable integration.



**BIOSPHERE**  
certified destination



**THE Sustainable  
SITES  
Initiative**



MARAEY is the first private initiative project in the world to have gained the BIOSPHERE certification in the “Sustainable Tourism Destination” category. Considered the most important international seal of Sustainable Tourism Destinations, is endorsed by UNESCO and by the UNWTO.




MARAEY has won the 2021 Leadership Award for Latin America, awarded by the USGBC, because of the project's leadership in the creation of a more sustainable and healthy community. Also, MARAEY has won the Americas Property Awards 2022 in the Mixed-Use Development category, for Brazil.

MARAEY has achieved SITES Gold pre-certification, managed by GBCI, making it the first mix-use project in South America with this rating. SITES is the most internationally recognized seal concerning conception, development, infrastructure, maintenance and sustainable communities.

MARAEY has achieved GEO Sustainable international Pre-certification, as environmental and social excellence acknowledgement, for its 18-holes golf course.

In addition to the most important certifications in Brazil and around the world, MARAEY has its own “green paper” on sustainability and efficiency: MARAEY ECO ARCH, which will guarantee the highest standards of bioclimatic construction and demanding design requirements are observed in all the projects undertaken in this unique development.

The background of the slide is a close-up, slightly blurred image of several Brazilian 50 Real banknotes. The notes are yellow and orange, featuring the profile of a man (likely a historical figure) and intricate patterns. The text "REPÚBLICA" and "DEUS SEJA LOUVADO" are visible on the notes.

MARAEY, a strategic economical project for the sustainable development of Maricá and the whole Rio de Janeiro State.

An important source of income, investments and jobs.



R\$ 11 BILLIONS of private investment in 14 years during project construction

R\$ 7.32 BILLIONS in direct and indirect taxes collected during the construction and consolidation of the project, according KPMG

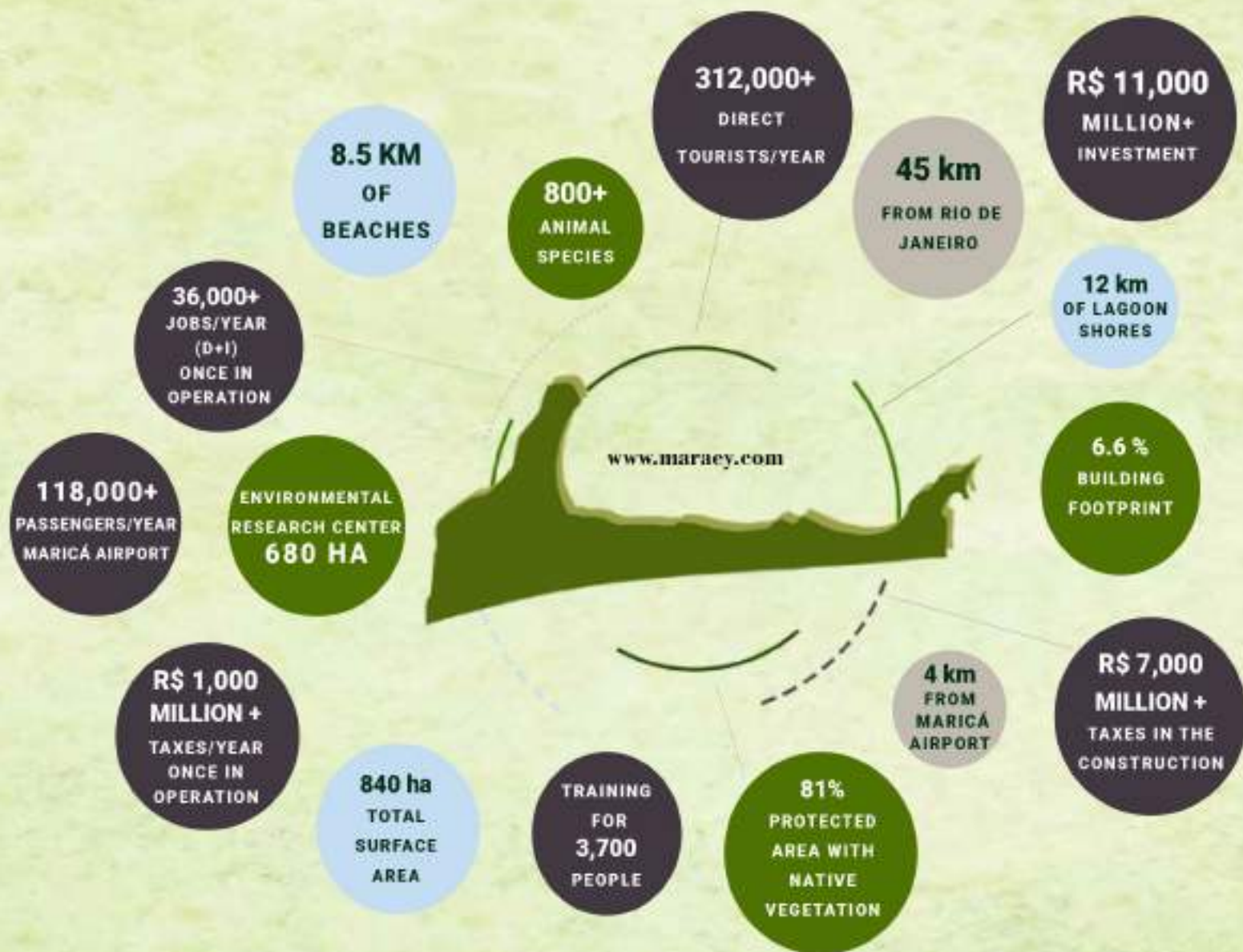
R\$ 1 annual BILLION of public collection during the operational phase

R\$ 1.76 annual BILLION generated by the estimated consume of residents, tourist and visitors

36,000+ direct and indirect jobs per year during the operational phase (18,000+ direct and 18,000+ indirect)

52,000 direct jobs during the construction phase

## MARAEY: the numbers of an unparalleled development





# MARAEY - PROJECTS PHASE 01



JUNE 2023



# MARAEY, A RITZ-CARLTON RESERVE & BRANDED RESIDENCES



# MARAEY, A RITZ-CARLTON RESERVE



**3D MODEL**



# MARAEY, A RITZ-CARLTON RESERVE



**3D VIEWS**



# THE RESIDENCES AT MARAEY, A RITZ-CARLTON RESERVE



**3D MODEL**





# JW MARRIOTT AT MARAEY & BRANDED RESIDENCES



# JW MARRIOTT at MARAEY



**3D MODEL**



# THE RESIDENCES AT MARAEY, JW MARRIOTT



**3D MODEL**





# ROCK IN RIO AUTOGRAPH COLLECTION



# ROCK IN RIO AUTOGRAPH COLLECTION



**3D MODEL**



# ROCK IN RIO AUTOGRAPH COLLECTION



**3D MODEL**



# ROCK IN RIO AUTOGRAPH COLLECTION



**Rock in Rio Music Arena**





# MARAEY HOSPITALITY BUSINESS SCHOOL by GRUPO EHL



# MARA'Y HOSPITALITY BUSINESS SCHOOL



**3D VIEWS**



# MARAEY HOSPITALITY BUSINESS SCHOOL



**3D VIEWS**





# MARAEY HEADQUARTERS



# MARAEY HEADQUARTERS



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## DESIGN REFERENCES





# ENVIRONMENTAL REFERENCE CENTER



# ENVIRONMENTAL RESEARCH CENTER (CRA)





[WWW.MARAEY.COM](http://WWW.MARAEY.COM)