

PRESS RELEASE

May 25, 2017

From 2018 Nova Yardinia (Castellaneta) is part of Bluserena

Bluserena SpA is growing since it acquires the Nova Yardinia complex in 2018, made of Four Star and 2 Five Star Resorts in Castellaneta Marina, in Puglia, within a beautiful Nature Reserve, directly on a large pine forest bordered by one of the most beautiful Apulian beaches.

The Rainbow real estate fund, managed by Serenissima SGR, acquired the Nova Yardinia tourist complex of Castellaneta Marina in the province of Taranto.

Serenissima intends to add value to the tourist attraction and redevelop the whole area, and has chosen Bluserena as a management partner. This is how a new top destination of Italian tourism emerges, ETHRA RESERVE is its new name.

Bluserena, founded over 30 years ago in Pescara, is one of the strongest Italian hotel companies and offers the biggest tourism infrastructure in the "Italy Vacations" sector: 980,000 participations during 2016 in 8 Four Star Villages in Sardinia, Sicily, Calabria, Apulia, Abruzzo and Piemonte. By 2018, with the acquisition of Nova Yardinia, Bluserena will count 4,000 rooms in 9 Four Star Resorts and 1 Five Star Resort; Bluserena will employ altogether 2500 employees, and it is expected to exceed 1,200,000 participations.

An acquisition achieved due to the solid experience in the management of four star tourist resorts, to its financial solidity, to the recognized excellence in the organizational structure and to the know-how in the design and construction of hotel facilities of other group companies. Starting from 2018, Bluserena will offer on the market a renovated and redesigned complex due to an investment of 10 million €, which will be made up of two prestigious resorts, the first a four star and the other a five star resort.

Naturalistic prestige since we are located in the interiors of Stornara natural reserve; Architectural value because the Kalidria project was signed by one of the greatest contemporary architects, Emilio Ambasz; Product quality because the services have all been carefully rethought and studied with care, passion and dedication.

Therefore Bluserena enters with force and authority in the Five Star Tourism Market.

The 5-star Kalidria Resort Thalasso & Ecolodge, with its 221 guest rooms and suites, offers a unique hospitality and wellness experience, a great atmosphere and suggestion, a refined and varied dining experience and a magnificent Thalasso Spa of 4000 square meters, with the possibility of choosing between a comfortable stay at the hotel and the exclusive relax of an ecolodge suite nestled in the pinewood.

The Village GranValentino, the Four Star Resort, represents the best of a family holiday: a rich offer of services for adults and children, with a long private beach and a gently sloping sea, with varied and delicious dining options and 550 rooms perfectly integrated into the great natural Park.

Mice is a destination that becomes one of the most authoritative conference venues for its dimensions and the modularity of the rooms and the dedicated services.

There are numerous meeting rooms of various sizes that can accommodate events and conferences in the renovated destination Ethra Reserve, including a plenary of 600 places with natural light and the best technical equipment.

For large events, the two structures Kalidria Resort and GranValentino, can be easily connected to each other, in order to provide a hospitality of over 750 rooms of different types.

The two outdoor theaters and other suggestive natural locations surrounded by nature are additional valuable elements to ensure the success of business events, congresses and incentives.