



Corporate Profile **2022**



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Company's History

Since the beginning of its activities in 1972, at first organizing road trip tours for groups of workers in the ABC region (SP), the tour operator CVC has been reinventing itself over time and remains attuned to the needs and opportunities of each time.

With 50 years of operation, CVC is now part of the largest travel group in Latin America, CVC Corp, officially created in 2018 through the acquisition of complementary businesses. In addition to the vacation and leisure segment, the CVC Corp group also operates in B2B segments (services to travel agents, with services and products for leisure and business travel, events and conventions), cultural exchange and also business based in the USA: in home management and rental (with VHCStay) and with an app for “independent travelers”, with personalized experiences via geolocation (WeTrek).

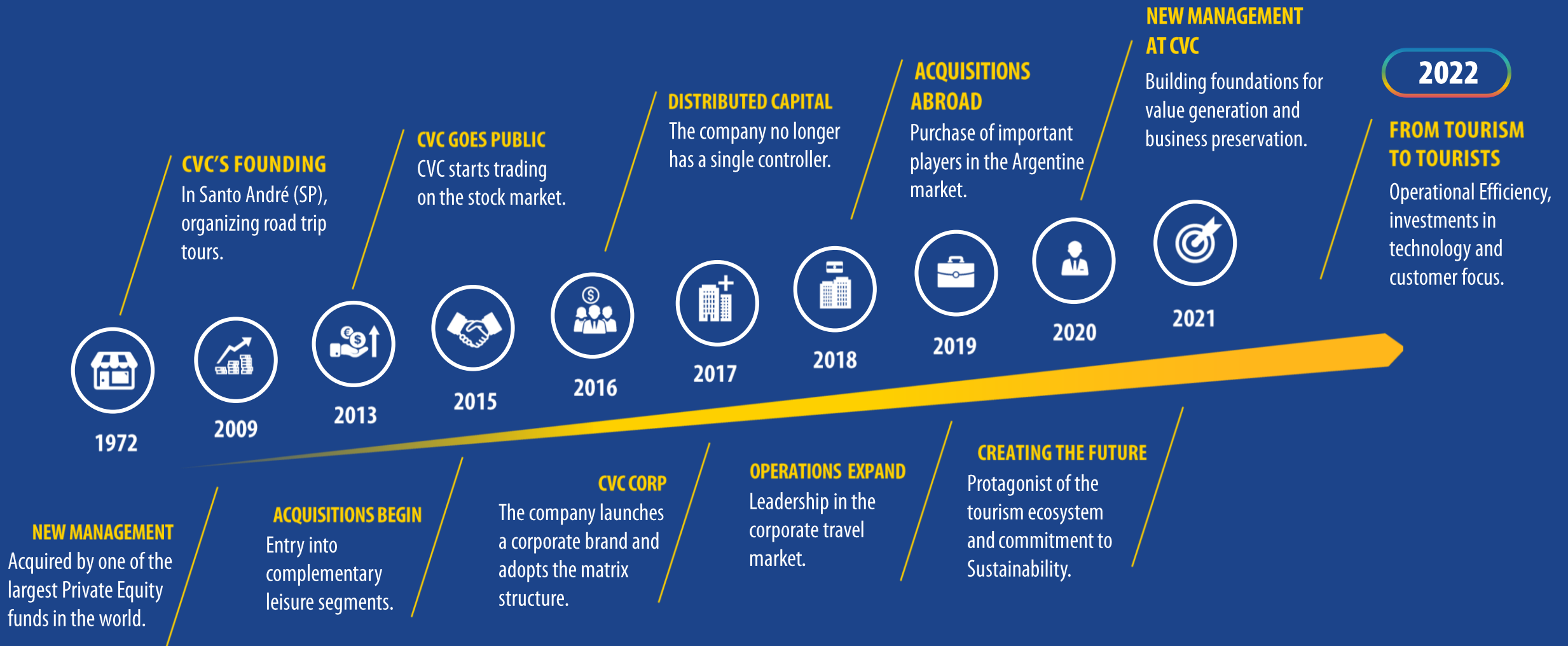
Mindful of the desires of its audiences, CVC Corp has been launching trends and expanding its range of tourist products and services, to the point of becoming top-of-mind travel company for Brazilian customers and the most valuable tourism brand in Brazil.

