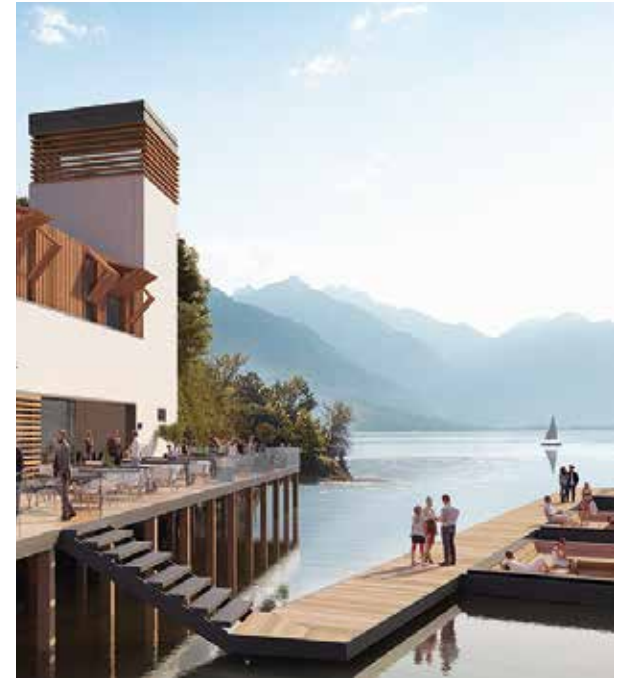




**FLORENS**  
RESORT & SUITES

*Brienzersee - Interlaken*



*An ecological connection*

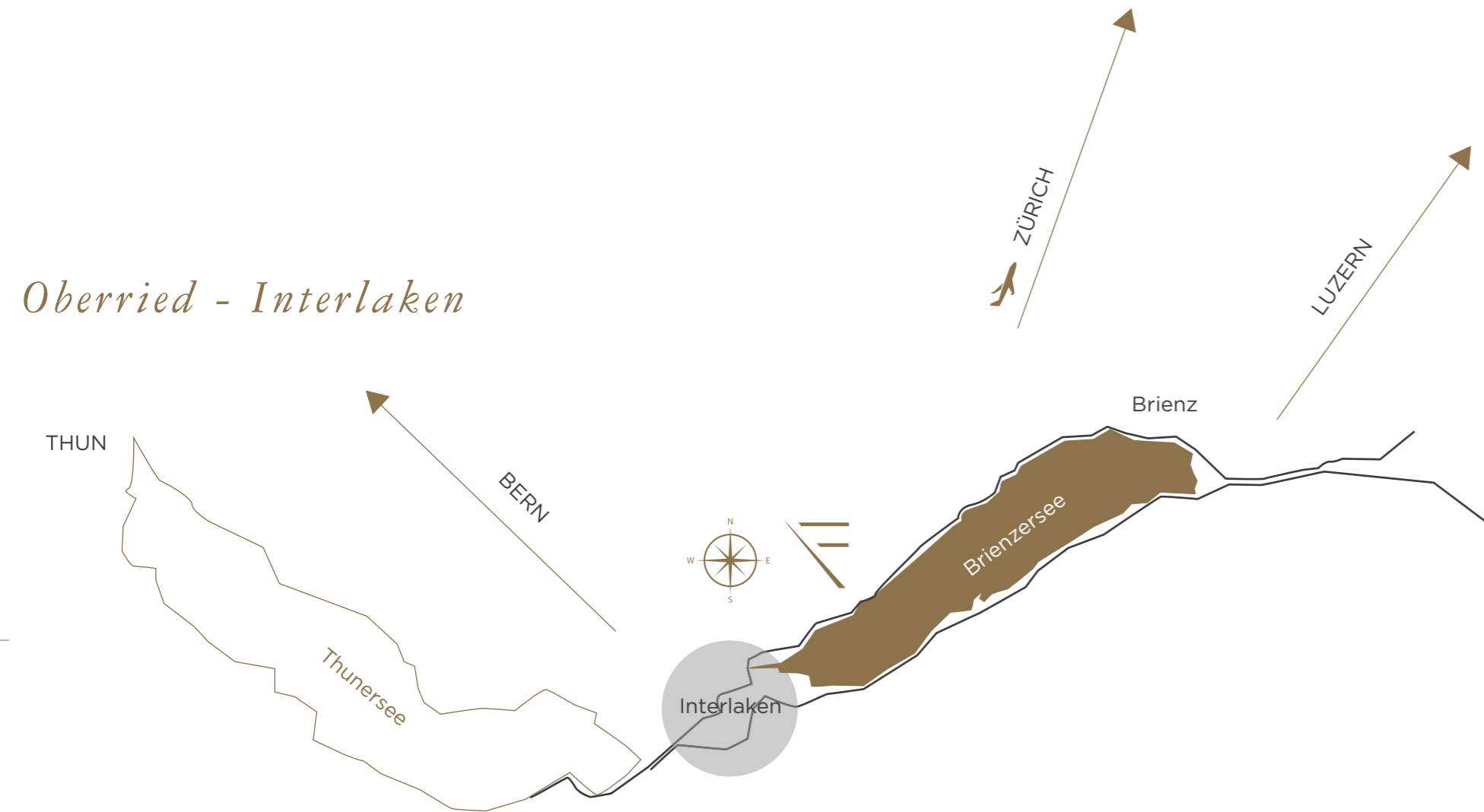


# I

## Introduction

The goal of this presentation is to provide insights into the feasibility, the concept and the accompanying marketing strategy of Florens Resort & Suites. This is done by using facts, market research and trends, but is also based on years of relevant experience in hospitality and finance. We have tried to paint as realistic a picture as possible and have combined our enthusiasm and confidence with hard numbers. Of course, we are more than happy to answer any questions that might come up along the way.

*(Please note that the statements regarding legal or fiscal issues in this presentation are of a purely informative nature and that we advise each investor to obtain legal, financial or tax advice based on their circumstances and requirements).*



## A unique location

Switzerland is famous for its spectacular natural beauty, which is perfectly illustrated by the Bernese Oberland located in the heart of Europe not far from Freiburg, Munich, Geneva or Lausanne. The Northern Italian cities Milan and Turin are also located at a reasonable distance. The nearest airport is in the capital Bern. From Zürich International Airport to Florens Resort will take about 1h30 by car.

### LAKE BRIENZ

Lake Brienz glistens in the sun like a string of diamonds. The lake stretches fourteen kilometres in length and is nearly three kilometres wide. The turquoise water is clear and clean. Lake Brienz lies in the Jungfrau Region, which is a very unique and stunning mountain landscape. It is truly justified and well deserved registered as the UNESCO swiss alps Jungfrau Aletsch. This unrivalled natural monument is dominated by the three giants of the Alps: Eiger, Mönch, and Jungfrau. These three peaks form an indomitable mountain landscape that presents endless possibilities.

# S

## Sights & attractions

**JUNGFRAU REGION** - this UNESCO World Heritage Site in the Swiss Alps offers the Jungfrau Railway that takes visitors directly through the north face of the Eiger to the Jungfrau Joch with a magnificent view of the Aletsch Glacier, as well as countless hiking paths.

**INTERLAKEN** - located between the Lakes of Thun and Brienz is the starting point for many tours. This city offers a myriad of opportunities for shopping, sports and entertainment in both summer in winter.

**ISELTWALD** - on the opposite side of Florens Resorts & Suites at Lake Brienz, you can find this traditional fishing village with countless opportunities for being active. Fishing, rowing, swimming, folklore and musical performances are just some of the entertainment offerings for tourists and guests.

**THE SWISS OPEN AIR MUSEUM BALLEMBERG** - located between Haslital, Meiringen-Hasliberg and Interlaken - provides insight into the daily life of historic rural Switzerland.

**MEIRINGEN** - famous for the nearby Reichenbach Falls, a spectacular waterfall that formed the backdrop for the last showdown between Sir Arthur Conan Doyle's fictitious detective Sherlock Holmes and his arch-enemy, Professor Moriarty. The village is also known for its claim of being the birthplace of the meringue.

Breathtaking views, impressive mountain panoramas, untouched nature, sparkling lakes and authentic hospitality – the best of Switzerland ! The Bernese Oberland and the Bern region are worth a visit during any season.

# N

## Nearby skiing areas

«Best of the Alps» is the trademark for the extensive tradition of hospitality in those alpine locations that are viewed as pioneers for skiing and mountain holidays. For all of these locations, the following holds true: The uniqueness of the mountain world and the beauty of the landscapes has been brought into line perfectly with the requirements of the modern and active holiday in summer as well as in winter. The excellent transport connections, the variety of the cultural offerings and last but not least, the almost mythical popularity of the mountains complete their status as premium tourist destinations.

**HASLIBERG** - 30 minutes by car from Florens Resort: 60 km of ski slopes, 25 km of winter hiking paths, a large playground for children and the education area “Skihäsiland” as well as the skiing area Hasliberg.

**GRINDELWALD/WENGEN** – this characteristic alpine village at the foot of the famous trio Eiger, Mönch and Jungfrau. Grindelwald lies roughly 1,050 meters above sea level at the foot of the Eiger and is around a 40-minute drive from Florens Resort. The hospitable village is surrounded by a diverse and unspoilt alpine landscape. With its area of 171 km<sup>2</sup>, Grindelwald is one of the largest communities of the canton Bern.

The high-alpine glacial landscape counts among the most impressive mountain landscapes in the world and was included in the list of UNESCO World Heritage Sites in 2001 for this reason.

Wengen – an alpine village with limited traffic and the nearest location for a trip to the activity station Jungfrau Joch. A must-visit for every tourist in the region. Wengen is also home to the longest world cup ski-run, the Lauberhorn Race.

**MÜRREN/SCHILTHORN** - car-free alpine village with countless hiking paths, a climbing route and other sports activities. With a summit of 2,970 above sea level, the Schilthorn is the highest peak of the Bernese pre-Alps in Switzerland. It can be reached by cable car from Stechelberg and Mürren, and offers an impressive 360° panorama of the Alps with “Piz Gloria”. This newly-renovated 360° revolving restaurant offers spectacular views of UNESCO World Heritage Sites with the Eiger, Mönch and Jungfrau as well as more than 200 additional summits. In 1968, it served as the location for legendary James Bond movie “On Her Majesty’s Secret Service”. On a clear day, one can even see the Mont Blanc massif and the Black Forest hills in Germany. Schilthorn is a versatile hiking region during the summer, and the highest skiing area in the Bernese Oberland during winter.

## Origins of the Schilthorn Cablecar

8

Among mountain climbers, the Schilthorn summit has long been known as an exceptionally imposing view point, and the project of building a cable car to the top of the mountain was a logical consequence. However, the geology of the mountain created almost unsolvable problems for the engineers. In the following decades, different projects were drawn up on how to make the Schilthorn summit accessible for non-climbers.

Picturesque landscapes framed by countless summits, with over 800 lakes, world-class events and unique experiences, moments of joy and pleasure, living traditions and customs: the Bernese Oberland counts among the most varied regions of Switzerland. Mountains such as the Eiger, Mönch or Jungfrau impress with their unique views, such as the one from the Jungfrau Joch – Top of Europe. Crystal-clear lakes such as the Lakes Thun or Brienz invite you for a refreshing swim. The alpine authenticity and the traditional folk festivals excite and create unforgettable moments.

It took until the 1960s for the cable car industry to reach a level of development that allowed it to reach the almost 3,000-metre summit.

Under leadership of Ernst Feuz, a visionary man from Mürren, a group of ambitious pioneers managed to overcome the substantial financial and technical difficulties to finally open the Schilthorn summit to a wide audience in 1967. Most people would have probably been content with realizing the longest and technically-challenging cable car in the world to this point. Ernst Feuz, however, wanted more. He dreamed of offering an unique experience to the guests of his cable car – the fascinating 360° panorama of the Schilthorn summit should be served up on a plate to his customers – quite literally.

The idea of building the world's first revolving restaurant surrounded by three- and four-thousand- meters peaks was born. At first, most of his colleagues thought he had lost his mind – but then he realized his dream ... albeit with a little help from James Bond!



9



# U

*Unique resort*

Located on Lake Brienz, Florens Resort & Suites is 6.5 hectares large and has 800 metres of shoreline. The resort has 155 apartments/exclusive suites, all with a view of Lake Brienz and the stunning mountain landscape. The resort houses several restaurants and bars, some meeting- and event spaces, a heated outside pool, a spa & wellness area and has its own harbour with berths. The apartments also have one or two underground parking spaces.

Please check the current sales status on our homepage [www.florensresort.com](http://www.florensresort.com).



An ecological connection

12

An ecological connection

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# House 1 | Mönch

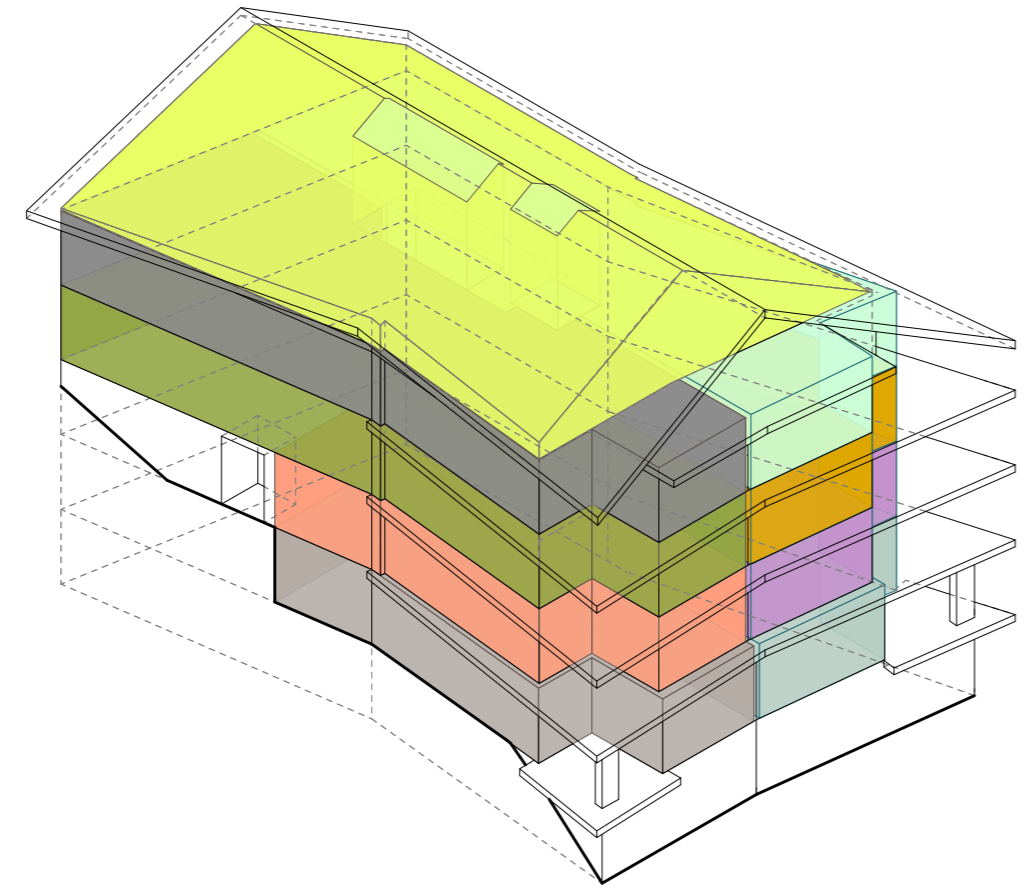
9 Apartments

An ecological connection

14

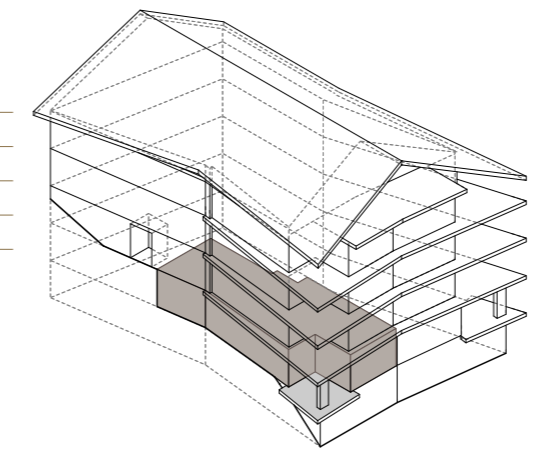
| Apartment | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|-----------|--------------------|------------------------|-----------------|
| 1.01   U1 | 82                 | 17                     | 3,5             |
| 1.02   U1 | 85                 | 19                     | 3,5             |
| 1.03   E0 | 83                 | 26                     | 3,5             |
| 1.04   E0 | 104                | 31                     | 4,5             |
| 1.05   E1 | 135                | 26                     | 4,5             |
| 1.06   E1 | 131                | 31                     | 4,5             |
| 1.07   E2 | 135                | 26                     | 4,5             |
| 1.08   E2 | 131                | 31                     | 4,5             |
| 1.09   E3 | 188                | 42                     | 5,5             |

E3  
E2  
E1  
E0  
U1

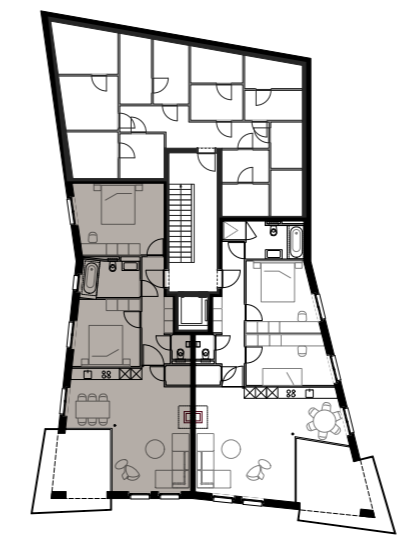


1.01

E3  
E2  
E1  
E0  
U1

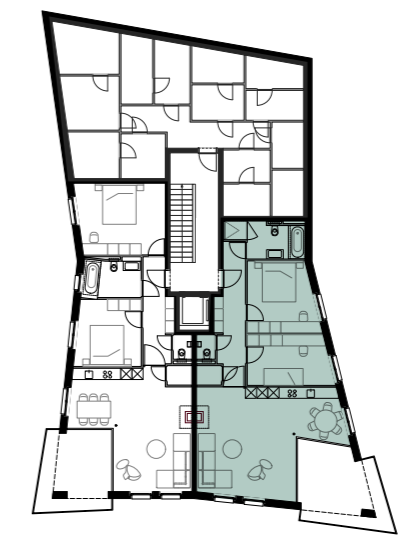
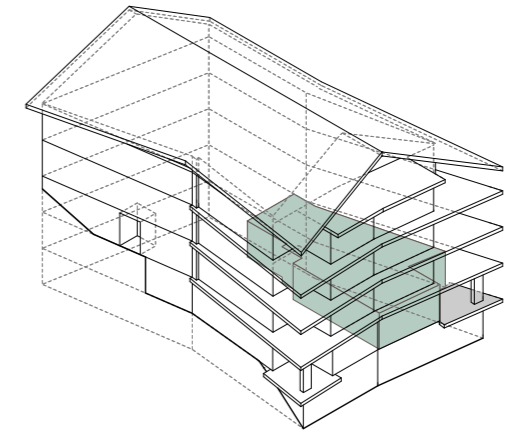


1.01 | U1



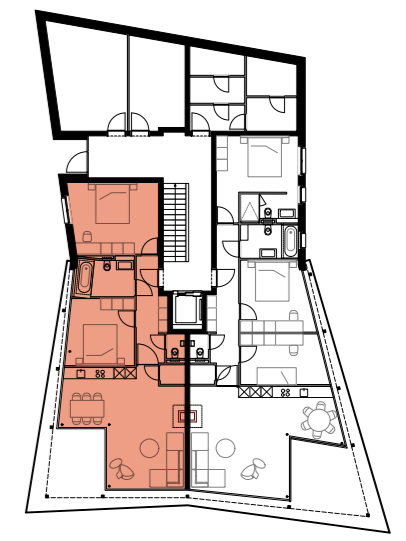
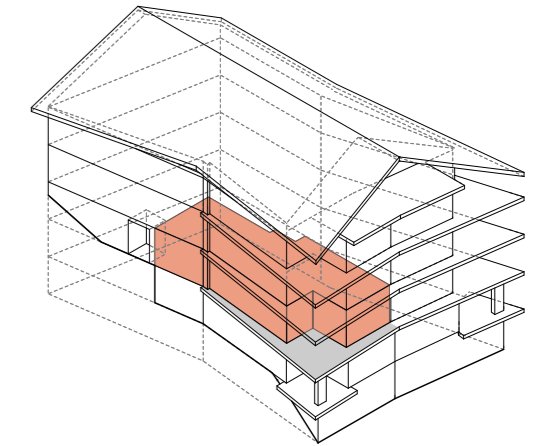
1.02

