

Investing in Le Bijou

le bijou

The world's most exclusive hotel is an apartment.

# CONTENT



## 01 | The hotel reinvented

We are revolutionising the hotel industry. Le Bijou is the first franchise-style hotel concept for residential properties. The service of a five-star hotel; the privacy of an exclusive luxury apartment.

---

## 02 | James Butler

Classic white glove service for the digital age. We take the personalised relationship of a top concierge and distil it into an ever-present butler app. A uniquely personalised stay – at the touch of a button.

---

## 03 | A holistic approach

Our dual-brand proposal offers continuous, revolving growth of the apartment-stay market, capturing the attention of guests at both ends of the spectrum and establishing market domination in a destination.

---

## 04 | Investment opportunities

New ways of thinking require new ways of investing. We're building a personalised, close-knit community around Le Bijou, providing opportunities for smaller investors to be a part of something completely new. As Bill Gates says: 'Banking is essential. Banks are not.'

---

# SUMMARY

The digital revolution has changed the way we interact with the world. Old habits have become outdated, replaced by new ideas inspired by exciting new possibilities.

Le Bijou presents two brands that are revolutionising hotel stays across the market. At our core is the migration of classic services into the digital age; exclusive personal interaction and amenities at the touch of a button, in the privacy and space of an apartment.

## LE BIJOU

---

Le Bijou brings the luxury hotel into the 21st century. This is an age when we want it all – and Le Bijou provides that. We transform high-end city centre apartments into fully automated, beautifully designed accommodations, conceived and crafted with Swiss attention to detail. Classic five-star hotel service meets the exclusive atmosphere of a private home, digitalised and designed to perfection. The 21st-century solution for those who want the best, wherever they are in the world.

## AIRHOME.CH

---

A stress-free, full-service management solution for airbnb.com hosts and furnished apartment owners. It adds two- to four-star properties into the Le Bijou portfolio, managed under a different brand, but with the same attention to design, detail and digital service. Providing this wide range of furnished apartments in city locations enables us to compete across the market, gaining additional control and influence over a broader audience and rounding off our holistic approach to expansion and investment, all while keeping our customers in the sales loop.



# 01 | The hotel reinvented

*"Le Bijou - the MOST elegant, personalized, exclusive hotel in the world (and I stay in over 80 hotels every year)"*

Steve Wozniak, Apple Co-Founder

We live in a new age. The digitalisation of everyday life has changed the way we behave, think and interact. Brands such as Apple, Dropbox, Uber or Airbnb have taken day-to-day life to places beyond our imagination. Seamlessly integrated digital services have become the norm, expanding beyond games and accessories into the most fundamental elements of our lives; money, health, government – and now, hotel travel. We are revolutionising the hotel industry with our private, digitalised apartments, bringing five-star hotel service into the 21st century.

Le Bijou is the first brand to digitalise the upscale hotel industry. We are taking the most successful elements of revolutionary concepts such as Airbnb to bring a new, ground-breaking digitalised way of high-end travel to the world. With our innovative apartment hotel model and service software, Le Bijou aims to become the leading hotel alternative, providing a more comfortable, efficient and valuable lifestyle and accommodation service for today's luxury traveller. We're the first hotel franchise for conventional apartments. Our approach is similar to hotel chains: we offer property owners an operational model, including structural upgrade and subsequent management of their property. As residential rental revenue falls, Le Bijou provides an alternative option for generating a more attractive and sustainable profit with existing assets (both in yield and market value).

Our interiors are modern, warm, chalet-chic, designed and crafted with Swiss attention to detail. Natural materials meet contemporary design and cutting-edge integrated technology to create an inviting, stylish space with the privacy of a private home. We combine this with our progressive digital service model, replacing traditional hotel management with a uniquely personalised approach, efficient check-in and support throughout the stay.

Our virtual concierge system and smart interiors make Le Bijou the hotel-experience of the future, creating a new, more intimate experience for guests and providing prime site property owners with a sustainable, managed revenue that significantly outperforms their existing profit.