The company begins a new moment in its history, which involves the consolidation and construction of its vision of the future, based on competitiveness, operational efficiency, corporate governance and with the customer at the center of all decisions.



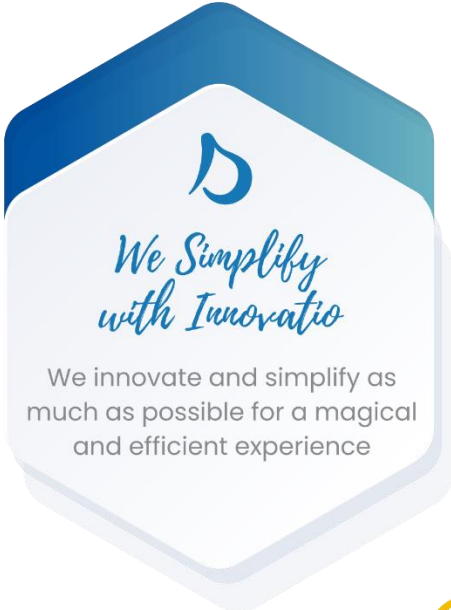
**Watch our
institutional video**

Timeline | CVC Corp goes further and further



Purposes and Values

Make people's
dreams
come true
and memories
last forever.



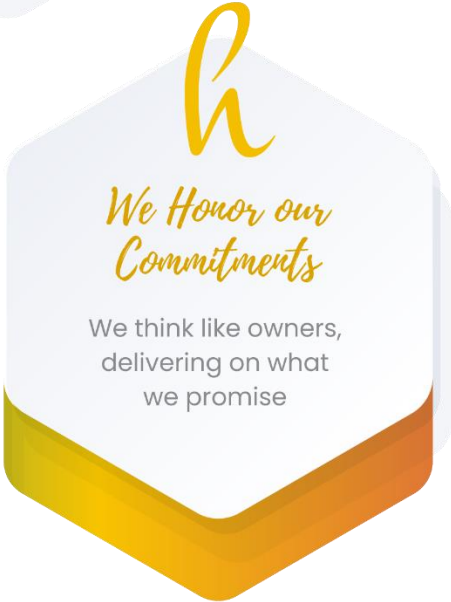
S
*We Simplify
with Innovatio*
We innovate and simplify as
much as possible for a magical
and efficient experience



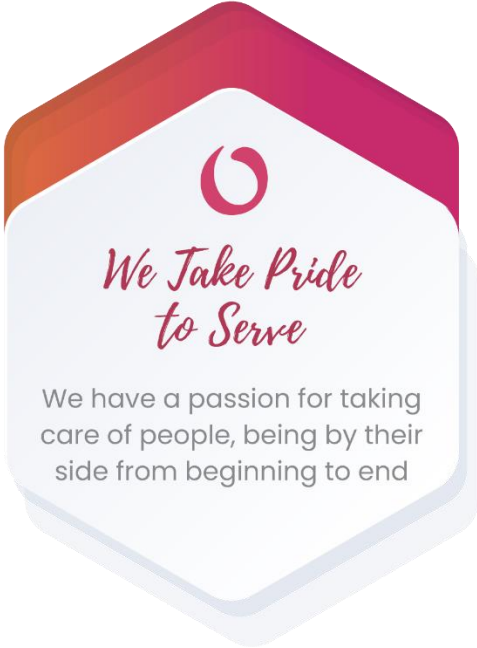
O
*We Operate
with Transparency*
We want our teams to lead,
play fair, together, and go
for the ball



N
*We are Guided
by Sustainability*
We want a positive social
and environmental impact



H
*We Honor our
Commitments*
We think like owners,
delivering on what
we promise



O
*We Take Pride
to Serve*
We have a passion for taking
care of people, being by their
side from beginning to end

