

OUR VISION FOR THE FUTURE – FROM DREAM TO REALITY

When we acquired four acres of land in Marbella, where Boho Club is located, we saw it as a golden opportunity with endless potential. With hard work and a little patience, we had the chance to create something truly remarkable. However, the journey proved more challenging than anticipated — the pandemic, war, and an uncertain global economy disrupted our plans for what we aimed to build: Boho Club. Despite these obstacles, we not only overcame them but also earned widespread acclaim for the product we created. Boho Club's operating profit has increased by an average of 80% per year since the end of the pandemic, and we continue to expand our offering with complementary services to compete with the leading players in the region.

From the beginning, however, our ambition extended far beyond what Boho Club represents today. We chose to postpone the development of a large part of our land while awaiting Marbella's new municipal master plan. We understood that an updated plan would likely grant us broader development opportunities and increased building rights — both essential to realizing our full vision. That vision includes expanding Boho Club with additional rooms and restaurants/facilities while preserving the unique atmosphere and character that have defined its success. For the undeveloped plot, our vision takes a different direction. With its distinct features, we see the potential for something aligned with the world's top tourist destinations, such as Miami and Dubai: a five-star, modern luxury hotel with iconic architecture by one of Europe's leading architects. Our ambition is to create one of the most exclusive hotels in the region while contributing to Marbella's evolution into Europe's foremost destination for discerning travelers seeking sun, luxury, and a contemporary lifestyle. We have named the project "Cielo Marbella", a project we now can show you in the attached renderings.

Developing a master plan for an entire municipality is a complex process that, in Spain, typically takes 7-10 years, and up to 10–15 years in more complicated cases. Marbella is considered one of those complex cases. Although we initially believed the process would move faster, we realized a year ago that finalization and implementation would take more time. As a result, we chose to work closely with the municipality to separate our plot from the general master plan, which applies to all land in Marbella, and to pursue an independent detailed zoning plan for our site — a step that can significantly accelerate our project. This effort has now paid off: two weeks ago, we received official approval for our application for an exemption from the current general plan. We are the first hotel project in Marbella to receive such approval. In practice, this means we can now move forward with finalizing the groundwork to secure 28,400 m² of building rights. Beyond the dream we are striving to realize, this development is also creating significant shareholder value — with the potential to more than triple the value of our property. We consider this financial impact to be just as important as the vision itself.

There are still several steps remaining before our dream stands proudly in Marbella, full of happy guests who have found a unique destination for sun, social connection, vibrant lifestyle, world-class dining, and luxury. But we are well on our way, and we look forward to keeping you updated as we continue our journey.

Thank you for your continued support and trust,

Andreas Bonnier, CEO

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About the company

Boho Group is a hotel development and operating company at the top end of design and quality, operating on the Spanish Costa del Sol. The company was founded in 2014.

Boho Group owns and operates Boho Club, a boutique resort on the Golden Mile in Marbella that is award-winning for its design and architecture. Since its launch in 2019, both the hotel and the restaurant have established themselves as a leading player in Marbella. Visit the Boho Club website, www.bohoclub.com, to book a hotel room or a table in the restaurant. The restaurant is open every day and serves breakfast, lunch and dinner.

Mangold is the Company's Certified Adviser. Mangold can be reached on telephone number 08-503 015 50 or e-mail ca@mangold.se.

Image Attachments

Render View 1

Render View 2