1.02 | U1



1.03

1.03 | E0



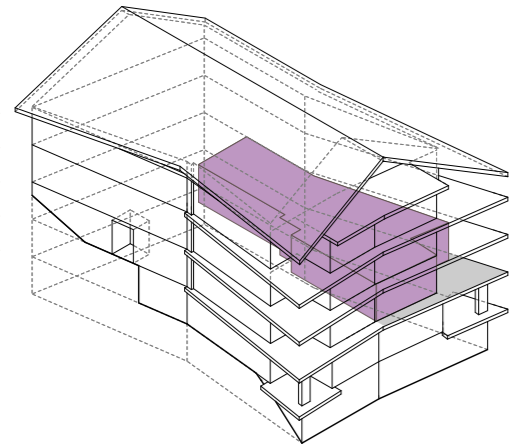
An ecological connection

15

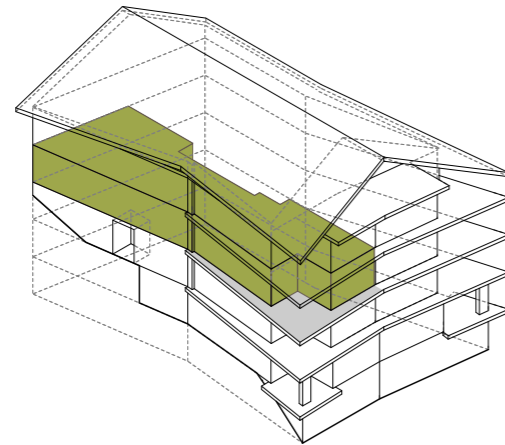


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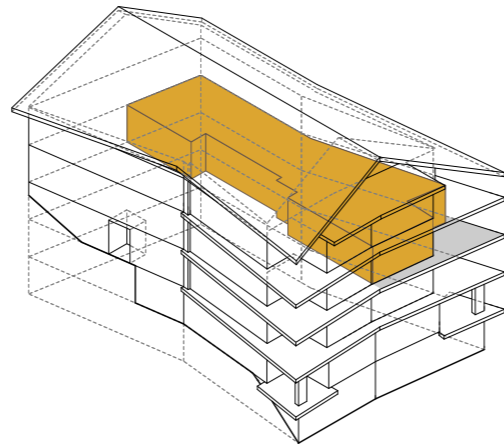
E3  
E2  
E1  
E0  
U1



1.05

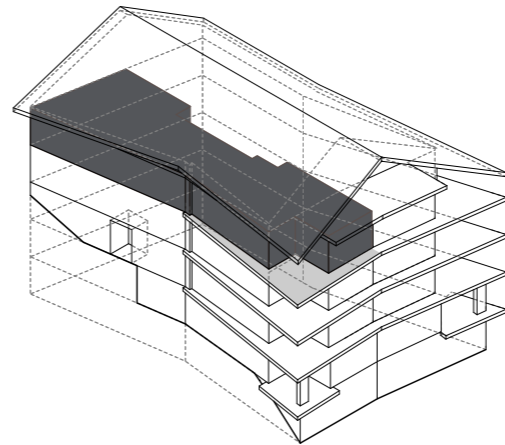


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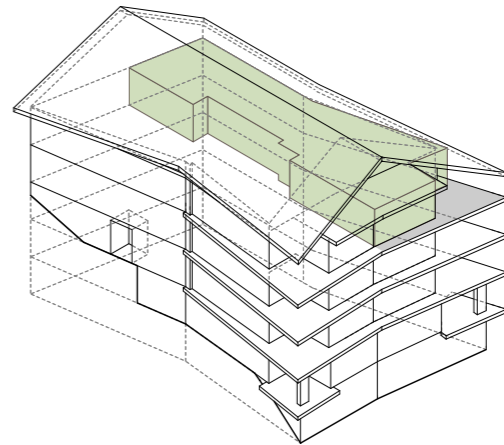


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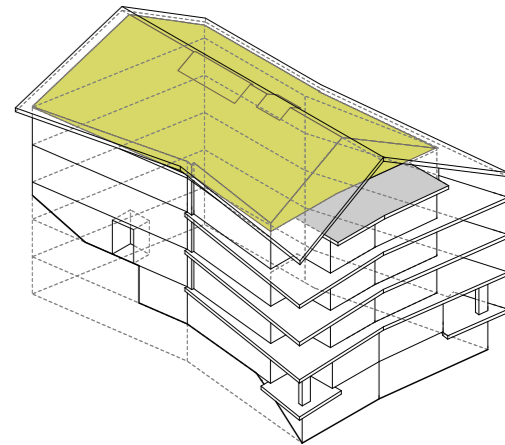
E3  
E2  
E1  
E0  
U1



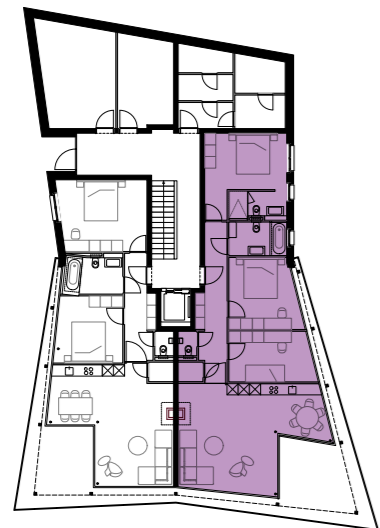
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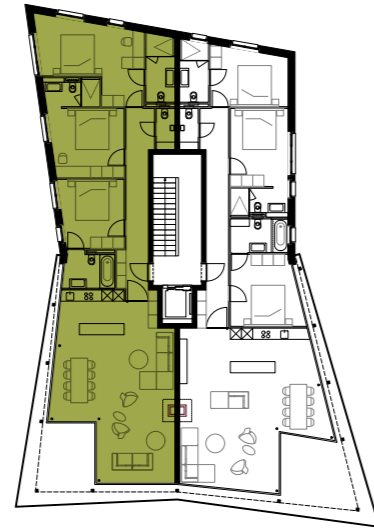
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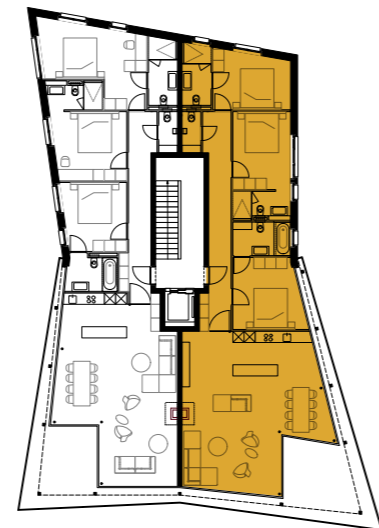
1.04 | E0



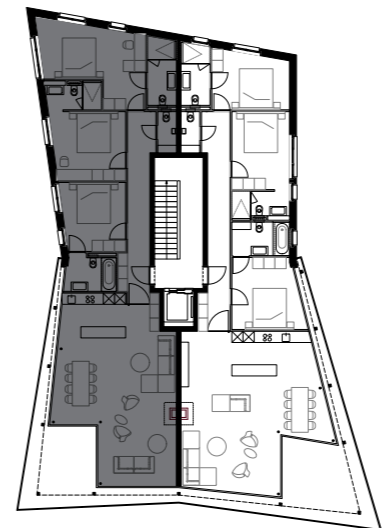
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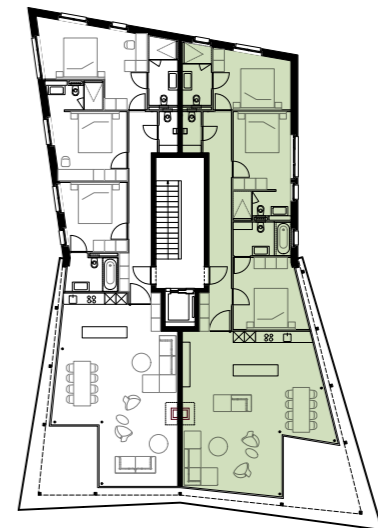
1.06 | E1



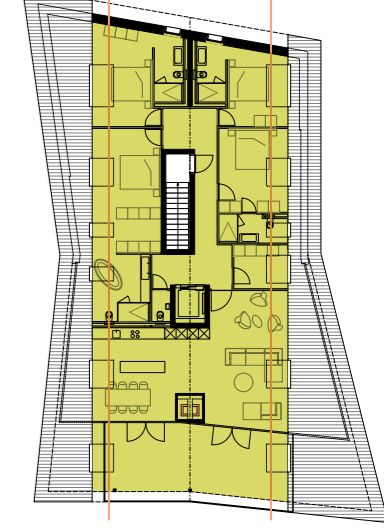
1.07 | E2



1.08 | E2

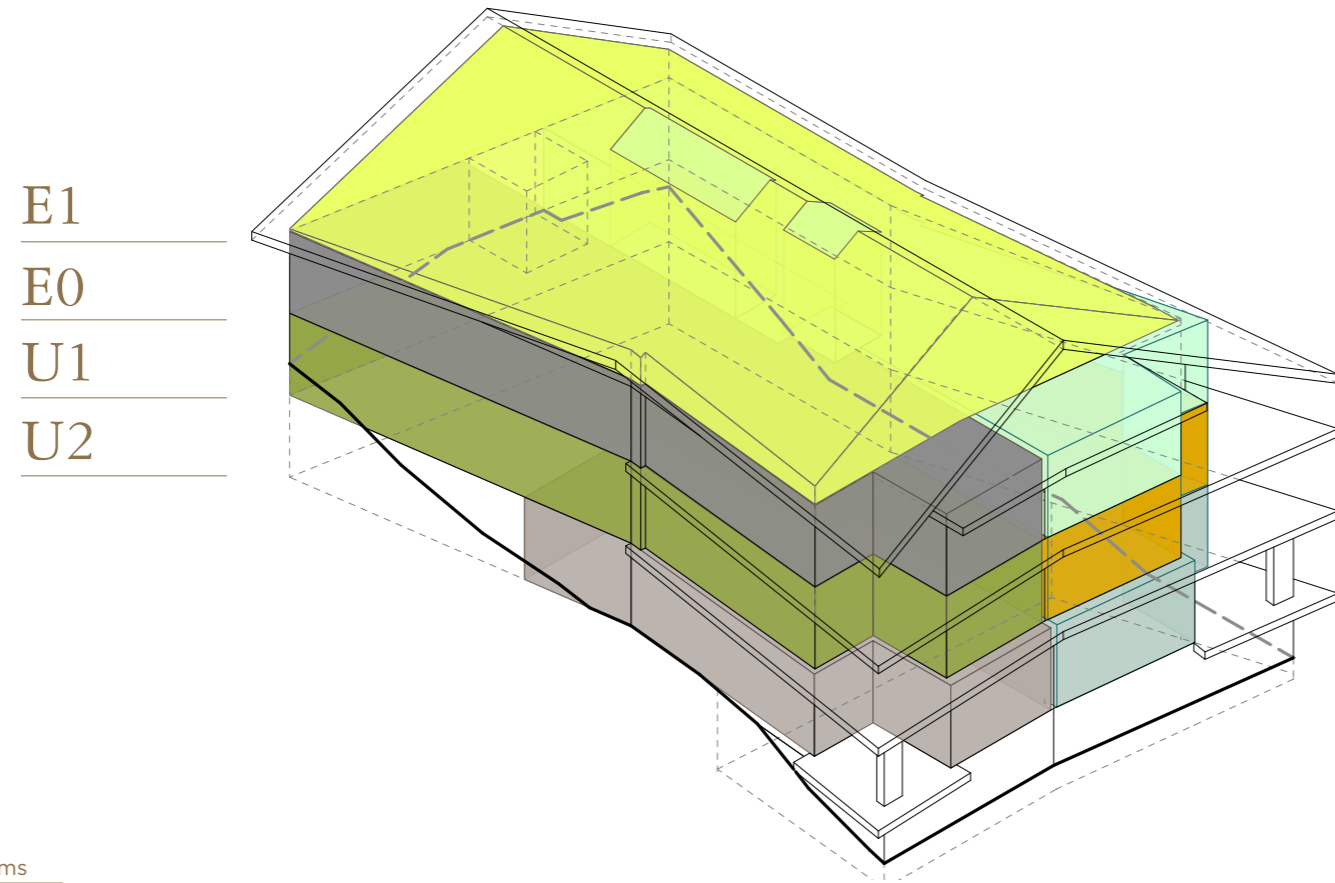


1.09 | E3



# House 2 | Jungfrau

7 Apartments



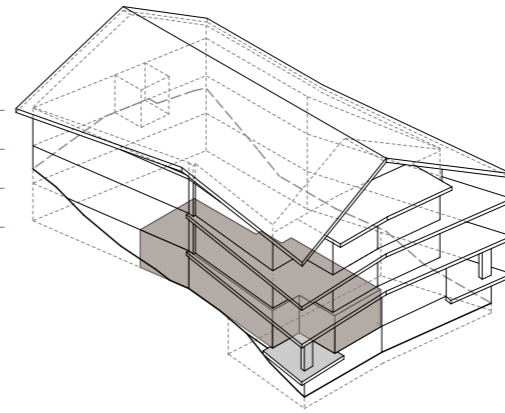
An ecological connection

18

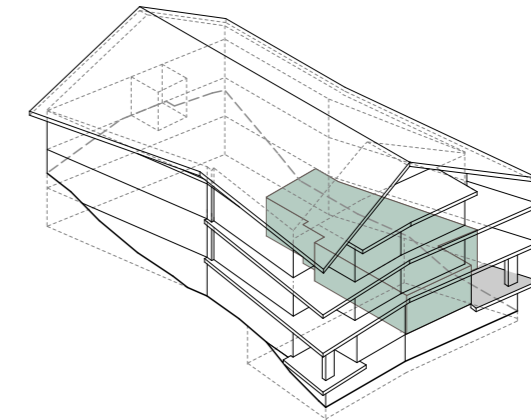
| Apartment | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|-----------|--------------------|------------------------|-----------------|
| 2.01   U2 | 82                 | 17                     | 3,5             |
| 2.02   U2 | 85                 | 19                     | 3,5             |
| 2.03   U1 | 135                | 26                     | 4,5             |
| 2.04   U1 | 131                | 31                     | 4,5             |
| 2.05   E0 | 127                | 26                     | 4,5             |
| 2.06   E0 | 124                | 32                     | 4,5             |
| 2.07   E1 | 188                | 42                     | 5,5             |

2.01

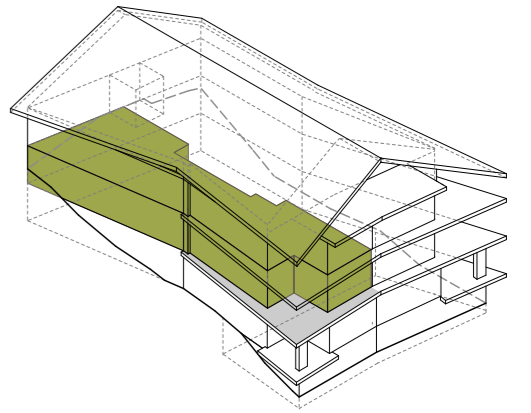
E1  
E0  
U1  
U2



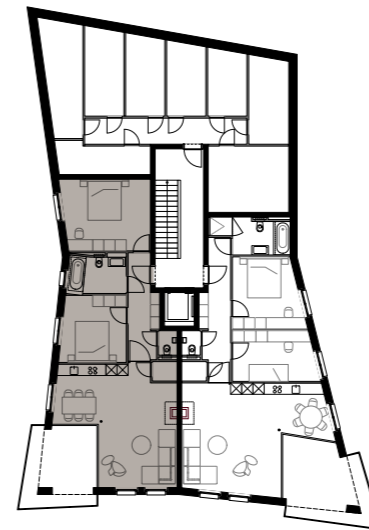
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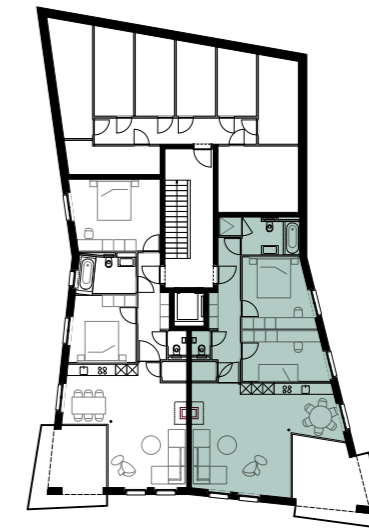
2.03



2.01 | U2



2.02 | U2



2.03 | U1

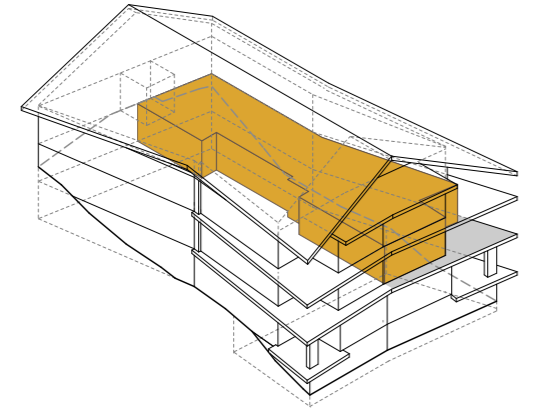


An ecological connection

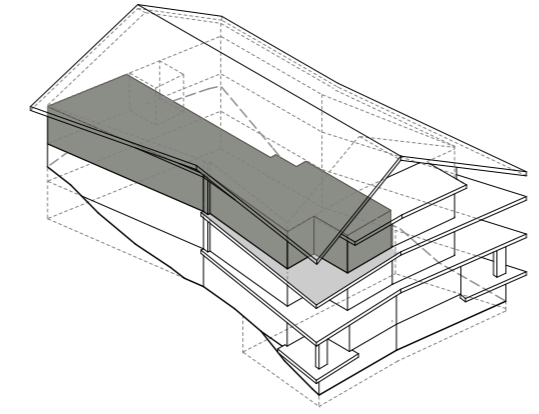
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2.04

- E1
- E0
- U1
- U2

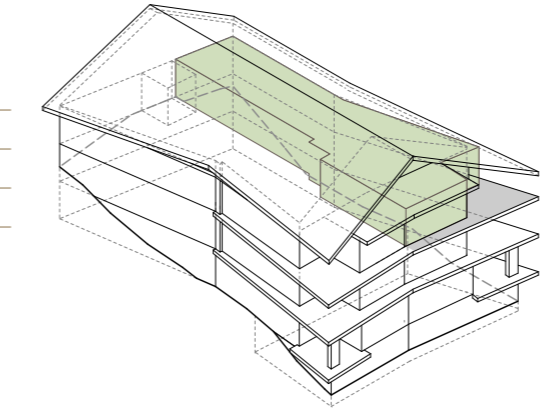


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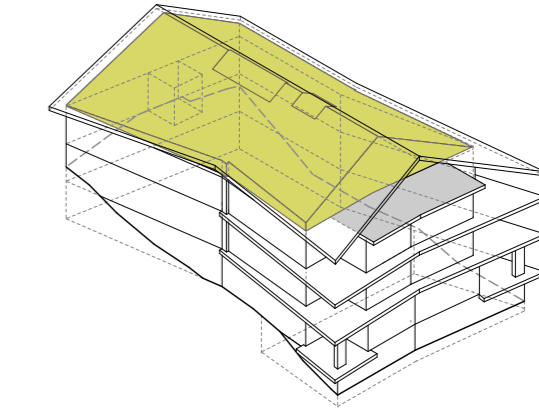


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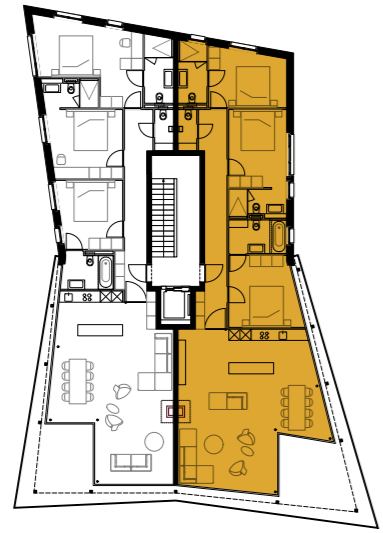
- E1
- E0
- U1
- U2



