



THE BICESTER COLLECTION™



Iconic Destinations for the Luxury Consumer

Europe COLLECTION

London Bicester Village Milan Fidenza Village Munich Ingolstadt Village
Dublin Kildare Village Barcelona La Roca Village Paris La Vallée Village
Madrid Las Rozas Village Brussels Maasmechelen Village Frankfurt Wertheim Village

China

Shanghai Bicester Village Shanghai Suzhou Bicester Village Suzhou

USA

New York Belmont Park Village
(Opening Summer 2024)

New York UBS Arena – Built for hockey, made for music

California Two five-star, luxury hotels

Our Mission

To make the *lives* of others *better* –
our *brands*, our *guests*, our *people* and
our *communities*.

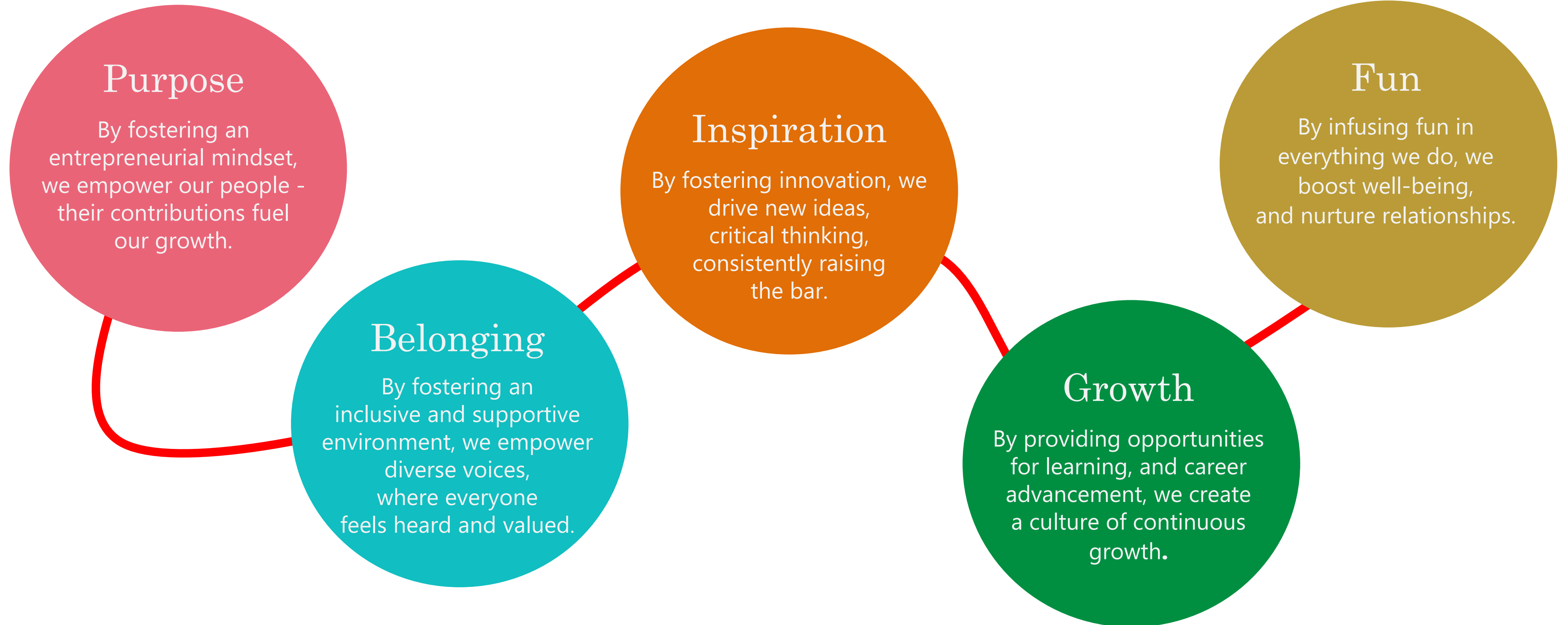


Engaging the five senses of our people
is how we achieve our Mission

The *fil rouge* is our culture...



Delivering our Mission



Our Values

Define how we behave and the choices we make.




ZHENG

Authenticity
Always do the right thing




BIAN

Critical thinking
Challenge the obvious




AI

Passion
Love what you do.
Do what you love




XIN

Innovation
Think outside
the box




YUAN

Vision
Make it happen.
Be mission driven, always

DO GOOD

We are committed to *unlock futures of women and children wherever they're born*, aligning with the 17 United Nations' Sustainable Development Goals.

We focus on three strategic pillars:

1. *Charity partnership*
2. *Advocacy*
3. *Innovation*



A young girl with brown hair, wearing a black graduation cap and gown with a red stole, is smiling and looking to her right. Another person's hands are visible adjusting her cap. The background is blurred, showing other graduates in red and white attire. The text "CHARITY PARTNERSHIPS" is overlaid in white serif font.

CHARITY
PARTNERSHIPS



DO GOOD Pop-Ups



Global Smiley Campaign

Gala



Project funded in Madagascar



Gala Events



**Field Visit/
Volunteering**



Mentoring

MY FUTURE

ADVOCACY



REBALANCING THE EQUATION

MODERATOR

Kathleen Matthews

Journalist & WTTC Ambassador

Margarita Forés

Chef, Restaurateur, Businesswoman

Sandra Garcia-Sanjuan

Co-Founder & Owner, Starlite Festival &

Chantal Khoueir

Chief Culture Officer, Value R

World Travel & Tourism Council Summit



The Happier Schools Project in partnership with Smiley





Her Future

INNOVATION

Unlock Her Future Prize

Every year we identify and support *three extraordinary women social entrepreneurs* from different regions of the world, helping them to launch *their start-up* and become *role models* for future generations.



... & North Africa
Edition



850
applicants

8
finalists

4
winners

19
countries
represented

15+
sectors
covered

30%
age
< 32s

38%
early stage
< 3 years

17
SDG
addressed

ONE SHARED VISION FOR SOCIAL CHANGE

The *Winners* 2023



Noor Jaber
NAWAT Health

LEBANON

Enhancing women's sexual health and reproductive health through Nawat Health, a safe online space to access expert information in Arabic [@nawathealth](https://www.nawathealth.com)



Sara Llalla
EcoCentric

UAE/IRAQ

Eliminating the need for single-use materials through EcoCentric, an online marketplace that uses a circular economy system [@ecocentric.eco](https://www.ecocentric.eco)



Nuhayr Zein
Leukeather

EGYPT/UAE

Transforming the unethical production of exotic leathers and their synthetic counterparts through Leukeather, which is made using discarded plant fibres [@leukeather](https://www.leukeather.com)



Fella Bouti
EcoTashira

ALGERIA

Improving urban air quality with EcoTashira, which supplies organic building slabs to create green spaces on buildings [@ecotashira](https://www.ecotashira.com)



LET'S #DOGOOD TOGETHER
LET'S #UNLOCKHERFUTURE

Thank you!



THE BICESTER
COLLECTION™