JUNE 2026

THE ENCHANTED FOREST (EL BOSQUE ENCANTADO) + DINOLANDIA: TWO PARKS IN ONE

TAO PROYECTOS

TWO PARKS IN ONE

SAN MARTÍN DE VALDEIGLESIAS

MADRID - SPAIN -

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1.EXECUTIVE SUMMARY

The commercial and family leisure complex comprising **The Enchanted Forest (El Bosque Encantado)** and its newly integrated expansion, **Dinolandia**, represents one of the most solid, highly profitable, and scalable investment opportunities within the region of Madrid and the national Spanish tourism sector.

Strategically located in San Martín de Valdeiglesias (Madrid), this venture merges a highly successful business model boasting a **15-year established track record** with a revolutionary thematic expansion launched in April 2026. Under the commercial concept **"Two Parks in One"**, the venue offers an unparalleled visitor experience that seamlessly combines botanical artistry, living topiary sculptures, the visual thrill of large-scale animatronic dinosaurs, and a sophisticated evening artistic lighting show.

Backed by an institutional-grade portfolio of physical and intangible assets **objectively valued at over €2 million,** alongside a recent capital expenditure of over €300,000 for the development of Dinolandia, the current ownership presents this dossier to evaluate two strategic alternatives:

1. **The outright sale of 100% of the company.**
2. **The entry of a strategic corporate partner or institutional investor** (acquiring a equity stake between 20% and 50%) to accelerate the next phase of national and international expansion.

2.THE CONCEPT: A UNIQUE AND PROVEN BUSINESS MODEL

THE ENCHANTED FOREST (15 YEARS OF HISTORICAL SUCCESS)

This venue stands as the **first living topiary botanical garden in Europe**. There is no equivalent project within the Iberian Peninsula, granting the business a virtual geographical and conceptual monopoly in the experiential family tourism sector. Over a decade and a half, the park has streamlined its operations and built exceptional brand equity. The ultimate proof of its market fit is that **over 600,000 visitors have walked through its gates,** cementing its status as a landmark destination in central Spain.



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PHOTO REPORT

THE ENCHANTED FOREST

2026











PHOTO REPORT

THE ENCHANTED FOREST

2026











DINOLANDIA (THE THEMATIC REVOLUTION)

Inaugurated on April 2, 2026, Dinolandia is a spectacular 20,000-square-meter thematic expansion directly annexed to the botanical garden. Breaking away from traditional museum-like exhibits, it integrates 32 large-scale robotized dinosaurs, equipped with state-of-the-art hyper-realistic motion and sound systems (animatronics) embedded in a wild natural environment.

Far from a synthetic exhibition, Dinolandia unfolds across an untouched, vibrant ecosystem where natural water and dense vegetation take center stage. The terrain is strategically traversed by a natural stream that originates directly within the premises, meandering through the landscape to feed various ponds and water features. These elements provide a refreshing microclimate and a major commercial draw during the summer season. Sheltered by hundreds of majestic trees and thousands of meticulously selected shrubs, the park recreates a prehistoric atmosphere so authentic that the dinosaurs truly appear to come to life.

The park's master plan encourages both active exploration and leisure, featuring wide, seamlessly integrated walking paths, shaded rest areas, mystical hidden corners, and even a beautiful cascade that introduces the soothing sound of rushing water. This sophisticated blend of high-tech animatronics and pristine nature generates an immersive, high-impact visual experience with massive social media viral potential, capturing the lucrative children and family demographics.



