



PAR EXCELLENCE
GROUP

YACHTING LIFESTYLE & NETWORKING MAGAZINE
ALL-IN-ONE MARKETING

CONTENT



PROFILE

Our company PAR EXCELLENCE GmbH introduces the unique mission of the luxury yachting & lifestyle magazine and concierge services from Cote D'Azur to Switzerland.

PAGES 4-6



LUXURY MAGAZINE

A unique magazine connecting our clientele and stakeholders within this circle of services for them all producing business between them.

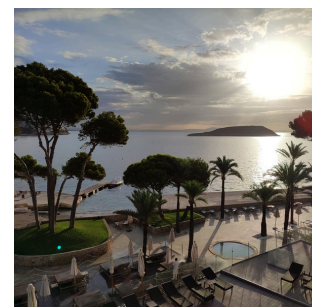
PAGES 7-15



VIDEO ADS & COMMERCIALS

Supreme quality of Video Production and Commercials by using high technology and sophisticated equipment featuring same into our print editions and website.

PAGES 16-21



TRAVEL CONCIERGE

Exclusive deals and seamless trip arrangements hand-picked by our partners ensuring stress-free experiences, all in one place.

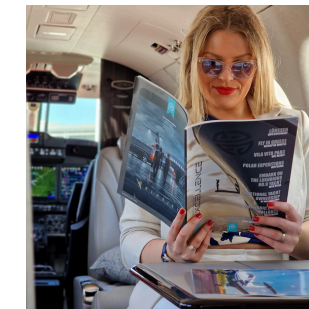
PAGES 22-24



BUSINESS MODEL - PITCH

Superyachting & Lifestyle Magazines, a lucrative landscape stating the Revenues to prologue our vision, an interesting part to prospective investors within our company.

PAGES 25-26



UPCOMING PROJECTS & EXPANSION

Our vision in detail introducing events such a glamorous gala connecting our advertisers and awarding the top notch luxury vendors, together with expansion plan in new yachting regions.

PAGES 27-30



INVESTMENT OPPORTUNITY

Revenue Stream and growth prospective upon investment in a self-explanatory summary for our investors.

PAGES 31-35



MEET OUR CREW

A beautiful team sharing same vision dedicated to supreme quality of a unique networking magazine within the Superyacht & Luxury Hospitality industries.

PAGES 36-38



CONTACT US

Reach directly the Founder Tomislav Pahljina who tirelessly is seeking the best value for clients while ensuring flawless execution.

PAGES 39-42

COMPANY

Our premier luxury brand, Par Excellence Group GmbH, is nestled in Zug, Switzerland, amid majestic mountains and serene lakes.

From Switzerland's stunning vistas to the Mediterranean shores, we craft experiences that epitomize diversity, majesty, and glamour with on-site services catering to refined tastes of UHNWI.

Our services reflect this richness, blending precision with glamour and embracing diversity at every turn.

Services:

Yachting Lifestyle & Networking Magazine

Video Production & Commercials

Bespoke Travel & Hot Deals

Business Networking



MISSION



Our agenda keeps us in continual communication with the UHNWI through our magazine distribution, or planned meetings such as Yacht & Aero shows, and events.

Our mission is the harmonious convergence of two distinct clientele sides:

- the discerning Sellers from the luxury industries featuring their treasures into our magazine, whether this is Superyachts, private mansions, jets and other luxury assets, and
- the enclave of UHNWIs buying their featured services.

CONNECTING OUR CLIENTS WITH UHNWI

The Par Excellence Magazine is the architect crafting businesses within this exclusive circle, with a sole mission the alchemical pursuit of networking connections in a glittering tapestry of wealth and sophistication.

Through our yachting lifestyle magazine, a masterpiece reserved for the elite we welcome to a world where the extraordinary is ordinary, and where the business of luxury finds its true home.

VISION

In envisioning the future we aspire to forge exquisite collaborations through strategic partnerships and investments.

Our vision encompasses the Team Expansion to a wider geographical footprint, extending our reach to new Yachting & Lifestyle destinations.

Our goals extend to investments in award programs honoring achievements in the luxury travel & yachting industries, and in networking events that create deep ties within the luxury business to celebrate excellence.

We look for partners to offer our clients—buyers and advertisers—opportunities for cooperation, creating a synergy between them to promote their businesses globally, as well as by focusing on new yachting and lifestyle destinations.





AVAILABLE ONLY

FOR OUR NETWORK



Buyers

As an annual publication, our Magazine caters to the discerning taste of UHWNl clientele in both physical and digital format.

