









# MADRID IS FINALLY READY FOR THIS



# What is Vega?





**VEGA** IS MADRID'S FIRST PRIVATE MEMBERS-ONLY CLUB WHERE *BUSINESS* BLENDS WITH *PLEASURE* AND *CELEBRATION* 

PRIVATE BY NATURE

No Photos Allowed

**Business and Social Connections** 

MADE TO CONNECT

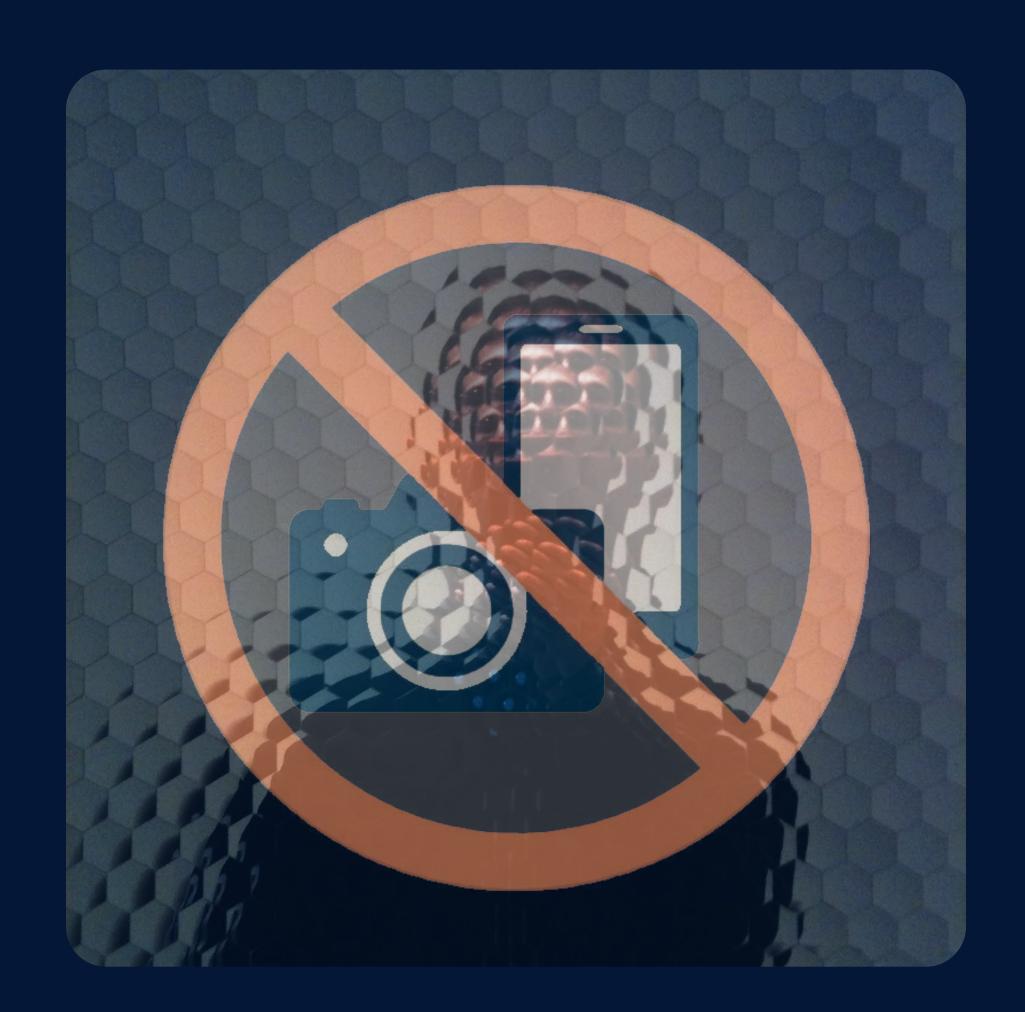
**DESIGNED TO HOST** 

Like Home, But Beyond



## Ethos PRIVATE BY NATURE





### PRIVACY IS PARAMOUNT

- NO PHOTOS ALLOWED -

## DISCRETION IS A CORE PRINCIPLE AND A DEFINING ELEMENT OF OUR CULTURE.

VEGA is committed to protecting the privacy and confidentiality of all Members and their guests. Members are expected to uphold this standard at all times, refraining from sharing any details, images, or information related to VEGA, its Members, or its activities outside the Club.

This standard of discretion and confidentiality is fundamental to the spirit of VEGA and a condition of continued membership.



# Ethos MADE TO CONNECT





### THE COMMUNITY

- CURATED FOR THE RIGHT FEW -

# VEGA IS A PRIVATE MEMBERS CLUB FOR THOSEWHOSEEKGROWTHANDAUTHENTIC CONNECTIONS IN A SAFE ENVIRONMENT.

THE COMMUNITY IS VEGA'S MOST ESSENTIAL VALUE, A CURATED CIRCLE OF INDIVIDUALS WHO SHAPE ITS IDENTITY WITH THE RIGHT PEOPLE INVOLVED, OPINION LEADERS FROM DIVERSE INDUSTRIES AND SOCIAL SPHERES, THE COMMUNITY EXISTS TO INSPIRE AND TO BE INSPIRED, CREATING MEANINGFUL, TRANSFORMATIVE CONNECTIONS. THIS CAREFUL SELECTION ENSURES BOTH PERSONAL AND PROFESSIONAL GROWTH FOR EVERY MEMBER.

Vega is where like-minded individuals, united by shared passions and values, connect and thrive in a truly safe and inspiring environment. It is a place for those seeking not only business opportunities but, above all, meaningful social interactions with people who resonate on the same level.







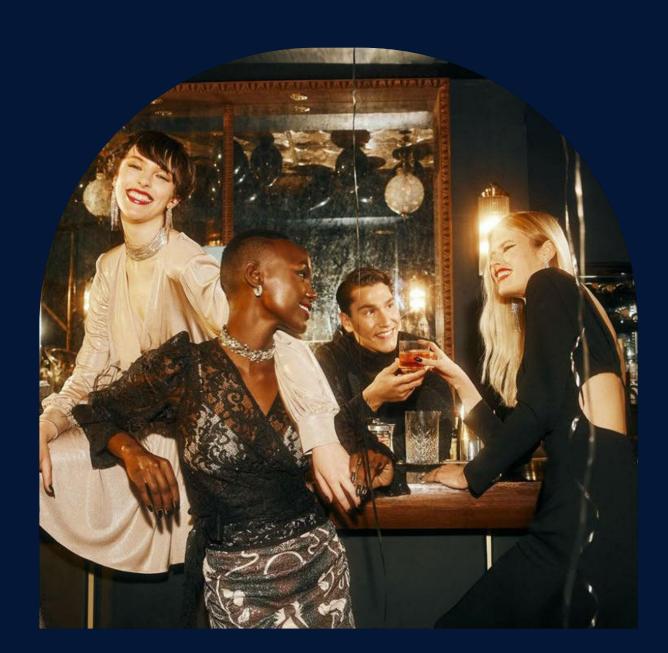
BUSINESS



CULTURE



DINING



CELEBRATION

9 AM 4 AM

VERY BUSINESS BUSINESS & SOCIAL VERY SOCIAL

BREAKFAST CONFERENCES APERITIVO AFTERWORK COCKTAILS

MEETINGS LECTURES LUNCH DINNER NIGHTCLUB







## BUSINESS

x3 Meeting Rooms
x1 Conference Room
Private Lounges
Individual Workspaces
Business Lectures
Networking Events
Podcast Equipment







## CULTURE

Cultural Events
Creative Workshops
Leader Talks & Conversations
Personal Growth Programs
Immersive Cultural Experiences
Exclusive Access to Exhibitions
Literary Encounters







