

Q U I N T E S S E N T I A L L Y

Q U I N T E S S E N T I A L L Y
W H A T W E D O B E S T

AN INTRODUCTION

Twenty years ago, we set out to serve the affluent global audience. Today, we are the world's leading lifestyle management group, looking after the world's most discerning and successful individuals, in all they do.

Our trusted relationships drive us to do more every day.

Ben Elliot
Founder





CONTENTS

6. What We Do

7. Our Global Community

8. Our Clients

9. Our Services for Individuals

- 10. Lifestyle Concierge
- 11. Travel
- 12. Private Parties
- 13. Education
- 14. Property
- 15. Weddings
- 16. Art
- 17. Personal Shopping
- 18. Private Jets
- 19. Yacht Charter
- 20. Equestrian
- 21. Staffing

22. Our Services for Brands & Businesses

- 23. Audience Insight & Strategy
- 24. Events & Experiences
- 25. Retail Concierge
- 26. Partnerships
- 27. DMC Services & Travel Experiences
- 28. Event Concierge & Logistics
- 29. Incentive Travel
- 30. Corporate Travel & Meetings
- 31. Training
- 32. VIP & Royal Protocol
- 33. Key Opinion Leader (KOL) Programmes
- 34. Marketing & Communications Planning
- 35. Curated Content
- 36. Advisory & Consultancy

37. Tools & Platforms

- 38. Digital Project Planning
- 39. Customer Relationship Management (CRM)

40. Giving Back

- 41. Quintessentially Foundation



WHAT WE DO

Founded 20 years ago, Quintessentially is the world's leading global lifestyle management group.

We deliver high-touch services to two audiences:

HNW / UHNW consumer:
affluent and influential
individuals

World-leading brands and businesses: targeting
the HNW / UHNW consumer

OUR TEAM OF EXPERTS

Quintessentially's highly trained team are the best in the business.

Number of full-time employees:

1000+

Middle East based employees:

125

We also boast an international network of trusted freelancers and partners who are fully inducted into Quintessentially, allowing us to scale quickly anywhere, anytime.

OUR GLOBAL COMMUNITY

Market leading geographical coverage with 60 offices, crucial for access and insight into an increasingly global HNWI community

AMERICAS

Buenos Aires Panama City
Sao Paulo Lima
Toronto New York
Bogota Miami
Mexico City Los Angeles

EUROPE & AFRICA

Luanda Tbilisi
Vienna Athens
Baku Budapest
Brussels Milan
Sofia Port Louis
Zagreb Monte Carlo
Prague Podgorica
Copenhagen Amsterdam
Helsinki Oslo
Paris Warsaw
Munich Lisbon
Moscow Stockholm
Belgrade Geneva
Madrid Istanbul
Ljubljana London
Johannesburg



MIDDLE EAST

Riyadh Kuwait City
Jeddah Amman
Dubai Cairo

ASIA PACIFIC

Hong Kong Manila
Melbourne Singapore
Shanghai Seoul
New Delhi Colombo
Kuala Lumpur Bangkok
Tokyo

