

Owners Meeting

December 12th, 2025



South Seas

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Introduction

Shawn Farrell

Key Updates for South Seas Owners & Guests

- ❖ **Captiva Landing** remains on schedule for its grand opening on December 22nd.
- ❖ **We are offering a better than ever experience!** Now open: Jet Ski Tours, Boat Rentals, Bayview Fishing Pier Experience, firepits and outdoor games in multiple areas, 7 different spots for Food and Beverage, Golf, Marina operations, 2 different full-service water amenity destinations, kids club, arcade and 2 ½ miles of the unbelievable beaches with chair and umbrella service with some of the best shelling in the world.
- ❖ **Lilly Pulitzer is OPEN!**
- ❖ **South Seas Signature Festive Season** starting Dec 19th!
- ❖ **Club Captiva** membership information and enrollment documents are available through Bob Walter, Marina Bloetz, and the Owner Relations team for those interested in joining.
- ❖ **Time Share & Club Captiva** applications are available with Julisa and the Owner Relations team for 2026!



Resort Operations Update

Marina Bloetz

Beach Nourishment-



Resort Operations Update – Experiences

The Shops at South Seas

- ❖ OPEN daily for your shopping pleasure!
- ❖ Starbucks 6:30am-6pm
- ❖ Provisions 8am-6pm
- ❖ Spirits 10am-6pm
- ❖ Outfitters 10am – 6pm
- ❖ South Seas Real Estate office Mon- Fri 10am–5pm Sat 10am-4pm

And our partners at The Shops

- ❖ J McLaughlin 9:30am-5:30pm
- ❖ Everything But Water coming soon, in build-out process.
- ❖ **Lilly Pulitzer is open! As of 12/12 operating hours 10-5 daily**

Resort Carts & Bike Rental

- ❖ 4-seater and 6-seater golf carts available to rent.
- ❖ Kids and Adult Bike rentals are available at the Resort Cart Rental location.
- ❖ Charging stations are available at the south and north end of the property. Please use these dedicated areas to park resort carts.



Lily Pulitzer Opening -



Resort Operations Update – Experiences

Yacht Harbor

- ❖ Yacht Harbor open daily 8am-4pm
- ❖ Full services Marina including dockage, fuel, retail and fishing guides available for charters.

Captiva Landing Marina

- ❖ Captiva Landing Marina open for dockage and boat launching.
- ❖ Guided Kayak tour on Pine Island Sound.
- ❖ Guided JetSki tours, choose 3-hour or 4-hour option with Cabbage Key stop. Anyone born on or after January 1st, 1988 would need a boater's license.
- ❖ Boat Rental available, Center console or Pontoon Boat
- ❖ 1st Pontoon Boat arrived at the resort this week, currently in the break-in process and already rented next week. We are waiting for two more Pontoon Boats to arrive soon. We are offering 4-hours or 6-hour rental options.



Resort Operations Update – Experiences

Bayview Pool, South & Sunset Beach operations

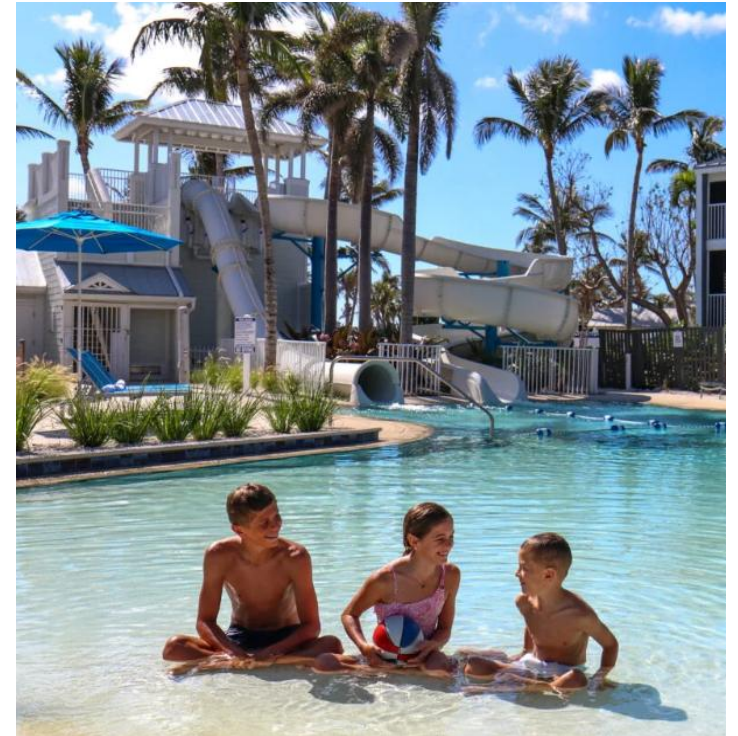
- ❖ Pool operations 9am–6pm daily.
- ❖ Rentals for Cabana, Bayview Lookout and Bayview Serentiy Loungers available.
- ❖ South and Sunset Beach operations 10am-Sunset.
- ❖ Family Games at Bayview Lawn and Sunset Beach.
- ❖ Paddle Boards, Tandem Kayaks, and Single Kayaks are available at Sunset Beach available 9am-4pm daily.