### DINING

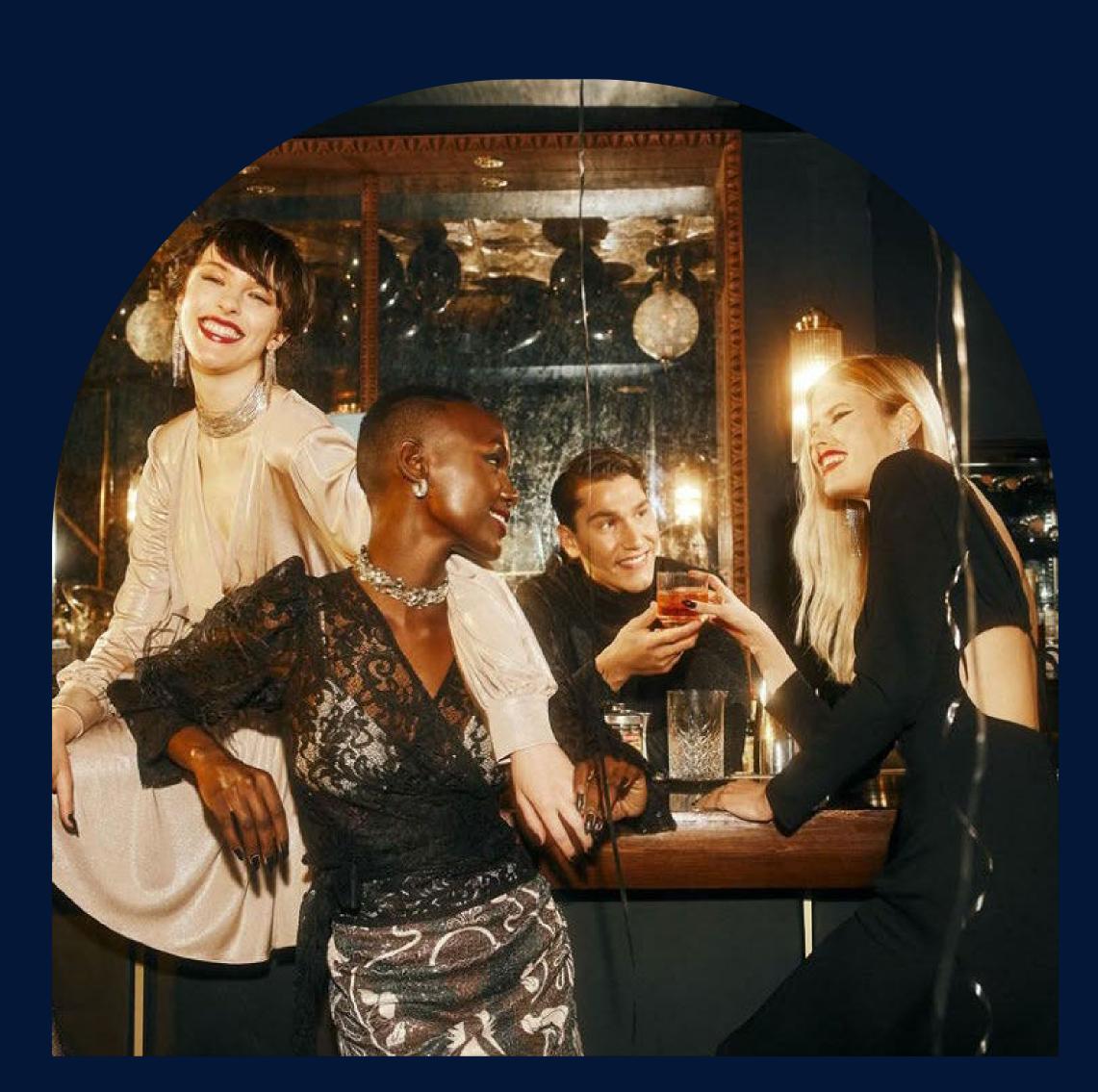
x3 Dining Experiences

Casa Vega - Bistró Vega - Haute Dining Totó - Italian

The Wine Club
Private Cellars
Gastronomic Experiences







## CELEBRATION

x3 Music Rooms

1. Casa Vega

2. Main Room - Music of the world

3. The Studio Room - House Music

x4 Cocktail Bars

x1 Ultra Premium Bar

Table Service on Weekends

Reserved Areas





### 3 GASTRONOMIC EXPERIENCIES

THAT ADAPTS TO OUR MEMBERS' LIFESTYLE THROUGHOUT THE DAY







VEGA HAUTE SOCIAL DINING



TOTÓ ITALIAN FINE DINING

### KITCHEN NON-STOP OPEN ALL DAY

BREAKFAST · APERITIVO · LUNCH · AFTERWORK · DINNER







### CASAVEGA

### THE CASUAL BISTRÓ

#### THE BISTRÓ, INSPIRED BY THE CASA SALESAS

**MENU.** A casual offering focused on the concept of sharing, featuring appetizers, informal dishes, vegetables, market produce, pastas, and a strong emphasis on the grill.







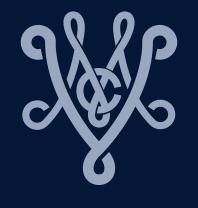


### VEGA

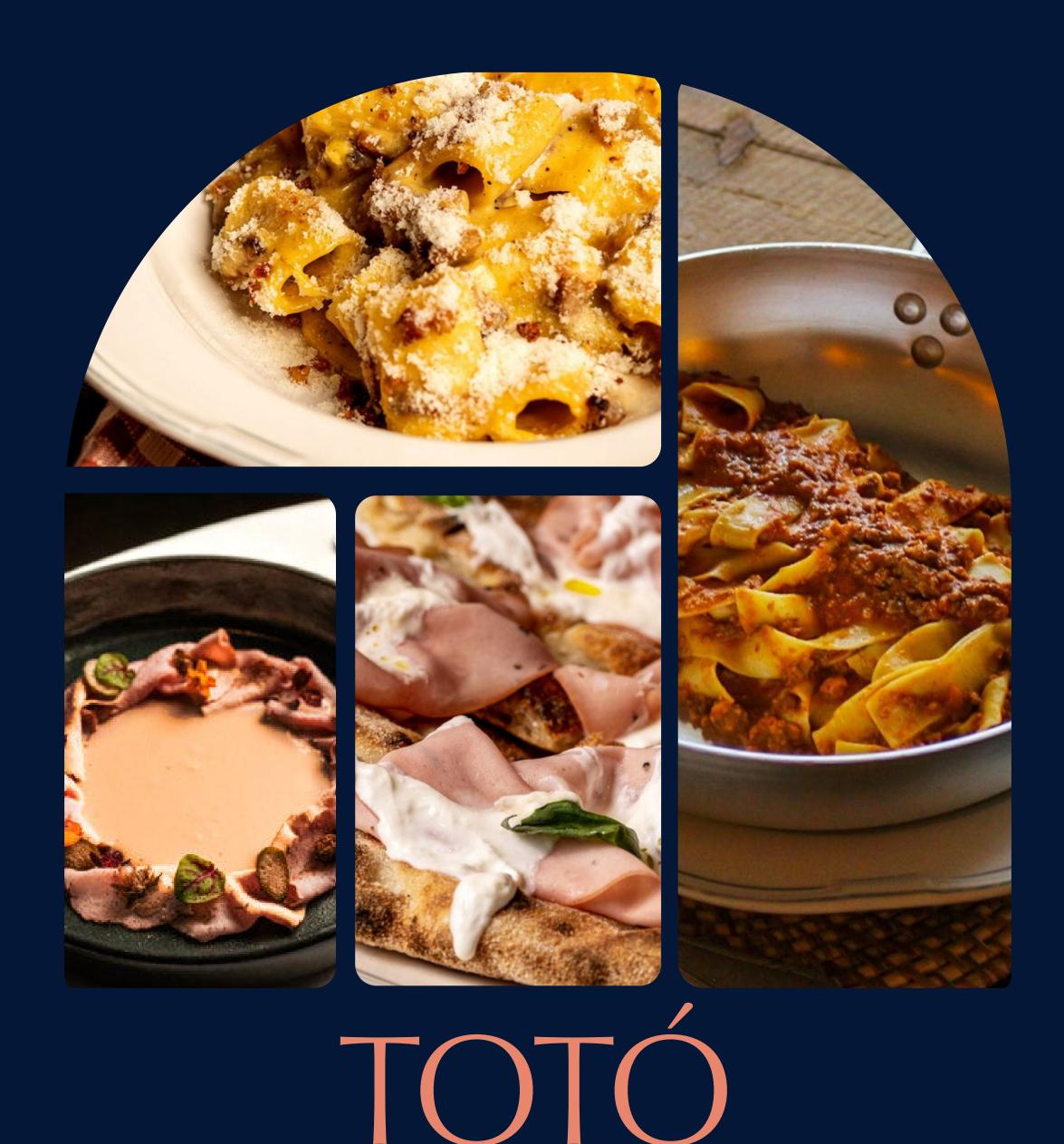
#### THE HAUTE SOCIAL DINING

**ANELEVATED VERSION OF THE BISTRÓ.** Offers exclusive dishes made from the finest seasonal ingredients, highlighting exceptional cuts of meat, wild-caught fish, and elevated culinary creations.









### THE ITALIAN FINE DINING

**FROM TOTÓ, THE ITALIAN RESTAURANT OF THE GROUP,** an elegant homage to traditional Italian cuisine, featuring timeless recipes crafted with authenticity, sophistication, and a touch of la dolce vita. A concept celebrated with multiple awards across its Middle East locations.



# The Calling Track



THE CULINARY TEAM



JUAN ANTONIO MEDINA GROUP EXECUTIVE CHEF

CHEF WITH OVER 30 YEARS OF EXPERIENCE IN HAUTE CUISINE, SPECIALIZING IN LEADING PRESTIGIOUS KITCHENS NATIONALLY AND INTERNATIONALLY.

He has led the kitchens of Mandarin Oriental Ritz Madrid, A'Barra (Michelin star) and 21 years at the iconic Zalacaín, after training at three-Michelin-starred restaurants like El Bulli and Arzak.

His cuisine blends technique, tradition, and creativity, with a focus on excellence and deep respect for the product.



GIANLUCA SGUOTTI TOTÓ EXEC. CHEF

FORMER EXECUTIVE CHEF AT CIPRIANI, where he worked for over five years. He has joined the project to elevate the Italian dining experience.



DAVID RODRIGUEZ

VEGA HEAD CHEF

AFTER 10 YEARS WITH TATEL GROUP, he has led the development of Casa Salesas and VEGA Members Club.



# The Wine Club



## RESERVED EXCLUSIVELY FOR OWNERS AND FOUNDER MEMBERS

Access to special pricing on exceptional wine labels Collector wine references available upon request Private wine cellars within the venue Exclusive tasting experiences and curated events







# The Wine Club



THE SOMMELIER TEAM



ROCÍO YAGÜE HEAD SOMMELIER

RECOGNIZED AS TOP SOMMELIERES IN SPAIN IN 2024 AND 2025, and recipient of the Julie Soler Award for Young Wine Talent, she has become one of the most promising figures in the world of wine.

With more than a decade of experience, she has led the wine program at **Deessa**\*\* (Mandarin Oriental Ritz Madrid) and worked in some of the most celebrated dining rooms in the country, including **DiverXO**\*\*\*, **Celler de Can Roca**\*\*\*, and **Sanceloni**\*\*.