# 02

James Butler

*“Le Bijou presents a totally new hotel concept that caught our attention. We immediately recognised the innovation and were convinced to achieve a win-win situation with Le Bijou”*

Stephan Lüdi, Asset Manager  
PSP Swiss Property

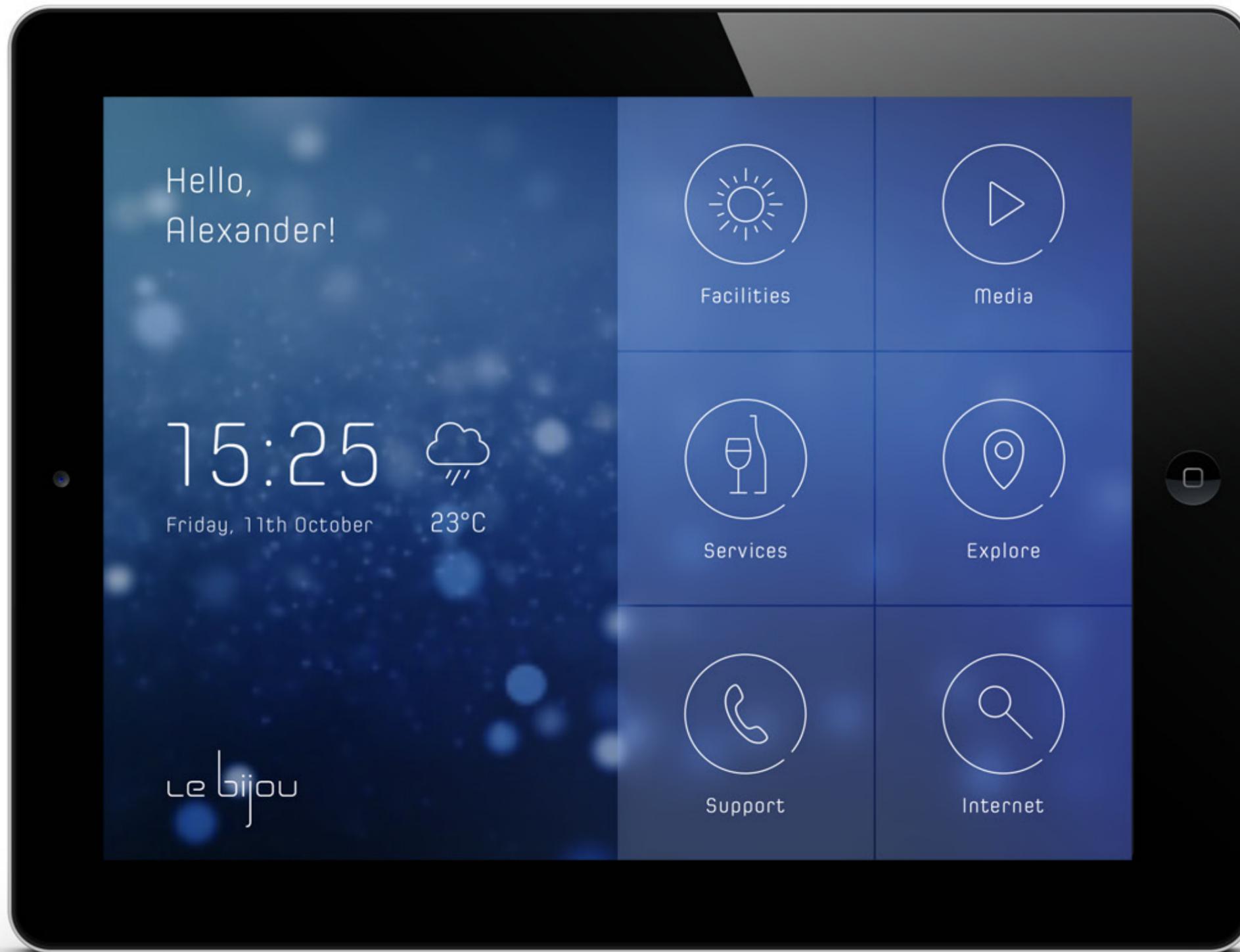
Le Bijou is redefining the lifestyle concept of a hotel, bringing the classic service model into this century. Even the most outstanding interiors and facilities can't make up for bad service. Our digital concierge system and interactive interiors make every stay perfectly personalised: crafted and managed by bits and bytes, without attitude, completely digitally.

Meet James, the face of our virtual concierge service. Backed by an international team of concierges, James can facilitate whatever a guest wants, whenever they want it. But that's not all: not only is James a virtual concierge, available for every guest at any time, but our unique technology concept has the ability to learn from interactions, working away invisibly in the background to create a seamlessly personalised, completely organic experience for every Le Bijou stay. It's traditional Swiss hospitality, digitalised, and optimised for experience and cost.