Fitness Center

- ❖ Fitness center open 5am-8pm

Trolley Operations

- ❖ Trolley operating daily from 8am-10pm, departs every 15 min. Follow us on the Trolley Tracker. All owners and guests on property are welcome to use the Trolley.



Resort Operations Update – Experiences

Captiva Landing

- ❖ Captiva Landing opening date December 22nd, 2025.
- ❖ Cabana furniture installed.
- ❖ Kids Camp furniture and accessories install has started.
- ❖ Lounge chair installed.
- ❖ Additional umbrellas installed.
- ❖ Equipment testing and water balance testing in progress.
- ❖ Flippers install and Food & Beverage team training has started.
- ❖ Tours for owners available.
- ❖ CPR and Aquatics Training started for Recreation team.
- ❖ Setup and additional side training for Recreation team has started.



Resort Operations Update – Training Captiva Landing



Resort Operations Update – Experiences

Arcade

- ❖ Games are installed.
- ❖ Price Hub installed and filled.
- ❖ Card Reader installed.
- ❖ Games were tested and ready to be played.



Resort Activities – Festive

Daily Activities all around Holiday Season

- ❖ We are excited to celebrate the Holiday Season with bringing back our Holiday Stroll on Friday, 19th and Saturday, 20th, along with a Resort Cart Parada, Christmas Reading and Tree Lighting, daily activities with for all ages and big family with our New Years Eve Celebration with Firework.
- ❖ For more details, visit our website or click on the link below:

<https://www.southseas.com/club-captiva-experiences/event-calendar/>



Resort Activities – Guest Feedback

South Seas · December 10, 2025 at 9:58 AM

10

“Fantastic place for perfect relaxation, hammocks are placed perfectly for a tropical feel staff is outstanding customer service. A top of the cap to Jeff and Anthony at the front desk.”

South Seas · December 10, 2025 at 9:58 AM

10

“Fantastic place for perfect relaxation, hammocks are placed perfectly for a tropical feel staff is outstanding customer service. A top of the cap to Jeff and Anthony at the front desk.”

South Seas · December 09, 2025 at 5:24 AM

10

“Our room at the Beach Villas was 10/10 It was our first visit back after 11 years We vacationed yearly for 20 years While the resort is still under construction from the devastating hurricanes, the beach and pool areas are now unaffected. Be patient with all the other stuff!”



Food & Beverage Update

Scott McGregor
Director of Food & Beverage

Food & Beverage Update – Dining

Open Fridays and Saturdays !

Located at Sunset Beach – Weather Permitting



The Clutch Clubhouse - Last Tee Time is 3:30PM

Hours: 8:00 AM – Sunset – CLOSED MONDAY



Food & Beverage Update – Dining

Tarpon Bar | Bayview Pools

Hours: 10AM – Sunset



Scoops & Slices | Bayview Pools

NEW HOURS: 1PM – 9PM



Food & Beverage Update – Dining

Starbucks | The Shops at South Seas

Hours: 6:30AM – 6:00PM



Provisions | The Shops at South Seas

Hours: 8AM – 6PM



Food & Beverage Update – Dining

Redfish | Bayview Pools

Hours: 6:30AM – 6:00PM



Food & Beverage Update – Dining

Harborside Grill

New Menu Launching 12/1/25

Thanksgiving Family Style Menu taking reservations from 12pm-6pm via the South Seas App
Seating for Thanksgiving is limited to the 12pm-2pm hour and we are fully committed 3pm to Close



Training beginning 12.12.25

Beverages

Food & Beverage Update – Beach House

Open Daily 11:00am to 9:00pm

Cuisine – All the best the Gulf & SW Florida has to offer.