She will be responsible for leading the **VEGAWine Club**, curating its selections, enological identity, experiences, and guiding the development of the wine menu.



JORGE MANZANEDO GROUP EXEC. SOMMELIER

10 YEARS OF EXPERIENCE AT TATEL GROUP and certified by the Chamber of Commerce, he is a front-of-house professional with solid training and expertise in service, management, and sommellerie.



ADRIÁN VALDEZ ASST. SOMMELIER

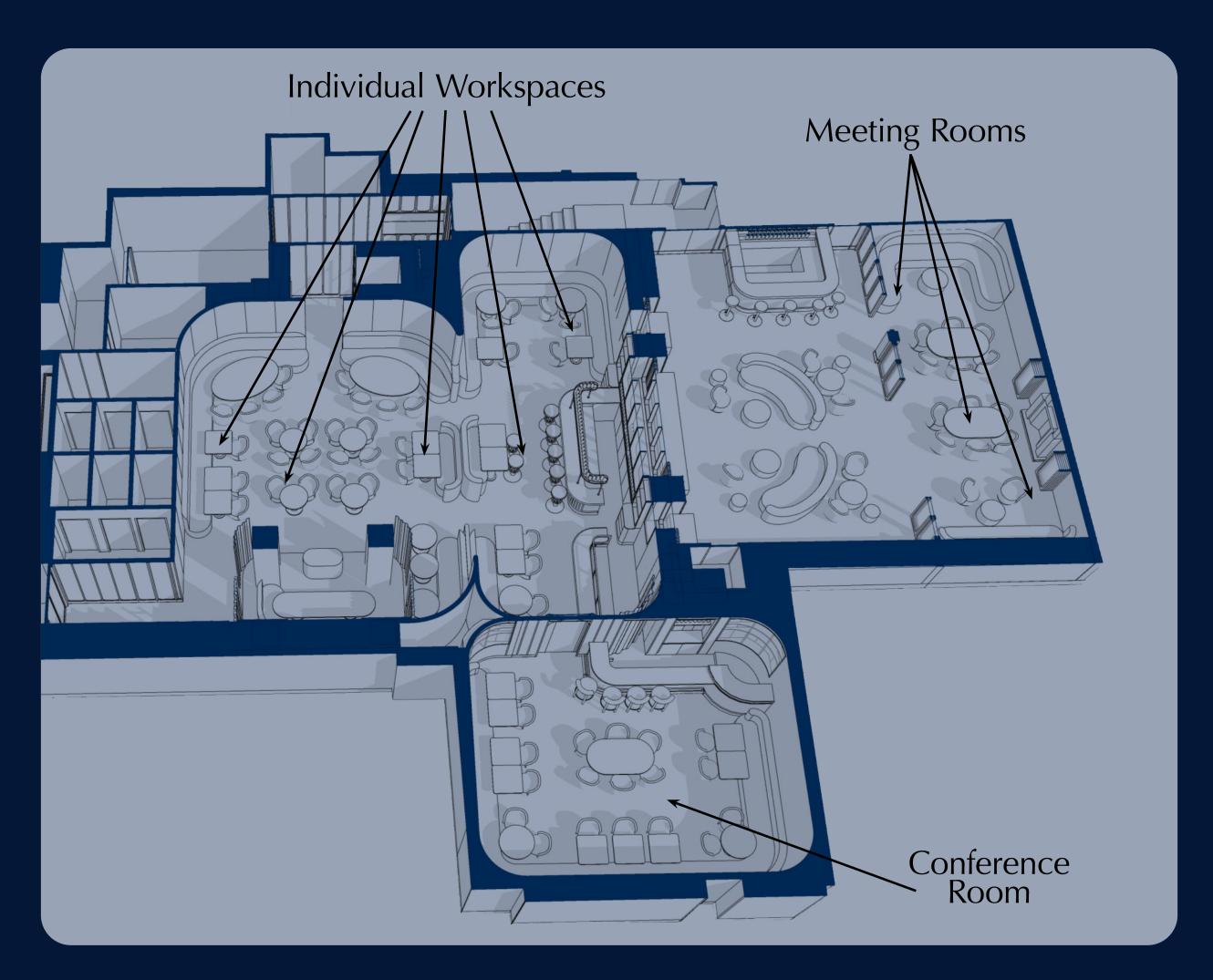
CERTIFIED BY THE MADRID CHAMBER OF COMMERCE AND BY MOM CULINARY in Cellar Management. Former sommelier at Grupo Paraguas.



# The Business



#### WORKSPACES



#### X3 MEETING ROOMS

- Room 1: Up to 14 people (meeting table + lounge)
- Room 2: Up to 6 people (meetings table)
- Room 3: Up to 5 people (Lounge)

Flexible partitions allow larger combined spaces.

All three rooms can be combined into one continue

All three rooms can be combined into one continuous space.

Display screens are available for presentations.

#### **CONFERENCE ROOM**

• Theater set up: Up to 25 people

\*Up to 30 people seated, 50 for cocktail event

Includes a presentation booth and full display setup.

### PRIVATE LOUNGES & INDIVIDUAL WORKSPACES

Every area of the Members Club is suitable for work and equipped with power outlets.

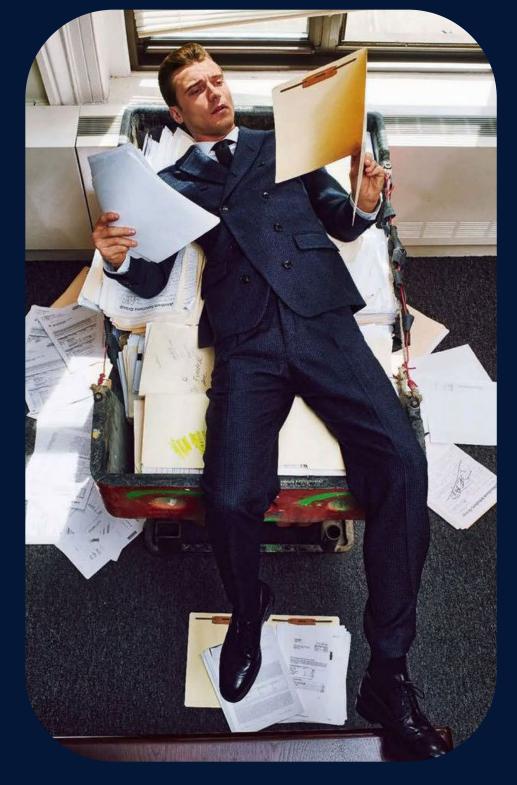
Laptop use is permitted until 7 p.m.



# The Business

## Jody

#### BUSINESS SERVICES









#### MEETINGS AMENITIES

Essential materials and stationery provided Display screens available for presentations Video call capabilities for hybrid meetings

#### PODCAST EQUIPMENT

Professional Podcast recording equipment available

#### PRINTING SERVICES

On-site printing in various paper sizes and qualities

#### **BUSINESS HOSPITALITY**

Food & Beverage service during meetings Tailored Business Lunch and Breakfast Menus for corporate gatherings Weekday Business Menu renewed daily

#### **BUSINESS EVENTS**

Networking Sessions Leader Talks Roundtables Corporate Conferences



## The Leader Talks





### CULTURAL AND PROFESSIONAL PROGRAMMING DESIGNED TO INSPIRE, EDUCATE, AND IGNITE NEW IDEAS

EVERYDAY, FROM ART AND FASHION TO BUSINESS AND TECHNOLOGY.

Talks, panels, and podcasts follow VEGA's dynamic and curated format. Led by experts who design the content and speakers.

Promoting culture, ideas, and connections that merge knowledge, experience, and lifestyle.

ENOLOGY

Art Investment

Business

Technology History

WELLNESS

Politics

PHILANTROPHY Fashion

Design

Gastronomy

SOCIOPOLITICS



# The Location





# C/LAGASCA 88 // ORTEGAY GASSET THE HEART OF MADRID'S GOLDEN MILE

Located at the epicenter of Madrid's luxury, fashion, and sophistication.

Home to the world's most prestigious brands, right next to Chanel and Hermès, just steps from Serrano.

Surrounded by leading private equity firms, law offices, and corporate boutiques, the heart of the city's business elite.

Strategically positioned on the corner of Ortega y Gasset, in Madrid's most exclusive district.





# The Venue





ALMOST 1,000 SQM WITH 4.5-METER-HIGH CEILINGS.

## FEATURING AN EXPERIENCE DIVIDED INTO FOUR DISTINCT EXPERIENCES

THE BISTRÓ • THE MAIN ROOM • THE STUDIO ROOM • THE LOUNGE









#### THE MAIN ROOM

### THE SOCIAL HEART OF THE MEMBERS CLUB, WHERE ENERGY, ELEGANCE, AND CONNECTION COMETOGETHER

Designed for those who come to connect, celebrate, and belong, its amphitheater form unites people through shared energy.

A grand bar anchors the space, complemented by a stage for live performances, high seating areas that create a relaxed yet vibrant atmosphere, private wine cellars, and exclusive spaces available for full privacy.









### THE STUDIO ROOM

### THE CLUB'S MOST VERSATILE SPACE, DESIGNED FOR PRIVATE EVENTS AND SPECIAL GATHERINGS

With its own bar and DJ booth, it operates completely independently, offering full privacy and flexibility.

By day, it transforms into a conference room hosting Leader Talks, lectures, and workshops; by night, it becomes an intimate setting to unwind, connect, and enjoy.