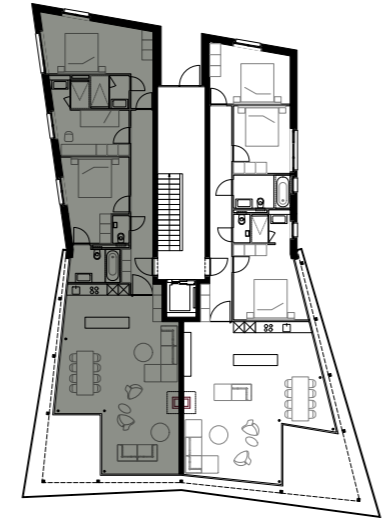
2.07



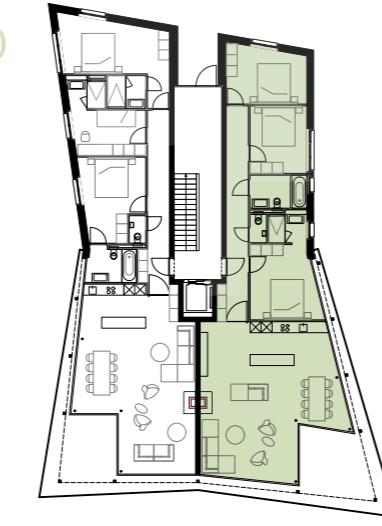
2.04 | U1



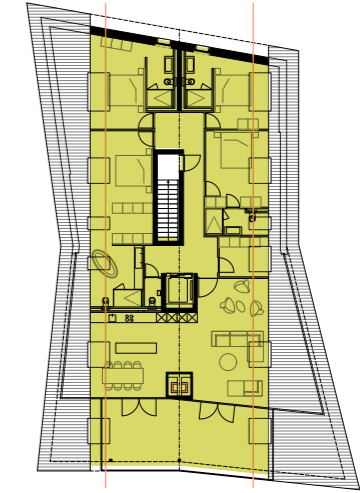
2.05 | E0



2.06 | E0



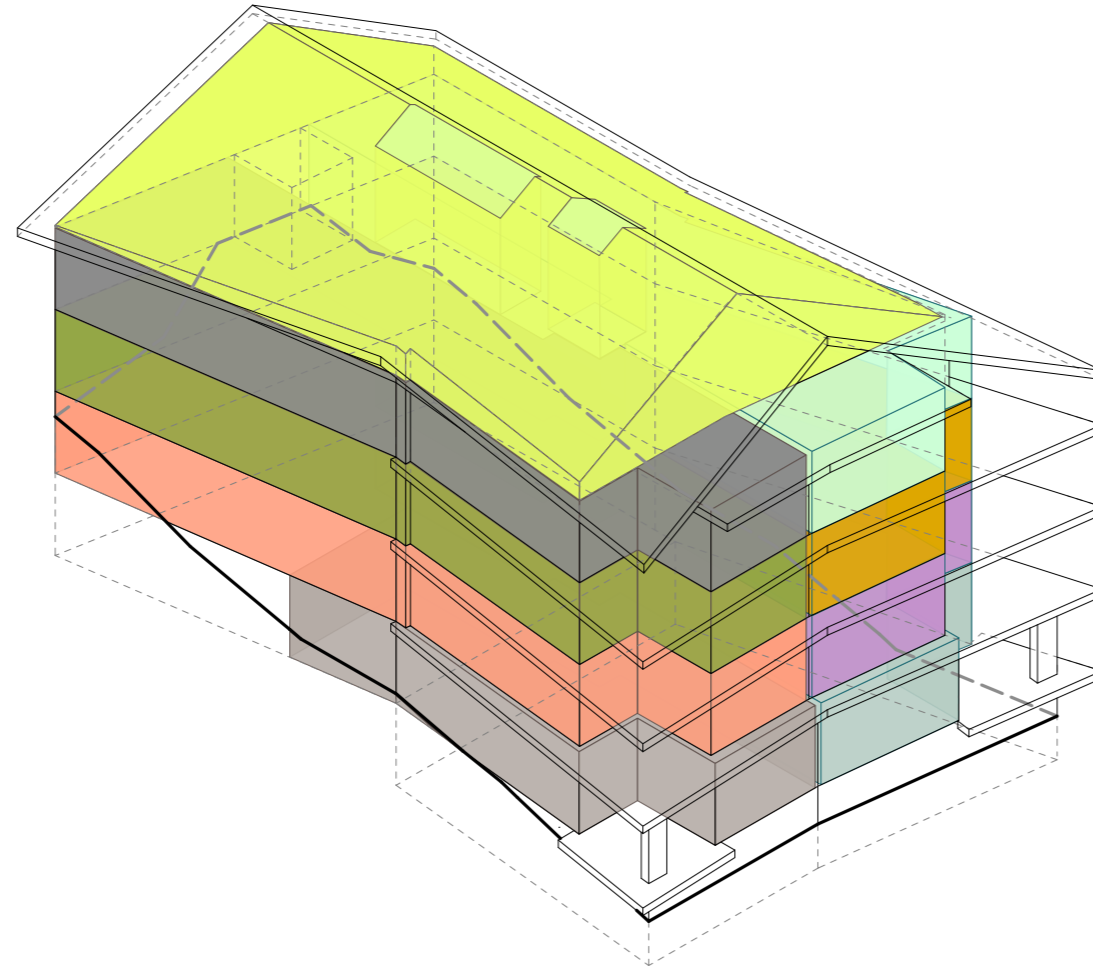
2.07 | E1



# House 3 | Eiger

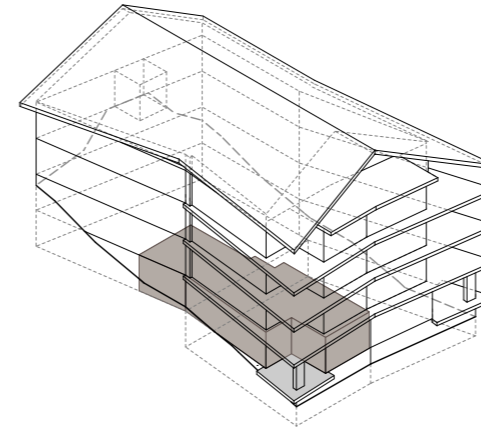
9 Apartments

E1  
E0  
U1  
U2  
U3

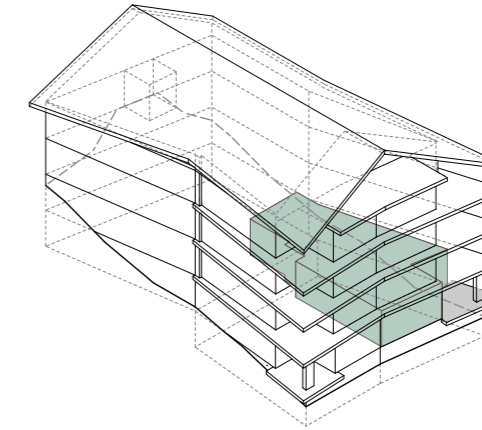


3.01

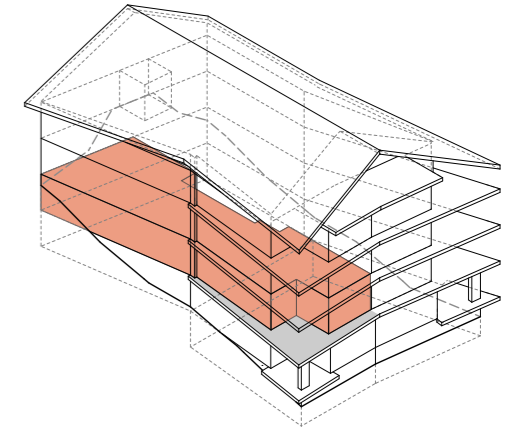
E1  
E0  
U1  
U2  
U3



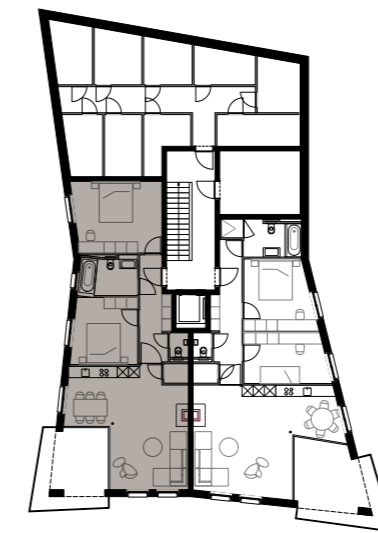
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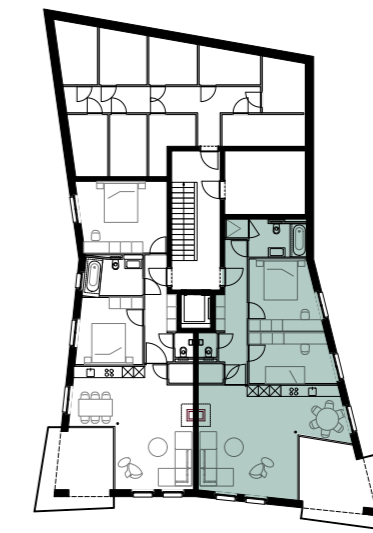
3.03



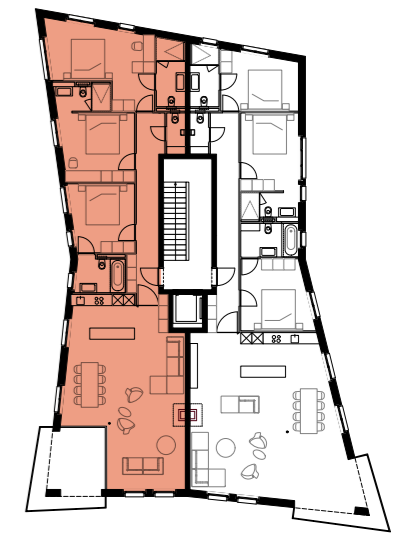
3.01 | U3



3.02 | U3



3.03 | U2



An ecological connection

An ecological connection

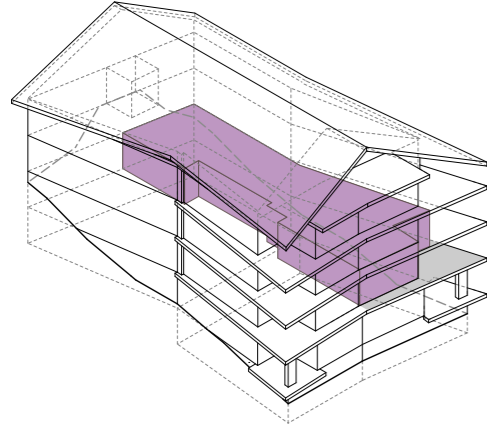
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23

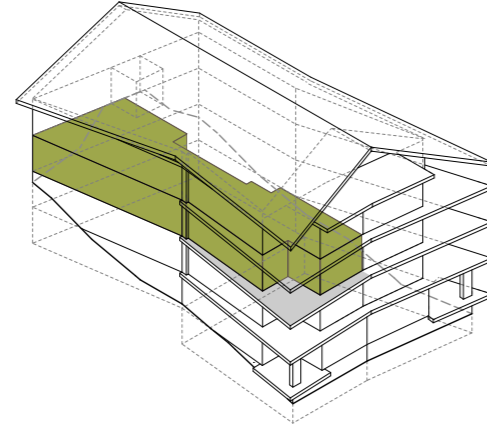
| Apartment | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|-----------|--------------------|------------------------|-----------------|
| 3.01   U3 | 82                 | 17                     | 3,5             |
| 3.02   U3 | 85                 | 19                     | 3,5             |
| 3.03   U2 | 135                | 26                     | 4,5             |
| 3.04   U2 | 131                | 31                     | 4,5             |
| 3.05   U1 | 135                | 26                     | 4,5             |
| 3.06   U1 | 131                | 31                     | 4,5             |
| 3.07   E0 | 127                | 26                     | 4,5             |
| 3.08   E0 | 124                | 31                     | 4,5             |
| 3.09   E1 | 188                | 42                     | 5,5             |

3.04

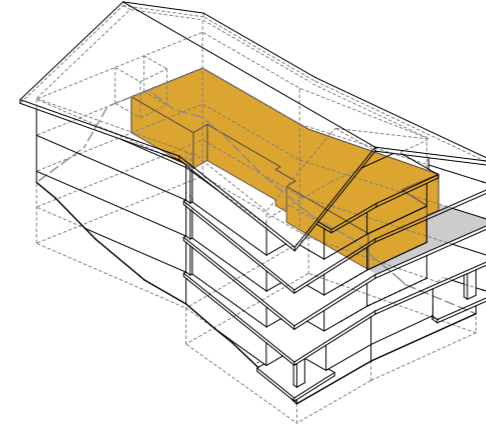
E1  
E0  
U1  
U2  
U3



3.05

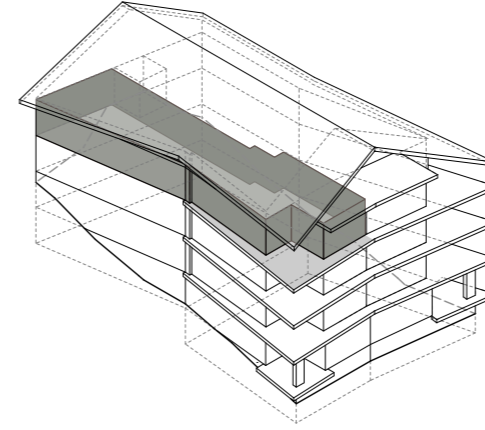


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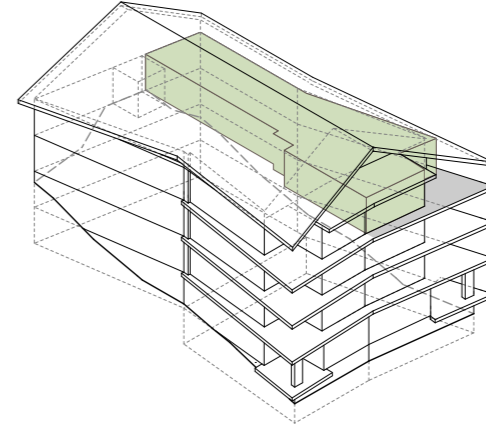


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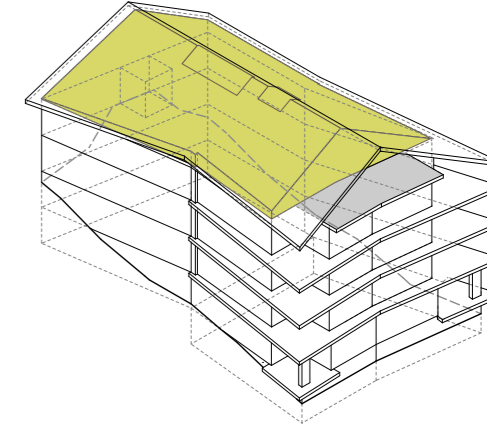
E1  
E0  
U1  
U2  
U3



