



WELCOME TO THE WEISSE ARENA GROUP

1	VISION
9	COMPANIES
55	PROFESSIONAL FIELDS
530	EMPLOYEES - SUMMER
1450	EMPLOYEES – WINTER
39	NATIONS

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CHRISTINA DARMS... 19 JOIN US

UNIQUE

The Weisse Arena Group is more than just a company – it is a community dedicated to creating unforgettable experiences for its guests.

Based in Laax, in the heart of Graubünden, we impress numerous visitors each year with a wide range of offerings in tourism and leisure. Our employees are the cornerstone of our success, as they play a key role in bringing our vision to life.

OVERVIEW

Founded in the 1960s, the Weisse Arena Group has evolved into an integrated service company in the field of tourism and leisure.

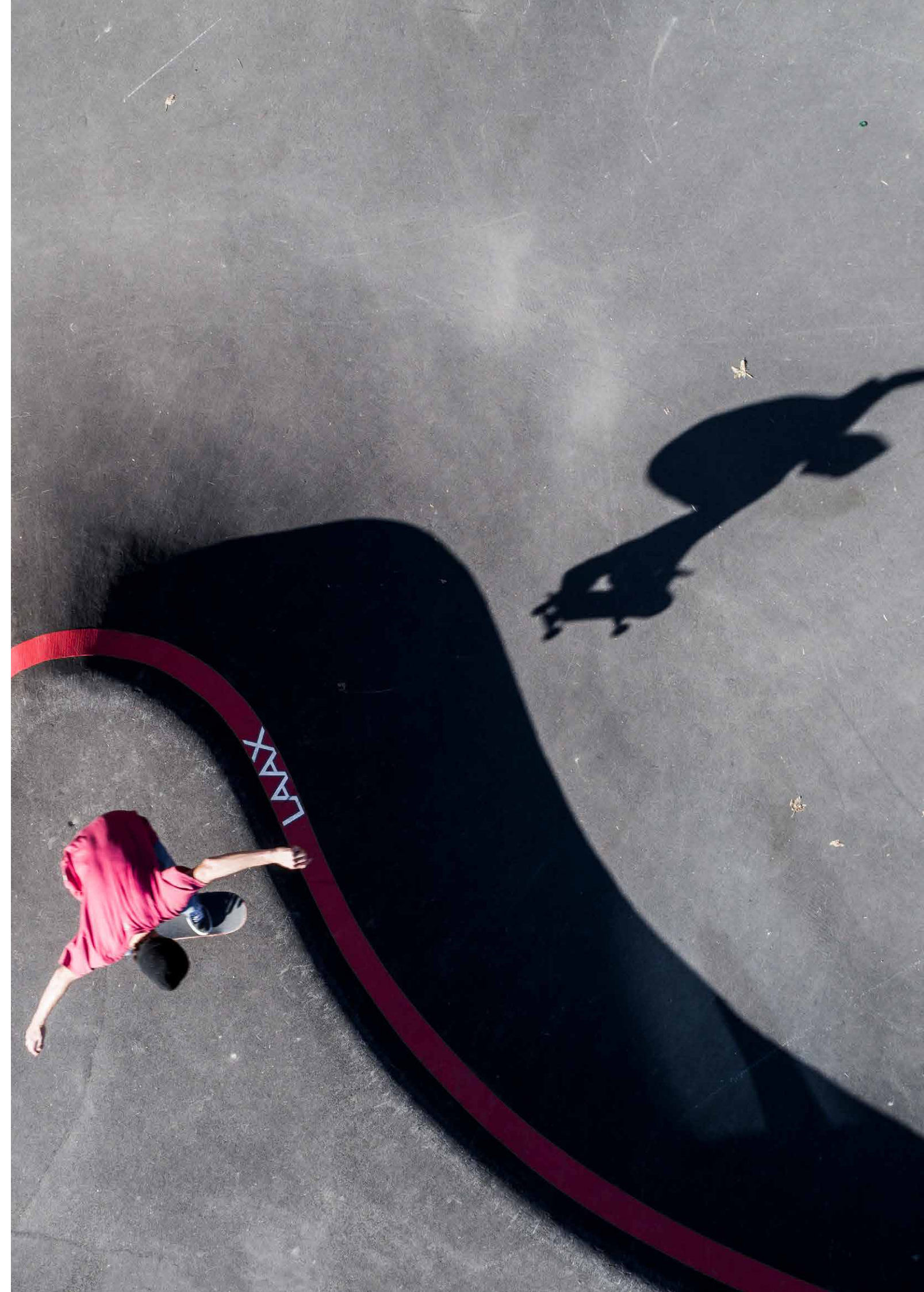
It encompasses six wholly-owned subsidiaries and numerous brands, covering over 55 different professional fields. During the summer months, we are proud to have around 530 dedicated employees on our team, while this number increases to about 1,450 during the winter season. The winter season is a highlight for us, featuring over 210 kilometers of ski slopes.