#### THE LOUNGE

THE INTIMATE AND SOPHISTICATED CORNER OF THE CLUB, DESIGNED FOR AN ELEVATED YET RELAXED SOCIAL EXPERIENCE.

The cocktail bar showcases exceptional whisky references and rare bottles in a warm, elegant setting, perfect for conversation and connection.

With three private rooms that host business meetings by day and private dinners by night, and a balcony overlooking the Main Room, it allows members to enjoy the club's vibrant energy while remaining comfortably apart.









### THE BISTRÓ

THE CLUB'S CASUAL AND RELAXED DINING AREA, DESIGNED FOR AN EASYGOING, UNPRETENTIOUS EXPERIENCE.

It offers a more accessible menu, ideal for everyday lunches, informal meetings, or spontaneous gatherings throughout the day.





# The Members



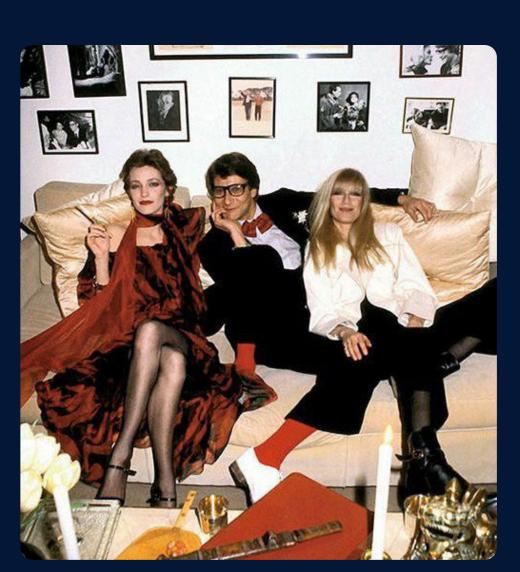
# OUR MEMBERS FORM A COMMUNITY BUILT ON SHARED VALUES AND ASPIRATIONS

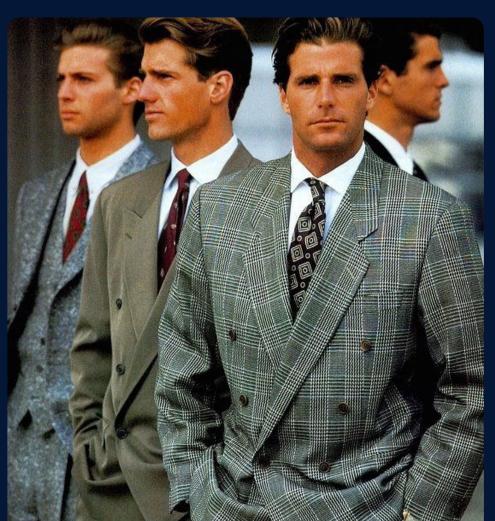
Open to all generations aged 21 and above, with most members between 30 and 65.

Educated, well-traveled, and culturally refined.

Driven by curiosity and the desire to grow, share, and connect with like-minded people.

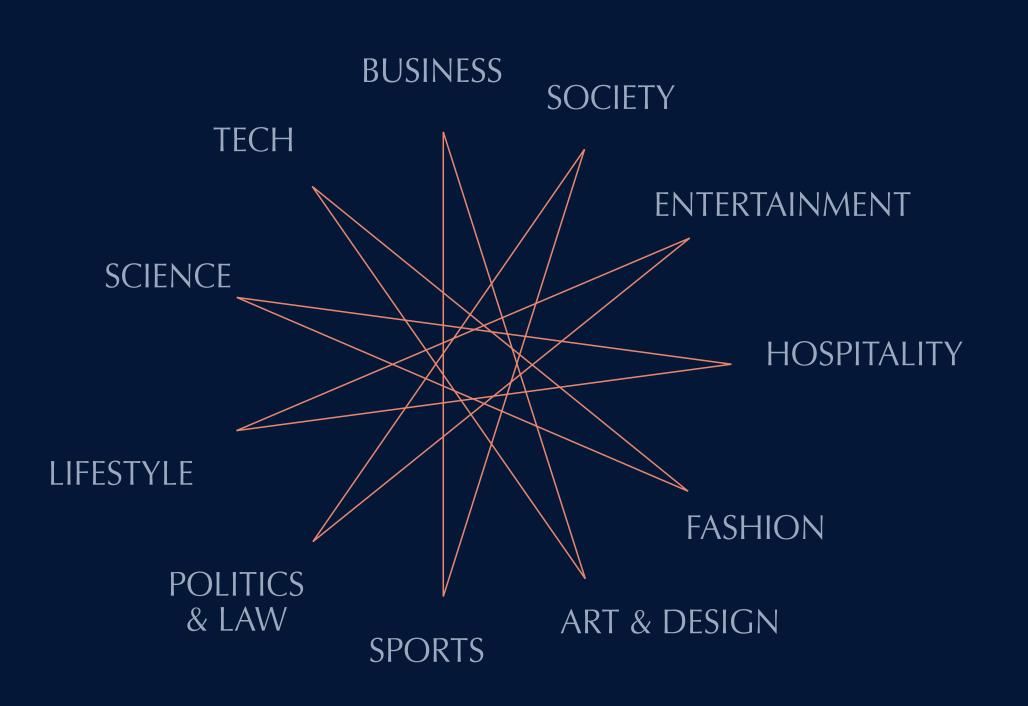
Representing diverse industries and social circles, from national and international communities.





#### MAIN MEMBERS

21 30 65 +65

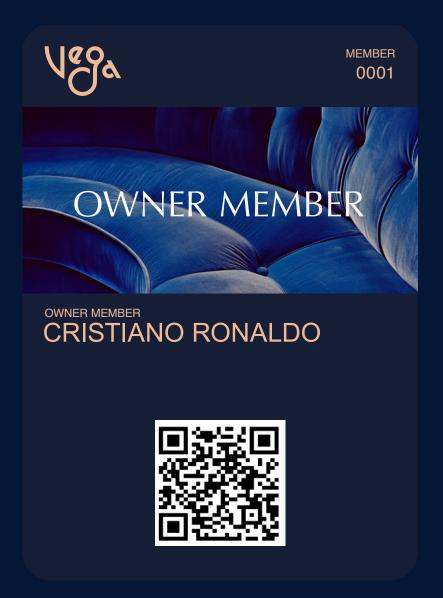






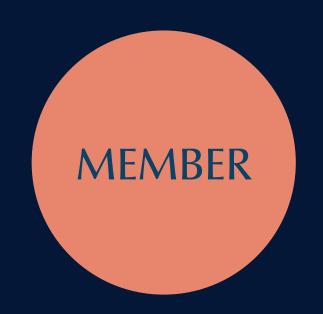


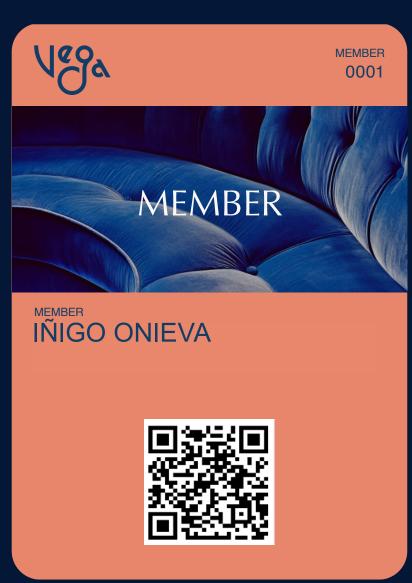














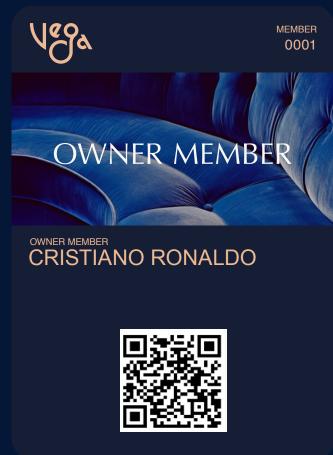






#### MEMBERSHIP TIERS & BENEFITS





EQUITY-HOLDERS





LIFETIME MEMBERSHIP





ANNUAL MEMBERSHIP





JUST FOR COMPANIES

### BY INVITATION ONLY

#### 15.000€

One-Time Fee\*
\*Includes 800€ credit in
year one

#### 2.400€

Annual Fee \*800€ credit yearly

+2.000€ Joining Fee

FEES BASED ON AUTHORIZED EMPLOYEES

#### +8 Guests

Invite up to 5 Members
Rewards Program
Exclusive Experiences
Guaranteed Table
2 Studio Room Uses
Wine Club Member
Private Wine Cellar
Equity Participation

#### +6 Guests

Invite up to 2 Members
Rewards Program
Exclusive Experiences
Guaranteed Table
1 Studio Room Use
Wine Club Member

#### +3 Guests

2 Referrals Required Rewards Program Exclusive Experiences

UNDER 35 & SPOUSE SPECIAL RATES

#### +3 Guests per employee

Authorized Employees
per Selected Tier
20% Off Meeting Rooms
20% Off Business
Services