3.08

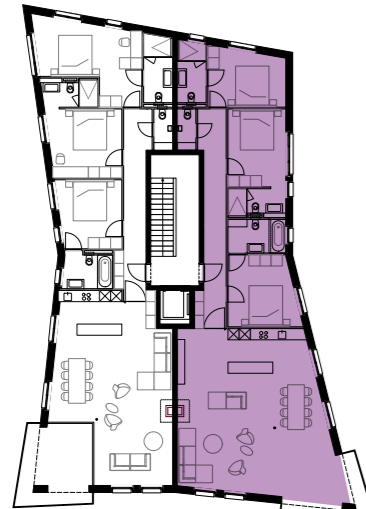


3.09

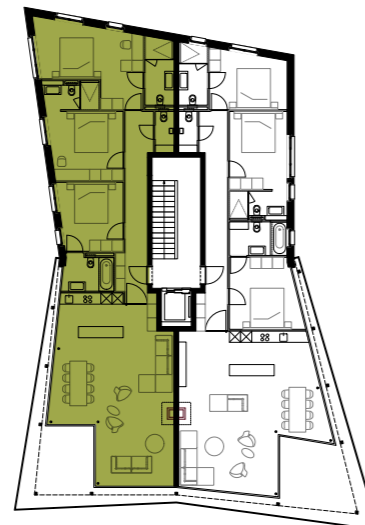


An ecological connection

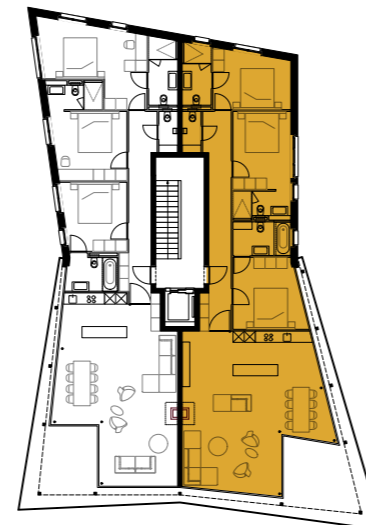
3.04 | U2



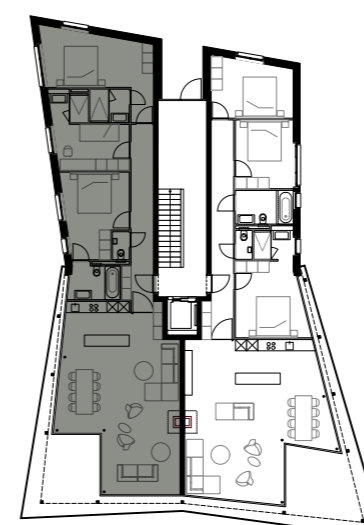
3.05 | U1



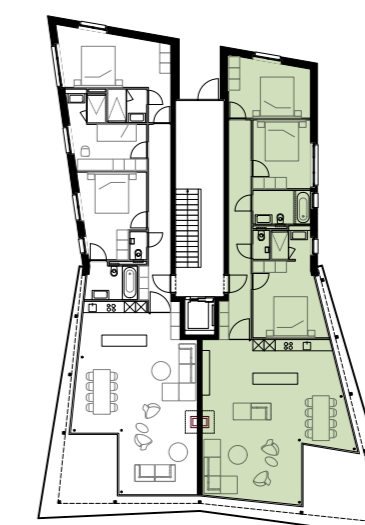
3.06 | U1



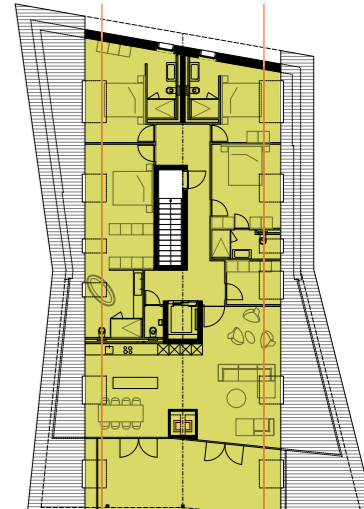
3.07 | E0



3.08 | E0



3.09 | E1



An ecological connection

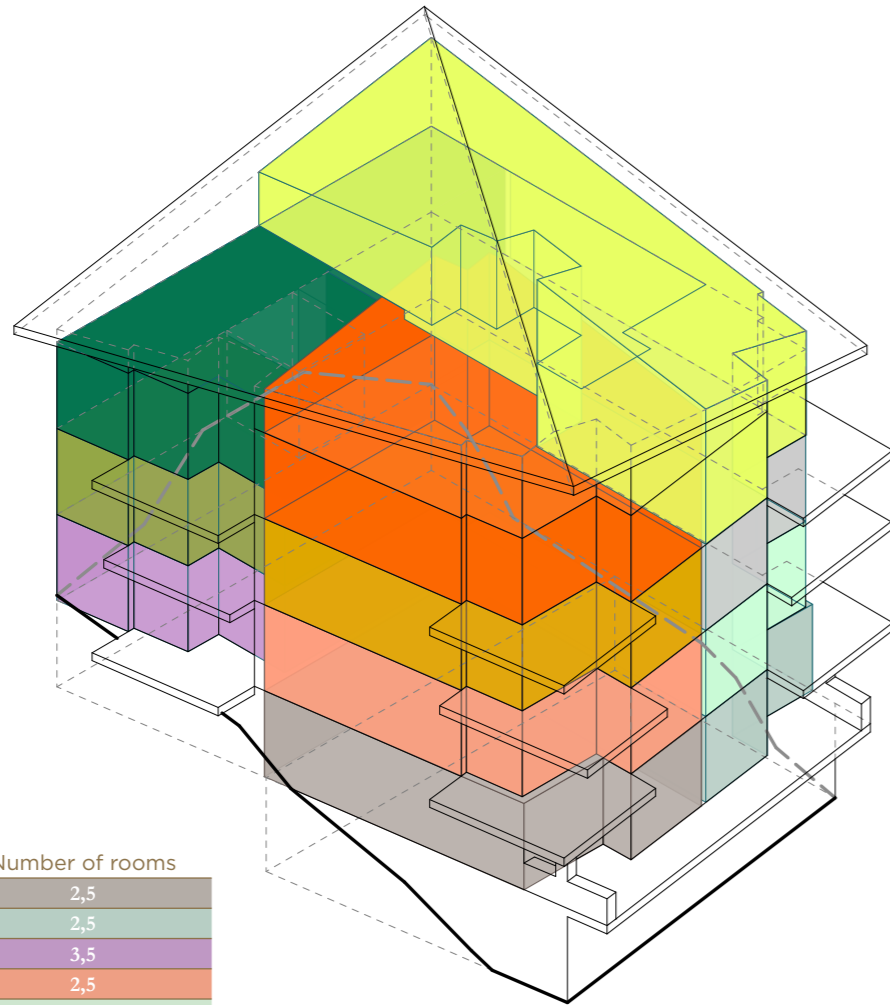
24

25

# Haus 4 | Breithorn

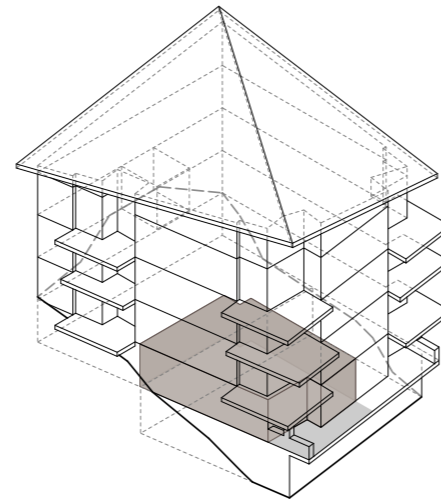
11 Apartments

E2  
E1  
E0  
U1  
U2

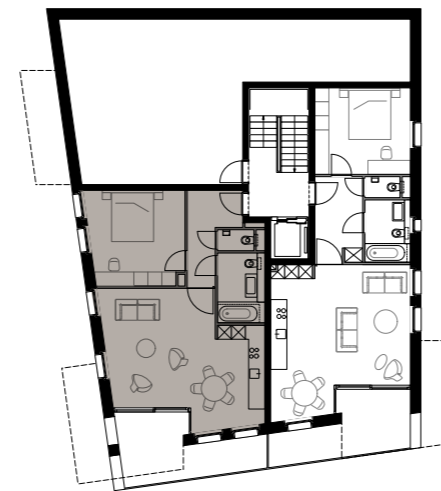


4.01

E2  
E1  
E0  
U1  
U2

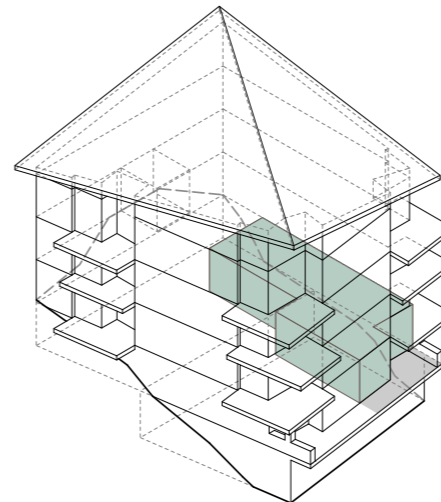


4.01 | U2

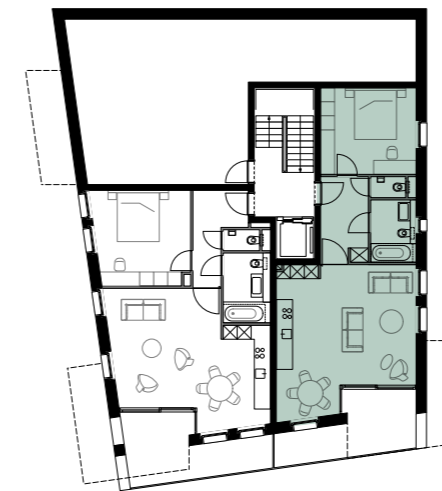


4.02

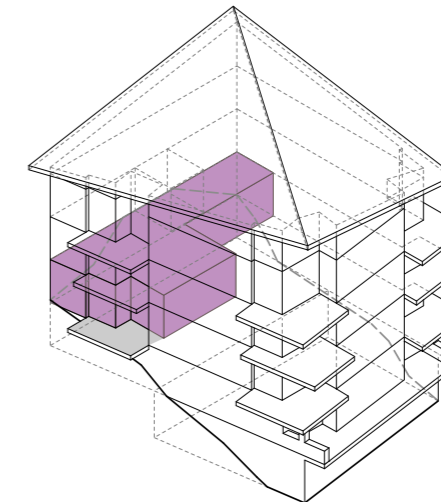
E2  
E1  
E0  
U1  
U2



4.02 | U2



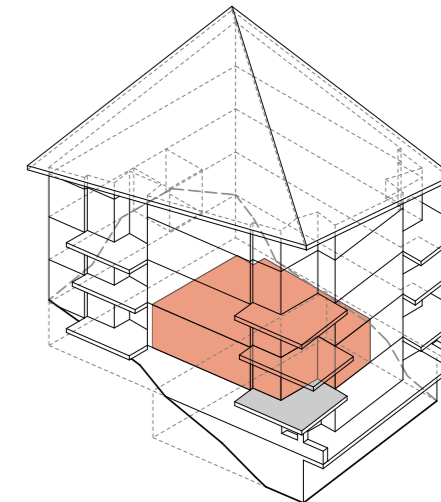
4.03



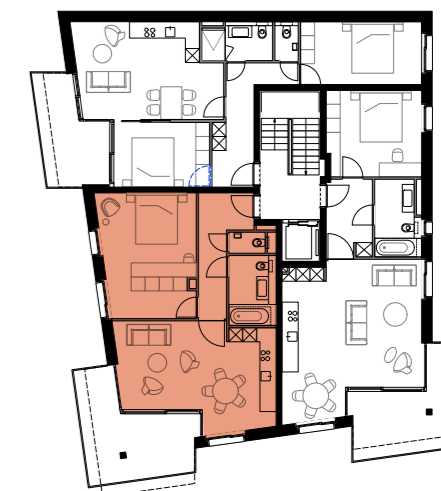
4.03 | U1



4.04



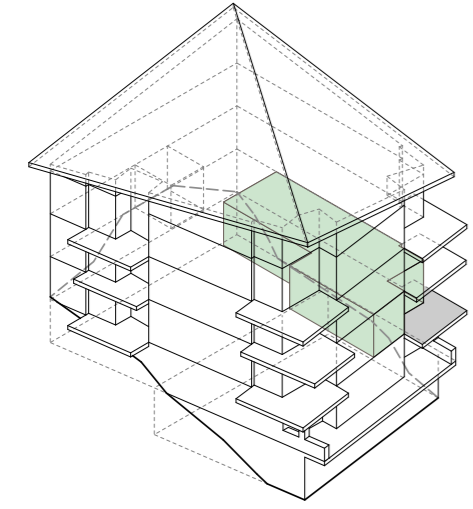
4.04 | U1



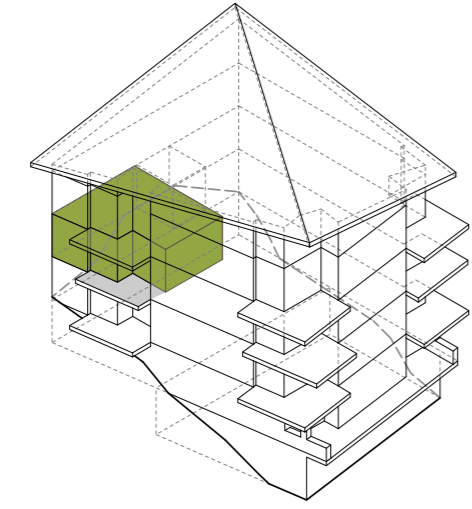
| Apartment | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|-----------|--------------------|------------------------|-----------------|
| 4.01   U2 | 65                 | 14                     | 2,5             |
| 4.02   U2 | 64                 | 13                     | 2,5             |
| 4.03   U1 | 66                 | 12                     | 3,5             |
| 4.04   U1 | 65                 | 17                     | 2,5             |
| 4.05   U1 | 64                 | 15                     | 2,5             |
| 4.06   E0 | 37                 | 9                      | 2,5             |
| 4.07   E0 | 65                 | 17                     | 2,5             |
| 4.08   E0 | 78                 | 14                     | 3,5             |
| 4.09   E1 | 66                 | 12                     | 3,5             |
| 4.10   E1 | 124                | 17                     | 4,5             |
| 4.11   E2 | 124                | 15                     | 4,5             |

4.05

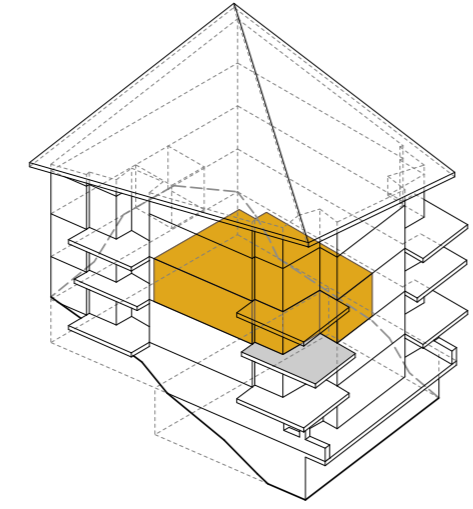
E2  
E1  
E0  
U1  
U2



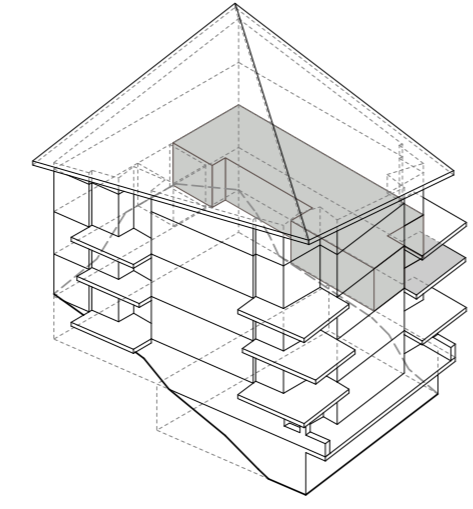
4.06



4.07

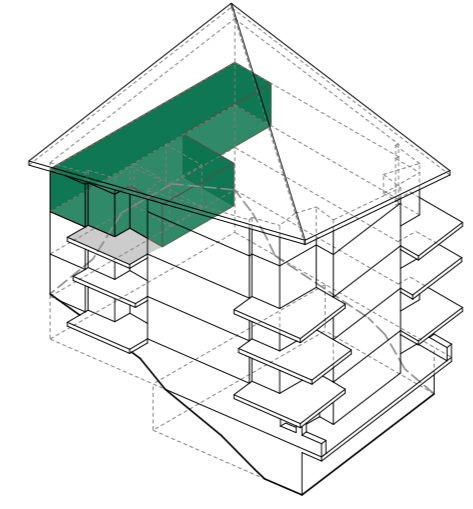


4.08

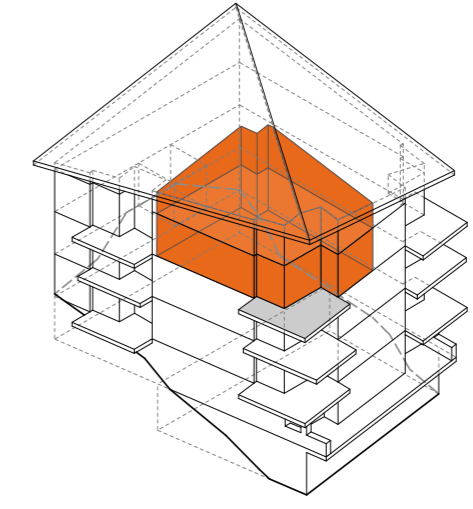


4.09

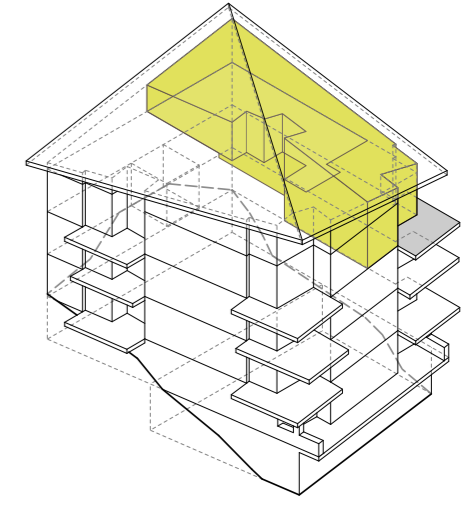
E2  
E1  
E0  
U1  
U2



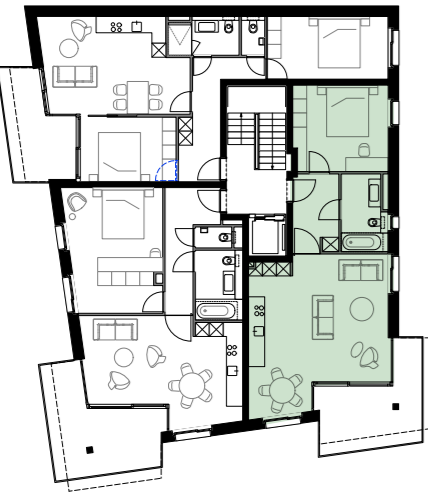
4.10



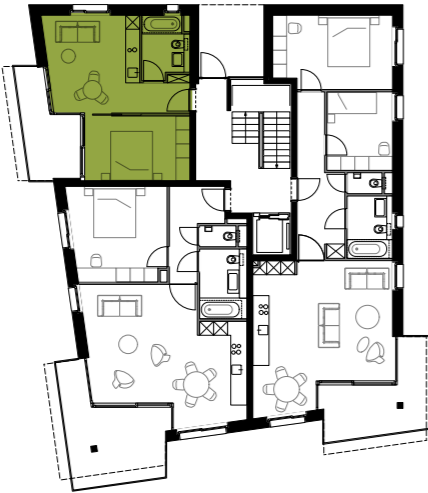
4.11



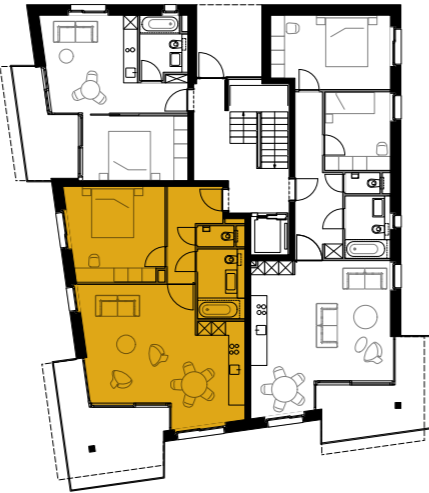
4.05 | U1



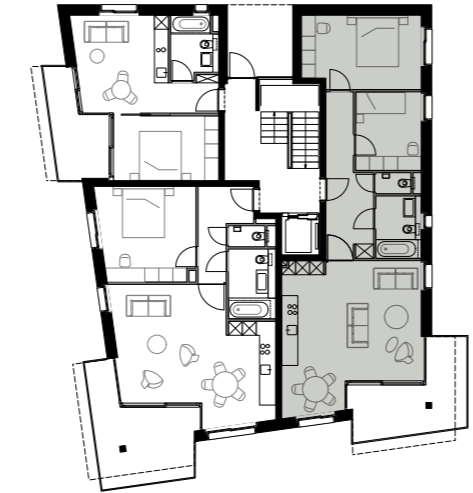
4.06 | E0



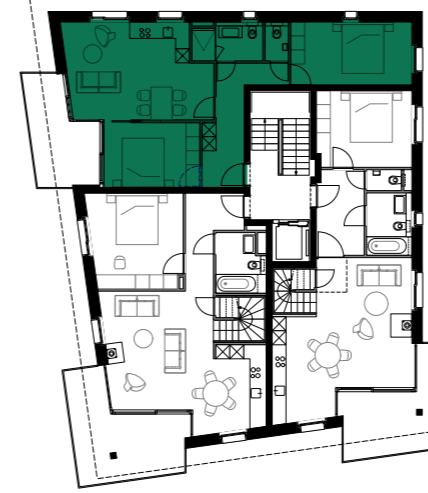
4.07 | E0



4.08 | E0



4.09 | E1



4.10 | E1



4.11 | E2



# House 5 | Matterhorn

7 Apartments

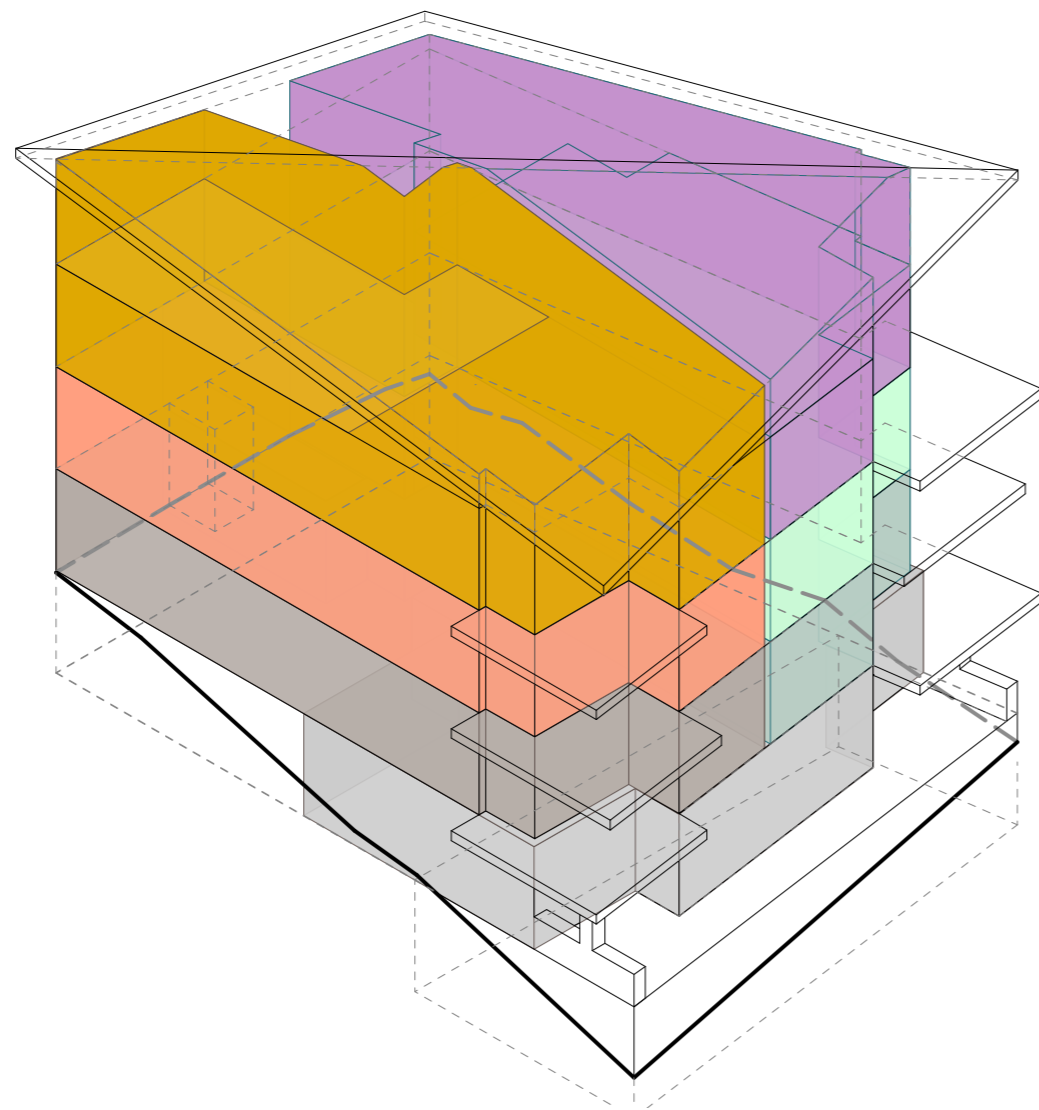
E3

E2

E1

E0

U1



5.01

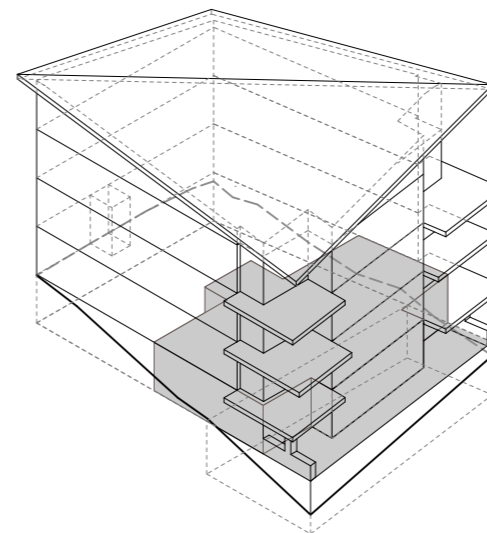
E3

E2

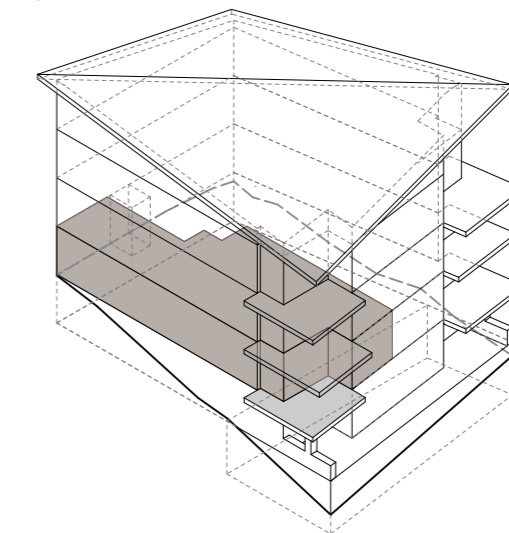
E1

E0

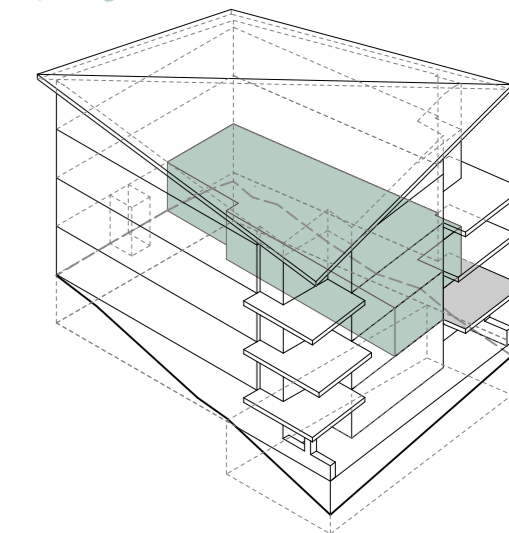
U1



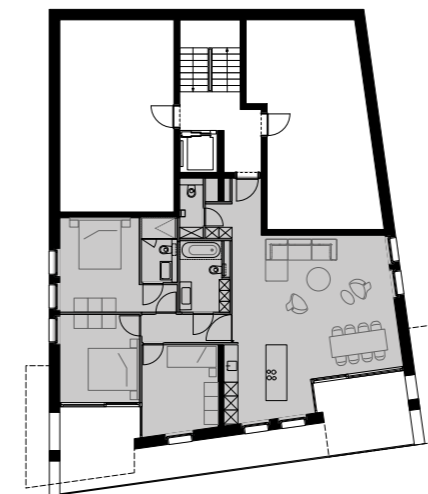
5.02



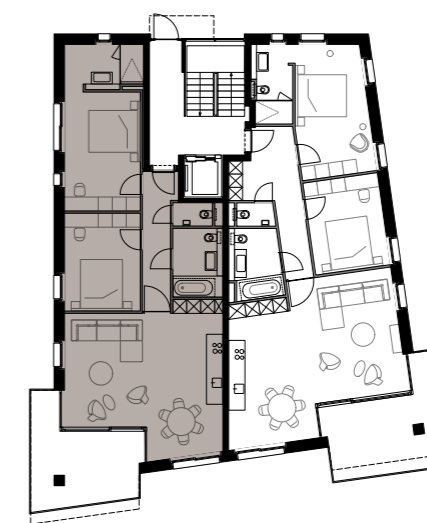
5.03



5.01 | U1



5.02 | E0



5.01 | E0



An ecological connection

30

| Apartment   | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|-------------|--------------------|------------------------|-----------------|
| 5.01   U1   | 112                | 36                     | 4,5             |
| 5.02   E0   | 90                 | 17                     | 3,5             |
| 5.03   E0   | 99                 | 19                     | 3,5             |
| 5.04   E1   | 99                 | 20                     | 3,5             |
| 5.05   E1   | 99                 | 17                     | 3,5             |
| 5.06   E2/3 | 144                | 17                     | 5,5             |
| 5.07   E2/3 | 170                | 19                     | 5,5             |

