LIFESTYLE GROUP

# 2027 Outlook

## Cotton Beach Club, Ibiza

In 2027, Cotton Beach Club opens Chapter Two In Blue: new changing cabins, showers and lockers, a touch of blue throughout and a new menu. For regular and new guests alike, it will feel like a new high-end establishment opening its doors.

What makes it out of the ordinary is the detail. A menu guests will love and talk about, built on exceptional products: morel mushrooms, Norwegian shrimp, fresh carabineros, John Dory, seabass baked in salt, Japanese Wagyu, cured salmon, mojama and the sweet Rosa de Barbastro tomato, served on its own. House-made sauces, dishes finished at the table and made to share and a new raw bar. Small things, carefully done, that turn a beach day into a memory.

## Why Chapter Two In Blue, and why now

Music has always been part of Cotton. Before the 2024 music restrictions, weddings and events in spring and autumn made up 20–25% of our revenue, and our famous Champagne Lunches, a sophisticated, cool and decadent lunch experience, had music as one of their key ingredients. The restrictions changed that, for Cotton and for the whole island.

Chapter Two In Blue is our responsible answer. Rather than depending on music, it raises everything else: the comfort, the look, the menu and the details. We expect it to bring Cotton new exposure, new clients and a higher average spend. And if the restrictions ease, Cotton will stand even stronger, with its music back and a better venue around it.

**€3.6M**

*2027 revenue budget*

**€4.4M**

*2027 revenue with an early Chapter Two In Blue launch (+20%)*

By starting the promotion now, months before the season, we expect to go well beyond the budget. The launch reaches out to:

- Our regular clients, who will be the first to hear about Chapter Two In Blue
- Wedding and event planners, booking dates for 2027 now
- Influencers who know and love Cotton
- Cotton's own social media channels, building the story all winter

## Cotton Club, Zakynthos

In Zakynthos, the next step is a decision on location: whether Cotton stays in the south or moves to the north of the island, where a 36-key hotel and beach club concept is ready. We will take that decision together with our partners and investors, and the 2027 Zakynthos budget will follow.