

Club Deal

Le bijou

Invest into the world's most exclusive properties.

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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 | Investment Strategy

Classic destinations never go out of style. We expand into markets that offer security and longevity to an investor. Paris, Munich, Berlin, Milan, Rome, Venice, Barcelona, Madrid, Zurich – these are prime locations that won't lose their value.



04 | Club Deal Structure

Buying together spreads the risk and increases the entrepreneurial control for a group of investors. It is a fast and efficient way to be a part of the Le Bijou world.

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 Old habits have become outdated, replaced by new ideas inspired by exciting new possibilities.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.

PRIME LOCATION REAL ESTATE

The Le Bijou Club Deal gives investors fast and easy access to prime real estate locations. Champs-Élysées in Paris, Oxford Street in London, 5th Avenue in New York or Bahnhofstrasse in Zurich – these are exclusive destinations that never go out of style. Our investment focuses on upgrading high-end apartments for short-term travel rental, each one designed, managed and operated by Le Bijou.

Our Club Deal caters to traditional, risk-averse real estate investors interested in buying property over a managed entity. Since the purchases are leveraged by a mortgage, the target yield is around 6-10 % p.a.

DEAL ADVANTAGES

- + Investment backed by a prime-site luxury property with high re-sale potential
- + Investors gain entry in the land register
- + Low risk due to high demand market
- + Guaranteed profit from operational company
- + Low management fee due to Le Bijou's signature digital service model
- + Risk is spread over several investors (Club Deal)
- + Performance up to 10 % p.a. and more



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.



TARGET DESTINATION
VIENNA, AUSTRIA





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

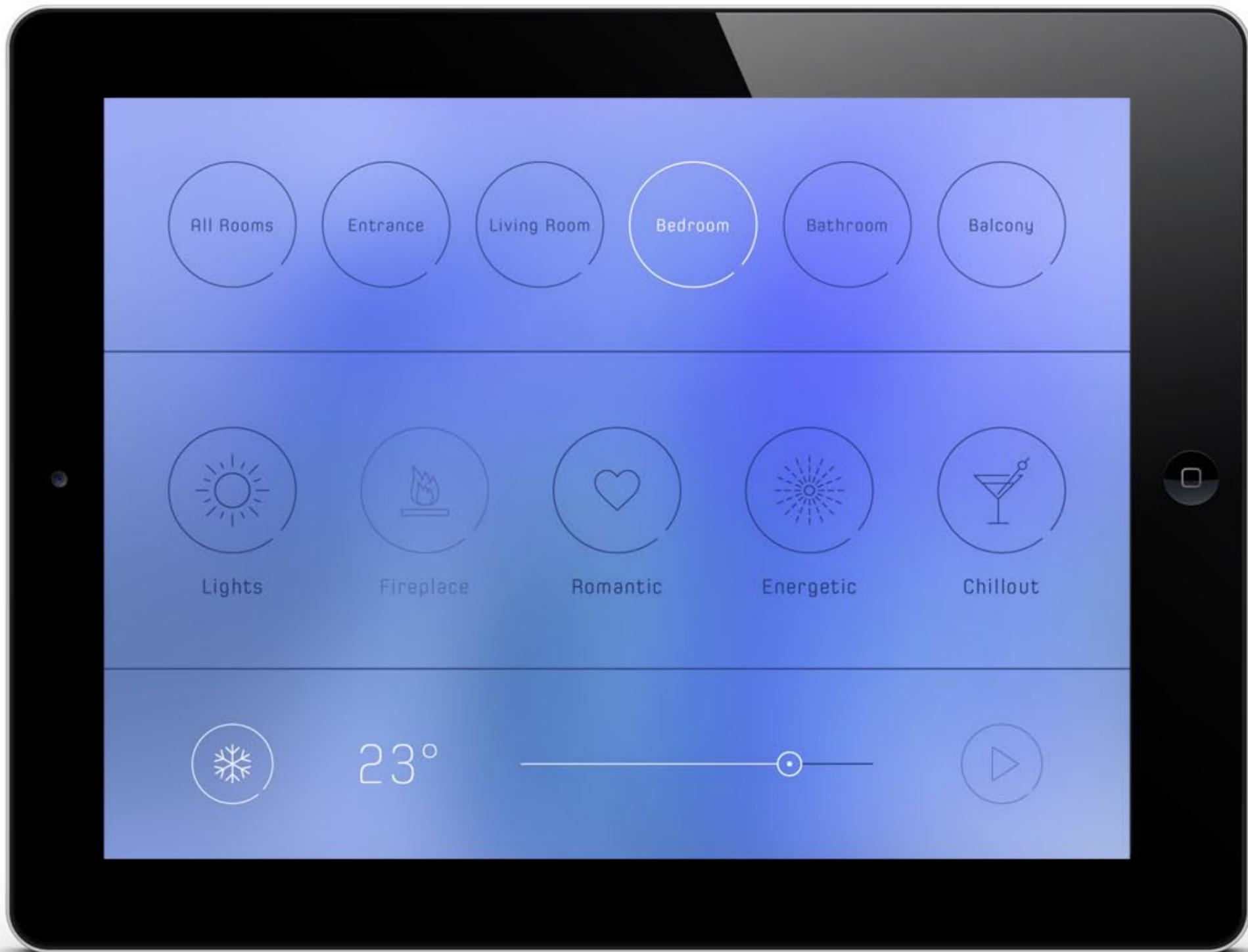
Le Bijou is redefining the lifestyle concept of a hotel, bringing the classic service model into this century. Even the most outstanding interiors and facilities can't make up for bad service. Our digital concierge system and interactive interiors make every stay perfectly personalised: crafted and managed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