Sellers

Our trusted partners showcase their businesses with professionalism, and by collectively defining unparalleled standards of high-end living.



NETWORKING SALES



6,000 COPIES

ADVERTISEMENT PACKAGES

- Captivating Video & Commercials to elevate your brand's presentation
- Digital advertising, including a dedicated website article, social media promotion, YouTube, Yacht & AERO shows exposure.

<https://parexcellence.vip/advertise-with-us/>

DISTRIBUTION

Along with the 6.000 copies distributed directly aboard Superyachts across the Mediterranean in cooperation with Yachting Pages, our magazine is also distributed to Luxury Villas, Private Jets and at the AERO and Superyacht shows.

With our dedicated team of Photography and Video production Experts, we craft bespoke stories exuding finesse and sophistication, tailored to each brand. Exploring Elite Lifestyle themes, our captivating narratives attract both local and international media houses.

We help our clients in Selling their Exceptional Luxury Products or Services by building synergy within other advertisers - partner brands & connecting them with like-minded associates and their clients to create a sought-after image within high society.

ARTICLES 3-IN ONE

Direct Customer Reach and Digital Transition

This is a Successful integration of print and digital platforms aligns with industry trends.

Our magazine doesn't reach just anyone – it's distributed only to network clients who wish to collaborate between them and prospect potential customers for their business. We distribute to those who jet-set, vacation in luxury villas, charter Superyachts.

LUXPRINT



EXCLUSIVE EXPOSURE

Par Excellence Magazine delivers direct access to a discreet and sought-after audience, ensuring exclusive exposure to a targeted demographic.

WEALTH-X PARTNERSHIP

Our strategic partnership with Wealth-X guarantees advertisers access to at least HNWI's across print, digital, and live events in growing regions for wealth.

PRECISE DISTRIBUTION

Targeted distribution channels include key luxury venues, and global UHNWI connections, amplifying visibility for advertisers among individuals with the wealth and inclination for premium services.

Our unique yachting lifestyle magazine is distributed only within a top-notch clientele and close vendors with sole scope to be connecting stakeholders in this circle of services giving birth to business for all.



SHOWS



We establish partnerships with advertisers featured in our magazine selling their services.

- MYBA Yacht Shows
- Cannes Yacht Show
- AERO Shows

NO.1
COTE D'AZUR

PORTFOLIO



OUR CUSTOMERS

We had the honour of displaying LÜRSEN AHPO yacht, reveal the Admiral's new yachts ordered by IYC, designed by Giorgio Armani, including the interview with IYC visionary CEO, Mr. Raphael Sauleau.

We have interviewed the young yet successful entrepreneur & yachtsman Jonny Dodge from MY OCEAN, and presented successful brokerage houses such as CECIL WRIGHT and MY SEA. The Classic CORSARIO yacht available for charter in Croatia, innovative polar expeditions by SEDNA, M/Y NO.9 by MYSEA, and more vendors from the luxury hospitality.



LAST EDITION
OUR

[Check Out](#)



INSIGHTS & FUN





DIC
PORTFOLIO



PAR EXCELLENCE
Life

VIDEO PRODUCTION SERVICES

ADS & COMMERCIALS

We offer brands more than a spot in our remarkable magazine collection. Through our team of top-tier photography and video production experts, brands can showcase their essence via professional video commercials.



- 01**
- Walking Through Videos
 - Company / Product presentation
 - Documentary type videos
 - Drone Aerial

- 02**
- Cinematic Video Commericals
 - A Vertical Video Commercial optimized for Social Media.



INTERVIEWS

In our quest to explore the world of luxury, we engage in insightful interviews with key figures across various industries. Each conversation uncovers the stories behind their success, innovative ideas, and the latest trends shaping the premium market. Our platform connects readers with the voices driving the luxury lifestyle, providing a unique glimpse into the minds of those who redefine opulence.



02 Our podcast series brings together premium luxury vendors and thought leaders, creating a dynamic space for discussions that inspire and inform. Each episode delves into the intricacies of luxury living, featuring expert insights, industry trends, and captivating narratives that resonate with our audience. Join us as we navigate the luxurious landscape and uncover the gems that elevate our lifestyles.

- 01** Interviews with Luxury Vendors such as
- Premium Jet Aviations
 - Superyacht Charter Managers
 - Brand Shipyards
 - Industry Vendors introducing Innovations
 - Industry Leaders & Personas

EVENT COVERAGE

- Private Events
- Conferences & Trade Shows
- Yacht & Aero Shows



From corporate events and conferences to product launches, festivals, and showcases, Par Excellence is your go-to partner for delivering high-quality event video coverage.