Patio weather is here! Come on out and enjoy a beverage and a great dish and take in the Sunsets!





Sales & Marketing

Wendy Nicodemus

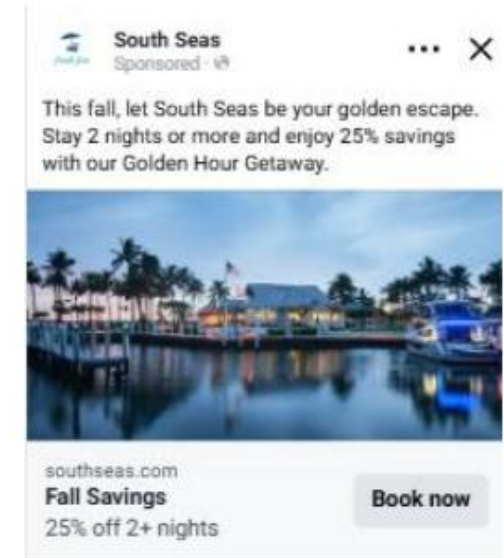
Sales & Marketing Update – Key Updates

- ❖ Paid Media
- ❖ Digital Marketing
- ❖ Organic Social Media
- ❖ Public Relations
- ❖ Key Initiatives
- ❖ Performance



Sales & Marketing – Paid Media

- ❖ December performance through 12/10/25
- ❖ Month of November – highest performance of the year
- ❖ Investing more in paid media for 2026 with our ROI 2025 goal of 20 to 1 now exceeding expectations with 26 to 1 ROI in November and pacing high in December
- ❖ Current Booking MTD for December \$377,333 and 123 Room Nights
- ❖ November Month end results \$1,289,818 Revenue and 381 Room Nights



Sales & Marketing – 28 Day Organic Social Media Performance



Social Media views are up 18% Month over Month and our reach has increased substantially with 74.7% non-followers and 25.3% following.

Interactions with Followers and Non Followers are up 82.9% from the previous month and 534 people shared our content with others



A full video count down to Captiva Landing will start 7 days prior - Here is a sneak peak



Sales & Marketing – Key Initiatives

Key PR in motion for Captiva Landing-

- ❖ National and Local Press releases (Festive + Captiva Landing opening)
- ❖ Influencers booked for opening event
- ❖ Gulf Coast news story aired
- ❖ “Slide into Savings” offer (26% off in 2026)
- ❖ Media advisory - Ribbon Cutting for December 22nd
- ❖ County Commissioner secured for ribbon cutting
- ❖ December 30th WINK news will interview Shawn and cover Captiva Landing
- ❖ Florida Weekly dining story - Food and Beverage story including our new restaurant, Flippers
- ❖ Gulfshore Life sustainability feature scheduled for this month
- ❖ Countdown scheduled for Captiva Landing on social media
- ❖ New website updates with content on Captiva Landing and new event postings
- ❖ Kid focused Charitable event planning for Captiva Landing in January 2026
- ❖ School invites + Camp-tiva for field trip learning about wild life and the island eco system
- ❖ Sweepstakes 5 giveaways on the Kid Kraddick radio show to air in January 2026
- ❖ Make a Splash Influencer event scheduled for Captiva Landing in January 2026

Sales & Marketing – 2026 Performance

- ❖ Currently going into 2026 we have 1,177 Group Room Nights
- ❖ November was one of the best website performance months booking 1,777 Room Nights and over \$770k in Revenue for future dates.
- ❖ We continue to see our booking window decrease to 45.9 average lead time with an average length of stay at 3.3 nights. We are adjusting our marketing efforts for the short term booking window
- ❖ Cyber Sale performance – 604 Room Nights with \$299K in Revenue
- ❖ Best Available rate with no cancellation performance \$162K and 7 Days to Play with \$148K in Revenue
- ❖ We continue to see most of our bookings coming domestically with the US. A key market where we see an increase in room night production is coming from Argentina and we are currently looking into marketing opportunities.



Owner Relations Update

Julisa Jimenez

Owner Relations Update

❖ OSE Package

- ❖ The OSE Package is currently available. If you are interested in purchasing or would like additional information, please contact your Property Manager. Our intent is to transition all owners to the new package, as it provides enhanced value and aligns with the South Seas Unit Standards

❖ HOA Projects

- ❖ Continuously seeing challenges with elevators not working.