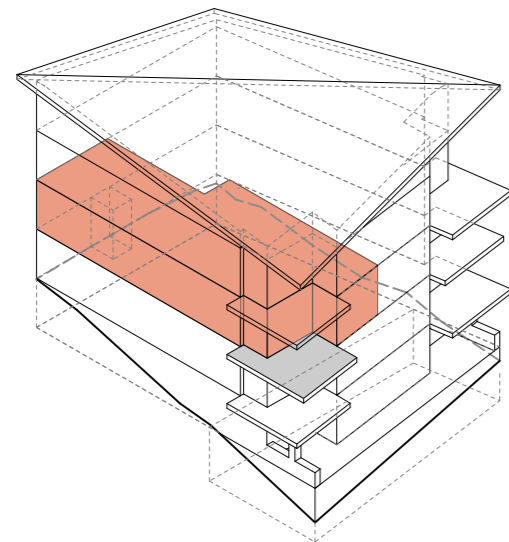
An ecological connection

31

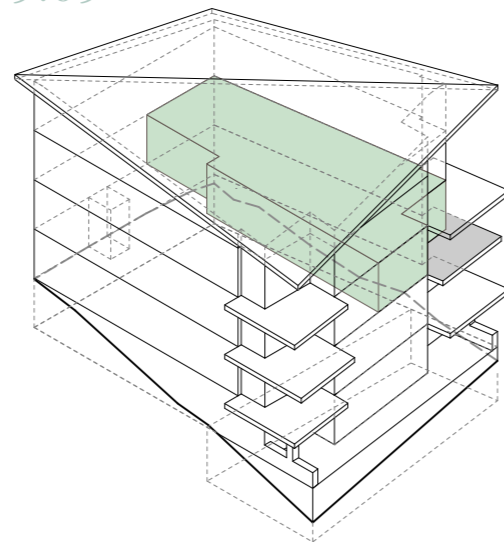


5.04

E3  
E2  
E1  
E0  
U1

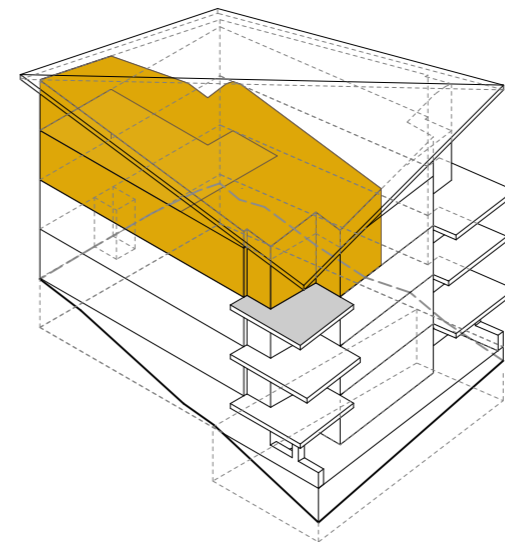


5.05

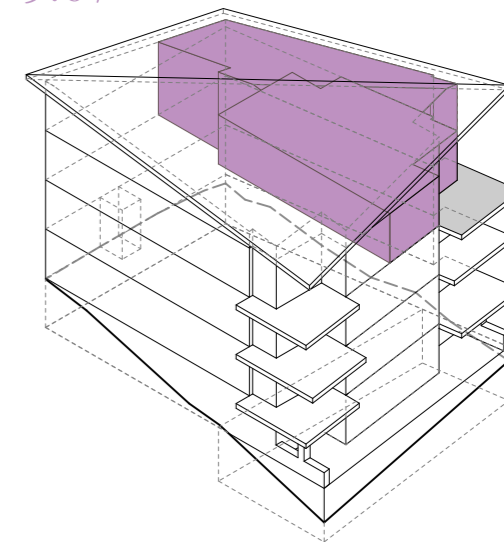


5.06

E3  
E2  
E1  
E0  
U1



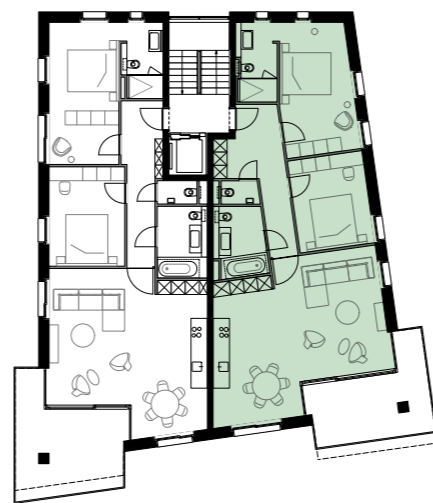
5.07



5.04 | E1



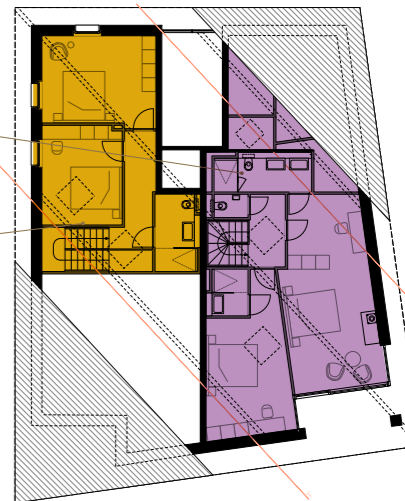
5.05 | E1



5.06 | E2/3



5.07 | E2/3

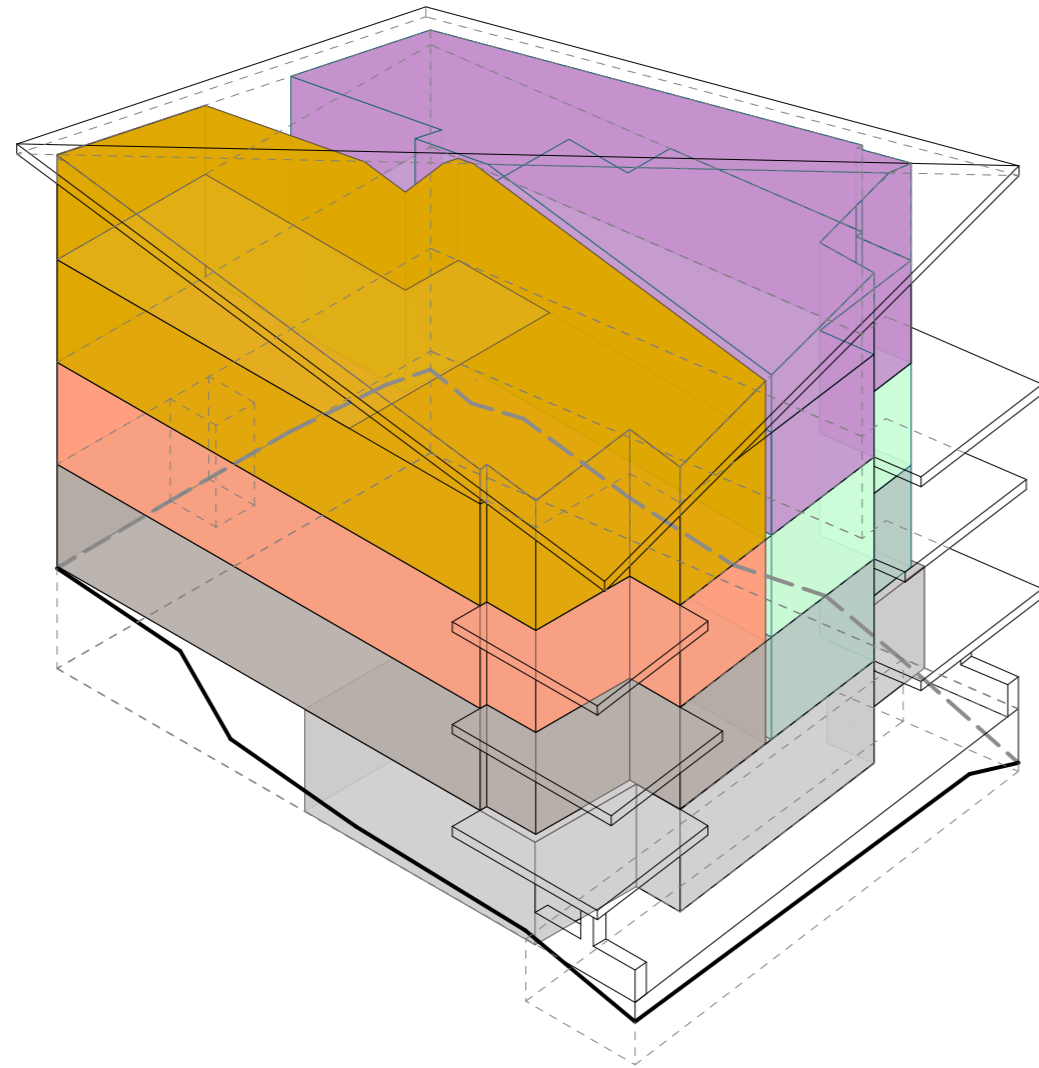




# House 14 | Castor

7 Apartments

E3  
E2  
E1  
E0  
U1



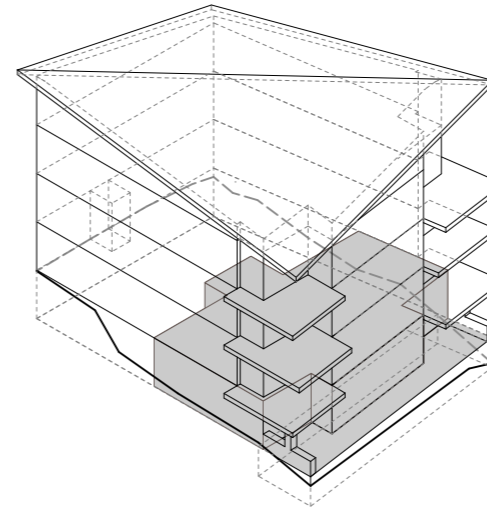
An ecological connection

36

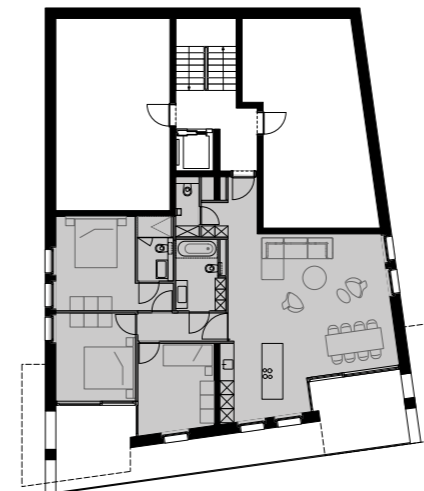
| Apartment    | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|--------------|--------------------|------------------------|-----------------|
| 14.01   U1   | 112                | 36                     | 4,5             |
| 14.02   E0   | 90                 | 17                     | 3,5             |
| 14.03   E0   | 99                 | 19                     | 3,5             |
| 14.04   E1   | 98                 | 20                     | 4,5             |
| 14.05   E1   | 99                 | 17                     | 3,5             |
| 14.06   E2/3 | 144                | 17                     | 5,5             |
| 14.07   E2/3 | 170                | 19                     | 5,5             |

14.01

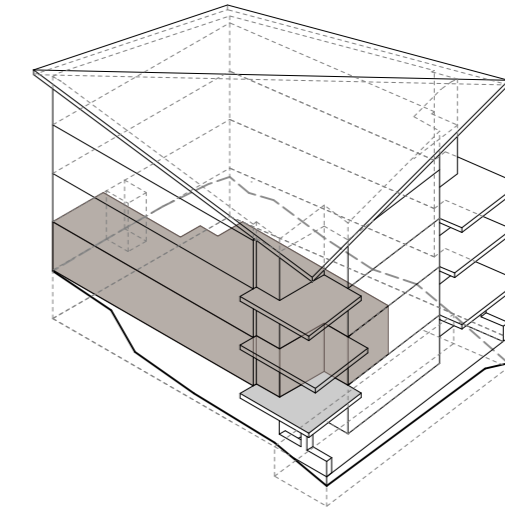
E3  
E2  
E1  
E0  
U1



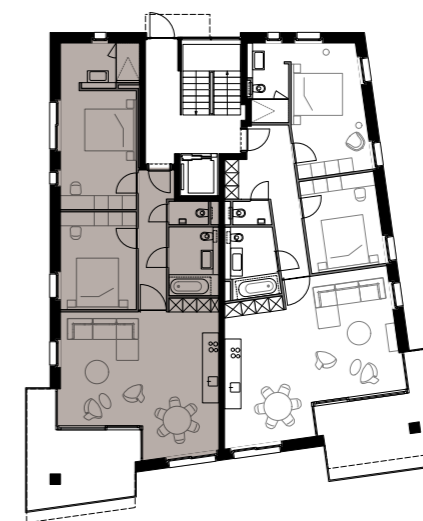
14.01 | U1



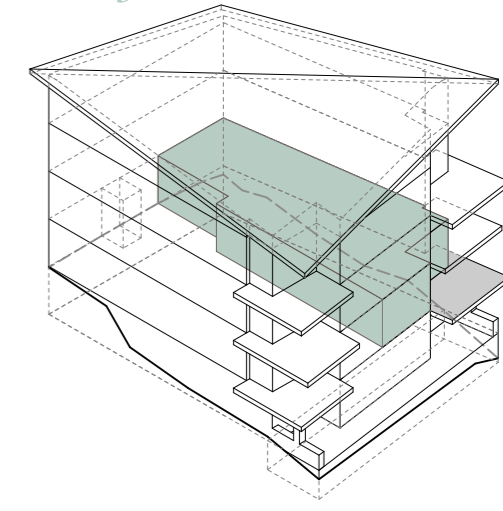
14.02



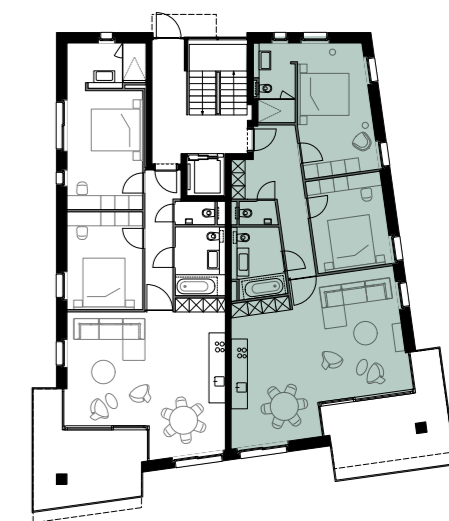
14.02 | E0



14.03



14.03 | E0

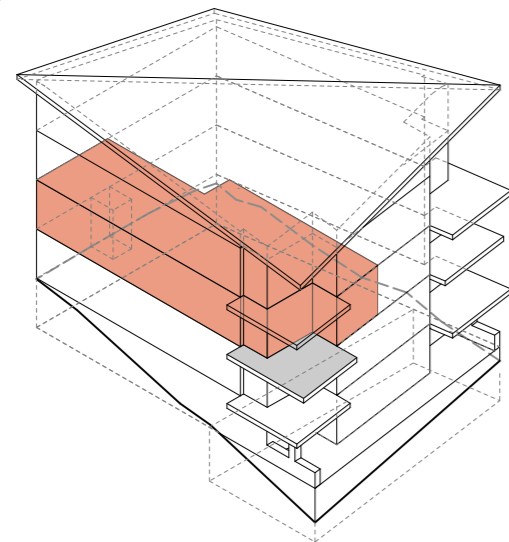


An ecological connection

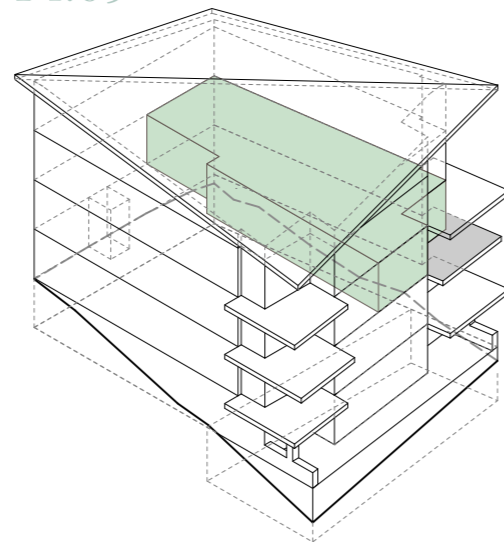
37

14.04

E3  
E2  
E1  
E0  
U1

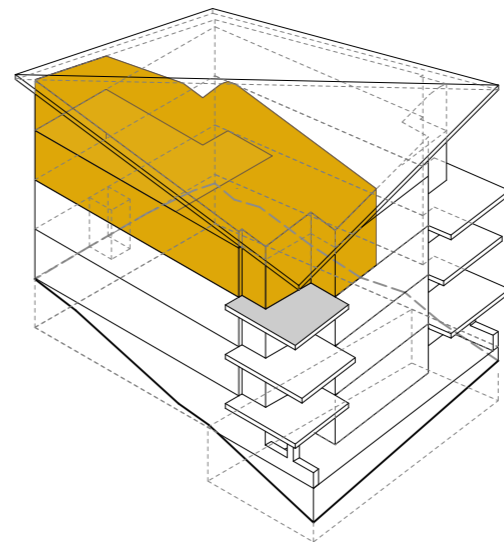


14.05

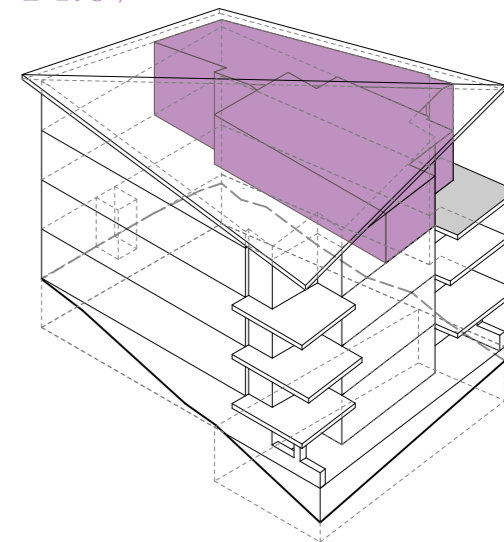


14.06

E3  
E2  
E1  
E0  
U1



14.07



14.04 | E1



14.05 | E1



14.06 | E2/3



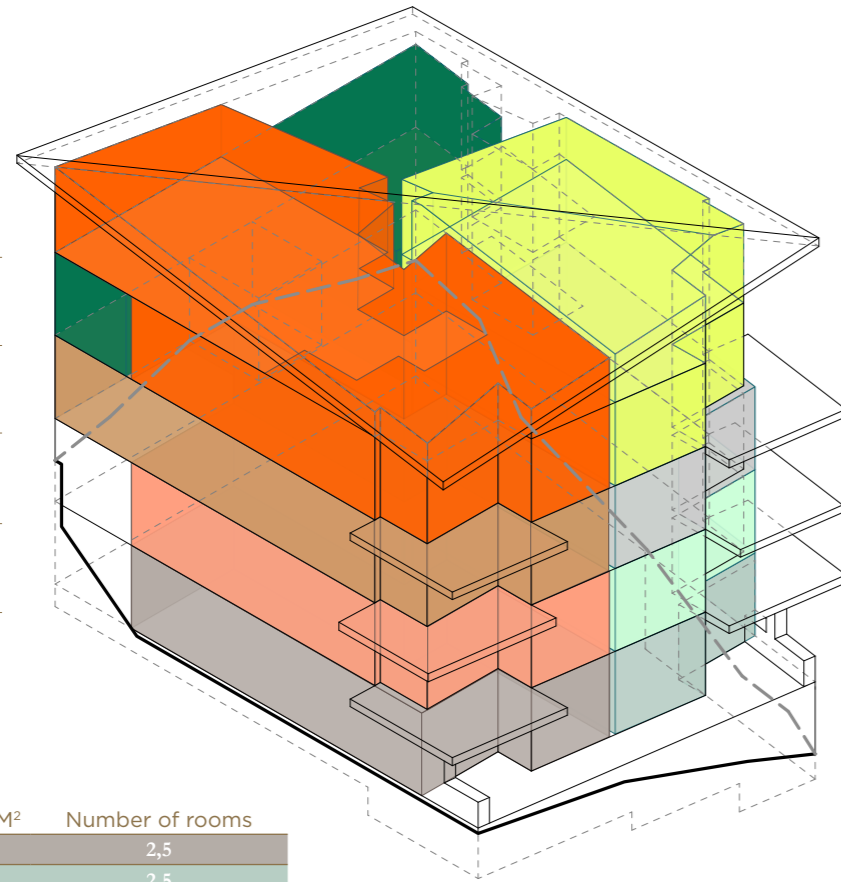
14.07 | E2/3



# House 15 | Bellavista

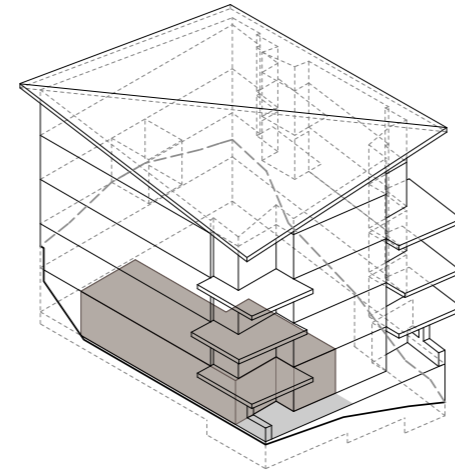
10 Apartments

E2  
E1  
E0  
U1  
U2



15.01

E2  
E1  
E0  
U1  
U2

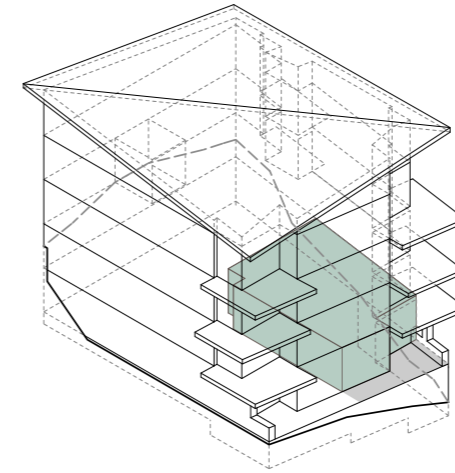


15.01 | U2

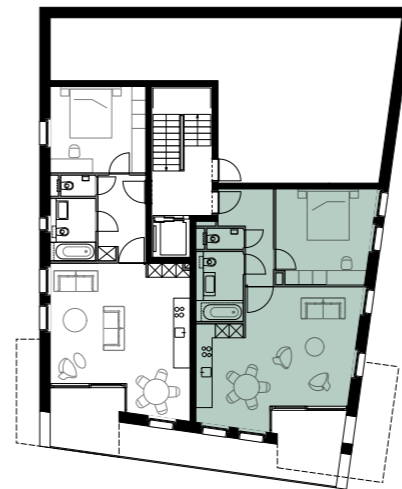


15.02

E2  
E1  
E0  
U1  
U2

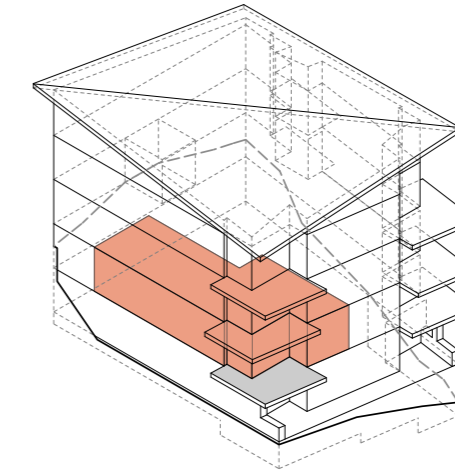


15.02 | U2



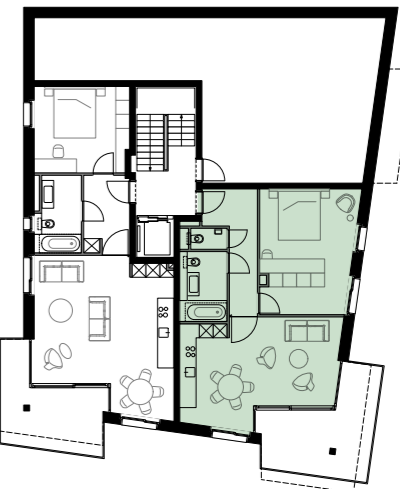
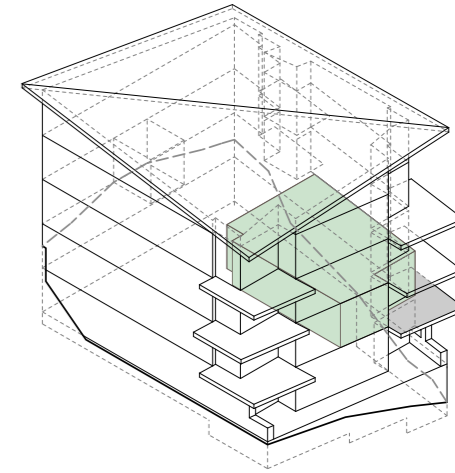
15.03