Our videos have helped clients capture the essence of their events and engage audiences across multiple platforms, making lasting impressions.

Whether we talk about a grand-scale celebration or an intimate gathering, our experienced team ensures every meaningful moment is beautifully preserved..

Previous Experience;

- Video commercial for Monaco Yacht Show
- Video Commercial for the MYBA
- Video Commercial for Damen Yachting
- Video Commercial for Eventas



04 VIDEO EXAMPLES

Cinematic Video Commercial

Walking Tour Video & an Interview

Luxury Product Presentation

Event Video Coverage



ADVERTISEMENTS

Our package includes print and digital advertising:

- A dedicated Website Article, be it an interview or a compelling company story.
- Social media promotion at 4 times annually.
- YouTube exposure to expand your reach.
- Up to 300 professional photos of your yacht in our Video Production Services.

ADS
VIDEO PRODUCTION





AD
PORTFOLIO

PAR**EXCELLENCE**
Life



TRAVEL CONCIERGE SERVICES

HOT DEALS



For those seeking luxury travel planning, we provide exclusive deals and seamless trip arrangements and stress-free experiences, all in one place.

- High-end cruises
- Yacht charters
- Aviation services
- Luxury villa rentals
- Hand-picked partners offering hot deals
- Destination designers



HOW?

LUXURY TRAVEL DEALS

Our magazine advertisers, our partners, offer us exclusive prices to serve as their direct sales agents for off-market travel opportunities. This includes empty leg jet charters and gap periods between standard yacht or villa bookings.



ACCESS TO INFORMATION,
ORGANIZATION, CONTRACTS

SUPERYACHTING & LIFESTYLE MAGAZINES

A LUCRATIVE LANDSCAPE



Villa Cristal

BALEARIC
home mallorca

Live Like Royalty at Villa Cristal

Live the Mediterranean Dream

The luxury villa is offered by Balearic Home Mallorca real estate company with over a decade of experience catering to the unique housing needs of high profile individuals

The island of Mallorca is one of the finest places for tourists and travel lovers. Every year people come in droves to experience the capital city, Palma de Mallorca, and the island's pristine beaches, stunning architecture, and landmark historical sites. However, most would agree that one of the most fascinating aspects of expeditions to the Spanish island of Mallorca is the wonderful villas scattered around this breathtaking island.

Among the island's luxury villas, the Villa Cristal, provided by Balearic Home Mallorca, easily stands out as a top choice for people looking to take in the lovely sights of the largest of the Balearic Islands.

the Calvia region. Just beyond the villa is Port Adriano, marina home to superyachts and luxury sailboats, owned by some of society's most rich and famous individuals. Residents of this villa will be able to enjoy the best of the Balearic islands.

Villa Cristal

REVENUES



POTENTIAL REVENUE STREAMS

Event Sponsorships

Major yachting events, contribute highly to luxury brands visibility.

In 2023 over 30,000 participants were reported in the Monaco Yacht Show. *(SuperYacht News)*

Sponsored content

Together with collaborative marketing efforts enhance profitability
A yachting magazine can charge for a premium, up to \$50,000 for coveted features like the cover & a double page.

Subscription Revenues

Dedicated readership contributes to a consistent subscription revenue. Example bring a yachting magazine to 40,943 readers with an audience of 6,000 UHNWI totaling wealth of \$3.74 trillion and annual revenue of \$8 million



PROJECTS & INVESTMENTS

2025

PAR EXCELLENCE AWARDS

BY INVITATION ONLY!



PRIVATE EVENT

Par Excellence Awards and Network Events with Pricing shared by invitation.

While launching the 5th edition of our Networking Lifestyle magazine we schedule a unique event offering:

- AD Promotion of previous advertisers at the Special Offer
- Gala Dinner on a Private Cruise introducing Entrepreneurs & Managers.
- Introducing of our official edition and projects.
- Inaugural Awards for private aviation, brokerage houses, boutique mansions.

The industry leader specialists will participate in transformative seminars and offer interviews. Advertisers will be granted a unique opportunity to introduce directly to industry leaders and gain exclusive recognition.

2025

PODCAST SERIES

SHARE KNOWLEDGE

Our new website will feature a podcast series by hosting specialists and personas interviewed at VIP events, Superyacht and Aero shows.