4 GLOBAL HUBS

60 ON-THE-GROUND OFFICES

1,000+ SPECIALISTS

PROUD TO WORK WITH THE WORLD'S LEADING BRANDS



Art Basel



Cartier

CHANEL

Google

facebook

BVLGARI

SAMSUNG



DE BEERS
JEWELLERY

HSBC

بنك أبوظبي التجاري
ADCB | PRIVATE

Virgin
hyperloop one

DP WORLD

STC
الاتصالات السعودية

BREITLING
1884

Hilton

وزارة الثقافة
Ministry of Culture

إمكانيات
IMKAN

One&Only

FOUR SEASONS

MANDARIN ORIENTAL
THE HOTEL GROUP

BENTLEY



LV

ROLLS
ROYCE



WSJ

المجلس الأعلى للثقافة
THE SAUDI ART COUNCIL

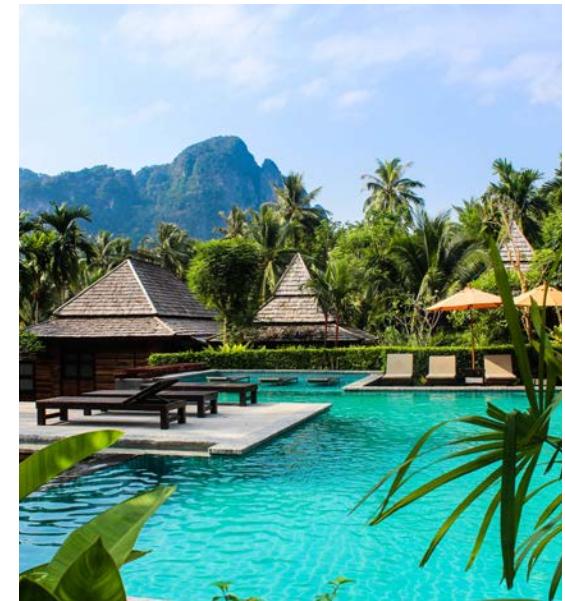
OUR SERVICES

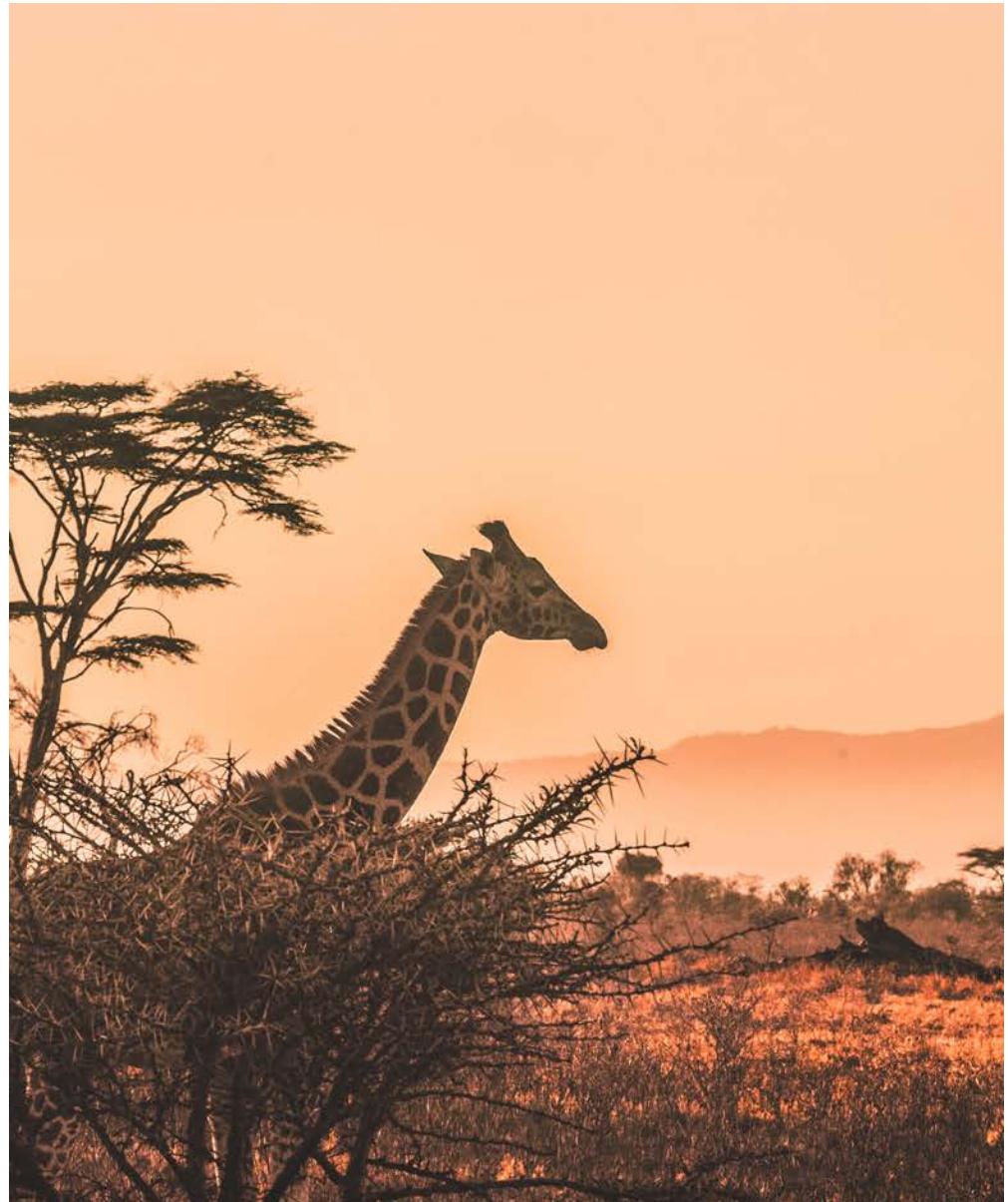
For Individuals

LIFESTYLE CONCIERGE

360-Degree Lifestyle Services

Our concierge teams provide comprehensive lifestyle support for every aspect of our members' lives, from day-to-day assistance and last-minute requests to exclusive access to private members clubs, restaurants, ticketing and rare wines. Each membership is bespoke, allowing for the most personal, in-depth and proactive service possible, 24/7. Our members receive preferential rates and benefits across a global portfolio of partners, as well as access to our extensive member events programme.





TRAVEL

Luxury Tailor-Made Travel

Our award-winning team creates luxury travel experiences that are truly unique, benefitting from unparalleled global connections, partnerships and exclusive offers worldwide. From luxury hotels to the finest resorts, private islands and alpine retreats, we plan and curate one-of-a-kind holidays, tailored to personal desires.

We craft bespoke itineraries, secure flights and private aviation, organize transfers and secure hard to get reservations at the world's most luxurious hotels, villas, resorts and spas, – plus, we make reservations for luxury yacht charters and select on-location experiences.

PRIVATE PARTIES

Legendary Parties & Celebrations

Renowned for creating original experiences in exciting, sought-after locations all over the world, from intimate gatherings to lavish celebrations, we have a global reputation for production excellence, precision attention and creating memories. Working with the best suppliers and talent, we negotiate hard on behalf of clients to deliver on time and budget to ensure every event goes down in history.





EDUCATION

Education Consultancy Services & Private Tuition

Our education consultants help students and families from around the world, applying to UK and US schools and universities. We offer support across each area of the application process, from school selection to admissions preparations. Our highly qualified and experienced advisors provide personalised guidance, all supplemented by a team of top-level private tutors to assist with test prep and subject-specific needs.

Our key services include:

- Early years advising (nurseries and kindergarten)
- Schools and University
- Private tuition
- Admission test preparation, including Oxbridge, BMAT, Common Entrance, SAT/ACTs and more
- Mentoring and guardianship Schemes
- Relocation support
- Special educational needs and Education Psychologist reports
- Educational tours and private visits

PROPERTY

Global Luxury Real Estate Experts

Our global property team services clients for every aspect of their property needs. We buy, sell and rent globally, consistently providing the best service. Our speciality is finding and delivering off-market properties; we also offer an unrivalled property management service providing complete assistance with the A-Z of property and dedicated tenant management.





WEDDINGS

Full-Service Luxury Wedding Planners

Our multilingual planners offer a truly bespoke end-to-end service: detailed budgeting, global venue-finding, design, bridal fashion, invitations and stationery, guestlist and RSVP management, travel logistics, entertainment, food and drink, bespoke structures, flowers and installations, photography and videography, and original gifting. With a matchless global network, we maintain excellent relationships, offer expert local knowledge and passionately go the extra mile, always.



ART

Fine Art Advisory & Patron Programmes

We help to build prestigious art collections and offer collection management services, working with the most prominent artists, galleries, museums, auction houses and fairs around the world. Championing art education, the Patron Programme engages collectors and enthusiasts with a seasonal itinerary of access to the most coveted VIP art experiences.



PERSONAL SHOPPING

Sourcing Coveted Fashion, Rare Collectables & Unique Gifts

Specialising in sourcing and securing the hottest in-demand fashion, fine jewellery, luxury timepieces, unique gifts and limited-edition collector's items, our international network of private shopping specialists offer unparalleled access to the most coveted items in global luxury. Our specialists understand that choosing the perfect gift is a deeply personal experience, and create bespoke edits of forever pieces and beautiful collectables to reflect this.



PRIVATE JETS

Private Jet & Helicopter Charter

Our services range from aircraft charters and management to sales and acquisition.

We have unparalleled global reach and instant access to thousands of aircraft worldwide. Be it a private jet for the ultimate luxury getaway or helicopters to top events; our expert team is on hand.

Delivering a flexible and professional service, we are well versed in catering to a host of requests. We will source the most suitable option from a selection of worldwide aircraft, every time you fly.





