



## GRUPO PUNTACANA®

Punta Cana is much more than a name. It has become a country brand. It is by far the country's most recognizable brand in the world. Its story begins in 1969 when a group of American investors, led by Ted Kheel, purchased 30 square miles of undeveloped land that stretched along five miles of the coast of La Altagracia province, on the country's eastern region known for its pristine white-sand beaches lined with thousands of coconut trees. At the time, there was no road access to this particular region.

Years later, entrepreneur Frank R. Rainieri joined the original investors with the vision of creating a tourism community that respected the surrounding natural habitat while at the same time providing visitors with a world-class vacation experience. Although at the time the area was known as Punta Borrachón, Rainieri wisely decided to change the name to Punta Cana because of the palm leaf – in the particular shape of a fan – that grows freely in the region.

That is when in 1971 the Grupo Puntacana SA formally opened the doors of the first hotel in the region: the Punta Cana Club. The new hotel featured 10 two-room villas, a club house, a small community for employees, an electricity power station, and a runway that was more like a clean stretch of road where small planes could land.

The area, however, was quite isolated. The nearest town was Higüey, and it took six hours to get there from the capital city of Santo Domingo. It was understood that a new road to the region was needed. Even so, connecting Punta Cana with the nearest airport took four hours. However, at that time the Grupo Puntacana reached an agreement with Club Med to build the first Club Med in the country thus making it even more necessary to build an access road to help develop the area.

Ever since then, the Grupo Puntacana has grown extensively and now consists of many different types of businesses, philanthropic programs and educational institutions, including:

- **The Puntacana Resort & Club.** Home to the ultimate golf and beach experience in the Caribbean, featuring three miles of white-sand beaches and 45-hole golf courses on 15,000 acres. The resort's privacy, incomparable service, and its discreet elegance define the unique experience of staying at the Puntacana Resort & Club.
- **Punta Cana International Airport.** This facility is the country's largest airport for passenger service and overall number of destinations, and the second with the highest air traffic volume in the entire Caribbean. Punta Cana's international airport operates in 75,000 square meters of construction and features two runways and two passenger terminals with capacity for 23 wide and narrow-body aircrafts. The

airport facility receives tourists from Europe, Canada, North, South and Central America, as well as the Caribbean. In addition, the airport has a VIP terminal to handle private and executive flights, with an FBO-style operation (Fixed Base Operator). The facility can also accommodate small jets, helicopters and executive jets in its domestic terminal, and also has a cargo area for the import and export sectors.

- **Grupo Puntacana Foundation.** This is the Group's non-profit organization which works to provide better opportunities for local citizens and promote innovative solutions for the preservation of the region's ecosystem. The Grupo Puntacana is the pioneer of Punta Cana's tourism industry and for more than 47 years its environmentally sustainable initiatives, and its Corporate Social Responsibility programs, have been a benchmark both at the national and international levels.
- **Puntacana International School.** This private prep school offers a bilingual education for preschool, elementary, middle and high school students, and is recognized by the Ministry of Education of the Dominican Republic. It is also accredited by the New England Association of School and Colleges (NEASC) and The Council of International Schools. In total, the school has some 546 registered students from 20 countries, going from nursery to high school, and provides students with high-quality education to help them achieve academic and moral excellence. Some of the goals of the school are to create and develop socio-ecological initiatives, leadership and the entrepreneurial spirit of its students. The school achieves this through its philosophy of respecting social, ecological and sustainable diversity.
- **Puntacana Village.** This vibrant community is located in the very heart of the country's most important tourism region. It provides its citizens with all the amenities and services of an important urban area including an international school, a Four Points by Sheraton hotel, trendy shops, restaurants, churches, financial institutions, health centers and top-quality sports facilities. The Village is divided into four stages, each with particular characteristics that range from villas, children's play areas, soccer and baseball fields, gymnasium, residential buildings and single family homes.
- **Puntacana Tourism Service Corporation.** The Grupo Puntacana offers property owners, residents, and many local companies a wide range of services such as electricity, potable water, maintenance of all types of vehicles, sale of nursery plants, landscaping facilities, among others. All these services are provided by Group-based companies.
- **"Guardianes del Este".** This is the Grupo Puntacana's security corps. Established in 1986, the security company operates with a team of professionals with vast experience in the different areas of security. In the 1990s, the company begins to expand into other areas. In 1997, for example, in addition to its regular security responsibilities, the company began to provide services to hotels in the area. "Guardianes del Este" guarantees the privacy and security needed by its clients and is supported by a team of more than 300 professionals who offer their services in the Punta Cana region to companies, groups and third parties.

- **Puntacana Laundry Service.** The company began operations in 2007 to fill the need of the region for an industrial laundry facility which could provide services to the tourism sector in the country's eastern region, such as Punta Cana, Cabeza de Toro, Bávaro, Macao and Uvero Alto. The services provided include industrial laundry facilities, dry cleaning and ironing, elimination of all kinds of stains, drying and linen rentals.

Both the Grupo Puntacana, as well as its co-founder Frank R. Rainieri have been recognized internationally for the creation of social and environmentally responsible programs and policies that have been instrumental in building a sustainable community and economy in the Punta Cana region.

With more than 2,000 employees and an extensive list of areas of expertise to offer, the Grupo Puntacana is committed to supporting the dreams of those that promote leadership, ethics, innovation and loyalty in all work areas.

### **Mission**

We are a service-oriented family committed to the fulfillment of the dreams of our visitors and community members in an atmosphere of respect for nature and social responsibility.

### **Vision**

Be pioneers in the development of unique destinations.

### **Values**

In order to maintain our essence and achieve our objectives, the Puntacana family and its members are governed by five basic values:

1. Corporate, social and environmental responsibility
2. Loyalty
3. Ethics
4. Quality
5. Service