Our workforce consists of talents from 39 different nations, enriching our corporate culture and bringing a variety of perspectives and ideas into our work. This creates a dynamic and inclusive work environment that enables us to craft unforgettable experiences.

THE DNA

Our approach, the „LAAX DNA,“ is based on three core values: FREESTYLE, GREENSTYLE, LIFESTYLE.

This philosophy is reflected not only in our diverse offerings but also profoundly shapes our corporate culture. As an employer, we place great importance on commitment, responsibility, and teamwork. We believe that collaboration within a dynamic team is the key to our collective success.



COMPANIES

1. Weisse Arena Bergbahnen AG

Within Weisse Arena Bergbahnen AG, up to 290 employees ensure an unforgettable day in the mountains. They operate 30 lifts that can transport up to 20,000 guests on peak days. The slope preparation ensures optimal conditions on 216 kilometers of pistes, in five snow parks, and two halfpipes. The areas of snowmaking, slope rescue, lift ticket sales, and infrastructure also fall under Weisse Arena Bergbahnen AG.

2. Weisse Arena Hospitality AG

In 35 dining establishments, up to 340 employees provide exceptional service and care for our guests. Both on the mountain and in the valley, a wide selection of restaurants, bars, and cafés is available. Six accommodations with up to 170 employees are also part of Weisse Arena Hospitality AG: rocksresort, signinahotel, Riders Hotel, and the mountain lodges Mountain Hostel Crap Sogn Gion, Nagens, and Segneshütte.

3. Weisse Arena Leisure AG

Up to 40 knowledgeable and service-oriented employees work at five locations – four in the valley and one on the mountain. Whether for snowboarding, skiing, or biking, guests can test, rent, and purchase the latest equipment from top brands. The shops include LAAX Rental Shops in Flims, Laax, and Falera, the Burton Store in Laax, and the Test Center at Crap Sogn Gion.

4. Mountain Adventures AG

Up to 480 instructors from the LAAX School create a special experience on the mountain, whether on a snowboard, skis, or a bike. If the weather doesn't cooperate, the Freestyle Academy offers a top-class indoor playground covering 2,000 square meters, and the KIDS Freestyle Academy occupies 1,200 square meters. In numerous courses and camps, aspiring freestylers learn tricks and stunts in a safe environment before heading to the snow or skate parks.

5. Mountain Vision AG

As a management company, Mountain Vision AG provides services for all operational companies within the White Arena Group. With 70 employees, they cover areas such as marketing and communication, events, revenue and reservations, sales and MICE, guest care, human resources, accounting and controlling, environmental management (Greenstyle), and administration.

6. Startgels AG

Startgels AG includes the two restaurants Grandis in Laax-Murschetg and the restaurant Startgels in Flims, employing up to 30 staff. Grandis offers an exclusive wine cellar with a generous selection of wines from around the world, with 50 indoor and 20 outdoor seats. The restaurant Startgels features 70 indoor and 80 outdoor seats, along with two rooms available for overnight stays.