15.03 | U1



15.04

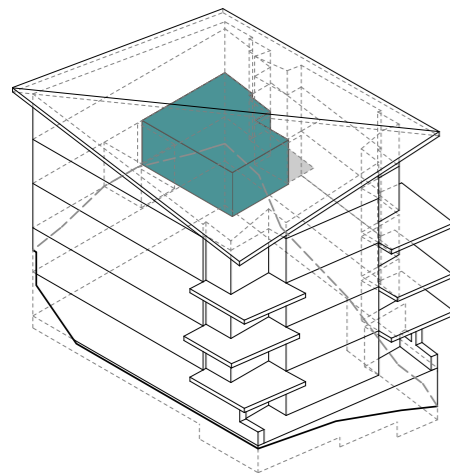
15.04 | U1



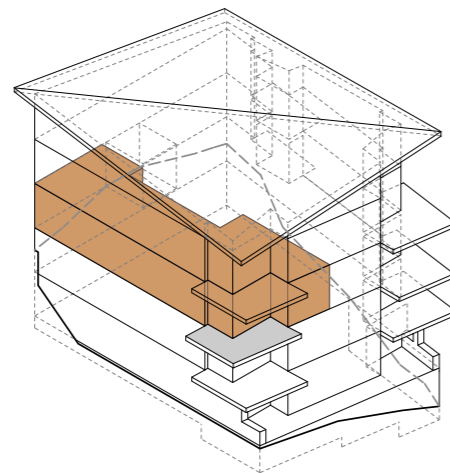
| Apartment    | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|--------------|--------------------|------------------------|-----------------|
| 15.01   U2   | 64                 | 13                     | 2,5             |
| 15.02   U2   | 65                 | 14                     | 2,5             |
| 15.03   U1   | 64                 | 15                     | 2,5             |
| 15.04   U1   | 65                 | 17                     | 2,5             |
| 15.05   E0   | 37                 | 9                      | 2,5             |
| 15.06   E0   | 78                 | 14                     | 3,5             |
| 15.07   E0   | 65                 | 17                     | 2,5             |
| 15.08   E1   | 66                 | 12                     | 3,5             |
| 15.09   E1/2 | 124                | 15                     | 4,5             |
| 15.10   E1/2 | 124                | 17                     | 4,5             |

15.05

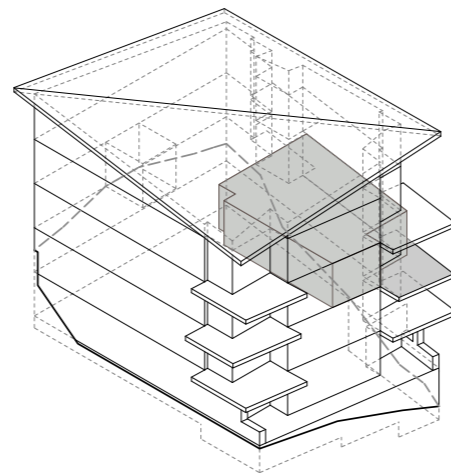
E2  
E1  
E0  
U1  
U2



15.06

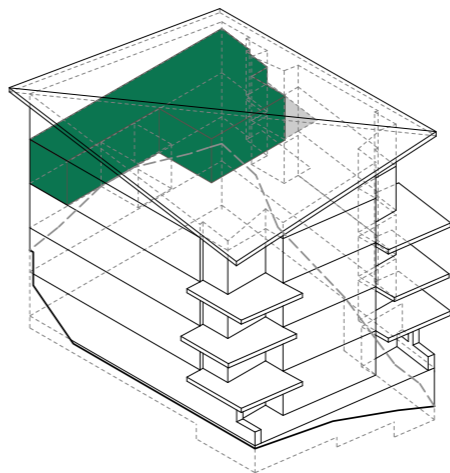


15.07

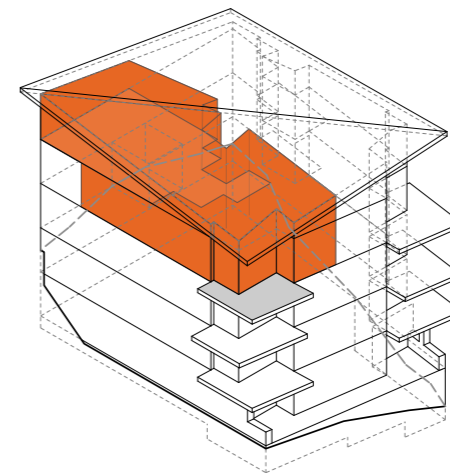


15.08

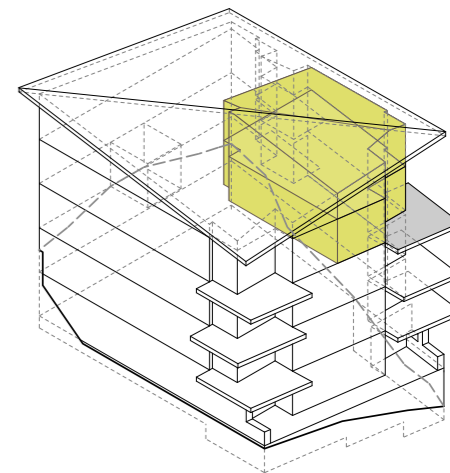
E2  
E1  
E0  
U1  
U2



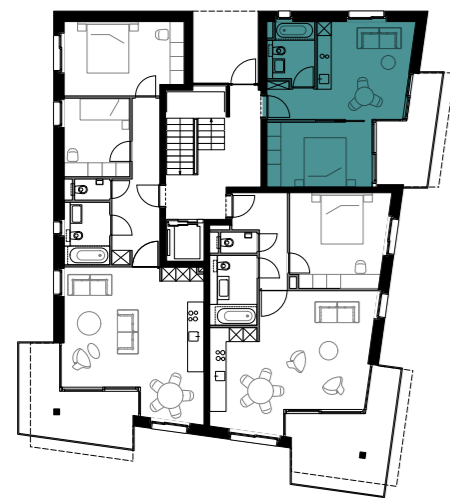
15.09



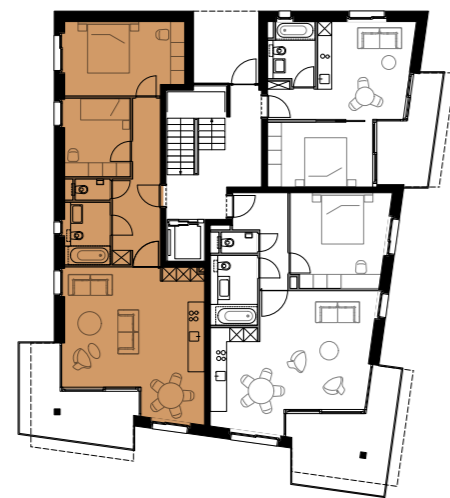
15.10



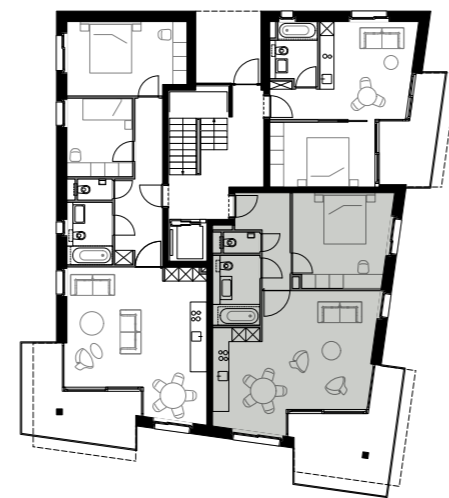
15.05 | E0



15.06 | E0



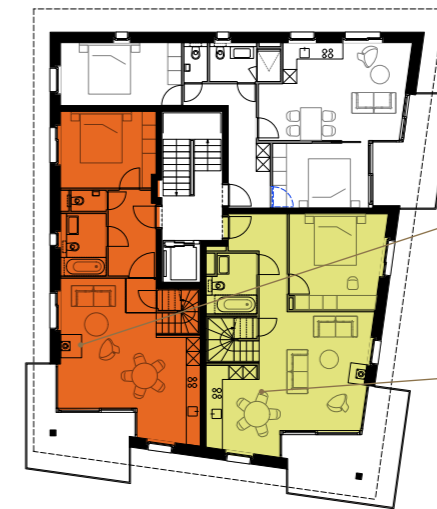
15.07 | E0



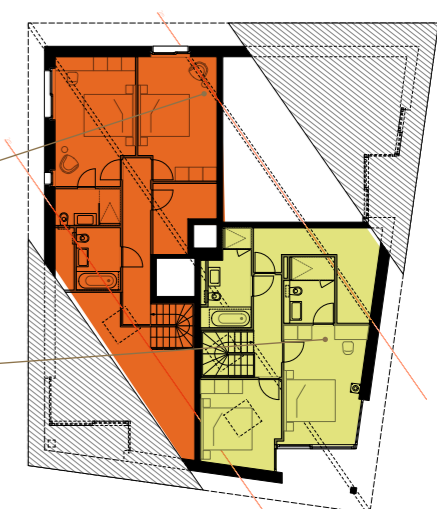
15.08 | E1



15.09 | E1/2



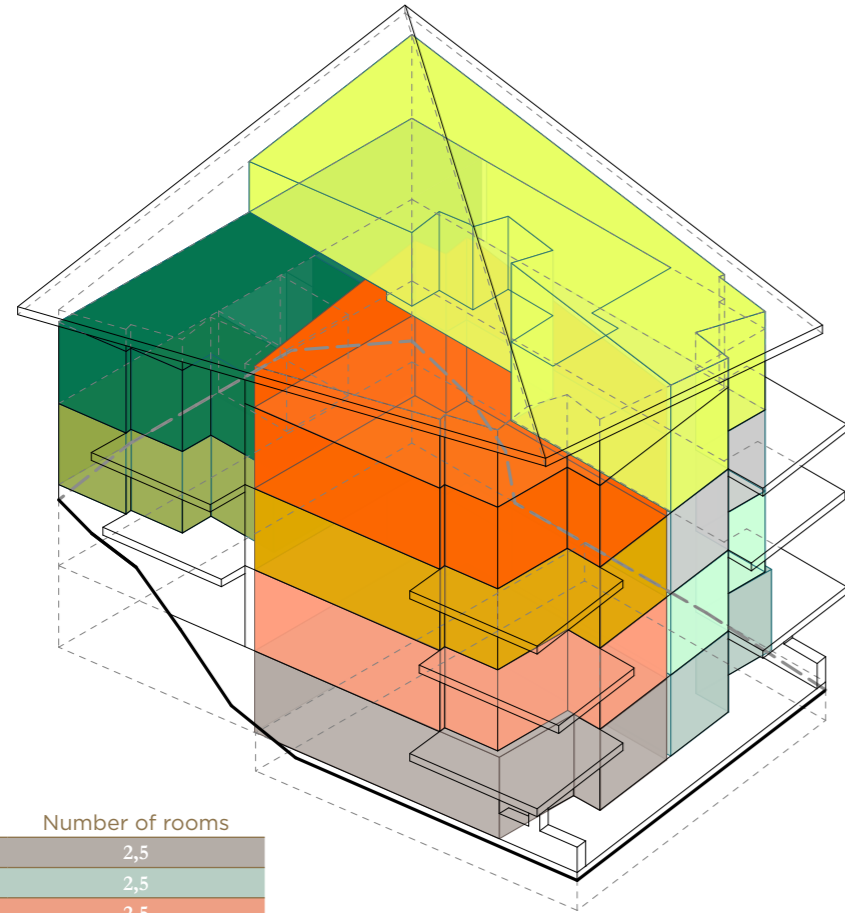
15.10 | E1/2



# House 17 | Grünhorn

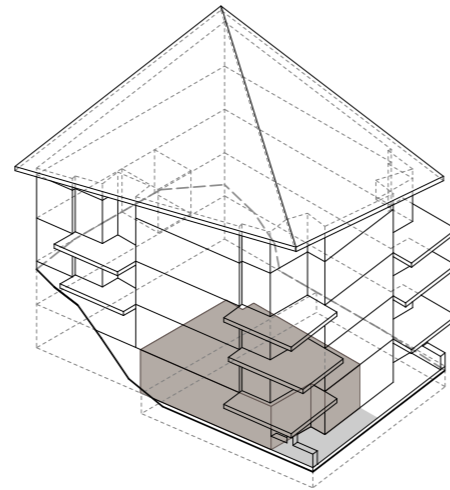
10 Apartments

E2  
E1  
E0  
U1  
U2

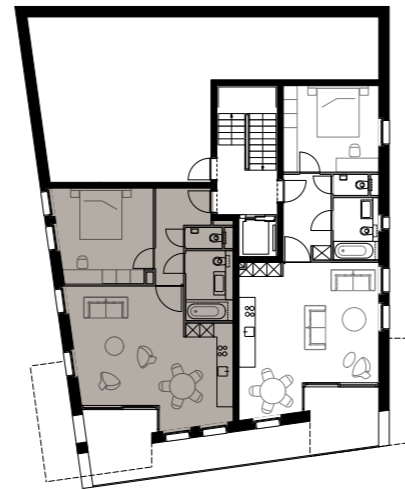


17.01

E2  
E1  
E0  
U1  
U2

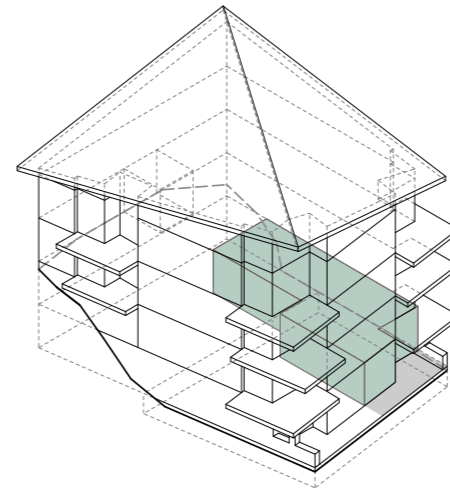


17.01 | U2

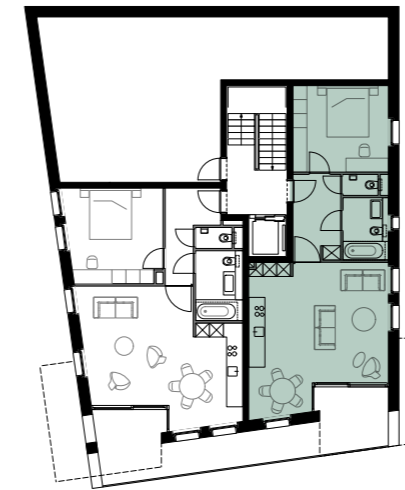


17.02

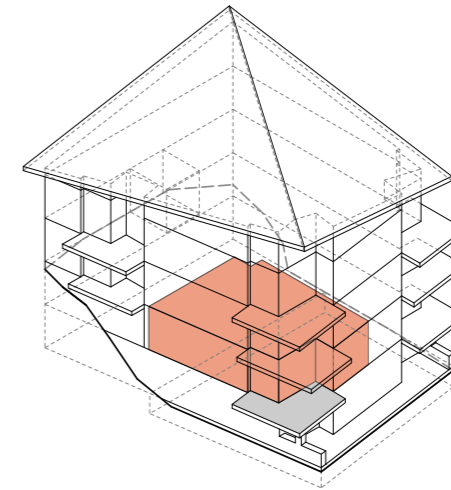
E2  
E1  
E0  
U1  
U2



17.02 | U2



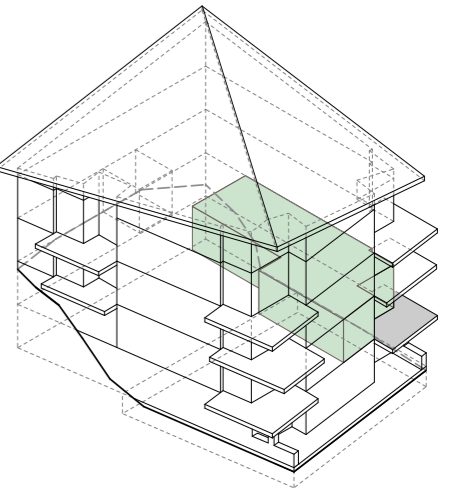
17.03



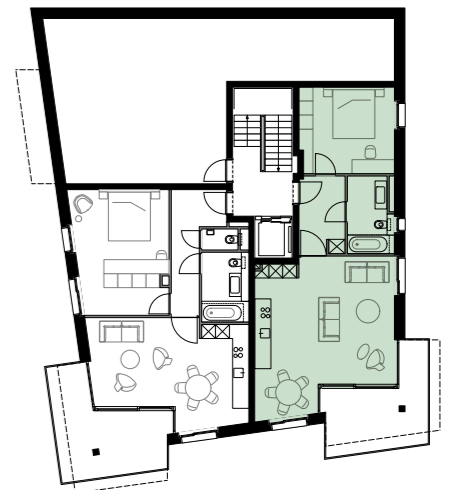
17.03 | U1



17.04



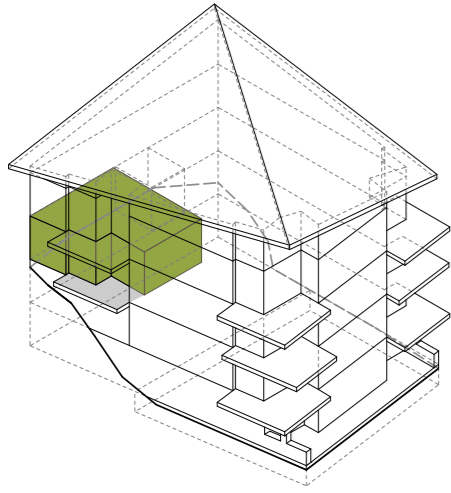
17.04 | U1



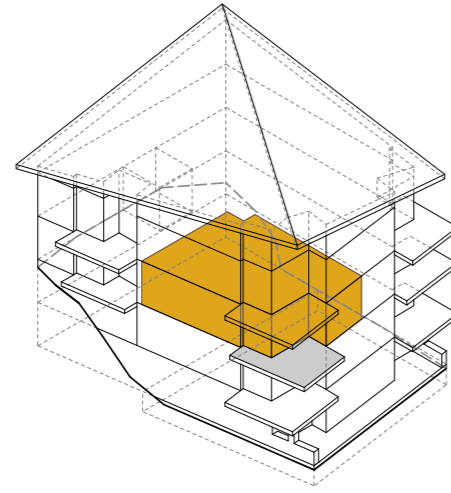
| Apartment    | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|--------------|--------------------|------------------------|-----------------|
| 17.01   U2   | 65                 | 14                     | 2,5             |
| 17.02   U2   | 64                 | 13                     | 2,5             |
| 17.03   U1   | 65                 | 17                     | 2,5             |
| 17.04   U1   | 64                 | 15                     | 2,5             |
| 17.05   E0   | 37                 | 9                      | 2,5             |
| 17.06   E0   | 65                 | 17                     | 2,5             |
| 17.07   E0   | 78                 | 14                     | 3,5             |
| 17.08   E1   | 66                 | 12                     | 3,5             |
| 17.09   E1/2 | 124                | 17                     | 4,5             |
| 17.10   E1/2 | 124                | 15                     | 4,5             |