## IT'S NOT ABOUT HIGH FEES IT'S ABOUT HIGH STANDARDS

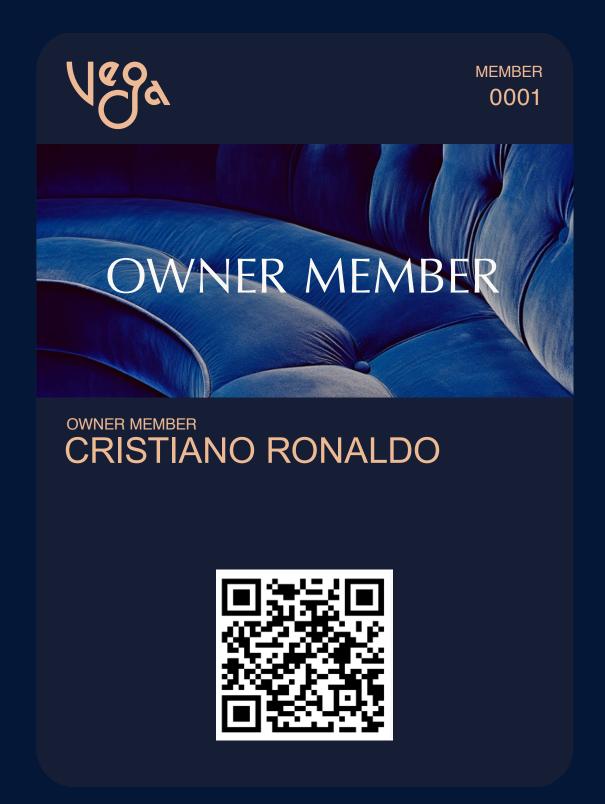
Limited Memberships. Exclusive Founding Rates for the first 300 Members







## OVNIER MEMBER EQUITY HOLDERS



#### BY INVITATION ONLY

+8 Guests

Invite up to 5 Members

Rewards Program

**Exclusive Experiences** 

Guaranteed Table

2 Studio Room Uses/Year\*

Transferable Share

Wine Club Member

Private Wine Cellar

**Equity Participation** 

NWO

OWNER

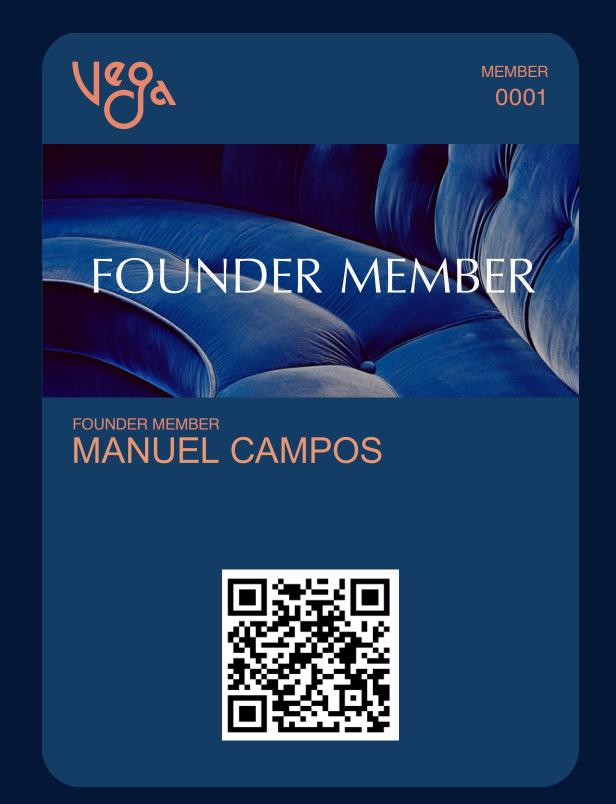






### FOUNDER MEMBER

LIFETIME MEMBERSHIP



#### 15.000€

One-Time Fee\*
\*Includes 800€ credit in year one

+6 Guests

Invite up to 2 Members

Rewards Program

Exclusive Experiences

Guaranteed Table

1 Studio Room Use/Year\*

Transferable Membership

Wine Club Member

Private Wine Cellar

**Equity Participation** 

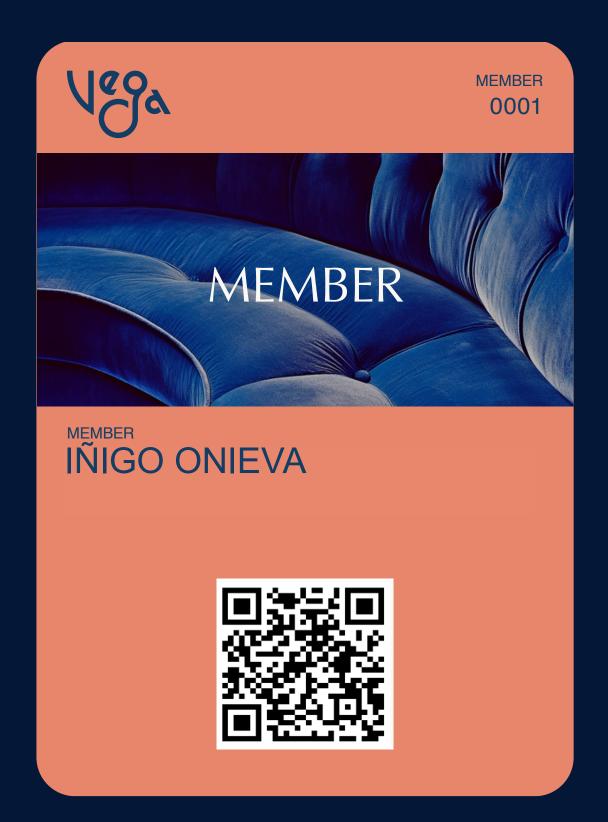
Limited to 100 Founder Members







### MEMBER ANNUAL MEMBERSHIP



**SPOUSE** UNDER 35 2.400€ 1.500€ 2.000€ Annual Fee Annual Credit 500€ 800€ 600€ +2.000€ Joining Fee +1.000€ +1.000€

#### +3 Guests

2 Recommendations Required

MEMBER

Rewards Program **Exclusive Experiences** 

#### FINANCING OPTIONS

**QUARTERLY FINANCING** (+10%)

Quarterly Fee: 660€/quarter Credit: 200€/quarter

Joining Fee 550€/quarter (first year only)

**MONTHLY FINANCING** (+15%)

Monthly Fee: 230€/month

Credit: 65€/month

Joining Fee 184€/month (first year only)

Limited to 300 Members







# CORPORATE JUST FOR COMPANIES



### FEES BASED ON THE NUMBER OF AUTHORIZED EMPLOYEES

+3 Guests per employee
Authorized Employees per Tier
20% Off Meeting Rooms
20% Off Business Services

#### CORPORATE FEES OPTIONS

UP TO 7

UP TO 3
AUTHORIZED

6.000€
Annual Fee
Joining Fee 5.000€

UP TO 5
AUTHORIZED

9.000€
Annual Fee
Joining Fee 5.000€

AUTHORIZED

12.000€

Annual Fee

Joining Fee 5.000€

AUTHORIZED

15.000€

Annual Fee

Joining Fee 5.000€

**UP TO 10** 

UP TO 15
AUTHORIZED

18.000€
Annual Fee
Joining Fee 5.000€

Limited Corporate Memberships



# Apply





#### MADRID IS FINALLY READY FOR THIS

Welcome to the next chapter of Madrid's evolution, a new way of connecting, long established in cities like London and New York, and now finally part of Madrid's cultural level.

## BEPART OF THE EVOLUTION. BELONG TO THE FEW WHO SHAPE IT.

Apply for Membership

Exclusive Founding Rates for the first 300 Members Limited Memberships. By Invitation Only



## Contact





# CONTACT US FOR MORE INFORMATION

#### MEMBER RELATIONS

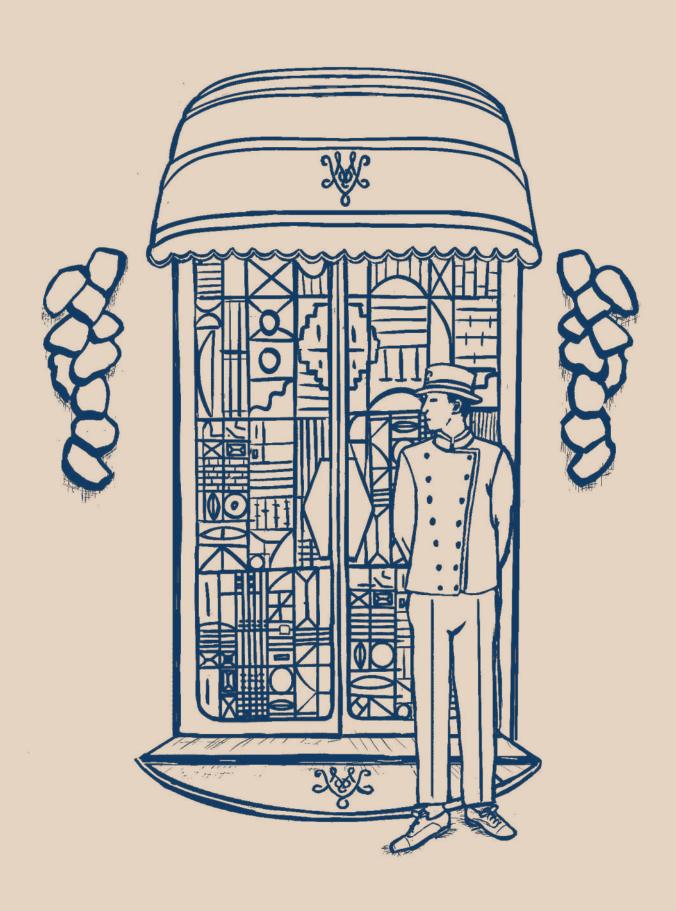


+34 616 603 457 memberships@vegamembers.club









## 1. OVERVIEW

## 1.1 Concept & Mission

VEGA Private Members Club is a private (members-only) hospitality and lifestyle club, designed for a community of like-minded individuals who appreciate culture, gastronomy, and meaningful connection.