Each Le Bijou apartment is also fitted with interactive smart technology, which is connected to our concierge service. Our apartments adjust to personal preferences and react to the mood and characteristics of a guest, both in tonality and ambiance. From made to measure entertainment in TV channels, film selection, or the music played, to the local events we suggest and the tickets we acquire, every detail is bespoke.

And everything is just a tap away with our interactive app. For example, if a guest selects a local event we make sure, the 'drive me there' button is right there next to it. Chauffeur service exactly how you need it, to where you need it. All at the tap of a screen.

Picture: Visual Reference Le Bijou Superior Apartment / Location: Linth-Esnergasse, Zurich



Picture: Homescreen of iPad App "Q" / Features: Entertainment, Mood-Control, Services, City Guide, Event-Planner, Administration and more



# 03

A holistic approach

*"We were amazed by the innovative approach and use of technology when we decided to work with Le Bijou on a high-end property"*

Thomas Trösch,  
Lienhardt & Partner  
Private Bank Zürich

Airbnb.com has changed the two- to four-star accommodation market. It challenges the classic hotel model, gives the power back to individual private hosts and their guests and has created a new community that connects like-minded people looking for a new way to stay in a city.

Le Bijou has identified a similar market in the luxury five-star sector. Our boutique, city centre apartments cater for the hotel guest who is looking for a personalised and private experience, but doesn't want to compromise on style and service.

At the other end of our business model is Airhome.ch. Airhome.ch is a management solution for furnished apartments and an operator of self-rented city apartments in the two- to four-star market. Our simple, yet professionally managed services make us an attractive partner to Airbnb hosts and those who prefer to outsource the management of their furnished apartments. Airhome.ch also acts as an effective up-selling tool for suitable properties which may wish to graduate onto a Le Bijou five-star model.

Each of our destinations is carefully selected for its growth potential. It features a carefully planned combination of Le Bijou and Airhome.ch properties, ensuring that we are attracting guests at every price point. This holistic approach allows us to develop both market domination and price control, providing owners and investors with a lower risk.

Picture: Visual Reference Le Bijou Executive Apartment / Location: Münstergasse, Zurich



# 04

## Investment opportunities

*"Le Bijou stands for high quality, outstanding technology and Swiss attention to detail; the perfect match for high-end projects."*

Feyza Ciritoglu, Head of Sales  
Mobimo Management AG

Le Bijou and Airhome.ch work at every sought-after destination. The brands are easy to apply and expand through franchise-like growth models. Presenting self-rented and self-financed Le Bijou and Airhome.ch flagships at prime locations is necessary to build up our network.

The typical real estate investor is the complete opposite of a venture capitalist: conservative and risk-averse. A presence in our target markets is therefore key to a successful investor-operator relationship. Both Le Bijou and Airhome.ch require flagship locations wherever we want property owners to follow, and we aim to raise capital to scale the business into these new territories.

As an ambitious technology company, we work exclusively with investors that share our passion and vision. We want to work with individuals who bring additional value aside from funding, who have ideas and enthusiasm for a new digital age, who are flexible, fast and results-oriented.

At the same time, we like to make it personal. We want to have an individual relationship with each of our investors, to get to know them and bring them into the Le Bijou brand. An investment into Le Bijou represents a commitment to an exclusive network of individuals that encompasses innovative thinkers from the co-founder of Apple Computers, to CEO's of market changing companies. In return we offer interesting investment opportunities with a flawless track record, solid references and guaranteed securities.

## LOAN FINANCING

---

Our flagship destinations are financed through classic short-term investment loan capital. Existing projects like Münsterergasse 22 or Linth-Eschergasse 23 in Zurich have shown that the required financial resources enable a quick payback with enticing profit for an investor.

Loans can be secured with company assets, including a mixture of mortgage-backed receivables and other fixed assets.

Detailed financial plans, financial statements, audit reports, investor references and project details can be provided after signing an NDA.

Financing offers will be issued separately and on request.

Target yield: 9-12 % p.a.



## PROPERTY BACKED CLUB DEAL

---

The long term solution for traditional real estate investors. Similar to small real estate funds, a club deal consists of several private investors who buy a Le Bijou property over a managed entity, which receives loan capital from one or several investors joining the club deal. The shares of the particular entity will be split according to the size of the investment.

Invested capital is initially amortized, then conventional mortgages leverage the yield.

The entity that holds the property concludes a management contract with Le Bijou for the operation of the properties including an upgrade to our signature design.

Target yield: 6-10 % p.a.