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PHOTO REPORT

DINOLANDIA

2026











PHOTO REPORT

DINOLANDIA

2026











PHOTO REPORT

DINOLANDIA

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PHOTO REPORT

DINOLANDIA

2026







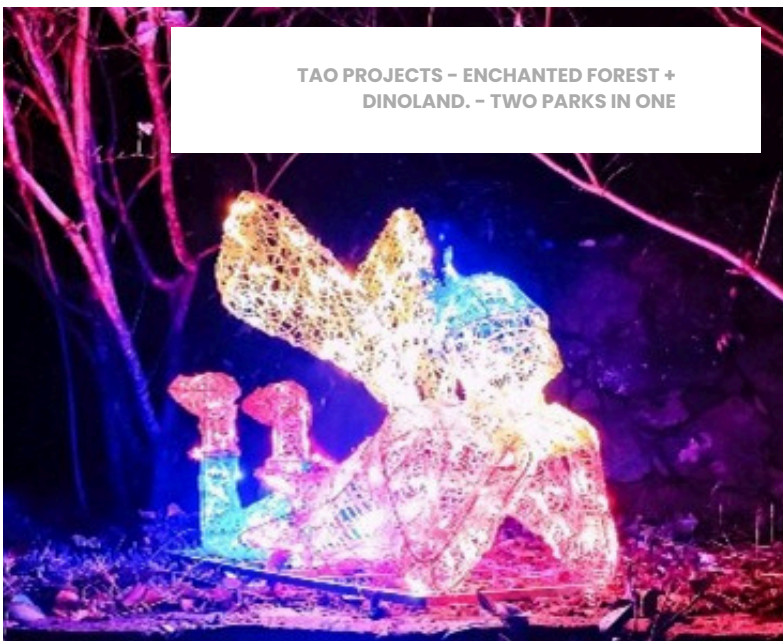
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EVENING LIGHT SHOW: MAXIMIZING DAILY YIELDS

The park successfully extends its daily monetization window through a **sophisticated artistic evening light show** that completely reimagines the landscape. A technological display featuring thousands of multi-colored LED lights wraps around the topiary sculptures and dinosaurs, creating a magical nighttime environment. This operational framework optimizes the park's daily asset utilization, enabling dual-ticket revenue streams (daytime passes and nighttime admission) during peak seasons.







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PHOTO REPORT

EVENING LIGHT SHOW

2026









PHOTO REPORT

EVENING SHOW

2026









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3.CONSOLIDATED SALES CHANNELS AND TARGET DEMOGRAPHICS

The business model reduces seasonal risk by diversifying away from purely independent weekend travelers, leveraging highly structured B2B channels:

- **Educational Tourism: Over 90 schools per year** formally book the facilities for pedagogical and recreational field trips, ensuring a predictable, recurring revenue stream during weekday mornings throughout the academic year.

- **Group and Agency Management:** Dozens of corporate, senior, and tour groups visit the park annually via long-standing commercial agreements and joint marketing campaigns managed through top-tier travel operators, wholesalers, and major group aggregators such as **El Corte Inglés and Groupon.**

4.MEDIA IMPACT AND DIGITAL FOOTPRINT

The brand's exceptional intangible value is reflected in its extensive coverage across traditional broadcasting and digital ecosystems, significantly reducing the necessity for aggressive marketing expenditure:

- **National and Local Broadcasting:** Throughout its **15-year tenure**, virtually every major Spanish national and regional television network has broadcasted live features from The Enchanted Forest. Following the launch of Dinolandia, media interest has surged exponentially, already securing prime-time coverage on major networks like **Telemadrid** and national radio features on **Radio Nacional de España (RNE).**

- **Digital Ecosystem and Influencers:** The park serves as a premier content hub for family, lifestyle, and travel content creators. Hundreds of influencers have organically driven high-converting traffic, complemented by featured articles in leading digital travel and leisure magazines.

- **SEO and Digital Authority**: Currently, there are over **200 high-authority deep-dive reports, organic articles, and dedicated blog posts live on the internet**, granting the business an unassailable organic SEO position and high domain authority.

5.FINANCIAL PERFORMANCE AND INITIAL KPI METRICS (DASHBOARDS)

Market response to the "Two Parks in One" value proposition has been immediate, fully validating the capital expenditure and demonstrating excellent pricing power through an increased average ticket spend. Below are the audited financial metrics and Key Performance Indicators (KPIs) recorded during **the first 60 days of joint operations (from April 2 to May 30, 2026):**



Dashboard A— **Initial Volume & Revenue (April - May 2026)**

Metric / KPI	Key Data	Analytical Description
Total Visitors	**12,200 PAX**	Registered ticket holders within the first 60 days of joint opening.
Peak Daily Attendance	**650 to 900 Visitors**	Consistent volume recorded during weekends and holidays.
Total Revenue (2 Months)	**€241,400**	Gross revenues derived from admissions and direct on-site spending.
Average Ticket Price (ATP)	**€19.85**	Average spend per visitor exclusively on park admission.
Secondary Spend (Ancillary)	**€6.00**	Average additional spend per capita on Food & Beverage and retail.