Our People



3,500+
Employees in
Brazil and Argentina

Mostly
women
60%

34
is the average age
of our employees

Our businesses
create over
8,000
indirect job posts,
in stores and RTOs

Our Activities and Brands

B2C



B2B



Argentina



Home Management and Rental



APP for independent travelers



CVC and Submarino Viagens boast a thorough portfolio of travel products and services for 1,000+ domestic and international destinations, for all traveler profiles. Meanwhile, Experimento boards Brazilians to acquire knowledge and educational experiences abroad. Both brands cater to their audiences through online platforms, physical stores, APP and telesales.

Dedicated to offering solutions exclusively to travel agents through its proprietary systems, where they can consult and book online the entire extensive portfolio of services with airfare, hotels, cruises, car rentals, and other.

Brands in Argentina provide personalized service to all types of travelers, through online sales channels, APP, telesales, physical stores and multi-brand agents. In addition, the Biblos brand operates in the luxury segment, providing a selection of the best 5-star hotels and resorts in the world.

Management and rental of vacation homes in Brazil and the USA, with a wide range of exclusive hospitality and concierge services, so that guests have the comfort of home with the amenities and services of a hotel.

APP for independent travelers Application with customization of travel experiences and guided tours for independent travelers.

Our Recognitions

EXAME

GREATER AND BETTER BRANDS

CVC ranks 586 among the 1,000 largest companies in Brazil and is also featured in the ranking of “Publicly Held Companies”, occupying the 61st position. (Ed. 2019).

[B]³

IBRX-100 INDEX

Since 2017, CVC has featured among the 100 companies of B3’s selected group IBRX-100, which highlights the companies with the greatest tradability in the stock market.

Valor
ECONÔMICO

VALOR 1000

The yearbook of the main economic news publication in Brazil, which lists the 1,000 largest Brazilian companies in 28 sectors of the economy, places CVC in the 382nd position. (2019).

Interbrand

MORE VALUABLE

It is ranked 19 among the 25 most valuable Brazilian brands, being the only one in the travel segment and the 2nd with the highest growth in the period (2018).

FOLHA DE S.PAULO

TOP OF MIND

For 10 consecutive years, the leading leisure travel brand is the most remembered by consumers in the “Travel Agencies” category (2020).



STAR AWARDS

The only travel exchange agency in Latin America with a lifetime seal, which attests to the quality of its study programs.

Our Numbers

7,7 million

passengers boarded
last year (2021)

15,000

independent agents
served

1,000+

franchised stores in Brazil
and Argentina

#1

in Brazilian market

R\$ 945

**Average
ticket**



Confirmed Reservations

R\$ 9 billion

▲ **40,7%**

Consumed Reservations

R\$ 8.8 billion

▲ **33,9%**

Net Income

▲ **59,6%**

Our Pillars



CVC Corp is committed to playing a leading role in the tourism ecosystem and its recovery, focused on fulfilling customers' dreams in each and every step of their travel journey.



What really matters



- ✓ **Right people**, based on diversity, meritocracy, and long term.
- ✓ **Total focus on customers**, with heavy investments in knowledge, digital communication, and relationship vision.
- ✓ **Margin management in all businesses**, seeking a financially responsible, predictable, and sustainable company.
- ✓ **Endless search for operational efficiency**, through technology and processes.
- ✓ **We are fully committed to sustainability**, including diversity and governance. Our planet is our one and only perfect destination.

- ✓ **The world is digital, but the journey continues in person**, and we will be available wherever the customer wants and is.
- ✓ **Governance and Compliance**. Commitment to transparency and ethics.
- ✓ **Asset light model**, with high distribution with franchises and partners.
- ✓ **Relationship with the market and suppliers in a sustainable and differentiated** way for the development of unique products and services.
- ✓ **Our purpose and values** are our guides and are non-negotiable.



For more information about CVC Corp, access the channels below or contact Corporate Communication at comunicacaoexterna@cvccorp.com.br

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