17.05

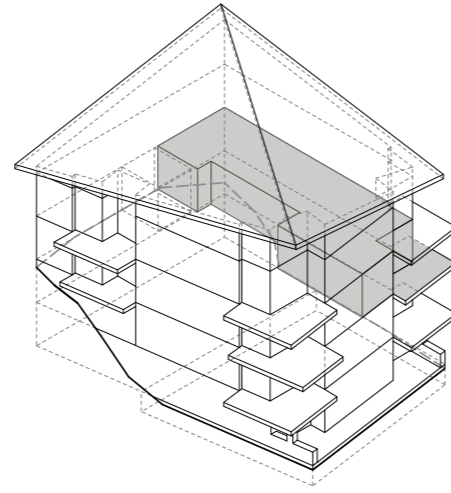
E2  
E1  
E0  
U1  
U2



17.06

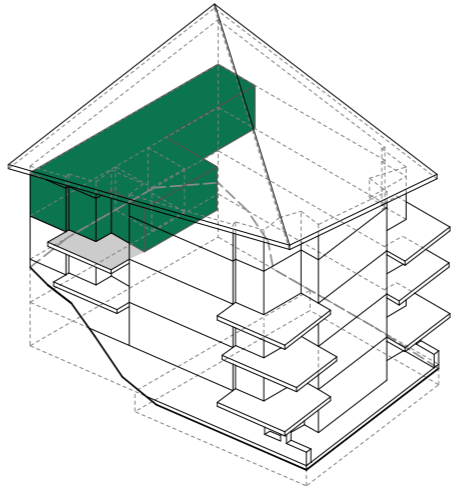


17.07

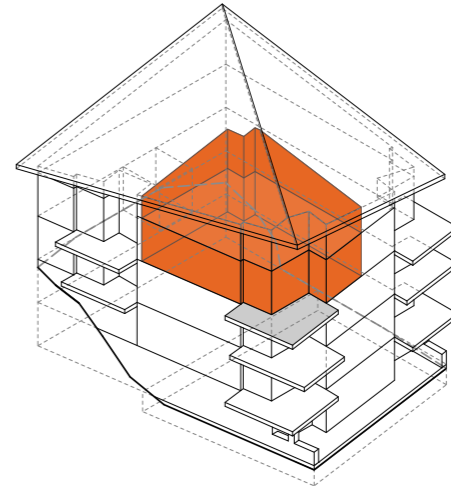


17.08

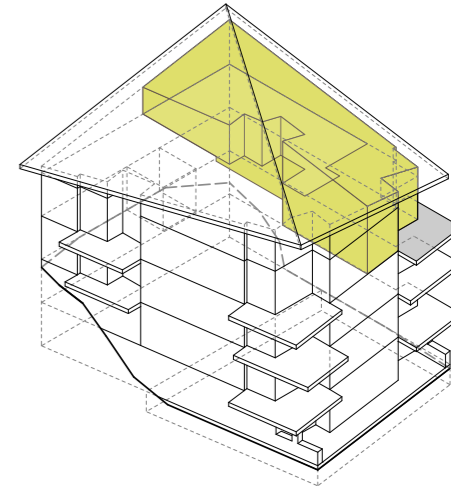
E2  
E1  
E0  
U1  
U2



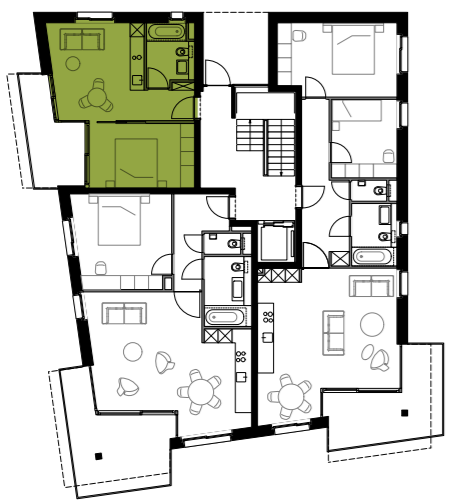
17.09



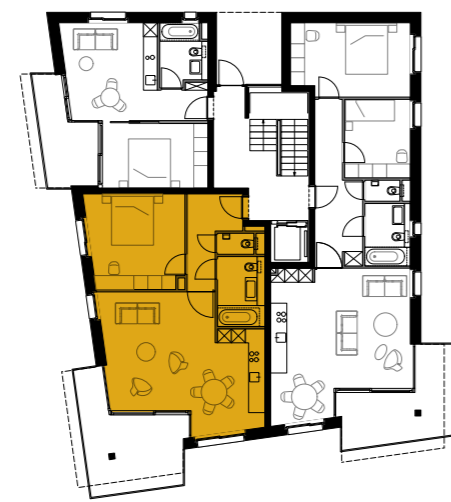
17.10



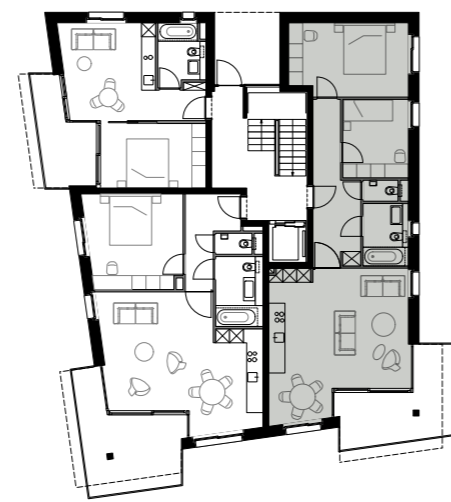
17.05 | E0



17.06 | E0



17.07 | E0



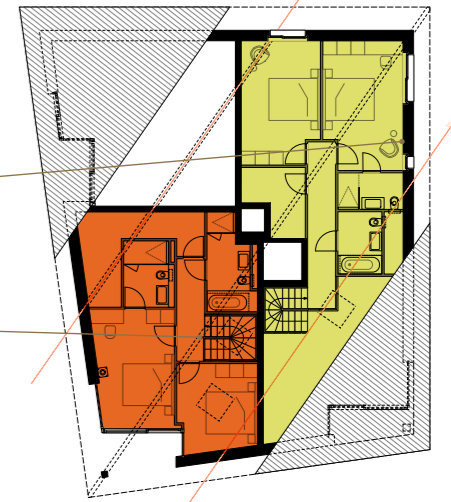
17.08 | E1



17.09 | E1/2



17.10 | E1/2





# House 18 | Wetterhorn

7 Apartments

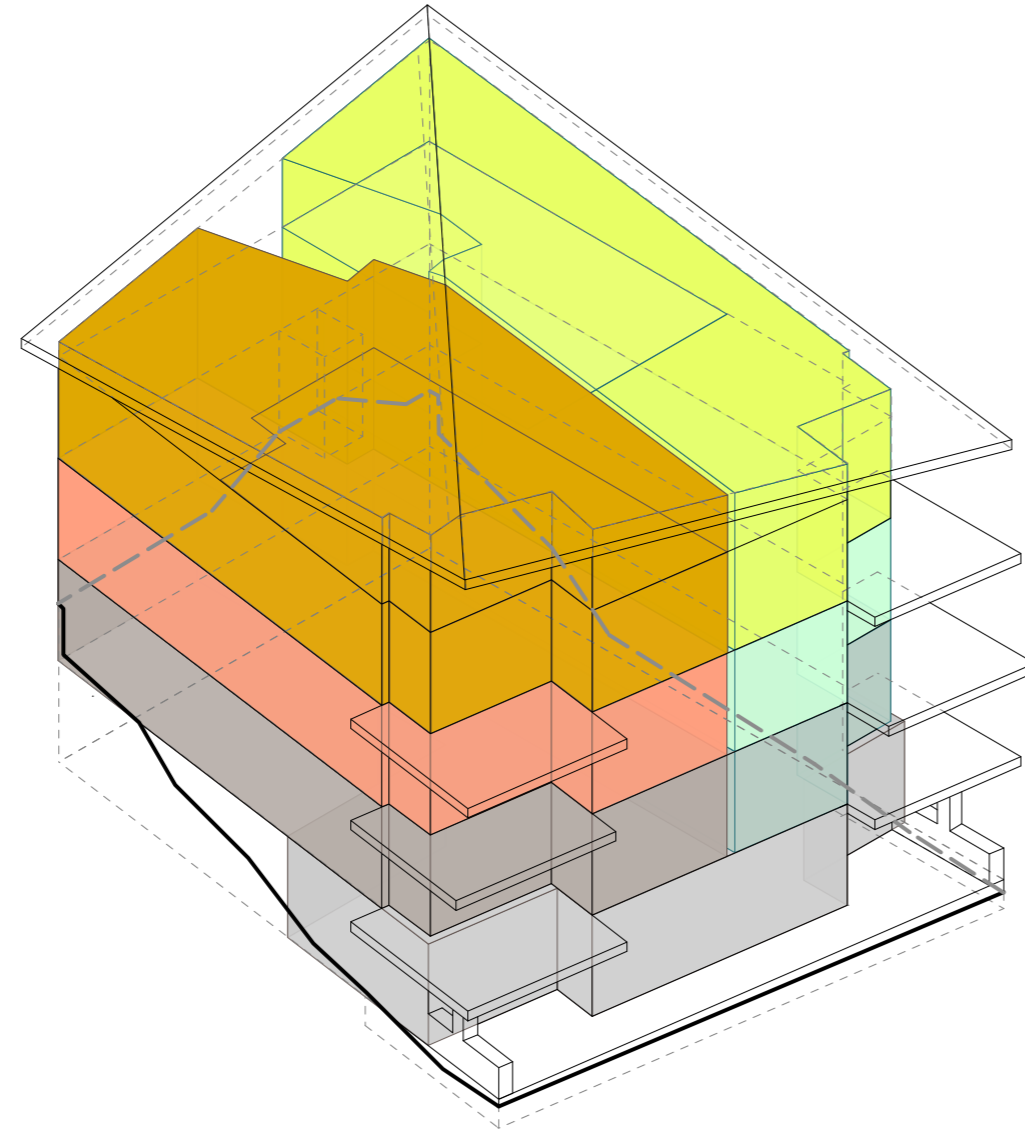
E2

E1

E0

U1

U2



18.01

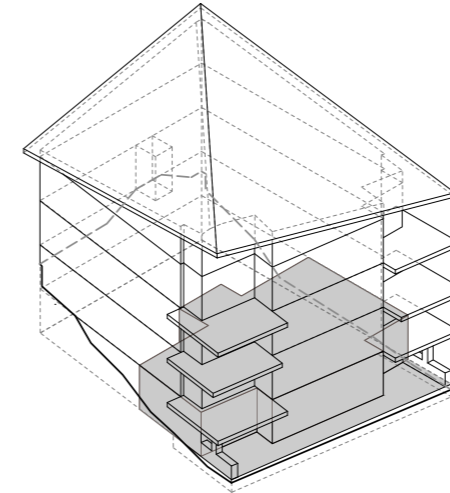
E2

E1

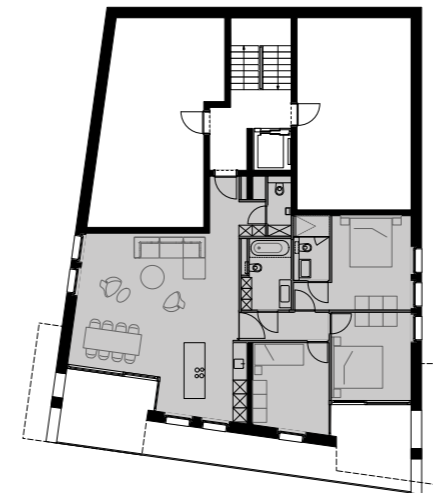
E0

U1

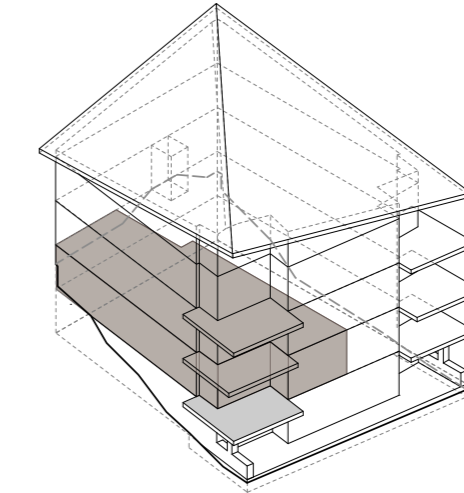
U2



18.01 | U2



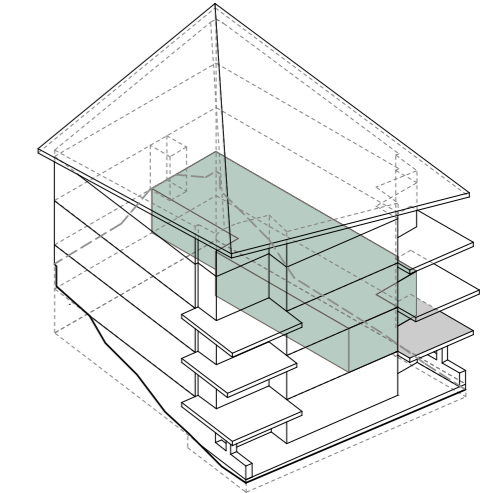
18.02



18.02 | U1



18.03



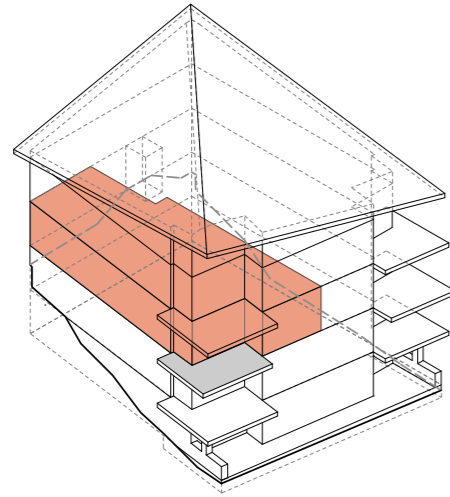
18.03 | U1



| Apartment    | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|--------------|--------------------|------------------------|-----------------|
| 18.01   U2   | 112                | 36                     | 4,5             |
| 18.02   U1   | 99                 | 17                     | 3,5             |
| 18.03   U1   | 98                 | 20                     | 4,5             |
| 18.04   E0   | 99                 | 19                     | 3,5             |
| 18.05   E0   | 90                 | 17                     | 3,5             |
| 18.06   E1/2 | 170                | 19                     | 5,5             |
| 18.07   E1/2 | 144                | 17                     | 5,5             |

18.04

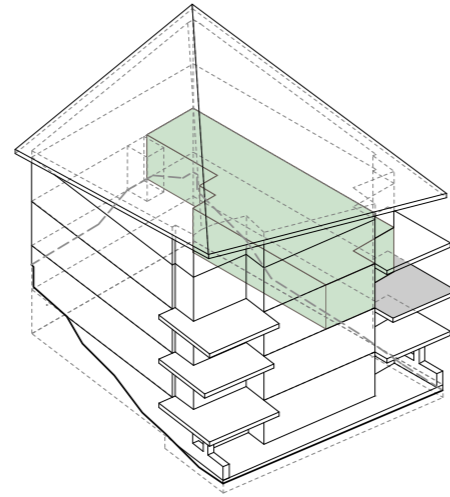
E2  
E1  
E0  
U1  
U2



18.04 | E0



18.05

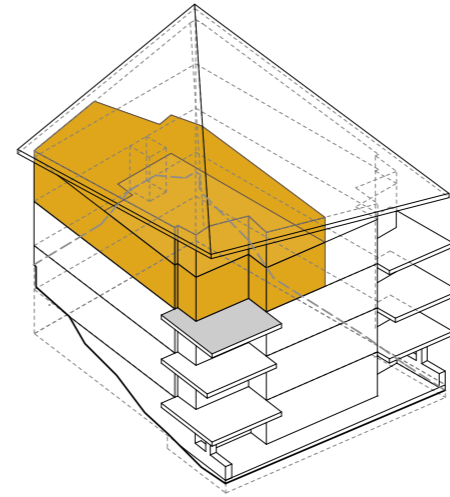


18.05 | E0



18.06

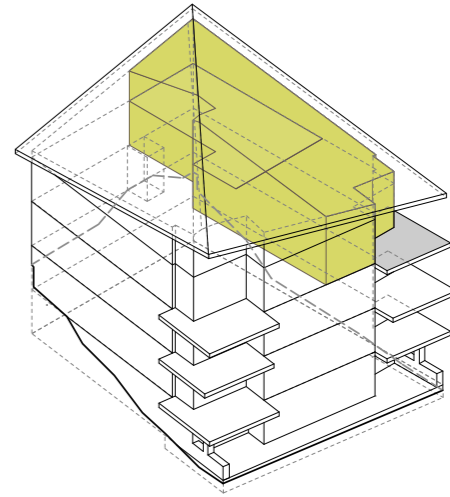
E2  
E1  
E0  
U1  
U2



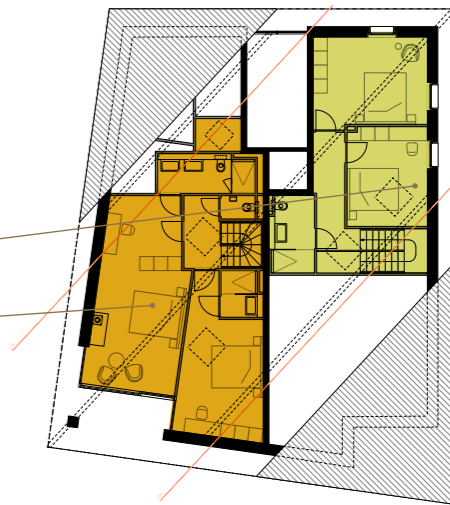
18.06 | E1/2



18.07



18.07 | E1/2



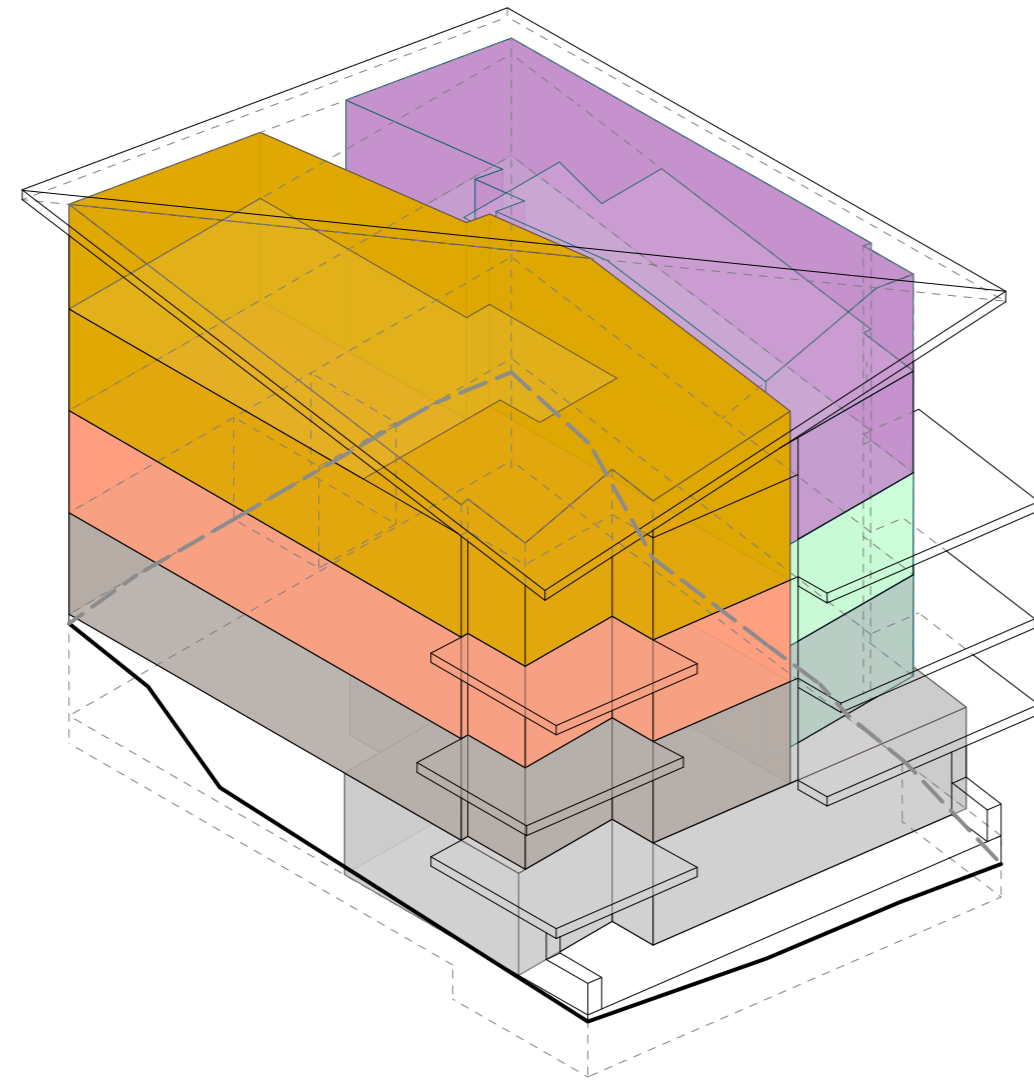
# House 19 | Weisshorn

7 Apartments

An ecological connection

52

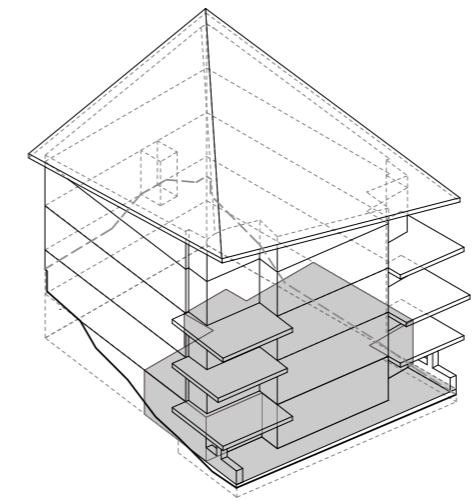
E3  
E2  
E1  
E0  
U1



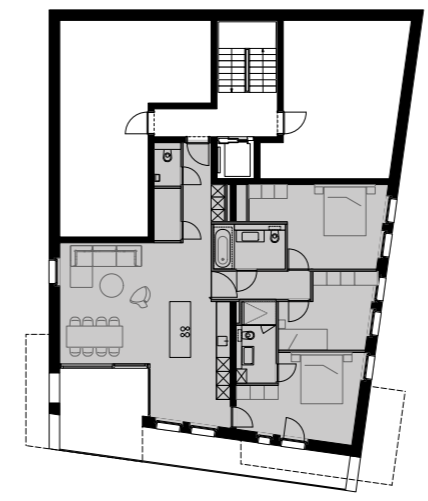
| Apartment    | Net m <sup>2</sup> | Balcony M <sup>2</sup> | Number of rooms |
|--------------|--------------------|------------------------|-----------------|
| 19.01   U1   | 116                | 27                     | 4,5             |
| 19.02   E0   | 98                 | 21                     | 3,5             |
| 19.03   E0   | 91                 | 18                     | 3,5             |
| 19.04   E1   | 104                | 20                     | 4,5             |
| 19.05   E1   | 91                 | 19                     | 3,5             |
| 19.06   E2/3 | 159                | 21                     | 5,5             |
| 19.07   E2/3 | 144                | 18                     | 4,5             |