Join us on our exclusive podcast series where we delve into the lives and paths to success of luxury industry leaders. Broadcasting straight from VIP events to a global audience, get ready for an inside look into the world of luxury like never before.



EXPANSION

BUILDING FOUNDATIONS

- Omnipresence Focus: Initiate strategies to enhance brand visibility.
- Strategic Hires: Bring on board essential roles in Design, Sales & Marketing.
- Boost Presence: Regular event organization and presence within the industry events.

EXPANSION IN NEW REGIONS

- Specialized Hire:

A dedicated Editor in Chief and a Business Development Specialist prospecting clientele in new yachting destinations.

- New Yachting Destinations Initiatives:

Prospecting clientele in upcoming regions such as the Amaala Yacht Club in NEOM and organize events and happenings for the lifestyle personas in the Arab region.

- Sales Diversification:

Advertisement sales, Video production services, and partner offers in the new destinations.



FULL-SCALE INTEGRATION

- Complete Team
- Optimized Sales Strategy
- Maximized Presence

SWISS MEDIA AGENCY



URGENT SALE: BUY A SWISS COMPANY

HIGHLIGHTS:

ESTABLISHED AND READY FOR OPERATION

COMPANY DETAILS

Industry: Media agency with focus on travel, marketing, and real estate.

Location: Zug, Switzerland.

Legal Structure: Registered to provide a wide range of services, including:

- Travel and tourism-related services.
- Marketing and digital promotion.
- Real estate transactions and management.
- Financial and guarantee services for subsidiaries and third parties.

Business Status: Currently on hold (no income reported this year).

Tax Advantage:

- No tax payable until reaching CHF 100,000 in revenue (0% tax rate).
- After CHF 100,000, the tax rate is only 7%.

Expenses:

- Bookkeeping: CHF 250 per month.
- Office Space: CHF 500 per month.

Total Fixed Monthly Expenses: CHF 750.

- **Optional Nominee Director Service:** CHF 1,250 per month (offered by the current owner for administration and legal continuity).
- **Total with Nominee Director: CHF 2,000 per month.**

Bank Account: Operated by Zurich Kantonal Bank - fully functional and active.



KEY HIGHLIGHTS

- **Fixed Price:** CHF 150,000 (non-negotiable) - priced for urgent sale.
- **Investment:** Over CHF 100,000 already invested.
- **Market Value:** Approx. CHF 250,000.
- **Reason for Sale:** Personal and family-related urgency.



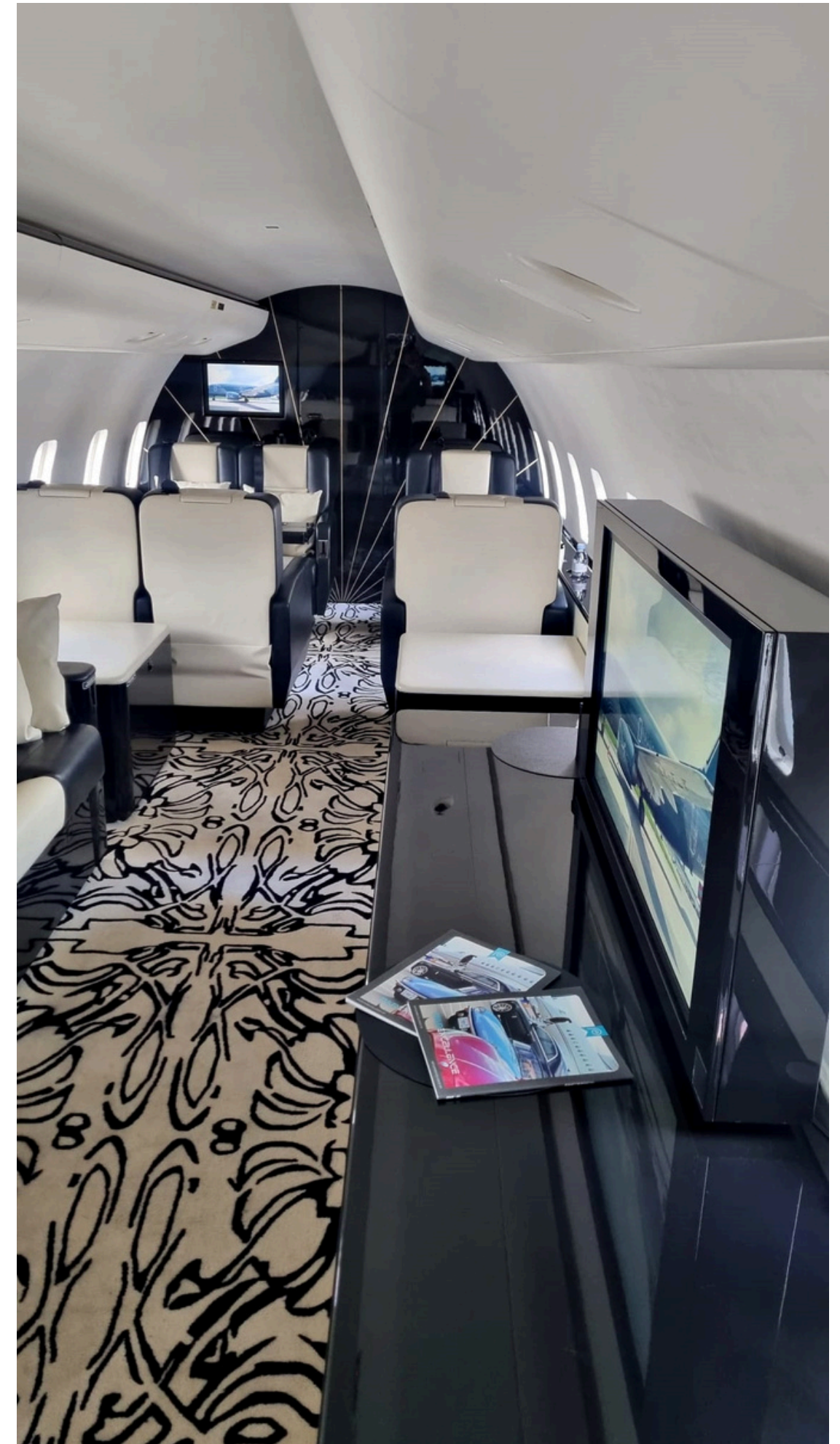
- **Turnkey Business:** The company is already registered and established, saving months of bureaucratic setup.
- **Minimal Running Costs:** Monthly expenses are manageable, with the option to keep the current owner as the nominee director to ensure seamless operations.
- **Flexible Operations:** Can immediately pivot into various sectors due to the broad legal scope.
- **Proven Infrastructure:** Active bank account with Zurich Kantonal Bank.

Who Should Buy This Business?

- **Foreign Investors:** Looking for a strategic foothold in Switzerland or Europe.
- **Media and Marketing Entrepreneurs:** Ready to scale with an established base.
- **Real Estate Developers:** Interested in expanding their portfolio with Swiss credibility.
- **Global Entrepreneurs:** Taking advantage of Swiss financial stability and minimal tax obligations.

Why This Opportunity is Unique:

INVESTMENT



REVENUE FORECAST

120-160K
EUR

R1

4 EDITIONS ANNUALLY

Currently:
€30k - 1 Annual edition.

Investment:
Additional personnel & events will be transitioning the magazine to a 1/4 per annum model.
This shift promises a substantial raise projecting €40k per issue, thus €160/annum.

100-150K
EUR

R2

VIDEO COMMERCIALS

Currently:
Video commercials priced at €7k per task, totaling a generated Net Income of €3k per project.

Investment:
Increased rate at €10k per task, totaling Net Income of €5k per task. Production to 20-30 tasks/year reaching up to €150K/annum.

21K
EUR

R3

COMMISSION REVENUE

Currently:
3 travel Packages sold commissionable at 7.000€ (10% per travel).

Investment:
Organic Business Growth
Prospecting:
To reach commissions of 36 K€ per annum.



SALE OPTION I

PARTNERSHIP - PARTIAL OWNERSHIP

- 49% stake for €98K. This amount represents almost half of current investment.
- Terms: Investing of the additional funds into the outlined businessplan for strategic growth - PAR EXCELLENCE EVENT / AWARD PROGRAM.
- Return: Equal partnership - profit, without veto rights for the major brand decisions (to be discussed).



SALE OPTION II

2
SALE OPTION

FULL ACQUISITION

- Offer: Acquire both Par Excellence digital and print media brands for CHF 150K net to us.
- Return: Anticipated return on investment within 1 year post-execution of the strategic plan.



BUSINESS MODEL

Services:

Luxury Yachting & Lifestyle Magazine;

[Learn More](#)

Video Production;

[Learn More](#)

Bespoke Travel Hot Deals;

[Learn More](#)

Award & Event Business Networking

[Learn More](#)



CREW TEAM

MAGAZINE TEAM

Editor in Chief
Sales Director
Territory Sales
Graphical Designer
Journalists

VIDEO PRODUCTION TEAM

Video Director
Photographer & Drone Operator
Social Media Video Producer

TRAVEL CONCIERGE

Luxury Services Operator



We are looking to recruit a new team in both directorship and sales for the new destinations in the MENA region.