YACHT CHARTER

Highly-Personalised Luxury Yacht Charters

We secure the most sought-after yachts and crews and provide access to high-end vessels usually unavailable for individual charter. Our team take care of all elements of a yacht charter from logistics, to organising onboard food and drink and planning bespoke surprises to ensure you have an unforgettable trip anywhere in the world.

EQUESTRIAN

Equestrian Experts, Experiences & Syndicates

We assist with everything from beginner riding lessons to advanced coaching with quality hirelings and can source the finest competition horses or the perfect schoolmaster. We offer memorable riding experiences, such as a training weekend with one of the world's leading professional riders. We are heavily involved in racing and offer access to racing days such as an owner's experience at Royal Ascot, plus syndicate opportunities across eventing, show jumping, dressage and racing.





STAFFING

Providing Exceptional Household Staff

Our lifestyle managers work with several reputable partners to fulfil members' needs for private domestic household staff, from housekeepers and nannies to gardeners, drivers and estate managers on both long and short-term contracts. Searching for a new employee to welcome into your home requires not only trust but expert advice to ensure the best fit for a successful placement.

OUR SERVICES

For Brands & Businesses



AUDIENCE INSIGHT & STRATEGY

Data-Driven Client Acquisition & Engagement Strategies

Our unique connection to the hard-to-reach global affluent audience, through both quantitative data and qualitative experience, enables us to support organisations looking to better understand and connect with this audience. Our strategy team use extensive proprietary data and knowledge to help businesses identify and understand their target audiences and shape their customer strategies - assisting brands in connecting with their most valuable audience meaningfully.

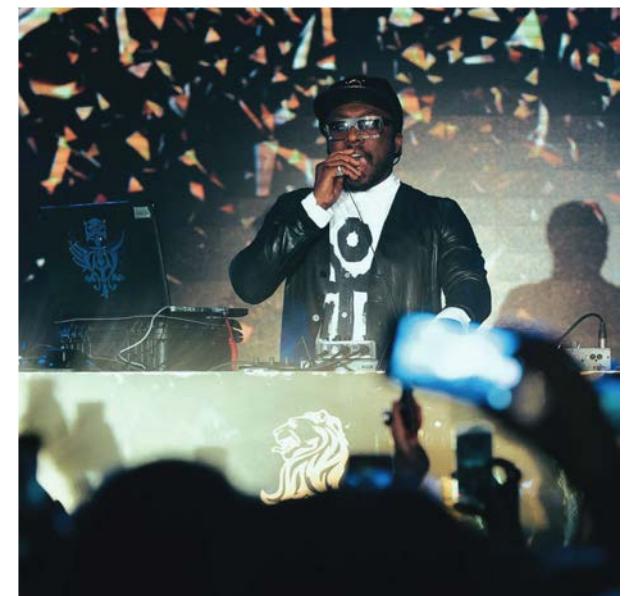
Services include:

- Market research
- Customer segmentation
- Omni-channel marketing
- Acquisition strategies
- Experience mapping

EVENTS & EXPERIENCES

Event Design, Planning & Delivery

Our multi-award-winning event specialists are internationally renowned for delivering highly creative, bespoke events and experiences. From large scale, multi-territory activations and conferences to intimate, curated product launches and receptions, we are proud to partner with the world's most recognised brands such as Facebook, Cartier, Virgin, Moet Hennessy, Rolls Royce and HSBC.





RETAIL CONCIERGE

Providing Elevated In-Store Experiences

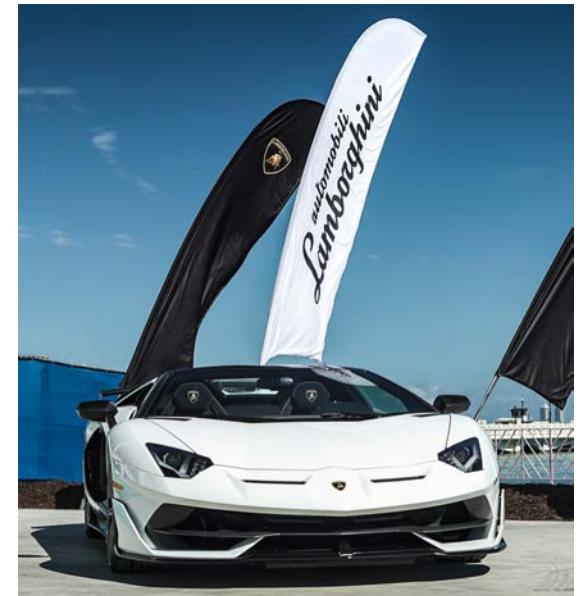
We provide bespoke concierge services and tailored lifestyle content to support brands such as Gucci, Cartier and Loewe wanting to deliver an elevated in-store experience.