❖ OOP Owners & Club Captiva Preview

- ❖ OOP Owners are invited to enjoy a Club Captiva preview from December 22nd to 31st



Exclusive Rental Agreement & Club Captiva

❖ Exclusive Rental Agreement

- ❖ We are currently conducting meeting with owners who have not yet signed. Please feel free to reach out, we'd be glad to set up a meeting and answer any questions you may have.

❖ Club Captiva

- ❖ This is a friendly reminder that all Club Captiva agreements are due by **December 31, 2025**. Please note that access privileges will only be granted to owners who have signed their Club Captiva agreement starting January 1st, 2026.

❖ Club Captiva Members

- ❖ An email reminder will be sent to all Club Captiva Members by December 15th your payment method for annual dues effective January 1, 2026

❖ Timeshare & Club Captiva

- ❖ We are pleased to share that South Seas is now accepting Club Captiva applications for memberships beginning January 1, 2026, pending approval. Please reach out to Owner Relations or Access the QR Code for additional information and further details on the membership process.



Annual Unit Inspections

- ❖ Conducting annual unit inspections with a focus on Standard Units
- ❖ Detailed inspection reports to be shared by year-end
- ❖ Objective: elevate all units to Premier standards





South Seas Build-Back & Future Amenities

Greg Spencer

Build-Back & Future Amenities Update

Completed Projects

- Bayview Pool Renovation
- The Clutch Golf Course
- Provisions
- Resort Landscaping
- Clutch Clubhouse
- Redfish Grill
- Scoops & Slices
- Resort Landscaping Building
- South Seas Spirits
- Shops at South Seas (Whitebox Spaces)
- Conference Center Activation
- Harborside Restaurant
- South Seas Real Estate
- South Marina Reopening
- Yacht Harbour Marina Reopening
- South Seas Outfitters
- The Beach House
- Cone Rooms/Doc Fords Demolition

Under Construction

- Captiva Landing – *Late 2025 Open*
- Revetment Enhancement + Reconstruction
- The Clutch Golf Course Reconfiguration
- Marina Debris Removal
- Marina Floating Dock Transition

Planned Projects

- South Seas Spa & Fitness
✓ (*Development Order Approved*)
- Owner Relations Building
✓ (*All Permits Approved*)
- Resort Services Building
✓ (*All Permits Approved*)
- Trolley Stop Additions
- Access Gate Additions
- Additional Cart Parking
- Future Residential Sales Gallery
- Future Hotel Offerings
- Future Residential Offerings

Resort Amenities Reference Map



Captiva Landing

Designs and renderings are subject to change at the discretion of the developer. The information presented is for illustrative purposes only and does not constitute a commitment to deliver the final product as depicted. Actual designs and specifications may vary. All rights reserved by the developer.