DISTRIBUTION PARTNER



YACHTING PAGES

Our esteemed Affiliate Partner, Yachting Pages, serves as a valuable asset in distributing our magazine with ease and precision at shows and marinas, effectively reaching key industry stakeholders

CLIENTS



Discover the difference.
burgessyachts.com

GLOBE AIR
#MyPrivateJet



CARLTON
INTERNATIONAL

 K L A S J E T




LÜRSEN

IVC


FREDERIQUE CONSTANT
GENEVE

...and many more

NICE TO MEET YOU

Tomislav Pahljina

Founder & CEO



Over the past 15 years, Tomislav has been dedicated to providing elite bodyguard services to Fortune 500 clients, alongside a distinguished 6-year tenure at the Office of the President in Croatia. In addition to safeguarding elite clientele, the founder has seamlessly managed their travel arrangements, such as helicopter and jet charters, event coordination, household staff assistance, yacht charters, and supercar rentals. All in a safe and confidential status.

As a trusted persona Tomislav tirelessly seeking the best value for clients while ensuring flawless execution. Over time, he amassed a comprehensive database of facilitators specializing in travel management, leading to the natural evolution of its core business. Recognizing the intrinsic link between luxury lifestyle and travel, he has conceived a magazine to showcase these facilitators to his clients, thus giving birth to Par Excellence Magazine.

Driven by a passion for travel and a deep understanding of the needs of high-profile individuals, Par Excellence is uniquely positioned to cater to every facet of the luxury lifestyle, offering unparalleled expertise and service excellence.





CONTACT US

E-mail

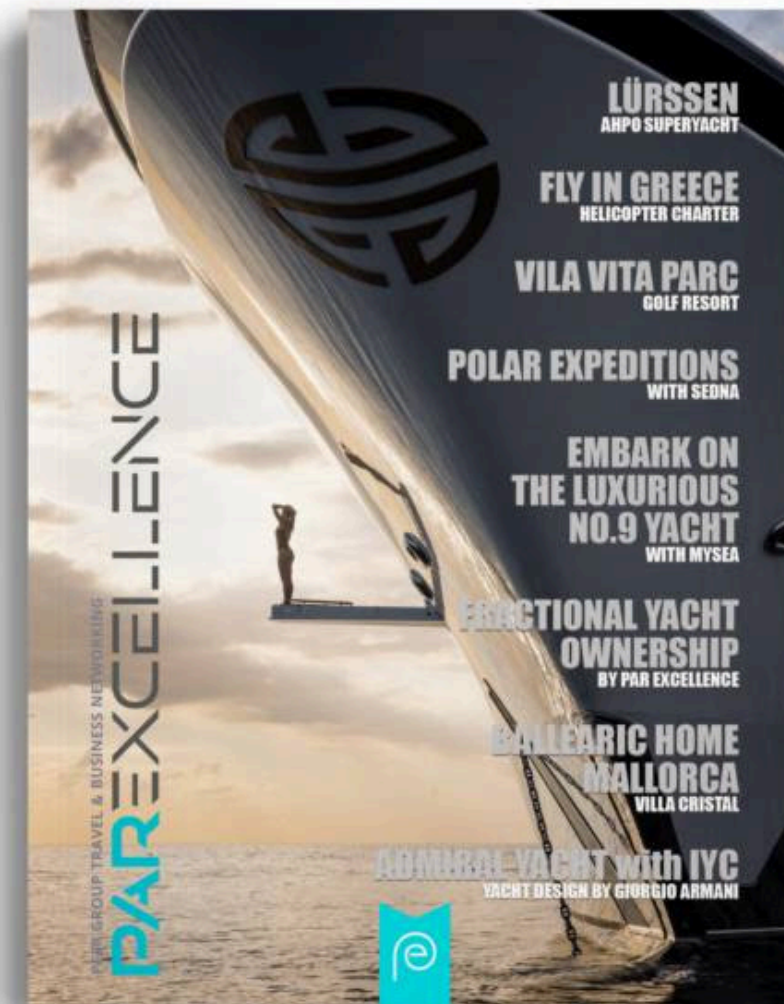
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G R O U P



PAR EXCELLENCE

MONACO - SWITZERLAND