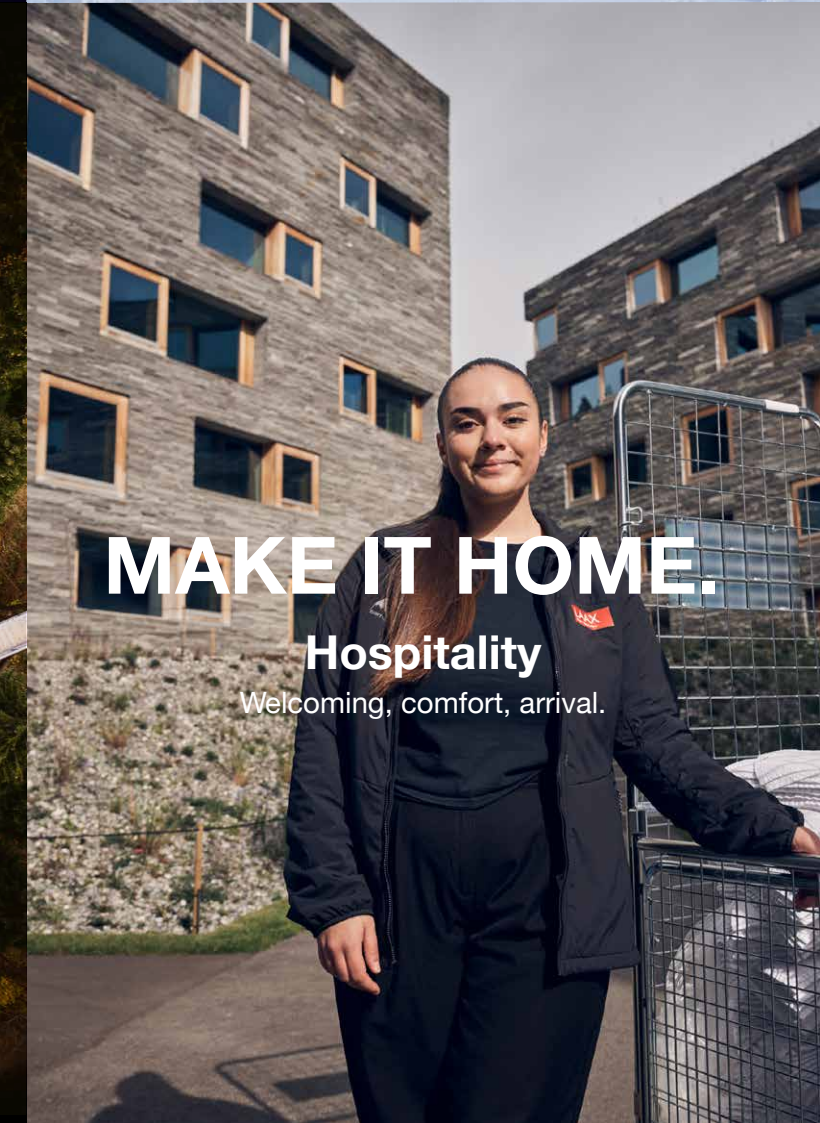
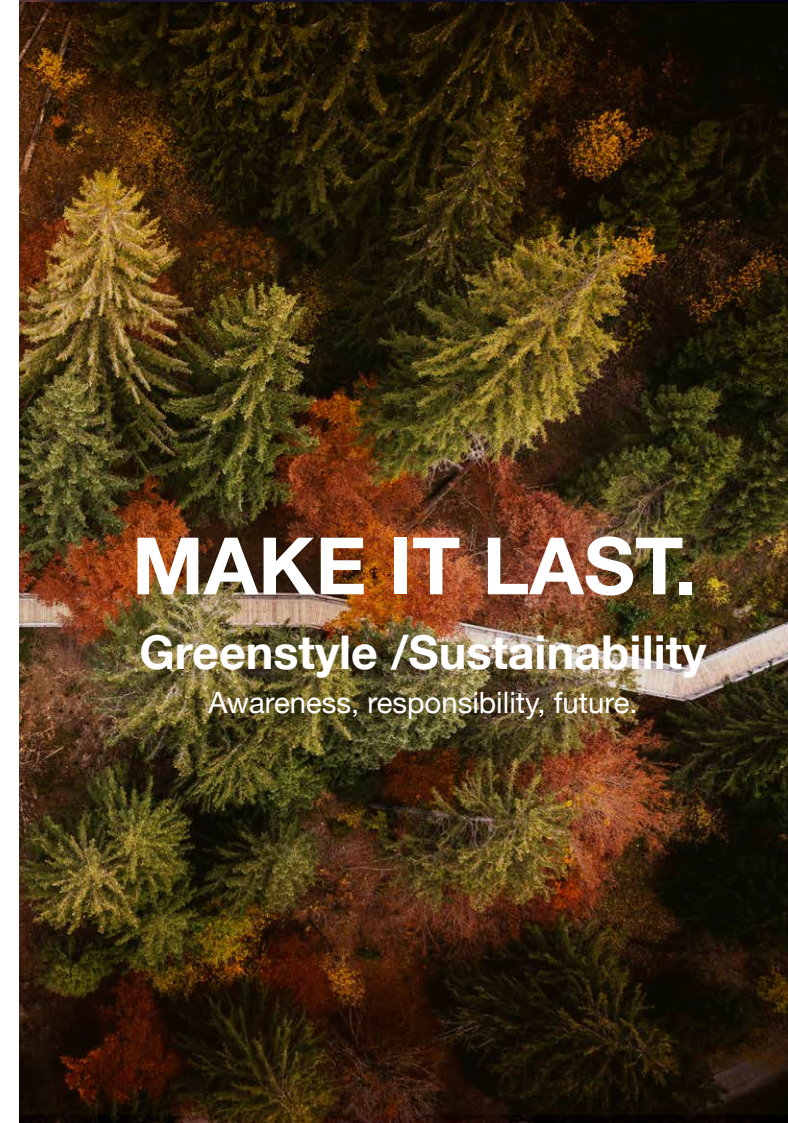


MAKE IT...