Captiva Landing



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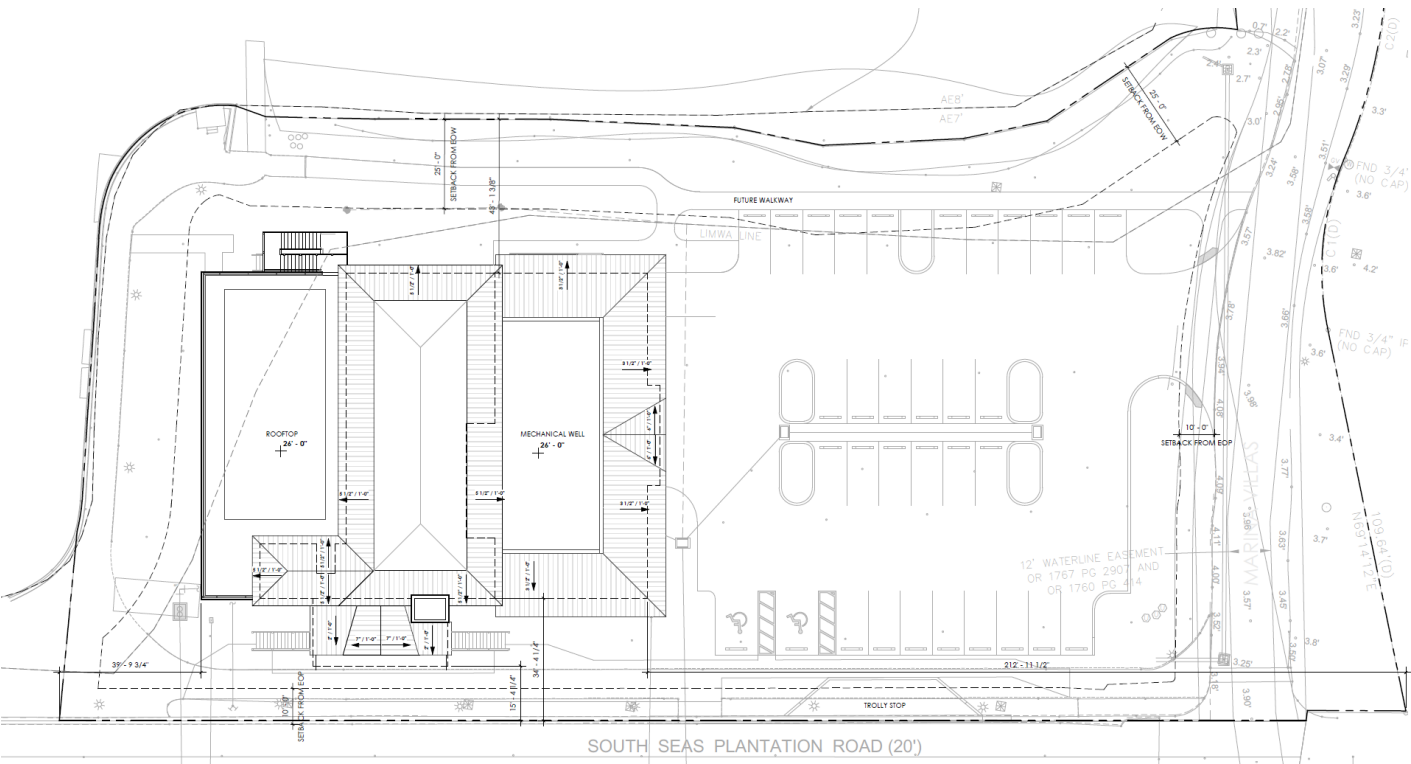
Captiva Landing



Captiva Landing



The Spa at South Seas



The Spa at South Seas



The Spa at South Seas



Golf Course & Redfish Pass Revetment



Marina Floating Dock Transition (Hurricane Damage)



Marina Floating Dock Transition (Hurricane Damage)



Marina Floating Dock Transition (Hurricane Damage)