Dashboard B: Recent Capital Expenditure Structure (Dinolandia)

To develop and open the new themed zone, a direct capital injection was deployed into high-durability, long-term assets:

Capex Component	Allocation (€)	Asset Specification
Animatronic Acquisition and Instalation	**~€200,000**	32 large-scale robotized dinosaurs with motion & sound.
Land Adaptation & Civil Works	**~€100,000**	Grading of 20,000 sqm, perimeter fencing, security, and utilities.
TOTAL RECENT CAPEX	**> €300,000**	Fully deployed capital, 100% operational and debt-free.

6.DETAILED ASSET INVENTORY (EQUITY & INFRASTRUCTURE)

The total appraisal value of the physical assets exceeds **€2 million.** The complex boasts a robust, fully permitted residential, operational, and technical infrastructure designed for high-margin yields and controlled overheads.

BOTANICAL EQUITY AND NATURAL FEATURES

- **Exclusive Collection:** Over 1,000 unique botanical species curated across the main garden.
- **Living Topiary Art:** Over 300 monumental living sculptures meticulously grown, trimmed, and maintained over 15 years.
- **Hydro-Environmental Features:** Pristine natural landscape enhanced by streams, ponds, one major natural waterfall, and multiple strategically placed artificial waterfalls.

PERMITTED BUILDINGS & REAL ESTATE ASSETS (100% LEGALIZED)

- **Built Area:** Over 500 square meters of fully legalized, permitted structures dedicated to administration, guest services, and storage.
- **Premium Residential Asset:** A 120-square-meter private villa equipped with its own swimming pool, ideal for on-site management residency, VIP guest lodging, or corporate hospitality.
- **Sanitary Facilities:** A total of 12 fully equipped restrooms strategically distributed to handle peak attendance loads (8 restrooms in The Enchanted Forest zone, 4 restrooms seamlessly integrated into Dinolandia).

ON-SITE COMMERCIAL MONETIZATION

- **Food & Beverage Outlets:** Two fully equipped operational bar-restaurants, designed to fully capture on-site guest spending.
- **Retail Operations:** Two gift shops positioned at high-traffic transit and exit nodes to maximize impulse purchases of official merchandising.

DIGITAL & ANIMATRONIC ASSETS

- **Amusement Assets:** 32 latest-generation hyper-realistic animatronic dinosaurs.
- **Digital Real Estate:** Proprietary booking platform with automated ticketing software, established SEO authority, and active social media accounts with thousands of followers.

LOGISTICS, UTILITIES, AND RESOURCE AUTARKY

- **High-Yield Solar Power Plant:** A proprietary photovoltaic installation with an installed capacity of 40,000 Watts (40 kW), granting the complex near-total energy self-sufficiency and insulating operations from grid volatility.
- **Hydrological Reserves:** Two massive water reservoirs with a total capacity of 2 million liters (1 million liters each), continuously supplied by fully permitted, licensed private water wells, guaranteeing comprehensive irrigation and water feature maintenance at zero variable cost.
- **Parking Infrastructure:** A dedicated private parking facility engineered to accommodate up to 400 vehicles, ensuring seamless logistics for passenger cars and tour buses.

7.INVESTMENT PROPOSAL & ASSET VALUATION

The combination of historical cash-flow stability from The Enchanted Forest and the exponential growth driven by the new Dinolandia expansion positions this asset as a highly compelling vehicle for institutional or private capital



Dashboard C: Financial acquisition models

- **Asking Price / 100% Enterprise Value: €1,495,000** (Direct acquisition and full transfer of assets, real estate, licences, infrastructure, brands, equipment and business operations).

