

A blue-toned map of North America with a grid of latitude and longitude lines. A black dot marks the location of Denver, Colorado, with the word "DENVER" in black capital letters to its right.

● DENVER

Paradies – Taste 5280, LLC

Neil Maxfield
DIA Acting Director of Concessions
August 2014



DENVER INTERNATIONAL AIRPORT
TOGETHER WE SOAR

Background

● DENVER

DEN began construction in Sept. 2013 on five new gates for Southwest Airlines, expected to be completed in Nov. 2014.

- Improved seating, electrical outlets, individual tables, cup holders
- Concierge services
- Integrated iPads in custom high top tables
- Architectural references to the industrial history of Colorado's region
- Layers of seating elements with various functions and pops of color



2

Paradies – Taste 5280, LLC

DENVER

- Concept: Multiple food, beverage and retail offerings
- Location: Concourse C expansion serving Southwest Airlines
- Contract term: 10 years
- Projected opening: Phase 1 – Sept. 5, 2014;
Full opening – November 2, 2014
- Projected first year sales: \$17,500,000
- Projected annual rent: Year 1 MAG - \$1,500,000;
Proposed rent: \$2.4 million
- ACDBE goal/participation: 30% / 45%

3

Aggregate Economic Benefits

- \$17.5M in annual gross revenues
- \$1.5M in annual rents to DIA, plus percentage rent (~14%)
- \$700K in annual sales tax to CCD
- 160 full and part-time employees
- 180 construction jobs
- Approximately \$7.9M in newly recognized annual ACDBE revenues
- ACDBE goals are set by the OED Division of Small Business Opportunity (DSBO)

Selection Process & Objectives

- RFQ issued on April 22, 2013:
 - 9 submittals; one deemed unresponsive
- Objectives and goals of the gate holdroom concession development:
 - 1) Better customer experience
 - 2) New non-airline revenue
 - 3) Optimize the value of the use of the holdroom space
 - 4) Meet airlines' operational needs
 - 5) Implement industry-leading practices

Paradies – Taste 5280, LLC Joint Venture

Paradies Shops (55% ownership)

- Provides first-class service for more than 50 years
- Named “Best Airport Retailer” for the past 18 years (Airport Revenue News)
- Operates over 550 locations, more than 75 markets

Tastes 5280, LLC (ACDBE certified; 45% ownership)

- JV: Innovative Retail Group and DOC1 Solutions
- Operates in SFO, BOS and JFK (Tastes on the Fly)
- “Best Airport Food and Beverage To Go” and “Best Sense of Place” (International Moodies Report 2013)
- 2nd Agreement for this combined entity at DEN

ACDBE Partners

DENVER

Innovative Retail Group, LLC (ACDBE certified)

- Huy Pham, Managing Partner in JV (22.5%)
- Currently participating in DEN's concession program (ModMarket and Steve's Snappin' Dogs in Concourse B)

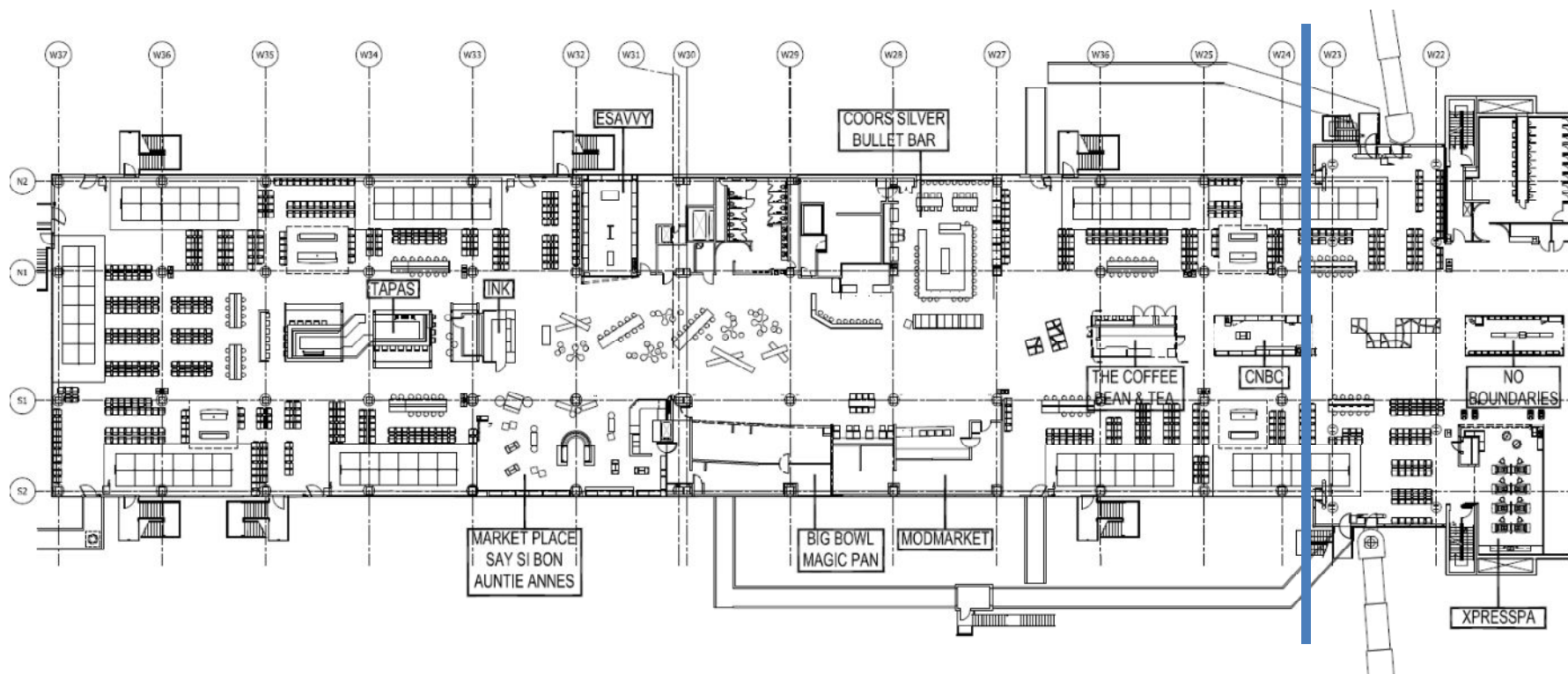
DOC1 Solutions (ACDBE certified)

- Keith Montoya, Managing Partner in JV (22.5%)
- Currently participating in DEN's concession program (ModMarket, Steve's Snappin' Dogs and several RMU locations)



Integrated Experience

● DENVER



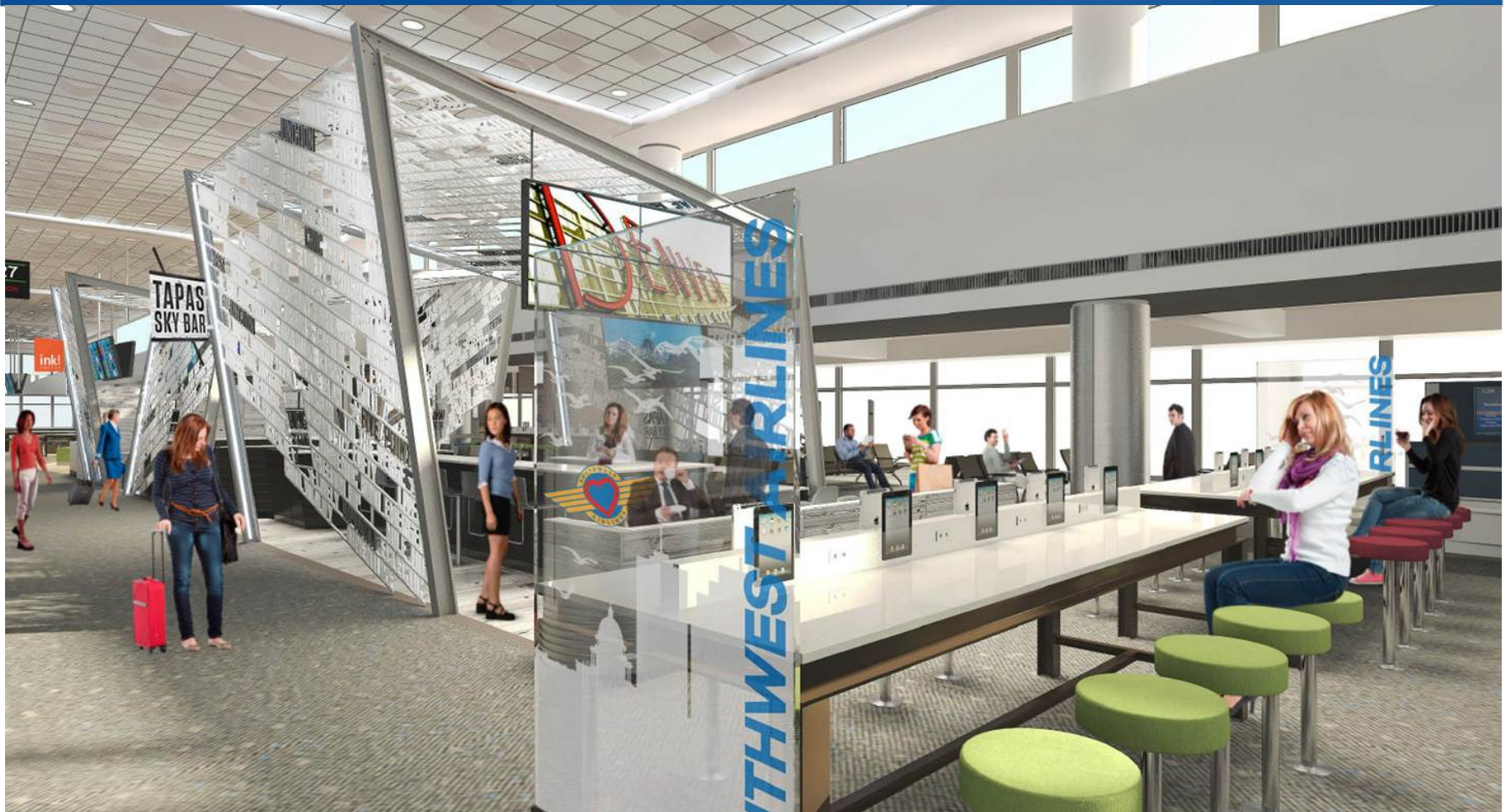
8



DENVER INTERNATIONAL AIRPORT
TOGETHER WE SOAR

Concepts

● DENVER



Concepts

● DENVER



10

Concepts

DENVER



11

Concepts

● DENVER



12

A stylized map of North America in shades of blue. A black dot marks the location of Denver, Colorado, with the word "DENVER" in black capital letters next to it.

● DENVER

Paradies – Taste 5280, LLC

Neil Maxfield
DIA Acting Director of Concessions
August 2014



DENVER INTERNATIONAL AIRPORT
TOGETHER WE SOAR