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 Suite / Location: Linth-Eschergasse, Zurich



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

Performance

CURRENT ACCOUNTING PERIOD

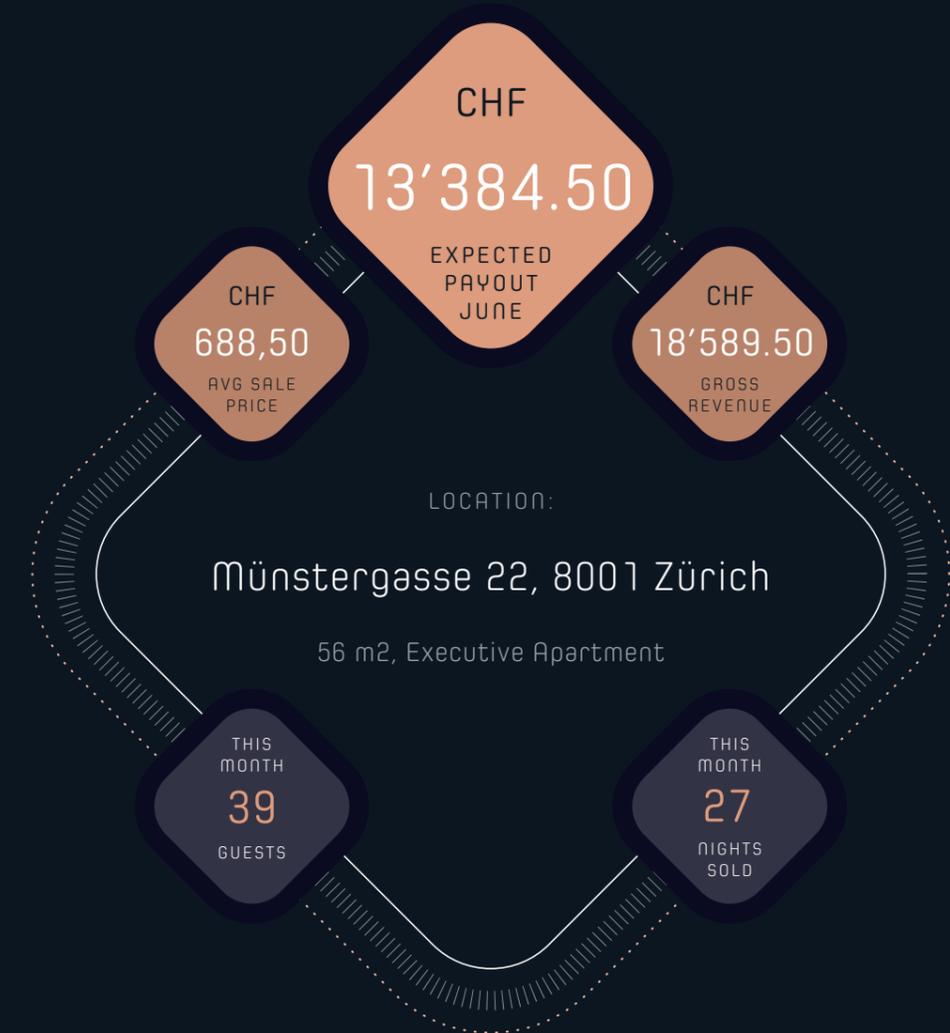
Expansion

LE BIJOU GROWTH MONITOR

Insider

LATEST INSIDER NEWS

ABOUT LE BIJOU



We are continuously searching for potential investments in the world's most sought after locations. Paris, London, Barcelona, New York – these are cities that never go out of style. Constantly in demand, they are a source of guaranteed revenue for a real-estate investor.

However, even in the most desirable cities, traditional high-end apartment rental is declining. That is where Le Bijou comes in. We take properties at the very center of each destination, with addresses that are highly desirable for both business and high-end leisure travellers. We upgrade them, integrating our signature digital service model, transforming them into luxury apartment-hotels for short or long term guests. With up to 31 tenants in a month, the occupancy risk is spread over a much larger group of customers than traditional residential letting, generating a constant and more consistent revenue.

Destinations are selected by a combination of detailed research into hotel price development, competition, market capacity and market saturation over the past five years. Once we identify a property, it undergoes a rigorous evaluation before it is presented as a Club Deal investment. This includes legal compliance, sale and resale value, quality assessment and price calculation for the design upgrade. Each property is pre-selected according to the results achieved in these business assessments and presented to potential investors alongside the calculations and documentation.

Once Club Deal members have jointly agreed to approach an investment, the Club Deal management places a bid with the seller.

03

Investment Strategy

"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



TARGET DESTINATION
VENICE, ITALY





04

Club Deal Structure

“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