Membership grants exclusive access to dining, social, and cultural experiences within an environment that blends discretion, comfort, and sophistication. Access to the Club and its facilities is restricted to members and their guests, ensuring an atmosphere of privacy, trust, and belonging.

The Club is a space to connect, share ideas, and enjoy a curated calendar of events in a setting that celebrates craftsmanship and authenticity.

# 1.2 Philosophy & Values

VEGA's spirit is built on four pillars:

- Privacy: Safeguarding the identity, intimacy, and personal space of every member, upholding an unwavering sense of discretion in every interaction.
- Connection: Bringing together leaders and creatives from diverse fields.
- Culture: Celebrating gastronomy, art, and design as forms of expression.
- Excellence: Pursuing the highest standards in service, ambience, and experience.

THE CLUB IS NOT SIMPLY A PLACE TO MEET, IT IS A SPACE TO BELONG





# 1. OVERVIEW

## 1.3 Confidentiality & Discretion

All information regarding VEGA's members, guests, and internal operations is strictly confidential.

Photography, filming, or the disclosure of private details about other members or events are not permitted.

This policy ensures that each member enjoys the Club's atmosphere with complete privacy and peace of mind.

## 1.4 Legal Disclaimer

Access to the Club and its facilities is reserved exclusively for members and their registered guests.

By applying for and accepting membership, each member agrees to comply with VEGA's Club Policies and Code of Conduct.

The management reserves the right to refuse entry or revoke membership at its discretion in cases of non-compliance.

• • • •

# **2.MEMBERSHIP STRUCTURE**

## 2.1 Nature of the Membership

VEGA is pleased to offer non-equity memberships (the "Memberships"), which grant individuals ("Members") access to the Club and a curated range of benefits, privileges, and services (the "Membership Benefits").

Memberships are revocable licenses, personal and non-transferable. They do not confer any ownership, equity, or voting rights in VEGA or its affiliates, and should not be regarded as an investment.

Memberships are non-transferable, except for Owner and Founder tiers, which may be considered for transfer after five (5) years from the date of joining, subject to VEGA's review and approval to ensure the integrity and continuity of the community.





# **2.MEMBERSHIP STRUCTURE**

## 2.2 Membership Categories & Benefits

VEGA offers several membership types, each designed to meet the needs of its diverse community:

### **OWNER MEMBER**

EQUITY-HOLDER
BY INVITATION ONLY

#### +8 Guests

Invite up to 5 Members
Rewards Program
Exclusive Experiences
Guaranteed Table
2 Studio Room Uses / Year\*
Transferable Share
Wine Club Member
Private Wine Cellar
Equity Participation

## FOUNDER MEMBER

LIFETIME MEMBERSHIP
BY INVITATION ONLY

#### +5 Guests

Invite up to 2 Members
Rewards Program
Exclusive Experiences
Guaranteed Table
1 Studio Room Use/ Year\*
Transferable Membership
Wine Club Member

## MEMBER

ANNUAL MEMBERSHIP LOCAL, UNDER 35 & SPOUSE

#### +3 Guests

2 Recommendations Required Rewards Program Exclusive Experiences Special prices for Under 35 & Spouse

### **CORPORATE**

JUST FOR COMPANIES

# +3 Guests per authorized

Authorized Employees per Selected Tier
20% Off Meeting Rooms
20% Off Business Services

\*Studio Room use at no extra charge, available only from Sunday to Wednesday





## 2.MEMBERSHIP STRUCTURE

## 2.3 Fees, Payments & Credits

IT'S NOT ABOUT HIGH FEES. IT'S ABOUT HIGH STANDARDS.

The fees are more accessible than those of other Members Clubs in Madrid, as VEGA's philosophy is not about setting high barriers, but about being selective and ensuring the right people become part of the community.

Depending on age or marital status, there are special membership options, and those seeking enhanced benefits may apply for the Founder Membership:

FOUNDER MEMBER		ER	One-Time Fee: 15.000€ Credit: 800€ credit in year one			
	MEMBER	Annu	LOCA nual Fee 2.400 ual Credit 800€ ining Fee 2.000	<b>€</b> 1.500€ 500€	SPOUSE  2.000€  600€  1.000€	
CORPORATE — Fees based on the number of Authorized employees						
	UP TO 3 AUTHORIZED	<u>UP TO 5</u> AUTHORIZED	<u>UP TO 7</u> AUTHORIZED	<u>UP TO 10</u> AUTHORIZED	UP TO 15 AUTHORIZED	
	<b>6.000€</b> Annual Fee	<b>9.000€</b> Annual Fee	<b>12.000€</b> Annual Fee	<b>15.000€</b> Annual Fee	<b>18.000€</b> Annual Fee	
	Joining Fee 5.000€	Joining Fee 5.000€	Joining Fee 5.000€	Joining Fee 5.000€	Joining Fee 5.000€	

Membership fees, initiation fees, and other payments are non-refundable, unless otherwise determined by VEGA at its sole discretion.

Membership credits are valid exclusively for bar consumption. Ultra premium references are excluded (those listed above 30€/drink)

All additional charges (including food, beverage, and services) may be billed directly to the payment method on file, unless an alternative method is specified at the time of purchase.

VEGA reserves the right to modify membership fees, credit policies, or payment terms from time to time, with prior written notice to Members.

VAT is included in all Membership fees, except for Corporate Memberships, for which VAT will be added to the corresponding invoice.

Membership renews automatically on its anniversary date unless otherwise notified.







# 2.MEMBERSHIP STRUCTURE

# 2.4 Community Parameters

Applicants must be at least twenty-one (21) years of age.

VEGA seeks to foster a balanced and diverse community, guided by the following parameters:

- Age balance: approximately one-third of Members under 35.
- Gender balance: equal representation of men and women.
- Nationality mix: approximately 60% national and 40% international.
- Professional diversity: an equitable distribution across industries.

These parameters are aspirational and may evolve as the community grows.

## 2.5 Member Obligations

By becoming a Member, each individual agrees to:

- Abide by the Membership Terms, Club Rules, and Policies established by VEGA.
- Ensure that their guests also comply with all Club regulations.
- Keep VEGA informed of any changes to their address, email, or telephone number relevant to the administration of their membership.

## 2.6 Risk & Liability Disclaimer

Members, their families, and guests use VEGA's facilities and services at their own risk.

VEGA accepts no liability for accidents, injuries, or losses except where required by law.

By joining, Members agree to indemnify and hold VEGA harmless against any claims, damages, or expenses arising from their actions.

Membership does not create third-party rights; only Members and VEGA have enforceable rights under the Membership Agreement.







# 3.ADMISSION PROCESS

## 3.1 Application Process

Membership at VEGA is by invitation or recommendation only.

Candidates must complete the Membership Application Process, which includes:

- 1. Submission of the official application form and required personal details through the website: <a href="https://vegamembers.club/memberships/">https://vegamembers.club/memberships/</a>
- 2. Acceptance of the Club's Terms, Rules, and Policies.
- 3. Payment of any applicable initiation or application fees.

Candidates may be either:

- Proposed and seconded by existing Members of the Club; and/or
- Appointed directly by the Proprietor, at its discretion.

Proposers and seconders must vouch for the character and suitability of the candidates they put forward and comply with any application requirements determined by the Proprietor.

The Club may request additional information or references before making a decision. Any omissions or inaccuracies in the application may result in its rejection.

Candidates not accepted may reapply after a period of twelve (12) months, or sooner at the discretion of VEGA.

## 3.2 Admissions Committee

All applications are reviewed by the Admissions Committee, which acts independently to evaluate each candidate in accordance with VEGA's principles and community balance.

The Committee may consider:

- The candidate's personal and professional background.
- The recommendation and endorsement from existing Members.
- The potential contribution of the candidate to the cultural, social, and professional diversity of the Club.

The Committee and the Proprietor retain sole and absolute discretion to approve or reject any application without providing reasons. All deliberations are strictly confidential, and decisions are final.





## 3.ADMISSION PROCESS

## 3.3 Review & Approval Procedure

Once an application is received, VEGA will review the submitted information and verify its completeness. During this period, the Club may contact the candidate or the proposers for clarification or additional documentation.

Candidates who meet the requirements and are approved by the Admissions Committee will receive an official acceptance letter.

Membership will only become effective upon payment of all applicable fees and the Member's agreement to abide by the Club's Terms and Policies.

Unsuccessful candidates will be notified in writing and may reapply after the designated period.

## 3.4 Payment & Confirmation

By signing the Membership Agreement, Members authorize VEGA to charge their designated payment method for all applicable dues, fees, and other Club-related charges, including taxes and processing fees.

The Initiation Fee is payable within seven (7) days of notification of acceptance. VEGA will automatically charge the authorized payment method for both the Joining Fee and the Annual Membership Dues.

All payments must be made on time and through the authorized payment method. Failure to maintain a valid payment method or repeated late payments may result in suspension or termination of Membership.

If a payment cannot be processed, the Member will be notified and must settle the outstanding balance within five (5) business days. Failure to pay within thirty (30) days may result in termination.

Billing disputes must be reported to <u>billing@vegamembers.club</u> within thirty (30) days of the charge. Unresolved disputes will follow the Club's dispute-resolution procedures.

VAT is included in all fees, except for Corporate Memberships, where VAT will be added to the invoice.

Memberships are granted on an annual basis and automatically renew unless the Proprietor notifies the Member otherwise.

Upon activation, Members receive a physical or digital Membership Card for access to the Club and its services. The card is personal, non-transferable, and remains the property of VEGA.





# **3.ADMISSION PROCESS**

# 3.5 Payment Options

VEGA offers financing options for annual dues:

- Quarterly payments: with a 10% surcharge.
- Monthly payments: with a 15% surcharge.

Membership requires a minimum commitment of one year. In the event of resignation, cancellation, or termination before the end of the year, the Member remains liable for the full outstanding balance of annual dues, including surcharges.

### 3.6 Privacy & Data Protection

VEGA is committed to protecting the privacy of all candidates and Members.

Personal information shared during the application process or while enjoying membership benefits will be handled in accordance with data-protection legislation and VEGA's internal standards.

Information will be used exclusively for membership management purposes and disclosed only as required by law.

Members must provide VEGA with a valid mailing and/or email address and promptly notify the Club of any changes.

#### 3.7 Legal Framework & Confidentiality

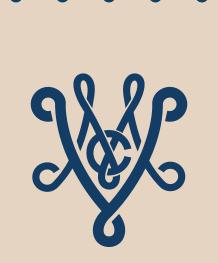
The admission process and all related deliberations are confidential and privileged.

All communications, recommendations, and decisions of the Admissions Committee and the Proprietor are final and not subject to appeal.

By applying for membership, candidates agree to:

- Be bound by VEGA's admission principles, rules, and procedures.
- Accept that admission decisions are made solely at the discretion of the Admissions Committee and the Proprietor.
- Acknowledge that membership, once granted, constitutes a revocable license, and that renewal is not guaranteed.

VEGA reserves the right to modify or discontinue any aspect of the admission process at its discretion and without prior notice.







# **4.GUEST POLICY**

### 4.1 Guest Allowance

Members are welcome to invite guests to experience the Club, subject to capacity and the following limits:

- Members & Corporate Members: up to three (3) guests.
- Founder Members: up to six (6) guests.
- Owner Members: up to eight (8) guests.

Reservations exceeding the guest allowance for a given membership tier must be arranged through the Groups & Events Department and will incur an additional fee of €50 per extra guest.

#### 4.2 Walk-in Guests & Additional Fees

Guests arriving without a reservation and accompanying a Member may be admitted at the Club's discretion and are subject to an additional walk-in fee of €80 per guest, subject to availability.

This fee is waived once for Owner Members on their first guest visit.

#### 4.3 Access Rules

Guests may only access the Club when accompanied by a Member.

If the Member has not yet arrived, guests must wait at the Bistró until the Member is present.

Members must remain on the premises while their guests are in the Club and may not leave them behind.

Members may not book reservations exclusively for guests unless they hold Owner or Founder Member status, and such reservations remain subject to availability.

#### 4.4 Weekend & Bottle Service Access

From Thursday night through Saturday night (after midnight), non-Members may only access the Club through a bottle service reservation, subject to an additional charge on the minimum spend for non-Members.





# 4. GUEST POLICY

## 4.5 Conduct & Responsibility

Members are fully responsible for the conduct and expenses of their guests while at VEGA.

Any breach of Club Rules by a guest will be deemed a breach by the hosting Member.

Members are also responsible for any damage to property or injury caused by themselves or their guests. Any related costs will be charged to the responsible Member.

## 4.6 Risk & Liability

Members, their families, and guests use VEGA's facilities and services at their own risk.

VEGA accepts no liability for accidents, injuries, or losses, except where required by law.

### 4.7 Guest Policy Disclaimer

Guest access may be limited, denied, or revoked at any time at the discretion of VEGA's management to preserve the comfort, privacy, and safety of Members.

Repeated guest misuse or violations may result in suspension or termination of Membership.







# 5. HOUSE RULES & CONDUCT

#### **5.1 General Conduct & Standards**

VEGA is built on courtesy, respect, and discretion. Members and their guests are expected to uphold these values at all times.

- Members and their guests must conduct themselves in a respectful and considerate manner toward staff, management, other Members, and their guests.
- Harassment, abusive language, or discriminatory behavior will not be tolerated and may result in disciplinary action, including suspension or termination of membership.
- Members and their guests shall not make any reference to, or comments about, the Club, its Members, or its activities to the press or any media outlet.
- Members may not use the Club's address to receive personal correspondence or represent it as their personal residence or business address.
- The privacy of all Members and guests must be respected at all times. The discussion of private matters or the identities of other Members outside the Club is strictly forbidden.
- Members and guests are expected to treat Club property, furnishings, and artwork with care. Any damage will be charged to the hosting Member.
- Members are fully responsible for the conduct of their guests and must ensure that they comply with all Club rules.
- Excessive noise or behavior that disrupts the comfort and atmosphere of the Club will not be permitted.
- Members are required to settle all charges for goods and services on the same day they are incurred, unless otherwise authorized by management.

# **5.2 Privacy & Confidentiality**

VEGA is committed to protecting the privacy and discretion of all Members and their guests.

Personal information collected during the application process or while enjoying Membership benefits will be handled with strict confidentiality and disclosed only as required by law.

For full details, please refer to the VEGA Privacy Policy.







# 5. HOUSE RULES & CONDUCT

## **5.2 Privacy & Confidentiality**

Members and their guests are expected to respect the confidential nature of the Club and refrain from sharing any details about its Members, guests, events, or operations publicly, online, or through social media.

Members and their guests shall not make any reference to, or comments about, VEGA, its Members, their guests, or any activities taking place on the premises to the press, social media, or any external outlet without prior written authorization from VEGA.

The discussion of private business, personal matters, or the identities of other Members outside the Club is strictly forbidden.

This standard of discretion and confidentiality is fundamental to the spirit of VEGA and a condition of continued membership.

#### **5.3 Restrictions**

#### **Dress Code**

While VEGA welcomes members and guests to Come As You Are, we kindly ask that the following not be worn on Club premises:

- Ripped denim pants or shorts
- Athletic shorts or gym wear
- Flip-flops or beach footwear

In the evening, *Dress to Impress*. Smart, elegant attire is encouraged after 20:00.

#### **Animals**

Small dogs (under 10 kg) are welcome exclusively in The Bistró and must remain on a leash at all times.

## **Laptops & Tablets**

The use of laptops, tablets, and other electronic devices is permitted only in communal areas, except during Dinner service: from 20:00 onwards.

These restrictions do not apply when a designated workspace has been reserved.







## 5. HOUSE RULES & CONDUCT

#### 5.3 Restrictions

## **Photography & Videography**

Photography and videography are strictly prohibited.

Unauthorized photography of other Members or private areas may result in suspension of membership privileges.

This restriction does not apply in The Bistró.

### **Phone Calls**

To maintain the Club's ambiance and respect privacy:

- Phone calls are only permitted within the main Club areas using headphones, and always at a discreet volume.
- Cameras must remain unused at all times.
- Alternatively, there will be a designated area for louder calls.

This restriction does not apply in The Bistró and the designated area

#### **Social Media**

Members may not post photos or videos of other Members or guests without their explicit consent.

Discretion is required when referencing VEGA or its events on any digital platform.

## **Smoking**

Smoking, including cigars, cigarettes, e-cigarettes, and vapes, is not permitted inside the Club premises.

### **Drugs & Illegal Substances**

The possession or use of illegal substances is strictly prohibited.

Any Member or guest found in possession of, or reasonably suspected of possessing, such substances will be immediately removed from the premises.

Violations may result in suspension or termination of Membership at VEGA's sole and absolute discretion.





# 5.HOUSE RULES & CONDUCT

## **5.4 Disciplinary Actions & Enforcement**

VEGA reserves the right to take disciplinary action against any Member or guest whose conduct is deemed inconsistent with the Club's standards, rules, or values.

Depending on the nature and severity of the breach, the following measures may apply:

- 1. Informal Warning: For minor or first-time infractions, management may issue a private verbal or written warning.
- 2. Suspension: Temporary suspension of membership rights or access to the Club pending review by the Proprietor or Admissions Committee.
- 3. Termination: Permanent revocation of membership, with or without notice, in cases of serious misconduct, non-payment, or behavior deemed damaging to the Club's reputation.

The Proprietor or the Admissions Committee may, at their sole discretion, determine the appropriate course of action in each case.

Memberships terminated under these provisions are non-refundable, and any reapplication will be subject to a full review through the standard admission process.

All disciplinary proceedings are handled with strict confidentiality to protect the privacy and reputation of all parties involved.

By entering the Club, Members and guests agree to uphold these standards at all times.

THESE HOUSE RULES ARE DESIGNED TO PRESERVE VEGA'S SPIRIT, A SPACE DEFINED BY ELEGANCE, PRIVACY, AND MUTUAL RESPECT.







# 6. BOOKINGS & RESERVATIONS

## **6.1 General Policy**

Table reservations are subject to availability and not guaranteed for Members.

While VEGA will make every effort to accommodate requests, reservations may be required in advance and are always managed on a first-come, first-served basis.

Reservations can be made directly through the VEGA Members App or by contacting the Member Relations Assistant.

## **6.2 Priority & Notice**

Only Owner Members and Founder Members may secure guaranteed reservations, provided that:

- The reservation is made with a minimum of five (5) hours' notice.
- The request falls within operational capacity.

Please note that during peak months (November and December) or high-traffic events, guaranteed reservations may not be possible due to increased demand and seasonal capacity limits.

VEGA reserves the right to prioritize certain membership tiers during these periods to preserve service quality and Member experience.

## 6.3 Events & Happenings

Certain Events and Happenings may require prior booking due to limited capacity.