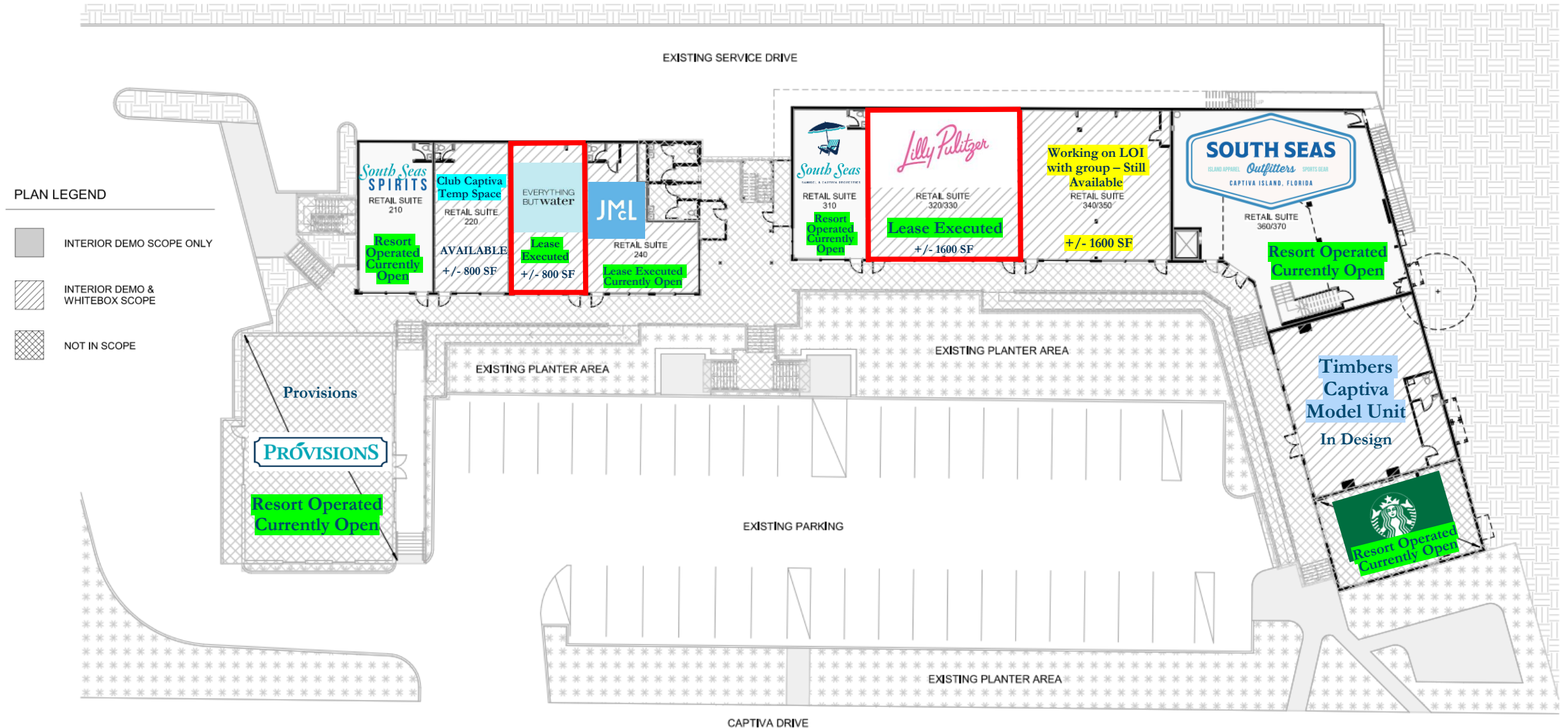


New push barge arrived on-site 12/11 for material removal

Marina Floating Dock Transition (Hurricane Damage)



Shops at South Seas



Shops at South Seas



Shops at South Seas



Lilly Pulitzer Opening Soon!



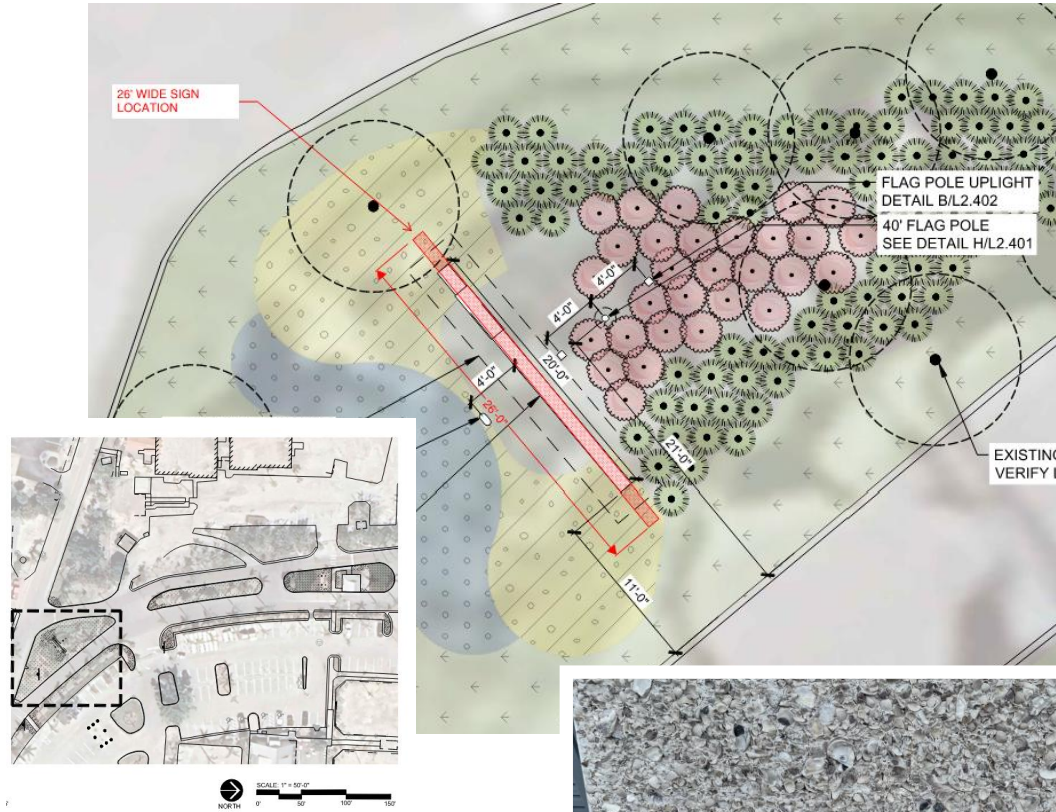
North Hotel Rebuild – Design Progress



North Hotel Rebuild – Design Progress



Resort Main Monument Sign



Tabby samples are under review.