We work directly with in-store teams to provide back-office lifestyle support, enabling the retail staff to fulfil additional client needs such as restaurant requests, hotel bookings and access to events – therefore enhancing client relationships, driving engagement and brand loyalty.

PARTNERSHIPS

Creating Meaningful Brand Partnerships & Referral Programmes

Our unique business relationships allow us to establish genuine brand collaborations between like-minded organisations, fulfilling specific growth strategies and providing true value-exchange. Through strategic partnerships, branded content and authentic engagement platforms, we create global loyalty and referral programmes, leveraging peer-to-peer endorsements that drive customer retention, acquisition and real ROI.





DMC SERVICES & TRAVEL EXPERIENCES

Destination & Guest Management Specialists

We combine world-class operational and travel logistical expertise, white-glove guest handling and robust destination knowledge to offer a bespoke DMC service for the premium travel market. Supported by a global network of trusted suppliers with unique insight into the needs of the HNW travel community, we curate a total end-to-end guest experience with bespoke itinerary solutions.

EVENT CONCIERGE & LOGISTICS

High-Touch Guest Management & Concierge

We provide full-service on-the-ground concierge services, inclusive of guest logistics management and bespoke experiences for brands and businesses bringing groups of clients, prospects, press, employees or stakeholders together. We organise hotel bookings, ground transport, customised gifting, restaurant reservations, hair and makeup, providing unique access and elevated concierge service throughout.



INCENTIVE TRAVEL

Tailor-Made Travel Incentives

We create incentive-based travel experiences that inspire, surprise, reward, educate and engage audiences, helping to deliver long-term value through lasting relationships and extraordinary moments. We offer a full end-to-end programme and customer journey for ultra-personalised travel rewards, prizes and bespoke group experiences. From elevating brand loyalty for Samsung to reaching a new customer base for Hugo Boss to directly increasing sales performance for Asahi, we are skilled in creating incentives that forge a meaningful connection.





CORPORATE TRAVEL & MEETINGS

Dynamic Business Travel Management & Meetings

With a global network of trusted partners, we can leverage our relationships to offer negotiated fares with all major airlines and special delegate rates with hotels, offering an integrated travel solution specific to your business travel and meeting needs. Our expert team are on hand to support every element of your meeting or conference, from venue sourcing and contract negotiation to full delegate management services.

TRAINING

Guest Experience & Luxury

Hospitality Training

With a profound understanding of different regions, infrastructures and the luxury market, Quintessentially has developed a full training, service standards and skills transfer programme for projects and businesses looking to interact with a luxury audience. Our training focuses on hosting U/HNW individuals, delivering an exceptional guest experience, and dealing with demanding time-pressed challenges.





VIP & ROYAL PROTOCOL

Expertly Serving Royalty, Dignitaries & VIPs

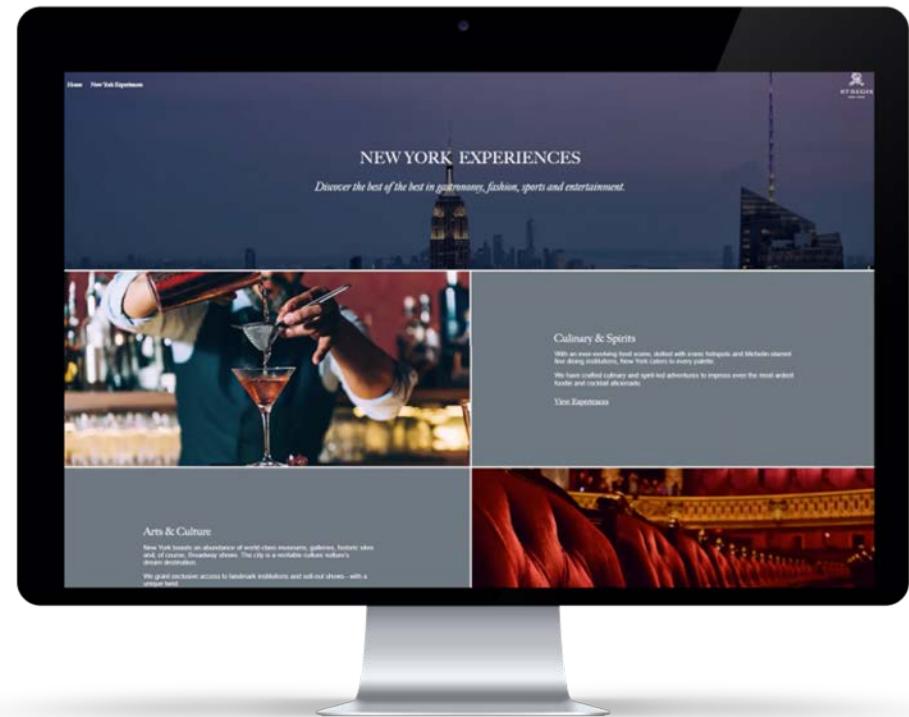
Our highly experienced protocol team provides advisory and consultancy to support servicing individuals with exceptionally high standards. This includes protocol and etiquette guidance, staff training, service standards, recommendations and in-person team support. Additional logistics and guest management services are also available.