- **Operational Continuity & Human Capital Guarantee (Know-How):** Depending on the structure agreed, the transaction may include, in whole or in part, the continuity of a highly skilled workforce with extensive know-how developed over many years. This team possesses specialist expertise in botanical maintenance, topiary art, animatronic systems operation and visitor services, ensuring a smooth transition and operational continuity.

- **50% Equity Acquisition Value: €747,000** (Co-ownership alongside the founding team).

- **Strategic Investment Participation Range: From 20% to 50%** (Open to negotiation depending on the synergies and value brought by the investor).

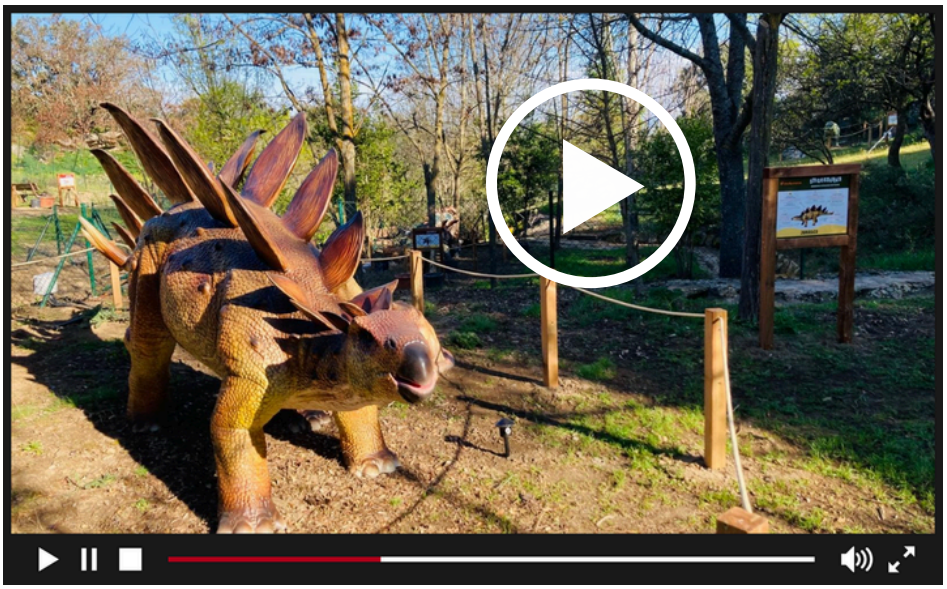
- **Investment and Structuring Flexibility:** The ownership remains open to exploring a wide range of investment, participation, operational and collaborative structures relating to El Bosque Encantado, Dinolandia or specific areas of the complex. Among the possibilities that may be considered are:
  - Full acquisition of the complex.
  - Partial acquisition of the complex.
  - Incorporation of minority or majority strategic investors.
  - Operational concessions and management agreements.
  - Business lease arrangements.
  - Joint ventures and strategic partnerships.
  - Creation of dedicated companies for specific business activities.
  - Revenue-sharing structures.
  - Profit-sharing structures.
  - Exclusive operation of specific themed areas.
  - Joint development of new business lines.
  - Hybrid investment models tailored to the needs of individual investors.
  - Any other structure capable of maximising synergies between the parties and unlocking the project's future potential.

- **Future Growth Potential:** The recent launch of Dinolandia has created new growth opportunities whose full potential is still in the process of being realised. The combination of a well-established botanical garden and a next-generation family theme park provides a platform with substantial opportunities for expansion, diversification and long-term value creation.

- **Open Approach to Investment Proposals:** Beyond the indicative valuations outlined above, the ownership maintains an open and receptive attitude towards bespoke investment proposals that contribute to the development and strengthening of the complex, adapting the structure of each transaction to the profile and objectives of the parties involved.

8.DIGITAL AUDIOVISUAL RESOURCES

To evaluate the operational quality, scale, and hyper-realistic movement of the animatronic assets within the natural environment of the park, please refer to the official promotional material:



And let's not forget The Enchanted Forest, which you can enjoy in this video:

