



*ENDLESS JOY*

NAMMOS

CHAPTER 1

# STORY OF NAMMOS

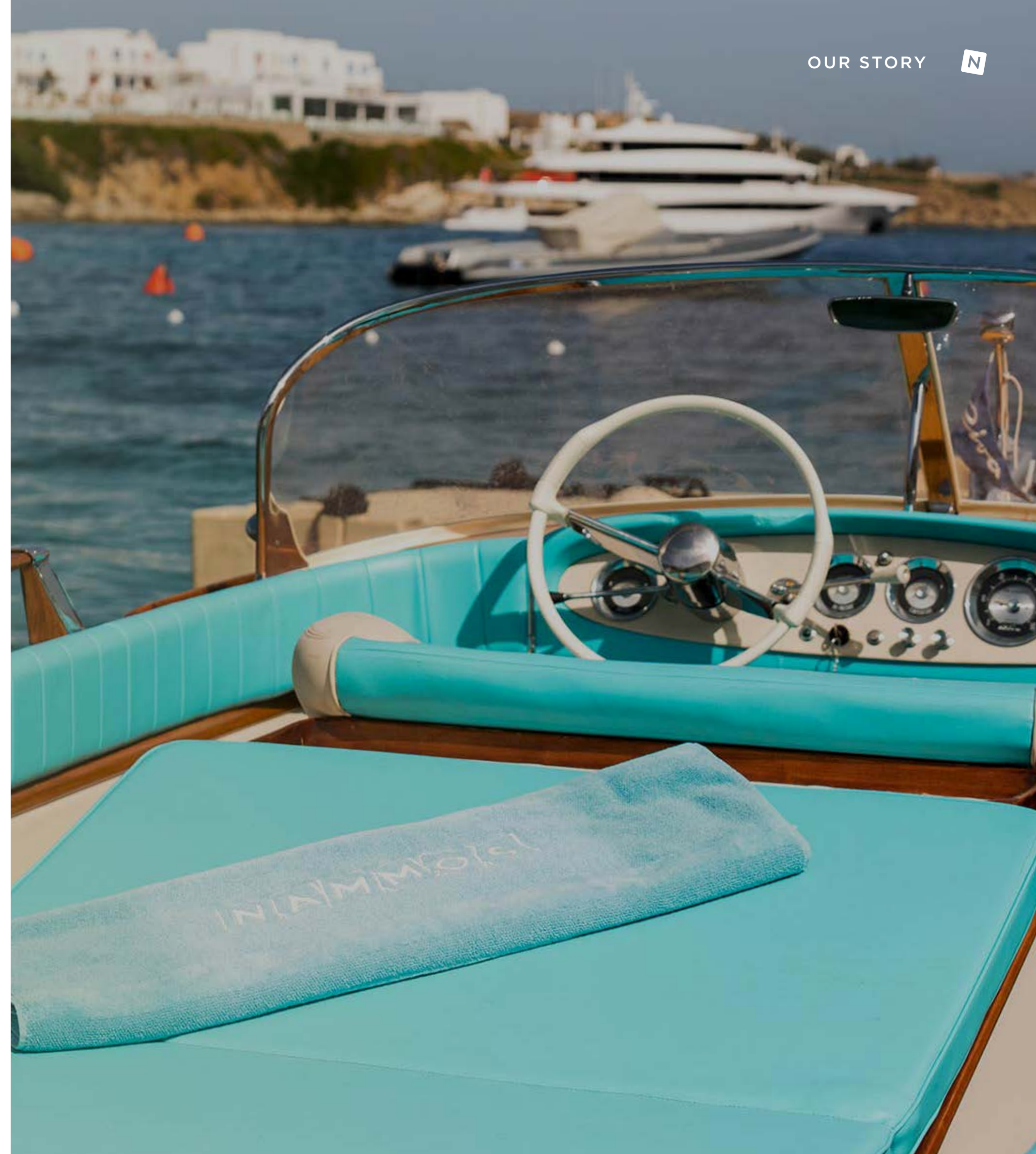


# THE SPIRIT OF ENDLESS JOY

Nammos is born where sun, sea and spirit merge to create an experience that lingers long after the day is done. It's not fleeting happiness, but a flow state of contentment where time feels endless and everything feels possible. It's the brand's heartbeat: alive, social and unapologetically real. Here, joy isn't a pause from life; it is life - flowing, full and ever-present. It captures the warmth of the Mediterranean sun, the laughter shared around a table and the freedom to drop all pretenses to enjoy moments that don't feel rushed. This joy doesn't need a reason; it's the simple gift of experiencing life in spaces intentionally designed to uplift and delight.

# OUR WORLD

Nammos has evolved into a global lifestyle brand - carrying the essence of its origins in Mykonos yet defined today by a universal sense of sophistication, energy, and Mediterranean warmth. From dining to hospitality, retail, and residences, every Nammos destination is united by one vision: to create spaces where joy is not an occasion, but a way of life.



CHAPTER 2

# NAMMOS VALUES





# OUR DNA

The Nammos spirit is shaped by four timeless codes that guide every experience. It remains Mykonian at heart - not as a place, but as a mindset: warm, free, and deeply human. Its hospitality is genuine, intuitive, and personal, where every gesture feels natural, never staged. Dining sits at the centre of its universe - exceptional, emotional, and made to bring people together. And through it all runs an unwavering commitment to detail, where everything - from texture and light to sound and service - is carefully orchestrated to create moments of endless joy.



MYKONIAN  
AT HEART



GENUINE  
HOSPITALITY



EXCEPTIONAL  
DINING



COMMITMENT  
TO DETAIL

# CULINARY PHILOSOPHY

Nammos draws its culinary inspiration from its Mykonian roots, where Mediterranean flavours and a deep connection to the sea define the food culture. At its core, the concept celebrates fresh, simple ingredients, especially seafood, prepared with care and authenticity. Building on this foundation, Nammos blends in Asian influences to add a modern, international touch; offering a menu that moves effortlessly between known and loved Greek dishes and refined Asian-inspired creations. This creates a distinctive culinary identity that honours its origins while offering a fresh, globally minded approach to dining.



# DESIGN PHILOSOPHY

Born from the elemental clarity of Cycladic architecture - light, air and space reimagined with a contemporary sensibility that embraces simplicity, natural materials and a timeless palette. Designed by Elastic Architect and inspired by its Mykonian heritage, every space tells a story of understated luxury, where genuine Greek marble, warm timber and delicate brass details emerge as quiet heroes, lending tactile richness and authenticity without shouting. Interiors flow effortlessly to the outdoors, dissolving boundaries and inviting nature to shape the moment.

Open kitchens, sleek bar areas and thoughtfully curated seating arrangements encourage social interaction and create a vibrant, dynamic atmosphere. It's a quiet confidence in design, one that is less about decoration and more about crafting a mood; a place where timeless elegance meets the liberating Mykonian spirit.



MYKONOS

CHAPTER 3

# NAMMOS ECOSYSTEM

N

# THE WORLD OF NAMMOS

Nammos operates as a lifestyle engine - a brand whose presence instantly elevates any destination it enters. Its energetic spirit, social DNA and global recognition align seamlessly with the world’s most prestigious addresses, creating an immediate sense of relevance and desire.

Nammos’ brand power lies in its ability to elevate destinations, attract high-value clientele, and expand selectively while preserving exclusivity. It’s a proven model that turns experience into equity and visibility into long-term value.





# WHAT SETS NAMMOS APART:



## STRATEGIC DESTINATIONS

Expanding only to iconic or culturally relevant global addresses that align with the brand DNA.



## SIGNATURE CULINARY IDENTITY

A central experience that reflects the group’s taste, values and global influences.



## DESIGN-LED THINKING

Intentionally designed spaces as expression of Nammos brand and its roots, with timelessness over trend. A strong architecture & aesthetic that exudes Mediterranean spirit.



## MUSIC & LIFESTYLE PROGRAMMING

A curated sonic identity that ties into the brand’s emotional and cultural vibe. Resident DJs, Live Acts, Collaborations, Events, pop-ups, fashion partnerships, wellness retreats - all reflecting the brand’s ethos. High energy, stylish.



## EMOTIONAL BRAND PROPOSITION & COMMUNITY

A legacy brand with deep roots in Mykonos, offering strong provenance and a sense of place. Nammos stands for endless joy - a feeling guests recognise at every touchpoint. It delivers luxury without pretension, balancing effortless glamour with warmth and familiarity through its legacy and authenticity.



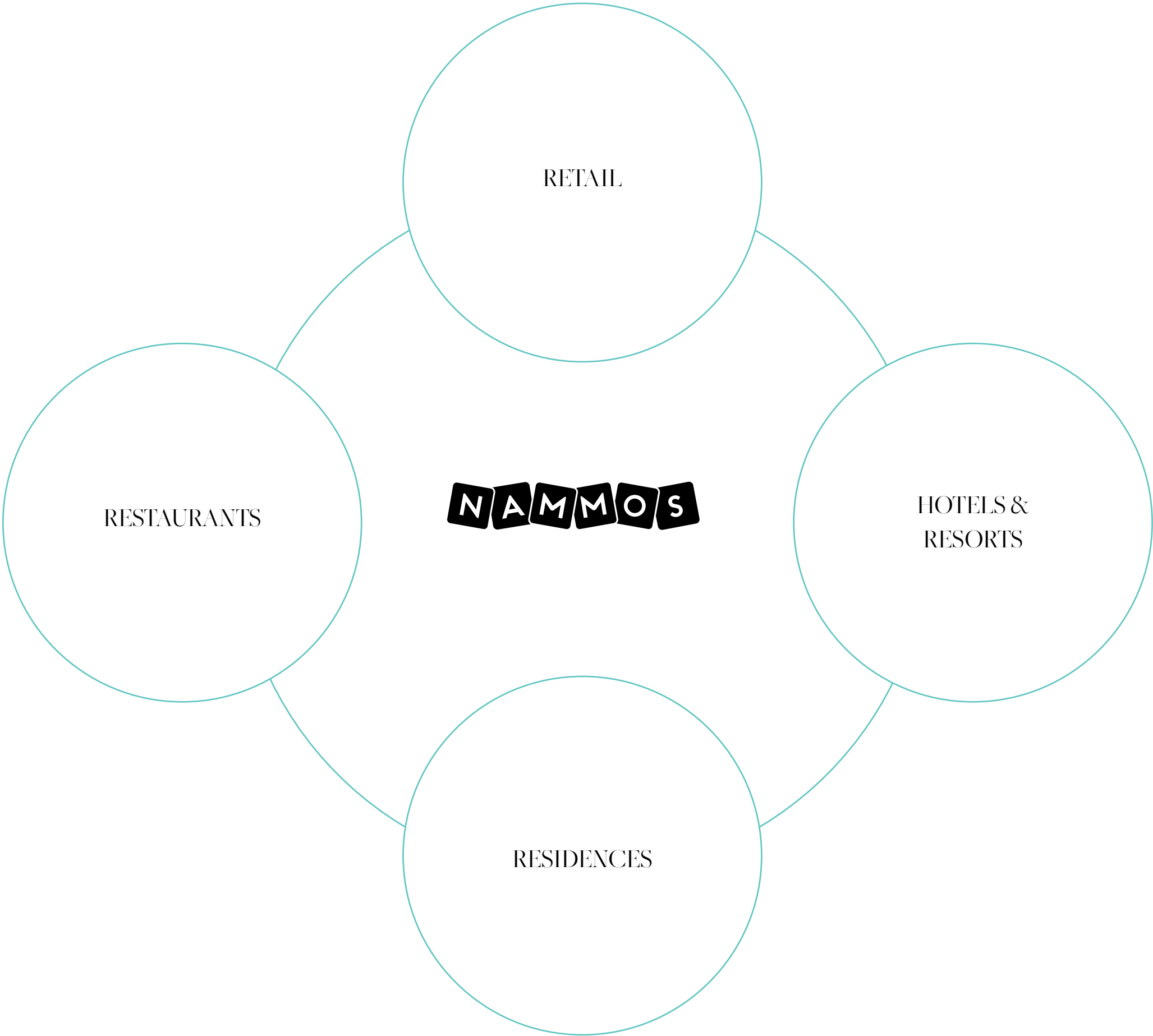
## LIFESTYLE ECOSYSTEM

A brand world people want to belong to - a hospitality-meets-lifestyle ecosystem. Ability to combine restaurant, retail, resorts and residences under one umbrella in select locations.

# NAMMOS ECOSYSTEM

Nammos is not a single destination - it's a lifestyle ecosystem built around four core pillars that define the brand experience.

Together, these pillars create a seamless day-to-night journey where guests can dine, relax, shop, and stay within one unified world - an experience that feels complete, fluid, and emotionally consistent. This interconnected model amplifies the brand's strength at every touchpoint: restaurants introduce guests to the world of Nammos, hotels deepen their connection through immersive stays, retail and residences extend that relationship into daily life. Each reinforces the other, creating a self-sustaining circle of engagement and loyalty. The result is a hospitality-meets-lifestyle ecosystem - one that transforms moments into belonging and destinations into global icons of modern Mediterranean luxury.





RESTAURANTS



HOTELS  
& RESORTS



RESIDENCES



RETAIL

# RESTAURANTS

With a presence in Dubai, Mykonos, London, Cannes, Sardinia and Limassol, Nammos is building a global network of iconic destinations.

Each Nammos location is thoughtfully chosen for its synergy with the brand's DNA: sun-drenched luxury, vibrant culture and a high-energy social scene. From sparkling coastlines to cosmopolitan hubs, every outpost captures the joy, freedom and indulgence that define the Nammos world.



# HOTELS & RESORTS

With flagship properties in Mykonos - and soon in AMAALA, KSA and the Maldives - Nammos Hotels & Resorts are setting a new standard for high-end hospitality in destinations that align with a global vision.

These locations serve as both aspirational escapes and brand-building anchors, chosen for their exclusivity, natural beauty, and cultural relevance. With a 20-year legacy rooted in Mykonos, Nammos has entered the luxury hospitality space in a distinctly modern way: joyful, social and full of energy. Hotel & Resort experiences reflect a new era of ultra-luxury - vibrant yet refined, effortless yet elevated. From culinary to spa, from beach club to kids' club, every detail invites a fresh perspective on what ultra-luxury living can be.

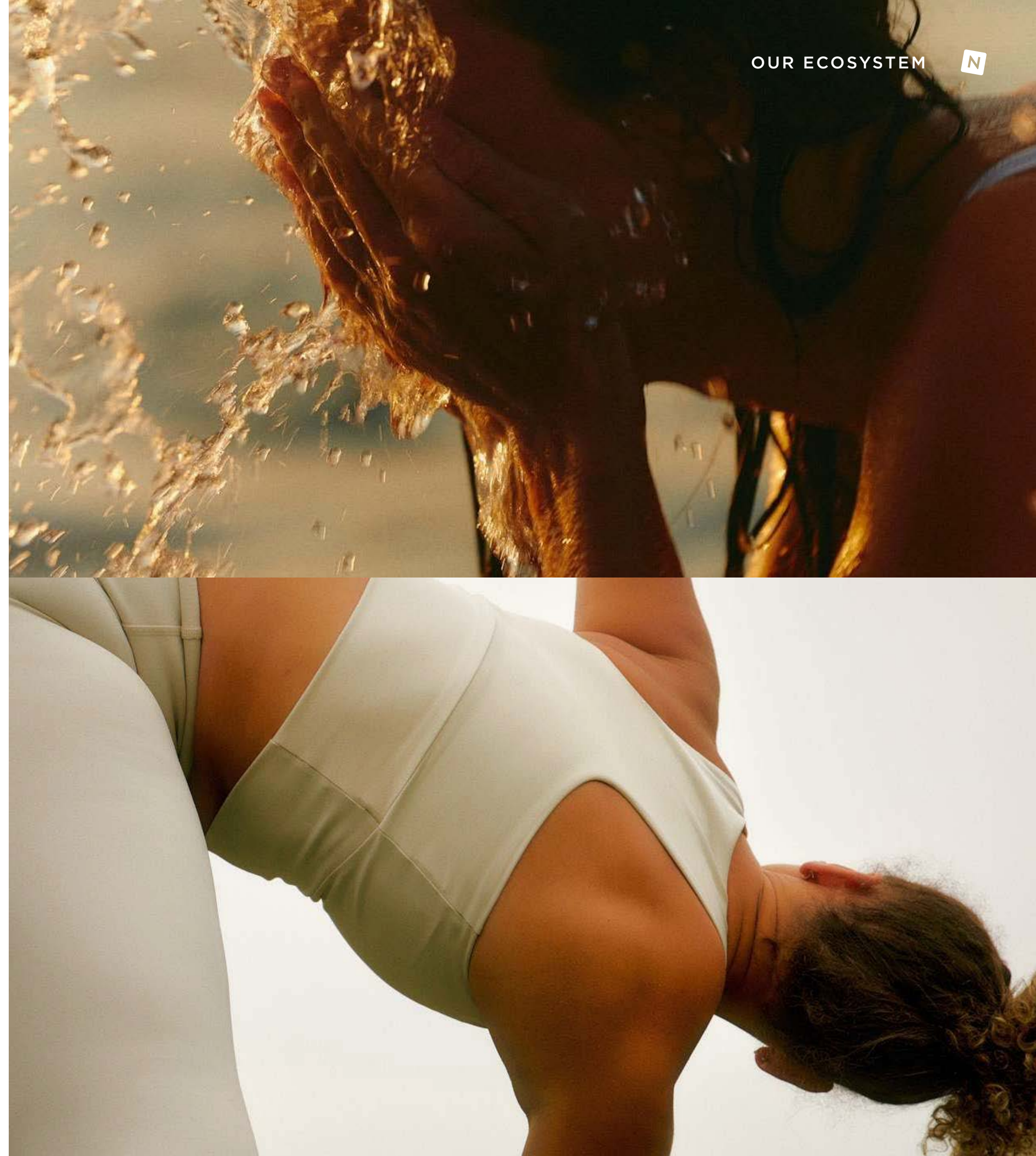


# NAMMOS SPA

Exclusive to Nammos Resort AMAALA, the Nammos Spa is a proprietary wellness brand built on the promise of Boundless Wellbeing. A social-meets-solo wellness playground where wellbeing is woven into every moment of the Nammos Lifestyle.

Ready to shine? Treatments are not just restorative but preparatory – facials, body sculpting, bronzing and glow rituals designed to make our guests look and feel their best for social moments, parties and the Nammos Lifestyle. The only way is up: Rest Up, Move Up, Fuel Up, and Show Up. Every moment is designed to unlock your highest potential.

Cosmopolitan, carefree, and steeped in Mediterranean wellbeing wisdom and humanistic luxury, Nammos Spa is all about how you feel. A place where wellbeing is celebrated, shared - and lived fully in the moment.



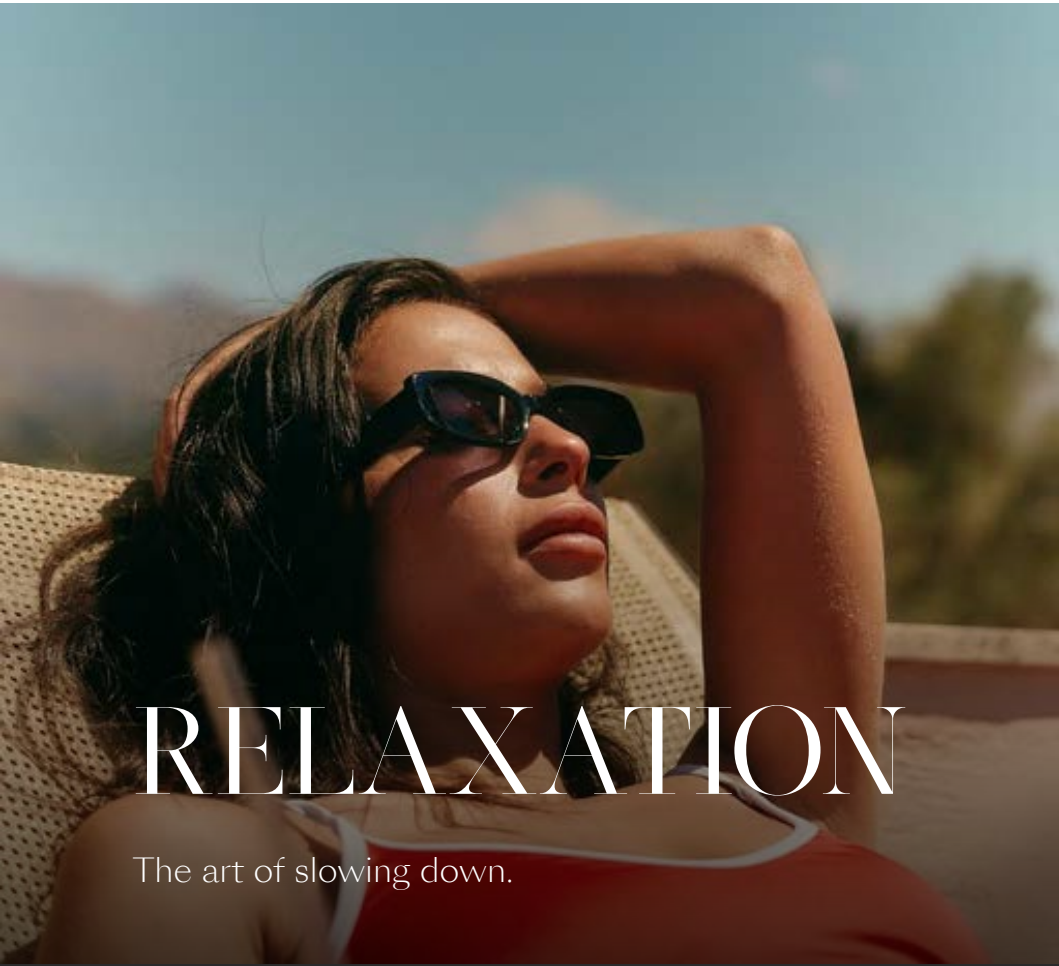
EXPERIENCE PILLARS

The only way is up: Rest Up, Move Up, Fuel Up, and Show Up. Every moment is designed to unlock your highest potential.