KEY OPINION LEADER (KOL) PROGRAMMES

Targeted Influencer & VIP Ambassador Partnerships

Quintessentially holds personalised and owned relationships with targeted influencers and UHNW clients across the globe. Our customised KOL programmes utilise our diverse global network, allowing us to research and identify the best KOLs for a particular brand then create insider activations that inspire connection, conversation and shareable content. Our programmes create long term partnerships with VIP ambassadors. From unique BMW lifestyle drives across the French Riviera and exclusive access to America's Cup Finals to a bespoke, invite-only members club with access to the latest Samsung products, we create passion point-led events and experiences that truly stand out.





MARKETING & COMMUNICATIONS PLANNING

Essential Tools & Strategy for Marketing & Communication Execution

Quintessentially offers full-service marketing capabilities for our clients, driven by our unique audience and data. Our suite of marketing tools drives awareness, engagement, acquisition and retention. We curate passion-led content to drive interest and engagement. Our services include Channel & Content Marketing, Strategic Partnerships, Influencer Engagement, Digital Marketing and Media Partnerships.

CURATED CONTENT

The write way to travel



Carefully Crafted, Branded Editorial

Our editorial platform is the core of Quintessentially's online community. Featuring work from high-calibre writers and in-house experts, exclusively crafted stories speak to members' and client's passion points. Brands have the opportunity to buy into the channels via curated content that offers a direct connection with our hard-to-reach audience. We provide multi-channel positioning: Noted editorial, social, What's On features, a printed magazine and solus emails.

ADVISORY & CONSULTANCY

**Using Our Knowledge to Inspire,
Advise & Connect**

We advise brands and businesses on how to create a connection with a global elite audience across all business verticals. Consulting on myriad activations including guest list curation, how to build luxury networks and communities, how best to entertain C-Suite individuals and where to find the best local talent, we use our expert knowledge to help develop the new generation of luxury brands.



TOOLS & PLATFORMS



31

DIGITAL PROJECT PLANNING

Comprehensive planning to guide & ensure on-time digital product deliveries

Quintessentially delivers workshops run by highly-skilled Project Managers to fully understand your product(s), such as mobile apps, websites and bespoke APIs. Our dedicated technical teams work within strict delivery timelines and can optimise time and budget to ensure distribution of a best-in-class product. We focus on U/HNW user experience and how this specific audience engages with digital products.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Scoping & implementation of a central knowledge & servicing hub to ensure a singular customer view

Quintessentially's proprietary portal delivers servicing emails, phone, chat, WhatsApp and Facebook Messenger. Our detailed dashboards guide employees towards high KPI performance, creating a versatile acquisition tool complete with Marketing Cloud and Social Studio with thoughtful onboarding journeys.

GIVING BACK

QUINTESSENTIALLY FOUNDATION

The Philanthropic Arm of Quintessentially

Through mindful entrepreneurialism, we aim to improve the welfare of disadvantaged communities and individuals, facilitating change and allowing dreams to become a reality. Established in 2008, Quintessentially Foundation has raised over £13 million for charities through innovative events and charity partnerships.

We are proud to bring communities together through fundraising events and experiences around the world, from a tuk-tuk race across India to a sponsored cycling ride to Monaco. We also host regular charity auctions, quizzes and celebrity-hosted galas to raise awareness and funds for these vital causes.







THANK YOU

QUINTESSENTIALLY