A team that inspires! We understand that our employees are the key to our success. You can expect a work environment that promotes teamwork, professional development, and diversity.

We place great emphasis on creating a positive corporate culture where each individual can develop their talents. Our guiding principles motivate us:

- Support brings success
- Passion is our motivation
- Innovation accelerates progress
- Responsibility fosters dialogue
- Improvement is our aspiration
- Initiative is the key to change
- Pure concentration on the essentials





MAKE IT SAFE.

Mountain Lifts

Safety, precision, responsibility.

KAI VAN DER HEYDE

Employee, Technical Team at Weisse Arena Bergbahnen, and part of the company since 2019
Hobbies: Work, all kinds of mountain sports.

What motivated you to work with the Weisse Arena Group?

The Weisse Arena Bergbahnen offers a comprehensive and diverse portfolio of lift systems in the gondola field, which ensures varied working conditions.

What excites you about your job?

Working outdoors, the hands-on work, and the technical complexity of the lift systems.

What qualities must one possess to succeed at the mountain lifts?

Be diligent, show initiative, and be resilient in adverse weather conditions.

What are the daily challenges in your job?

This includes ensuring guest satisfaction as well as dealing with unpredictable weather conditions, the general organization and planning of maintenance work, and the complete implementation of these measures.

What advice would you give to employees starting new in the cable car department?

You must start with the right mindset. Our work requires utmost care because careless execution or misjudgments can have serious or even fatal consequences for our employees and guests.



MAKE IT COUNT.

Administration / Finance

Overview, responsibility, impact behind the numbers.



MAKE IT RUN.

Technical / Infrastructure

Technology, efficiency, reliability.



MAKE IT HAPPEN.

Events / Freestyle Academy

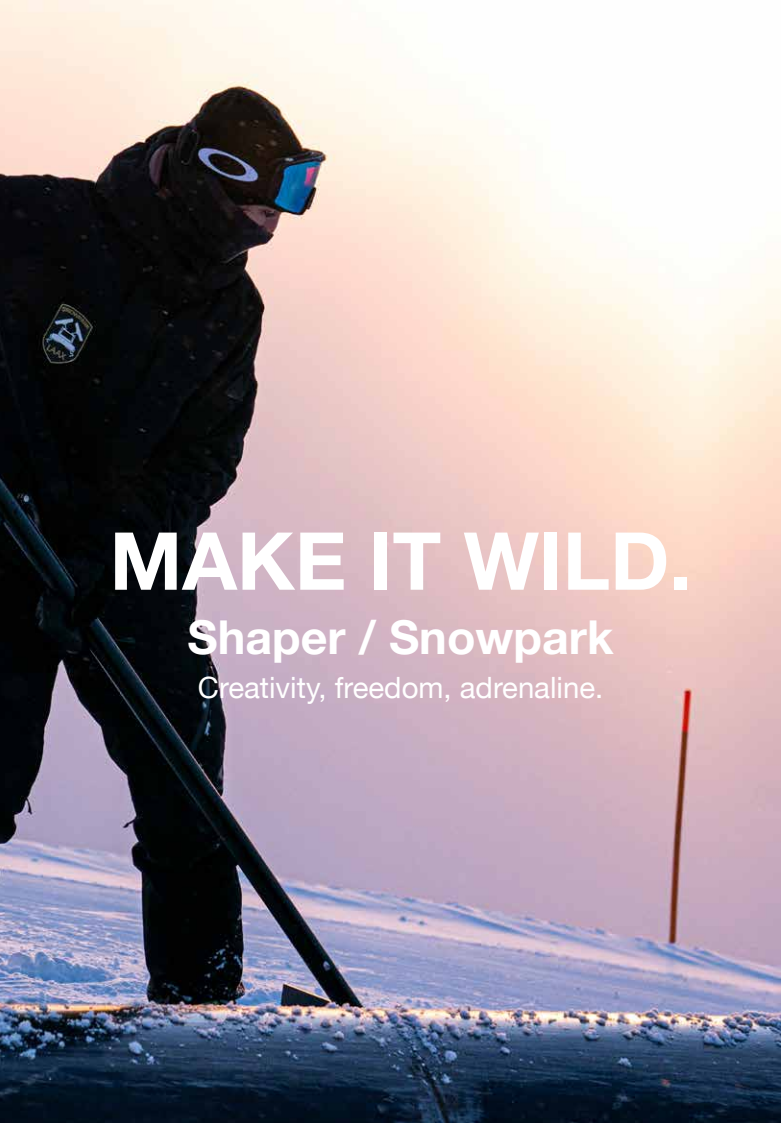
Organization, dynamism, dedication.



MAKE IT SMART.

ICT / Digital

Networking, innovation, digitization.



MAKE IT WILD.

Shaper / Snowpark

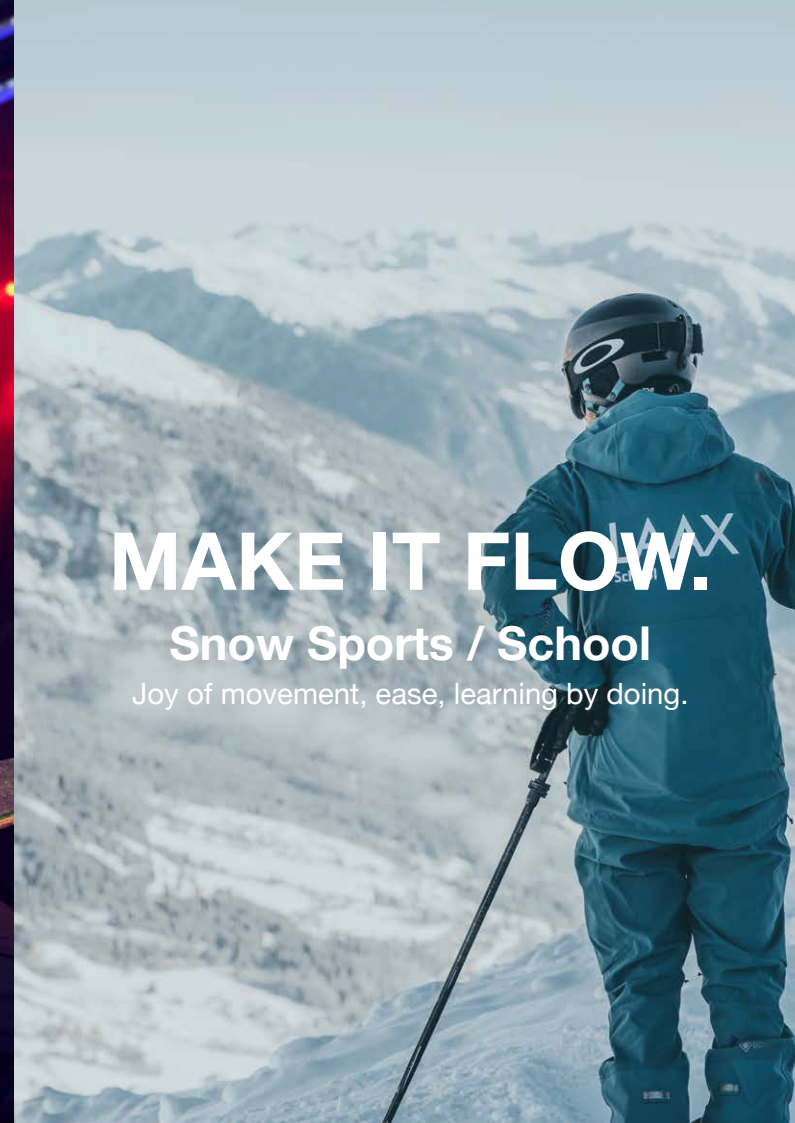
Creativity, freedom, adrenaline.



MAKE IT LOUD.