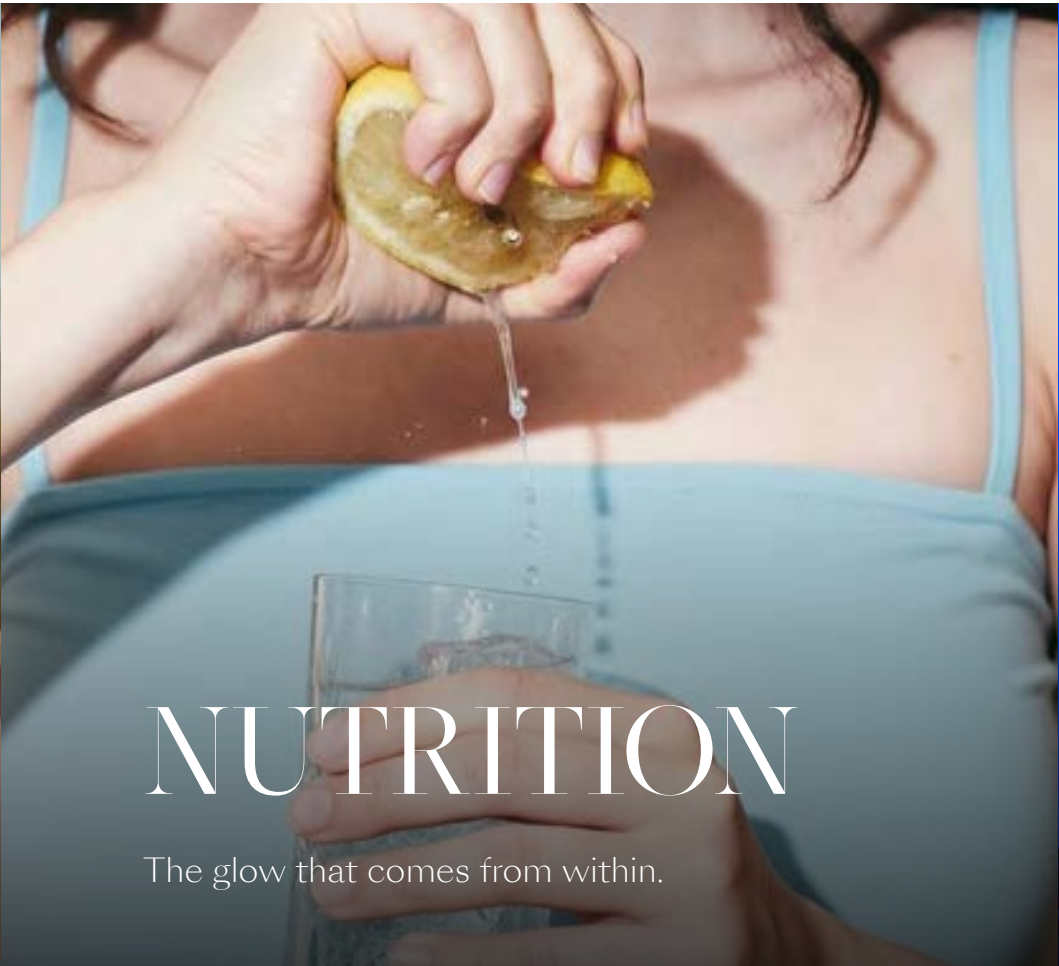
MOTION

Move with nature. Flow with energy. Be in sync.



RELAXATION

The art of slowing down.



NUTRITION

The glow that comes from within.



CONNECTION

To yourself. To others. To the moment.

ECSTATIC DANCE

Release reconnect, recharge

STEPS IN

Sunrise or sunset guided movement

DECK YOGALATES

Stretch and strengthen with the horizon

AQUA FLOW YOGA

Balance through water and breath

PERFORMANCE TAILORING

Customised training for form and recovery

PLAYFUL MOVEMENT

Move with joy, move with others

PEMF FREQUENCY MASSAGES

Recharge and rebalance energy flow

GUIDED MEDITATION

Weightless calm for body and mind

POWER NAP TREATMENTS

Brief, deep, restorative escapes

SOUNDSCAPE BEATS

Frequencies tuned below resting heart rate

HAMMOCK MOON BATHING

Night air, soft motion, lunar rhythm

LATE-NIGHT SOUND HEALING

Unwind under a canopy of resonance

COLLAGEN COFFEES & CREATINE SHOTS

Daily boosters for strength and skin vitality

REISHI CACAO CEREMONIES

Grounding indulgence for focus and calm

SPATINIS & WILD MOUNTAIN TEA

Herbal refreshers with a Nammos twist

BEAUTY BITES

Small treats, big glow

RADICAL MANIFESTATION SESSIONS

Shift and nourish thoughts, turn them into actions

STRENGTH SNACKS

Smart refueling between movement and rest

SOULFUL SOUNDSCAPES

Shared resonance through curated music journeys

COMMUNITY GARDEN WORKSHOPS

Grow, create, and reconnect with nature

FAMILY WELLNESS

Rituals that bring generations together

AFTER-DARK HYDROTHERAPIES

Night swims and thermal immersion under the stars

SOCIAL BATHING

Unwind together, body and spirit

CULTURAL CONNECTION

Arabian spa rituals infused with regional herbs and healing traditions

# KIDS’ CLUB

Blu was born on a small island surrounded by crystal-clear waters. From the moment he could fly, he was drawn to the horizon. One day, while following the sparkle of seashells, he landed in Nammos Village, Mykonos. The music, the warmth, the people - for him, everything felt like home. They gave him his name, taught him to dance, and introduced him to the Nammos way of life.

But Blu’s heart still dreamed of new worlds. He flew across the Red Sea, discovering coral gardens, desert dunes, and a magical coastline. Inspired, he decided to make AMAALA his second home. Now he welcomes children from around the world, inviting them to explore, create, and dream just like he does.





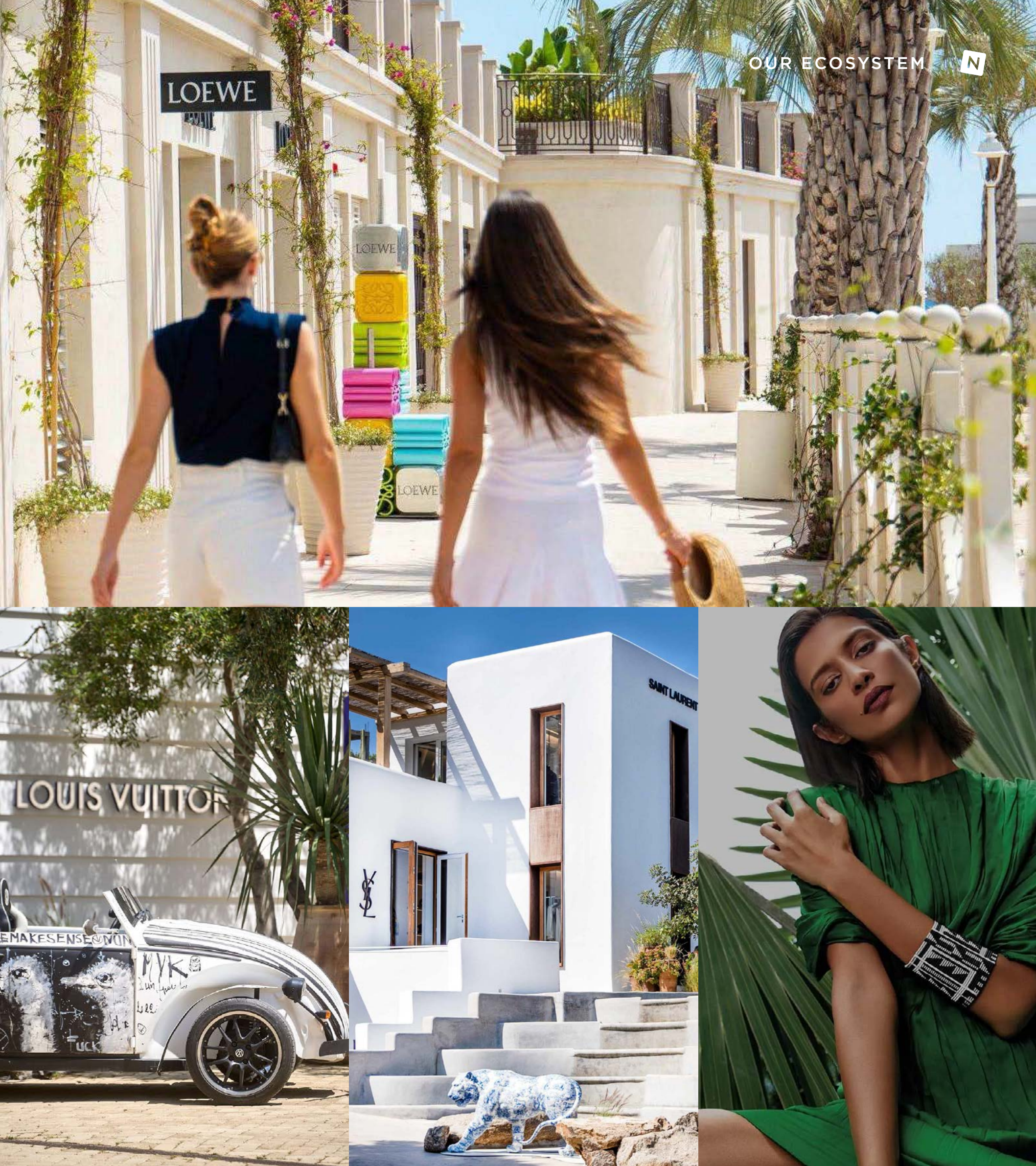
# RESIDENCES

Nammos Branded Residences capture the essence of coastal luxury living, where each moment reflects a seamless blend of sophistication and liberating ease. Wake to the gentle sound of the ocean, step onto expansive terraces with infinity pools, and set sail on your private boat to endless adventures. Offering sophisticated urban living with resort-style amenities, these homes are designed for balance and indulgence—blending wellness, entertainment, and family spaces seamlessly to create a sanctuary that embodies the spirit of Endless Joy.

# NAMMOS VILLAGE

In partnership with LVMH, Richemont and other global Maisons, Nammos Village in Mykonos seamlessly blends high fashion, art and nature into an immersive experience. Designed by visionary landscape architect Karolos Chanikian, it brings together minimalist Cycladic architecture, clean curving lines and whitewashed facades to create a serene, elevated atmosphere.

Building on its success, Nammos Village is now a cornerstone of the brand’s expansion. Every new Nammos Hotel & Resort will feature its own Nammos Village — a destination where fashion, culture and lifestyle converge to create a signature Nammos experience across the portfolio.





# NAMMOS EVENTS

Nammos presents a globally curated events calendar that brings together world-class artists, live acts and unforgettable key moments across iconic destinations. Designed to amplify the rhythm of the global social calendar, each event seamlessly blends music, culture and atmosphere; creating immersive experiences that resonate far beyond the moment. From headline performances to thoughtfully timed celebrations that align with major international moments, Nammos sets the standard for elevated entertainment, uniting a global audience through energy, elegance and unmistakable style.

CHAPTER 4

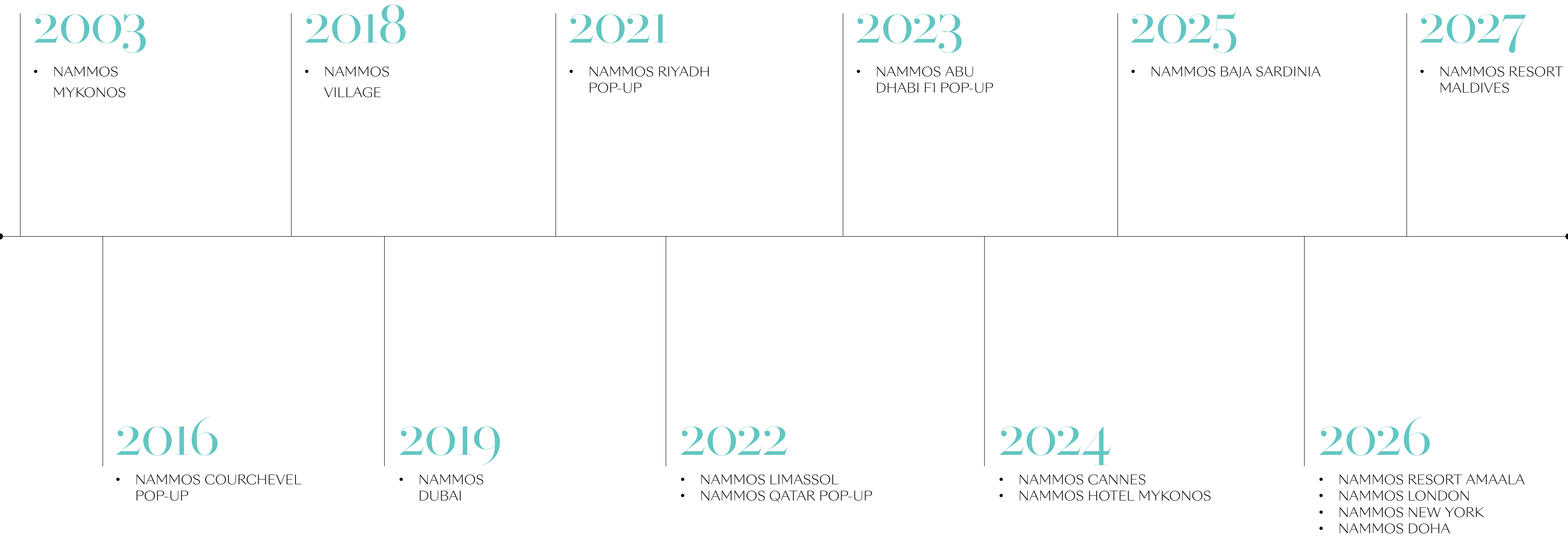
# NAMMOS EXPANSION





# FUTURE EXPANSION

The Nammos journey continues across the world's most coveted destinations - each chosen for its cultural relevance, natural beauty, and alignment with the brand's values of sophistication, energy, and connection. Strategic developments in Amaala, Maldives, London, and beyond extend the Nammos experience into new markets while preserving its exclusivity through selective growth. Every new opening reinforces the brand's position as a global symbol of modern Mediterranean luxury - proving that Endless Joy is not tied to one location, but to a way of life that transcends borders.



# COMPANY OWNERSHIP & LEADERSHIP



## SHAREHOLDER

Alpha Dhabi Holding (ADH), a UAE listed group, was established in 2013 and is one of the fastest growing Abu Dhabi based investment holding companies, with more than 250 businesses spread across healthcare, renewable energy, petrochemicals and other industries such as real estate, construction and hospitality across more than 45 countries. With over 95,000 employees, ADH is a strategic contributor to the UAE economy and is committed to driving continuous growth for its stakeholders through investments in emerging businesses, supporting innovation

**PETROS STATHIS**

Chairman



## SHAREHOLDER

Monterock International (MRI) is a forward-thinking, multinational private equity holding company with a global footprint and a dynamic, diversified investment portfolio. With over 25 years of expertise across key markets, MRI is a reliable and innovative investment partner, focusing on high-end hospitality, food & beverage, real estate, finance, and sustainable industrial technology sectors. Driven by a commitment to excellence, Monterock International identifies and nurtures high-potential ventures, transforming them into industry leaders through visionary leadership, deep market insight and strategic

**AKIF RAZA**

Vice Chairman



## HOLDING COMPANY

ADMO Lifestyle Holding was established in 2022 as a joint venture partnership between Alpha Dhabi Holding and Monterock International Limited. At ADMO Lifestyle Holding, we bring together a distinguished collection of globally renowned luxury lifestyle brands that redefine hospitality, gastronomy, and entertainment. With a commitment to growth, craftsmanship, and excellence, we continue to shape the future of luxury hospitality and F&B, creating extraordinary moments for discerning guests worldwide.

**CAROLYN TURNBULL**

CEO Nammos Hotels & Resorts



*ENDLESS JOY*

NAMMOS