19.01

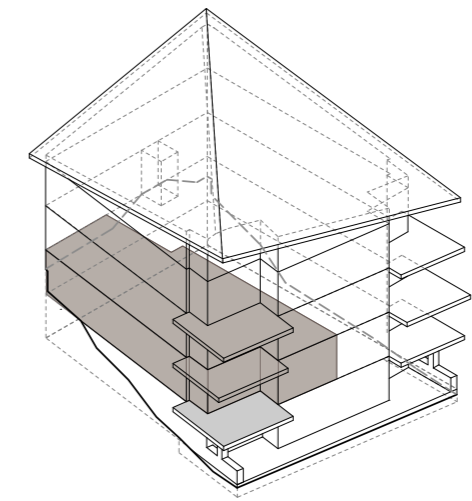
E3  
E2  
E1  
E0  
U1



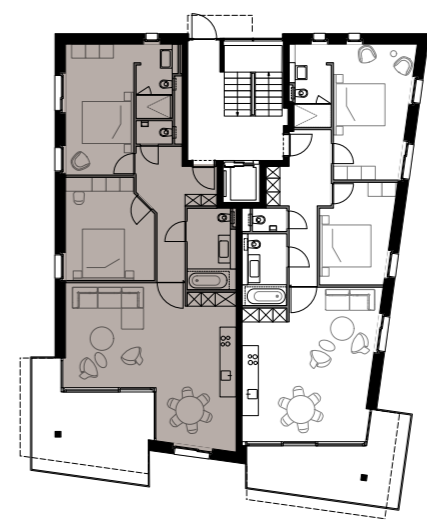
19.01 | U1



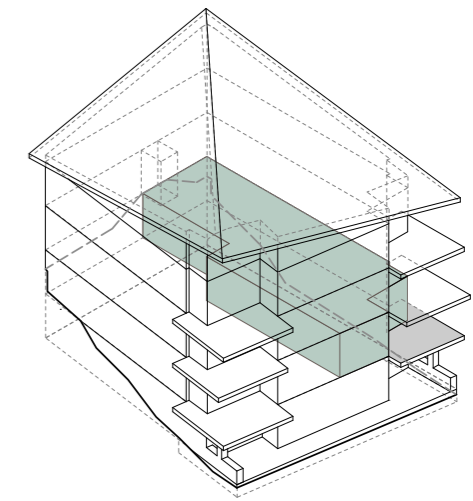
19.02



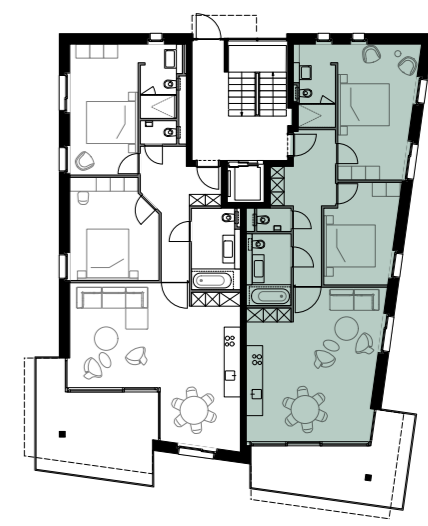
19.02 | E0



19.03



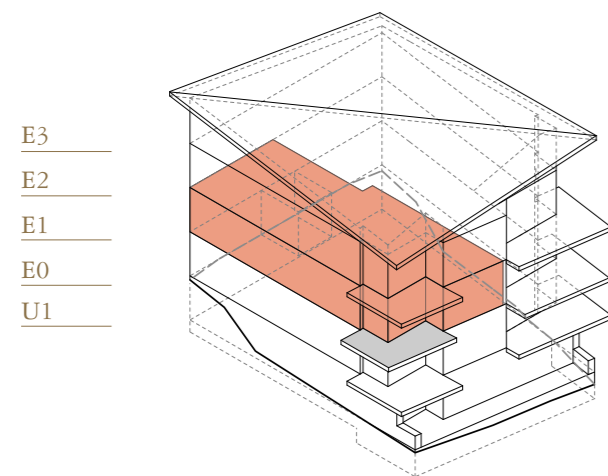
19.03 | E0



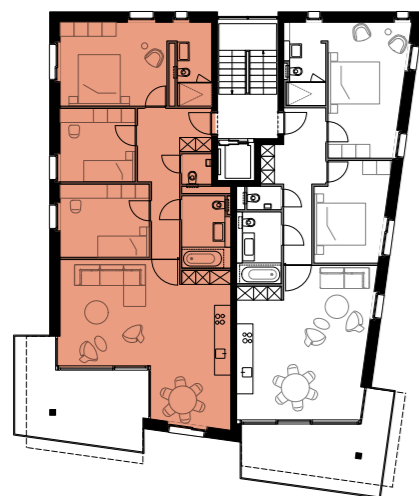
An ecological connection

53

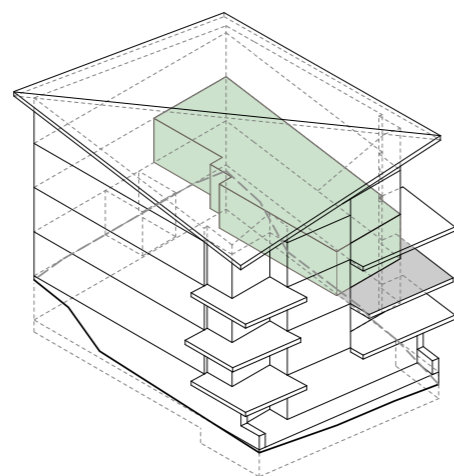
19.04



19.04 | E1



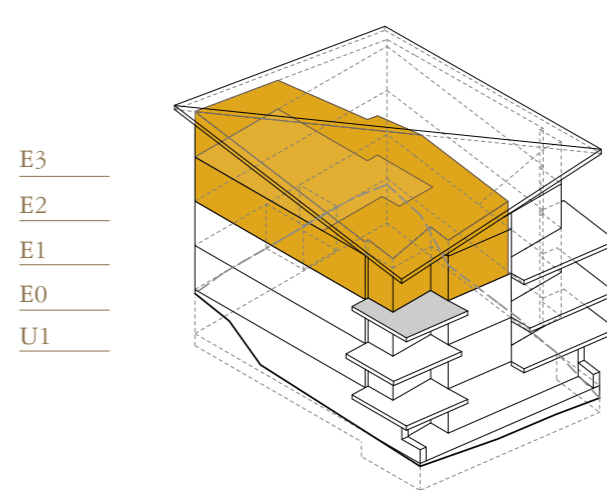
19.05



19.05 | E1



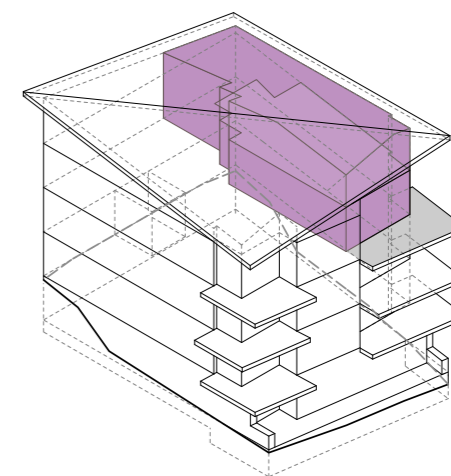
19.06



19.06 | E2/3



19.07



19.07 | E2/3





# *E* *Ecologically responsible - Ecological connection*

During the development and realization of the Florens Resort buildings, respect towards people and environment is top priority. The resort is being built as sustainably as possible. Sustainable construction is not just about low energy consumption. The following aspects are just as important: - use of sustainable materials, in consideration of the environment and the health of the inhabitants and users; - a healthy indoor climate, for instance through optimal ventilation; - exceptionally responsible use of water throughout the resort.

## **ECOLOGICAL**

It is a great privilege to be able to build Florens Resort & Suites in this magnificent location on Lake Brienz. This unique area is a testament to the power of nature, but also has its vulnerability. We are aware that this beautiful piece of nature is actually merely 'on loan' to us. Hence respect for this unique environment is an aspect that will play an important role in the building and design of the resort and in the experience of future owners. In all our restaurants we will serve a menu that is organic and ecologically responsible with dishes prepared with vegetables and fruit grown from organic regional products.

## SWISS REAL ESTATE MARKET AND INVESTING IN SWISS FRANCS

Due to the country's political and economic stability, the Swiss real estate market is one of the most competitive in the world. The high standard of living, the ability to innovate and the stable legal framework conditions make Switzerland an attractive location. Access to qualified personnel is a distinctive advantage for the economy. The Swiss economy is stable and a characterizing factor for this are the high employment rates. Despite the debt crisis and the insecurity regarding Europe's economy as well as its financial situation, the Swiss franc is regarded as a strong currency as Switzerland is viewed as a strong financial center with a well-balanced political environment. The strength of the Swiss franc enables the government of Switzerland to grant government securities at low interest rates. Mortgage loans are also available at favorable conditions.

## PROPERTY RIGHTS AND LEGISLATION REGARDING SECOND HOMES

The applicable Swiss law, the so-called Lex Koller, restricts the acquisition of properties in Switzerland by foreigners. For the purchase of a vacation home, the possibility of receiving a permit exists within the available contingent as the resort's location has been designated as a tourist resort by the canton. International buyers will have the rare opportunity of acquiring property in Switzerland. Therefore, foreign

and Swiss buyers will be granted the same rights and obligations when purchasing property within the Florens Resort.

The legislation regarding second homes was introduced on the basis of a referendum with the goal that second homes shall not exceed 20% of the residential property of each individual community. Should the current ratio in a given community already exceed this percentage, then no further building permits for second homes will be granted. Florens Resorts & Suites is exempt from this legislation regarding second homes. Therefore, Florens Resorts & Suites offers a rare opportunity to buy a vacation home.

## INVESTING IN FLORENS RESORTS & SUITES

Since 2002, Swiss real estate has experienced a substantial increase in value, which is a sign for the stability of the Swiss real estate market. The outlook for investment in Florens Resorts & Suites is promising. In addition, the exemption from the legislation regarding second homes is a fact that will contribute to the value appreciation in the future. We expect that the apartments will generate an average net revenue of 2% before taxes and further expect a yearly increase in capital of 3% over the next seven years as soon as the project Florens Resorts & Suites has reached its full potential.

## TRANSFER OF OWNERSHIP

Ownership of each apartment will immediately be transferred to the buyer upon receipt of an irrevocable promise of payment by a first-grade (Swiss) bank and the notarisation of the "Sale and Purchase Agreement". Payment of the purchase price will occur in fixed instalments, depending on the development of construction of the buildings and apartments.

An authorised Swiss notary will act in the names of the buyer and the seller. The notary will draw up the draft of the Sale and Purchase Agreement as well as all documents that are required to ensure the legal transfer of ownership. The notary is obligated to protect the interests of both parties. By signing the power of attorney, the buyer commissions the notary office with the obligation that all legal formalities be respected, especially the transfer of the acquired property in the land register. This applies especially to the deletion of a possible mortgage debt resulting from a previous mortgage. The purchase of the apartment is completed as soon as the owner is registered in the land register.

## ACQUISITION COSTS

The purchase of an apartment in Florens Resorts & Suites is connected to the obligated payments of land register fees which are calculated ex officio and usually amount between CHF 500 and CHF 2.000. In

addition, notary fees of around 0.5% of the purchase price incur for the notarization of the Sale and Purchase Agreement. Furthermore, the buyer must pay the property transfer tax in the amount of 1.8% of the purchase price.

## FINANCING

Promising talks with a reputable large international Swiss bank have taken place to facilitate financing with attractive interest rates for eligible buyers. The typical "loan to value" (LTV) rate amounts to 50% of the purchase price, with the actual LTV being subject to the discretion of the bank.

## TAXATION

The buyer that directly holds the apartment is subject to the income tax in connection with rental income that he receives from said apartment (rental income minus maintenance costs, management fees and proportionate debt interest). As long as an apartment is not part of the rental program that is offered by the resort hotel operator, a fictitious rental income (approximately 5% to 8% of the tax value) will be used as the base value for the calculation of the income tax. If the apartment is rented out, the income from renting as well as (where appropriate pro rata) the value of use by the owner will be used for calculating the tax.

The income tax rate is currently between 25% and a maximum of 45%, depending on the individual fiscal situation of the buyer. An annual wealth tax, based on the tax value minus possible proportional debts will be imposed. The maximum tax rate is currently at around 0.66%. In addition, an annual property tax of 0.15% as well as a land tax of 0.05% will be imposed and is based on the tax value of the apartment.

The value appreciation (difference between sale and purchase price) will be subject to the Swiss real estate gains tax of roughly 12% to 42% in case of sale. The tax rate is dependent on the amount of the value appreciation and the period during which the investment is held. The longer the property is held, the lower the tax rate will be. In case of a holding period of under 5 years, the applicable tax rate can be substantially higher than 42%.

## RENTAL PROGRAMME

The buyer is obligated to participate in the rental program that is suggested by Florens Resorts & Suites. As compensation for bookings, marketing and commissions, the resort hotel will charge 19% of the gross rental income. Further 35% will be deducted as management and operating costs. Hence the owner will receive 46% of the gross rental income collected in connection with his apartment.

The owner must pay a resort maintenance fee of approximately CHF 90 per year per square meter. The resort maintenance fee should cover costs, charges, fees and expenses for the maintenance, security, insurance, renewals, repairs and replacements in the communal areas, as well as the general ancillary costs of the resort. This includes the access to public resort facilities in the same scope as for the hotel guests, although without the consumption of food and drinks, goods and services.

## COMMUNITY OF OWNERS

The owners of the apartments of Florens Resorts & Suites form a “floor community of owners” for each building. Each owner has a share in the entire building and the exclusive right to use his apartment (as long as it is not a commercial apartment). The owners have the control of the building and during the annual meeting a manager is elected and trusted with the daily management of the building. Also during this annual meeting, the budget for the building for the next year is determined. Furthermore all issues will be brought forward and discussed. Any proposal, be it from the owner(s) or manager will be subject to vote.

The apartment related ancillary costs (including maintenance costs for the building) are expected to amount to approximately CHF 30 per year per square meter excluding individual ancillary costs for water consumption, electricity and heating and are to be paid by the owner of the respective apartment.

## PLACE OF RESIDENCE

The purchase of a property in Switzerland does not result in a claim to a residence permit. Non-EU citizens that are 55 years or older can apply for a residence permit as long as they fulfil certain criteria. Such criteria can be close relationships to Switzerland, the shift of the center of their lives into Switzerland, the existence of the required financial means and not pursuing any economic activity in Switzerland or abroad. Another possibility for receiving a residence permit could be the establishment of a company in Switzerland. Residence permits for self-employed non-EU citizens are subject to contingents and dependent on different requirements. For instance the appropriate economic sector may not be over-supplied and the new company must create sustainable positive effects for the Swiss employment market, e.g. by creating new jobs for Swiss citizens. Applications for residence permits should be cleared with the relevant authorities of the canton concerned.

## VISA

Depending on the visitor’s nationality, a “Schengen visa” might be required to enter Switzerland. Schengen visas are usually valid for stays up to 90 days over a period of 180 days. Under certain conditions, a multiple-entry visa can be applied for which enables the holder to multiple entries into one or more Schengen countries. The valid duration of stays is also 90 days during a period of 180 days, calculated from the day of the first entry. The stay can be split into multiple visits during the validity of the visa, however the approved total number of days may not be exceeded. A multiple-entry visa can be valid for a maximum of five years.

## DIFFERENT WAYS OF OWNING A PROPERTY

Florens Resort & Suites offers two different types of apartments: Holiday apartments and commercial apartments.

Holiday apartments enable the owner to use these personally, without having to pay rent. Commercial apartments on the other hand do not grant the right for personal use.

Based on the applicable regulations and guidelines of the competent authorities, the purchased apartment forms part of a leasing pool and is available to the resort operator for renting out to third parties. This only fully applies to commercial apartments, while holiday apartments can only be rented out to third parties if the owner of the apartment has not reserved it for personal use in the reservation system. The appropriate regulations are contained in the “resort management contract” that is signed between the buyer and the seller.

The resort’s professional rental organization acts as operator and will take any tasks in connection with renting out the apartment off your hands, so that you can enjoy the profit from your capital investment in an optimal way.

Due to government regulations, the buildings 6 to 13 and 15 will obligatorily consist solely of commercial apartments. The remaining buildings are available with either commercial or holiday apartments, with every building being assigned a uniform apartment type.

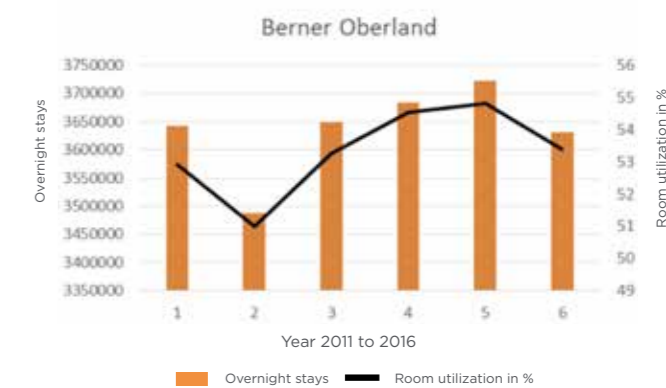
# Canton Bern / Bernese Oberland as a commercial location

## Numbers and Facts

Bern is Switzerland’s second biggest canton with 1 million residents and 70,000 companies with 620,000 employees. Of these companies, 73% operate in the service sector and 22% in the industrial sector. The BIP is CHF 70,000 per capita with 1,890 working hours per year (Germany: 1,743, France: 1,600). Depending on the city, the corporate tax is between 20-23%. Facilitations can be granted for international service companies. If certain requirements are met, the canton Bern offers a tax holiday of up to 10 years. This is especially the case for the creation of jobs.

## Occupancy and Overnight Stays Bernese Oberland

Due to its unique product, it is expected that Florens Resort will exceed the market by at least six percentage points and therefore reach a yearly occupancy of approximately 60%.





# Rental Strategy

A significant part of the net profit at the end of each year will be determined by the occupancy rate. To this end, we have developed a special strategy which is a combination of online and offline measures that will address selected target groups. And of course, we also consider the traditional marketing channels via established portals such as Booking.com, Expedia, etc. A detailed description of the marketing strategy of Florens Resort would go beyond the scope of this presentation, but an interesting example would be: there are an estimated 2,000,000 enthusiastic owners of Old-timers in Germany alone, who are often members of an association. They are always looking for accessible, challenging routes and points of interest.

And of course, also for special types of accommodation. Florens Resort & Suites can offer all of this with ease: spectacular surroundings with a number of incredibly interesting routes and naturally the premium apartments with all kinds of conceivable facilities. We will contact each association personally with an elaborate, playful message via direct marketing and online techniques, supported by striking thematic advertising. A net response rate of 1% is absolutely realistic. With this strategy, we can expect a potential of 20,000 guests from this target group alone.





# R

## *Reasons for assumptions*

Florens is a unique resort in regard to location, planning and concept. Luxurious but restrained and equipped with all kinds of conceivable facilities. The site offers nature of unparalleled beauty with the seemingly endless Lake Brienz (approx. length of 14 km; approx. width of 3 km) that is nearly 300m deep in some spots. The conscious decision to build in a sustainable fashion perfectly fits into the environment, while also corresponding to current trends. Even the most demanding holidaymakers are increasingly looking for the right balance between luxury and enjoyment and nature and relaxation. Florens Resort & Suites offers all of this. This makes it unique in Switzerland and possibly also in Europe!

**FLORENS RESORT & SUITES**

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