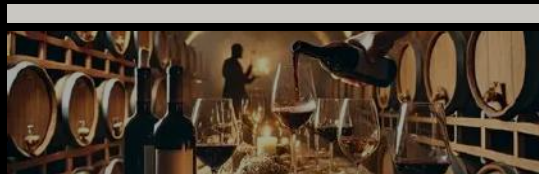


PRESENTED BY:
MIRIAM NÚÑEZ ESCRIBANO

Transvia Sport

NOMA

CURATED ACTIVE EXPERIENCES



EXECUTIVE SUMMARY

New premium active tourism division within Grupo Transvia.

High-end international guests.

Cycling, wellness, multisport and authentic experiences.

Leveraging the Group's infrastructure, logistics and core values.



WHAT IS “NOMA”?

Premium line of active trip experiences and custom-designed journeys.

Product design aligned with international standards.

Future vision: evolution into a multi-product platform.

Authentic, safe and high-value experiences.



WHY GRUPO TRANSVIA?



AUTOMOTIVE



TOURISM



MOBILITY



HEALTHCARE



COMMUNICATION

VISION OF “NOMA”

RECOGNITION

Position Transvia as a national benchmark in premium active tourism.



PRODUCT

Create authentic, safe and memorable experiences.
A scalable, sustainable product aligned with the Group's values.

EVERY EXPERIENCE EXISTS FOR A REASON.

Intentional selection

We believe experiences gain value through choice. Nothing in NOMA is included by default. Each element is selected, refined and placed with purpose. Less noise. Better decisions.

Considered movement

Activity is central to what we do, but always shaped by awareness. We value effort that feels right, movement that adapts, and experiences designed around the body, not the ego. Active does not mean extreme. It means thoughtful.





Confidence without display

We don't rely on spectacle or excess to make a point.
Confidence, for us, comes from doing things properly
and knowing when nothing else needs to be added.

Our work is calm, precise and deliberate.
Quality is felt through consistency, not announced
through noise.

NOMA operates with certainty and restraint, allowing
the experience to speak for itself.



NOMA
CURATED ACTIVE EXPERIENCES



PREMIUM CYCLING
("ROAD BIKES,
E-BIKES").

PREMIUM
HIKING

"BIKING, HIKING,
RAFTING AND KIDS
ACTIVITIES"

NOMA
CURATED ACTIVE EXPERIENCES

WELLNESS AND
YOGA RETREATS

PREMIUM GOLF HOST
PROGRAM
+
COMPANION AND FAMILY
EXPERIENCE

PREMIUM NAUTICAL HOST
PROGRAM
+
PRIVATE FAMILY
ADVENTURES

WHY THE VALENCIAN COMMUNITY?

VALENCIA OFFERS EVERYTHING HIGH-END ACTIVE TRAVELERS SEEK,
WITHOUT THE SATURATION OF OVEREXPOSED DESTINATIONS.

300+ days of sunshine per year.

Sea, mountains and Mediterranean landscapes within 30 minutes.

International-level cycling routes (Sierra Calderona and inland climbs).

Nautical culture, golf, trail and wellness year-round.

Safety, international accessibility and solid infrastructure.

Gastronomy rooted in identity, product and territory.



INTERNATIONAL RECOGNITION

GLOBALLY POSITIONED AS A LEADING CITY IN QUALITY OF LIFE, SAFETY AND CONTEMPORARY
MEDITERRANEAN LIFESTYLE.

“EMERGING BENCHMARK IN EXPERIENTIAL AND
ACTIVE TOURISM IN SOUTHERN EUROPE”

— European Travel Industry Reports

“VALENCIA, BEST CITY IN THE WORLD TO LIVE”

— Forbes, 2025.

“THE EUROPEAN GREEN
CAPITAL”

— European Commission

“BEST EUROPEAN CITY FOR AN URBAN GETAWAY”

— Condé Nast Traveler Readers' Choice Awards, 2024

“VALENCIA RANKS 1ST FOR THE QUALITY OF LIFE INDEX AND
1ST OVERALL IN THE 2024 EXPAT CITY RANKING”

— InterNations

INTEGRATION WITH TRANSVIA SPORT

Hybrid model: project leadership
+ operational support.

Synergy with existing events, logistics and
teams.

Efficient use of internal resources.

Cost reduction and increased reliability.



Transvia Sport

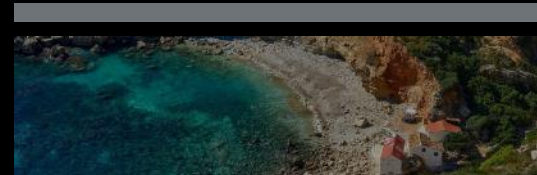
DIFFERENTIATING ADVANTAGES

Authentic premium product.
In-house logistics and mobility capabilities.
Real international experience.
Human-centered culture aligned with
premium service standards.
A largely untapped premium market space
in Spain.



CONCLUSION

- NOMA is solid, strategic, viable and environmentally committed.
- Aligned with the values and capabilities of Grupo Transvia.
- Real potential for national and international expansion.
- The time is now to lead premium active tourism.





NOMA
CURATED ACTIVE EXPERIENCES

OUR MANIFESTO

No matter the discipline.
No matter the format.
No matter the level.

What matters is how the experience is designed.
How movement is considered.
And how care is present throughout.

We work with intention, restraint and clarity.
Removing excess to leave only what truly belongs.

This is not about doing more.
It's about doing it properly.

PRESENTED BY:
MIRIAM NÚÑEZ ESCRIBANO

Transvia Sport

TO BE LIVED.
DEEPLY FELT.

NOMA

CURATED ACTIVE EXPERIENCES

miriam.nunez@nomaactive.com

+34 676 133 517

WWW.NOMAACTIVE.COM