Marketing / Communication

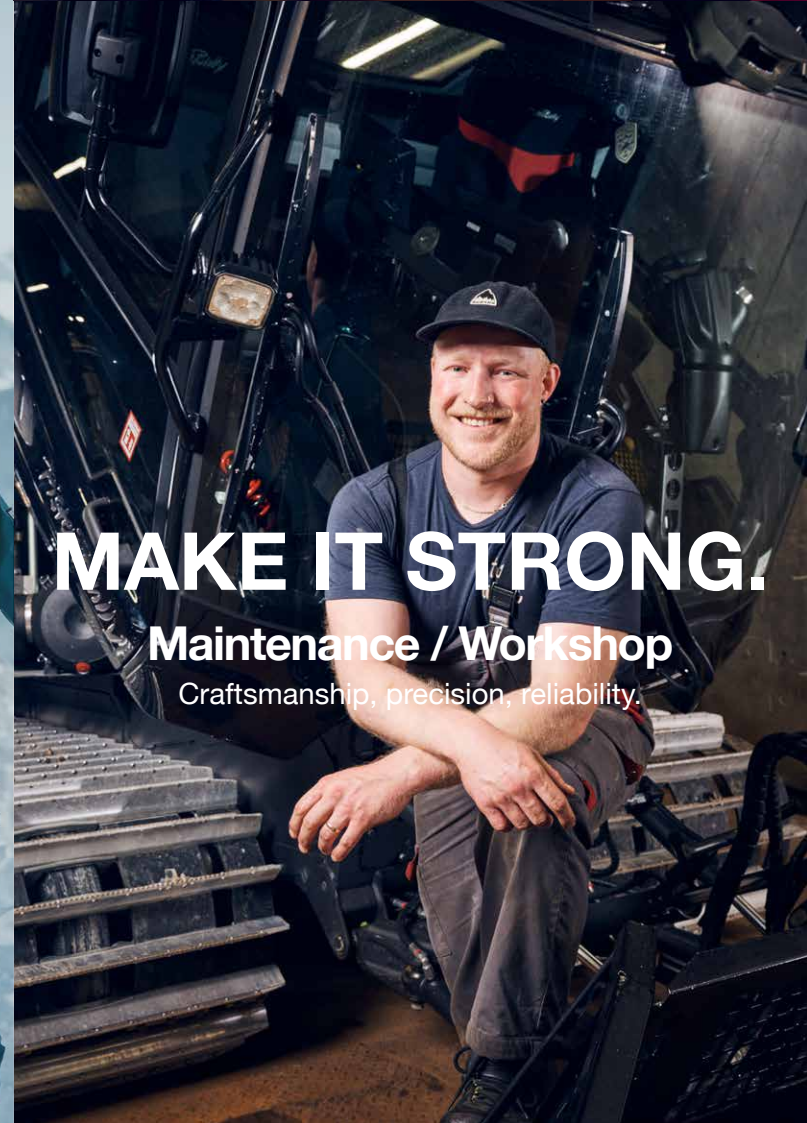
Storytelling, energy, style.



MAKE IT FLOW.

Snow Sports / School

Joy of movement, ease, learning by doing.



MAKE IT STRONG.

Maintenance / Workshop

Craftsmanship, precision, reliability.



MAKE IT GROW.

HR / People Performance

Development, culture, good work.

CHRISTINA DARMS

Head of HR Management for the entire group, and with the company since 2003
Hobbies: Swimming, reading, gardening, cross-country skiing, skiing.

What are your main responsibilities in your position?
I lead the Human Resources team and promote the further development and digitization of our HR processes. In addition, I take on operational personnel management tasks for various subsidiaries.

What motivates you to work at the Weisse Arena Group?
The diverse nature of my tasks, the close cooperation within the team, and the collaboration with my supervisor and the various contacts bring me great joy. Interacting with different personalities enriches my everyday work. The numerous exciting new projects initiated by the company—ranging from innovative cable cars and the rocksresort to new products—are particularly thrilling. This variety constantly provides challenges and keeps things interes-

ting. Additionally, I value my workplace in the midst of nature; just the opportunity to go skiing during my lunch break is a tremendous advantage.

Has the company provided you with opportunities for professional development?
The WAG supported me financially in my training as a certified HR specialist and Head of Human Resources. Moreover, I have been able to continually develop professionally and personally over the years.

What would you tell new employees about the Weisse Arena Group to help them settle in quickly?
Be open-minded and non-judgmental, ask questions, get involved, and be persistent when necessary. Stay flexible and be ready to contribute.



JOIN US

Become part of our team! Here's what awaits you:

- A competitive and attractive salary structure
- Diverse offerings for personal and professional development
- Exclusive benefits and discounts
- Programs to promote physical and mental health.

MAKE IT WORK – MAKE IT LAAX

– for unforgettable experiences, sustainable values, and a culture that inspires!

We look forward to meeting you!

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