Resort Main Monument Sign



*Night time illumination reference image

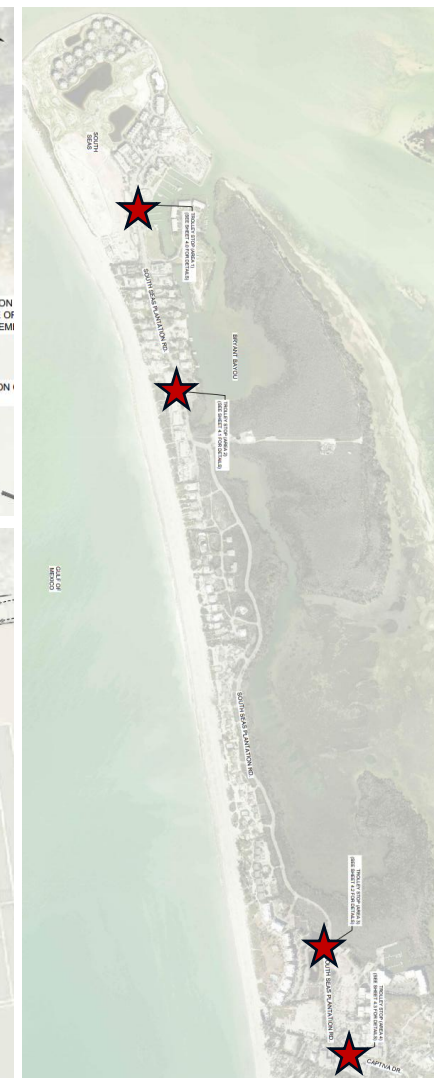
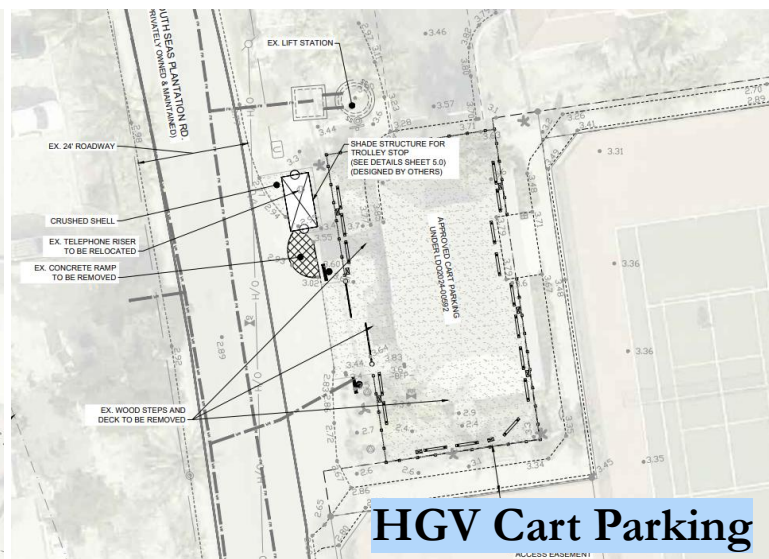
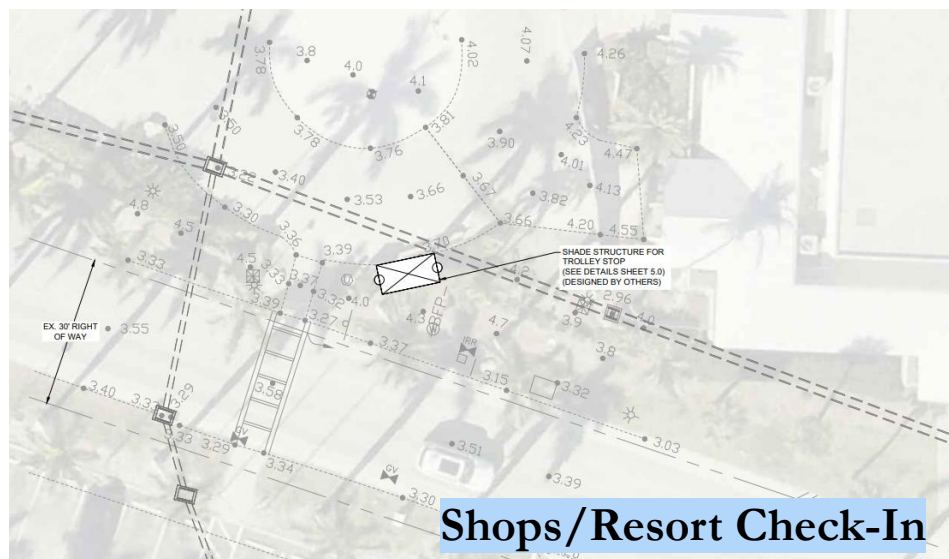
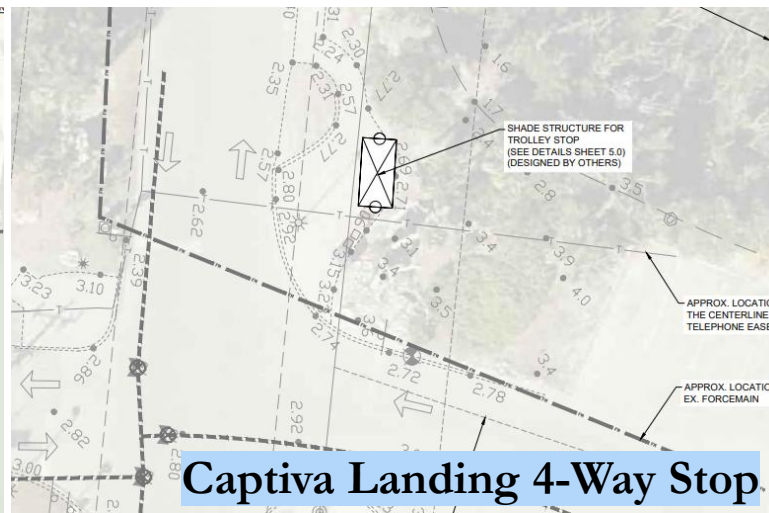
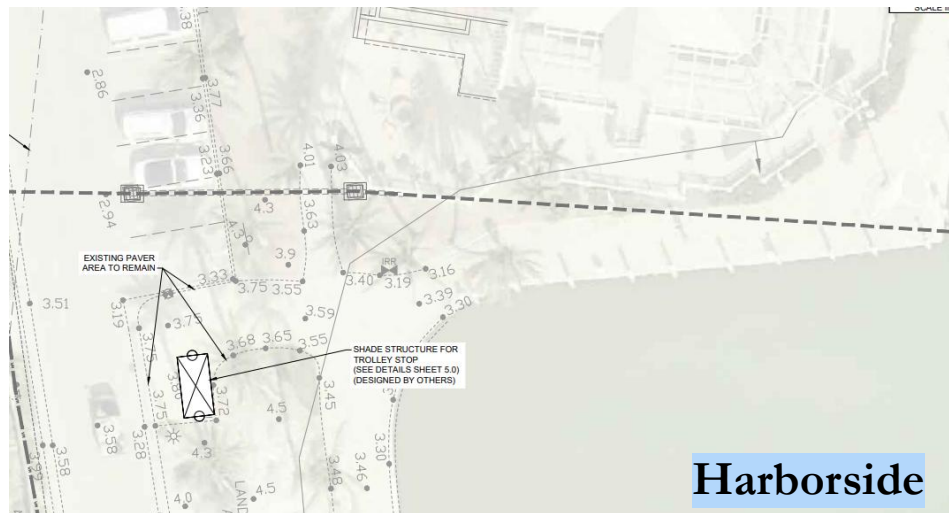


*Shell Concrete Reference Image



M1 Entry Monument Sign: 26' wide x 6'4" tall x 12" deep. Base structure is 26'x6' coated in shell concrete with exterior grade wood slats or Di-Noc covered ribbed aluminum sheet at 6'4" tall x 5'4" wide.. Logo is 3' 8" tall x 4' wide x 2" deep dimensional reverse pan-channel with 2700K warm white halo-illumination, pin-mounted with 1.5" deep spacers to wood-look slats. Letters are 2" deep x 20" (u) to 44" tall (S) reverse pan-channel with 2700K warm white halo-illumination, pin-mounted 1.5" off base. Scale: 1/2" = 1'

Trolley Stops



We Want to Hear From You

Collaboration and communication are key to making South Seas the best it can be.
We want to connect with you - your questions and feedback are always welcome.

Bob Walter

Owners Representative

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