Attendance will be allocated on a first-come, first-served basis.

Some events may carry an entry fee or minimum spend, which will be communicated in advance via the App or Club communications.

#### **6.4 Group Reservations**

Bookings that exceed the guest allowance of a Member's tier (see Guest Policy, Section 4) must be arranged through the Groups & Events Department and may incur an additional charge.





# 6. BOOKINGS & RESERVATIONS

#### 6.5 Cancellations & No-Shows

To maintain fairness and operational flow, VEGA reserves the right to apply a cancellation fee for Members who:

- Fail to cancel a reservation within the specified notice period; or
- Do not attend a confirmed reservation (no-show).

The specific amount or conditions of cancellation fees may vary by venue area or event and are set at the discretion of the Proprietor.

Repeated no-shows or late cancellations may result in temporary suspension of booking privileges.

## 7. SERVICES & AMENITIES

#### 7.1 Club Services

Members are granted access to VEGA's facilities and curated experiences, including:

- Dining venues and lounges.
- Cultural and social programming.
- Exclusive experiences with selected brand partners.
- Business and meeting spaces.
- Concierge and event services.
- Participation in the VEGA Rewards Program.

Members and their guests enjoy the full range of benefits offered by VEGA, designed to combine gastronomy, culture, and connection.

VEGA reserves the right to add, modify, or discontinue services or benefits at its discretion in order to enhance the Member experience and adapt to evolving needs.

To expand the value of membership, VEGA may also establish partnerships with other private clubs worldwide, granting reciprocal access to selected facilities and privileges.







# 7. SERVICES & AMENITIES

#### 7.2 The Wine Club

The VEGA Wine Club celebrates craftsmanship, terroir, and the art of fine living. Access is reserved exclusively for Founder Members and Owner Members.

## **Purchases & Pricing:**

- A minimum spend of €1,000 is required to purchase wine through the Club and benefit from preferential pricing.
- There is no obligation to buy beyond this minimum.
- All wines purchased through the Club must be for the personal consumption of the purchasing Member and may not be resold to third parties.

#### **Private Wine Cellars**

- VEGA offers 40 private wine cellars, available to Owner Members and selected Founder Members.
- Each cellar holds up to 8 bottles and must maintain a minimum of 4 bottles at all times. The Wine Club team will notify Members when their inventory approaches this threshold.
- Members do not have direct physical access to the cellars. Requests for withdrawals or deposits must be made through the Director or Head Sommelier.
- VEGA accepts no liability for damage, loss, or theft of stored bottles caused by third parties or external factors.

## **Consumption & Corkage**

- Wines stored privately within VEGA may be consumed on the premises, subject to a corkage fee determined by the Club (see current pricing with the Head Sommelier).
- Members may bring wines from outside the Club only if the reference does not appear on VEGA's Wine Menu. In such cases, VEGA is not responsible for the condition of the wine.

### **Storage & Handling**

- All bottles are stored under controlled conditions, monitored by VEGA's Wine Club team.
- Members acknowledge that storage is a courtesy service and does not constitute a bailment or guarantee.







# 7. SERVICES & AMENITIES

#### 7.3 Additional Member Services

VEGA continually curates a range of services to enhance the Member experience, which may include:

- Concierge & Travel Coordination.
- Private Dining & Event Planning.
- Cultural & Culinary Experiences exclusive to VEGA Members.
- Reciprocal Privileges with partner clubs and select establishments worldwide.

Details and access procedures for these services are updated regularly in the VEGA App and Member communications.

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# 8. RESIGNATION, SUSPENSION & TERMINATION

## 8.1 Membership Continuity

Membership remains in force until resignation, death, or termination by VEGA in accordance with the Membership Terms and Club Rules.

All outstanding dues, fees, or charges must be settled at the time of resignation or termination.

Membership constitutes a revocable license, and VEGA reserves the right to suspend or terminate any Member's privileges at its sole discretion when warranted by conduct, non-payment, or breach of Club policy.

#### 8.2 Resignation

Members may resign their membership at any time by submitting written notice at least thirty (30) days prior to their annual renewal date.

Resignations must be addressed to <u>members@vegamembers.club</u>.

Members remain responsible for all outstanding payments and charges until the effective date of resignation.

Initiation fees, annual dues, and other payments are non-refundable, unless otherwise determined by VEGA in its sole discretion.







# 8. RESIGNATION, SUSPENSION & TERMINATION

## 8.3 Suspension of Membership

VEGA may suspend a Member's access to the Club for up to ninety (90) days if there are reasonable grounds to believe that the Member or their guest(s):

- Have breached the Club Rules or Code of Conduct.
- Engaged in conduct damaging to VEGA's reputation or its Members.
- Have failed to meet payment obligations or update required personal information.
- Are under investigation for misconduct or illegal activity on the Club premises.

While suspended, the Member will not be permitted to access the Club premises or attend VEGA events, except by written invitation from the Proprietor or an authorized representative.

Suspension may be lifted upon correction of the issue, payment of outstanding balances, or completion of an internal review at VEGA's discretion.

# 8.4 Termination of Membership

Membership may be terminated permanently by VEGA at its sole and absolute discretion for any of the following reasons:

- Voluntary resignation by the Member.
- Non-payment of fees or dues after due notice.
- Serious or repeated violations of Club policies or Code of Conduct.
- Harassment, illegal activity, or possession of illicit substances.
- Failure to comply with applicable laws or Club confidentiality obligations.
- Behavior or actions that may damage VEGA's reputation or negatively impact its community.

Failure to pay any fees within seven (7) days of their due date may result in temporary suspension, and unpaid balances after thirty (30) days may lead to termination.

Processing fees may apply for failed or declined payments. Members must maintain a valid payment method at all times.

Upon termination, Members lose all rights of access and privileges immediately and must return any Club property. All fees paid remain non-refundable, unless otherwise determined by VEGA.







# 8. RESIGNATION, SUSPENSION & TERMINATION

#### 8.5 Death or Succession

In the event of a Member's death, a spouse or immediate family member may continue the membership until the end of the paid term, provided the Club is notified in writing at <a href="members@vegamembers.club">members@vegamembers.club</a> within sixty (60) days.

Continuation beyond that term is subject to VEGA's approval and the admission process, ensuring alignment with eligibility and community standards.

## 8.6 Consequences of Termination or Resignation

Upon resignation, suspension, or termination:

- All outstanding amounts owed to VEGA become immediately payable.
- Members must cease using VEGA's name, brand, or facilities.
- Membership cards, digital credentials, or other Club property must be returned or deactivated.
- The Club reserves the right to deny readmission to former Members whose memberships were terminated for cause.

### 8.7 Serious Misconduct & Prohibited Acts

The following may result in immediate removal and termination of membership:

- Possession or use of illegal substances.
- Harassment, violence, or discrimination.
- Breach of confidentiality regarding Members or Club matters.
- Conduct harmful to VEGA or its community.
- Any illegal or unethical activity on Club premises.

All disciplinary actions are handled confidentially by the Proprietor and the Admissions Committee.







## 9. LEGAL FRAMEWORK & CONFIDENTIALITY

# 9.1 Compliance & Zero-Tolerance Policy

At VEGA, respect for the law and for others is non-negotiable.

The Club maintains a zero-tolerance policy toward any illegal, unethical, or inappropriate behavior.

All Members must comply with applicable laws, Club policies, and the principles of integrity and discretion that define VEGA.

# 9.2 Confidentiality & Data Protection

Members undertake to treat as strictly confidential any information they obtain, become aware of, produce, or create as a result of their membership in VEGA.

This includes, without limitation, the identity of other Members and guests, events, business activities, and internal communications.

Members shall not disclose, transfer, assign, or otherwise communicate any personal data or confidential information they may access through their membership — whether verbally, in writing, electronically, or in any other form — to any third party, including for storage purposes.

All Members are required to respect and comply with VEGA's Data Protection and Privacy Policies, available upon request and accessible through the VEGA App or website.

#### 9.3 Use of Name, Brand & Facilities

VEGA's name, image, premises, and reputation may not be used for any unauthorized commercial, political, religious, or promotional purposes.

The use of VEGA's logo, brand assets, Membership list, or images of artworks, interiors, or facilities is strictly prohibited without prior written approval from VEGA's management.

Any misuse of the Club's intellectual property, name, or environment may result in disciplinary action, suspension, or legal proceedings, as deemed appropriate by VEGA.





## 9. LEGAL FRAMEWORK & CONFIDENTIALITY

## 9.4 Amendments & Operational Changes

VEGA reserves the right, at its sole discretion, to amend Membership categories, benefits, fees, or terms, and to modify or discontinue any part of its operations, facilities, or services as necessary to adapt to market conditions, operational requirements, or legal obligations.

Any such modifications will be communicated to Members through the VEGA App or official correspondence, and shall take effect upon publication.

VEGA reserves the right to update or amend these provisions periodically, in accordance with applicable law.

## 9.5 Governing Law & Jurisdiction

These policies and all related agreements shall be governed and interpreted in accordance with Spanish law.

In the event of a dispute or disagreement regarding the interpretation or application of this Playbook or its annexes, and should an amicable resolution not be reached, the Parties waive any other jurisdiction that may correspond to them and submit to the courts and tribunals of Madrid.

VEGA OPERATES ON THE FOUNDATIONS OF TRUST, DISCRETION, AND EXCELLENCE. BY MAINTAINING THESE PRINCIPLES, EVERY MEMBER SAFEGUARDS THE INTEGRITY AND LEGACY OF THE CLUB.

**LIVE AS YOU ARE** 