The Le Bijou Club Deal enables private and institutional real estate investors to jointly buy prime site apartments over a managed entity. The capital is brought into a corporation either as a loan or as equity and each investor holds a stake of the company. In addition, the investment can be secured over a land register entry.

The Club Deal Management organises the purchase of the property and draws a management contract with Le Bijou Hotel & Resort Management Ltd., which upgrades and operates the apartment unit according to the Le Bijou standard. This means there is no administrative work required of the investor, will all requirements delivered by the Club Deal Management.

A Club Deal offers several exit possibilities, but can also exist for an unlimited time. In case of an exit the shares can be acquired by the Club Deal Management or by another member of the Deal at preferred conditions.

The minimum investment is € 100'000 depending on the property acquired. In addition to revenue from investment performance, each investor receives certain perks from the deal, such as a number of days that they can use their specific Le Bijou apartment, and direct access to the global Le Bijou apartment network.

Financial structure

For each property a detailed financial plan will be created.
The Club Deal profit is based on the following structure:

On property level:

+ Property rent revenue
./ Cleaning & maintenance (between 6-10% of revenue)*
./ Fees & commissions (between 12 - 18% of revenue)**
= Net performance of property

Management fee:

./ 20% Management fee
= Payout to Club Deal entity

Club Deal expenses:

./ Club Deal management & administration (3% of club deal income)
./ Mortgage interest
./ Property side costs (0.7 - 1.5% of property value)
= Club Deal profit

Profit split

./ Payback of loans or
./ Dividend payment
= Profit for each Club Deal investor

* Maintenance includes provision for renewal

**Fees include software licensing and commissions paid to booking agencies

Example based on 300 sold nights (82%):

+ CHF 240'000.-
./ CHF 24'000.-
./ CHF 36'000.-
= CHF 180'000.-

Management fee:

./ CHF 36'000.-
= CHF 144'000.-

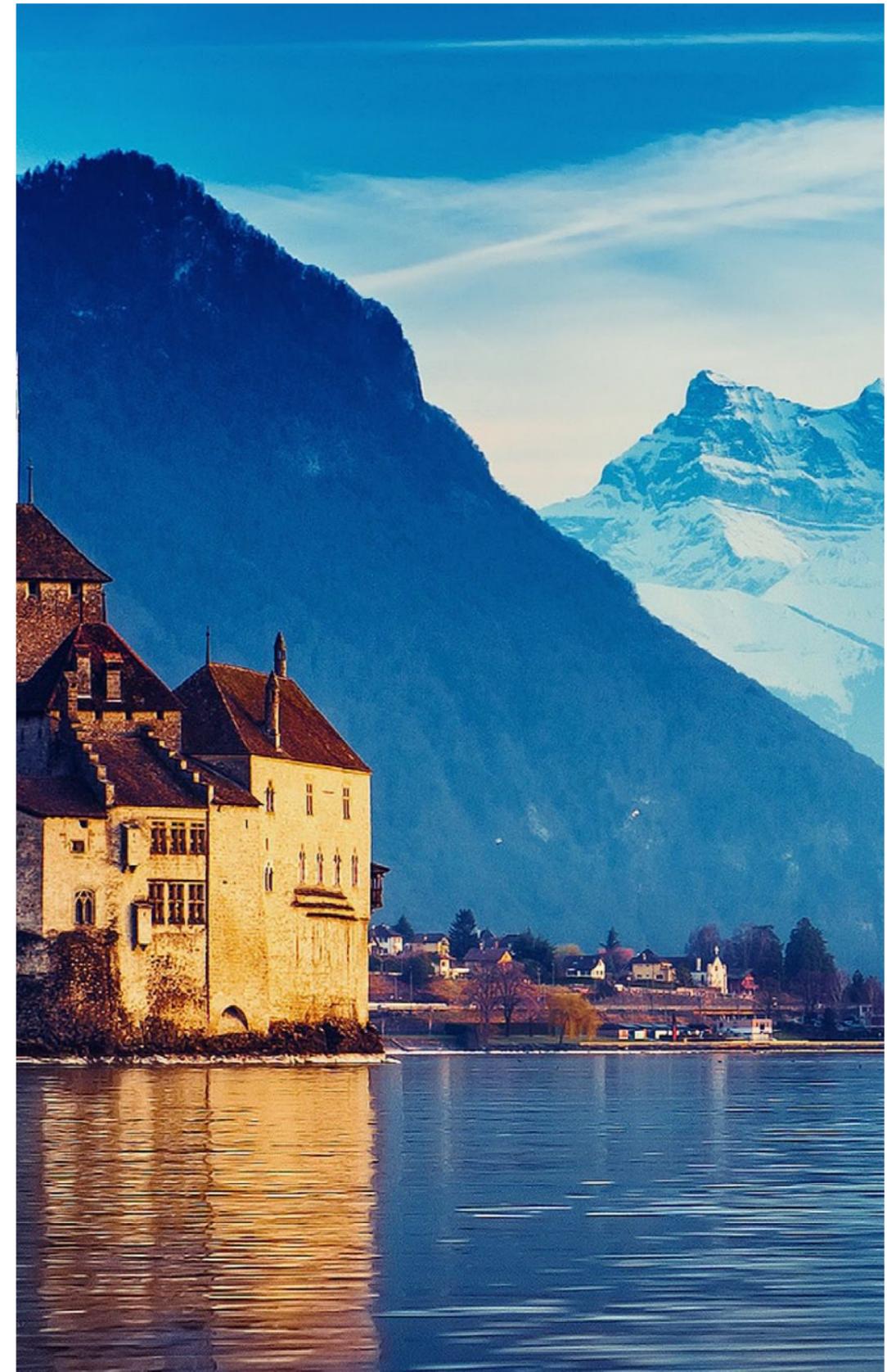
Club Deal expenses:

./ CHF 4'320.-
./ CHF 30'000.-
./ CHF 21'000.-
= CHF 88'680.-

Pay out for investors *

= CHF 88'680.-

*Assuming the entire investment was CHF 3'000'000.- with a cash investment of 30% or CHF 900'000.-, the yearly profit would be 9.85 %.





TARGET DESTINATION
PARIS, FRANCE

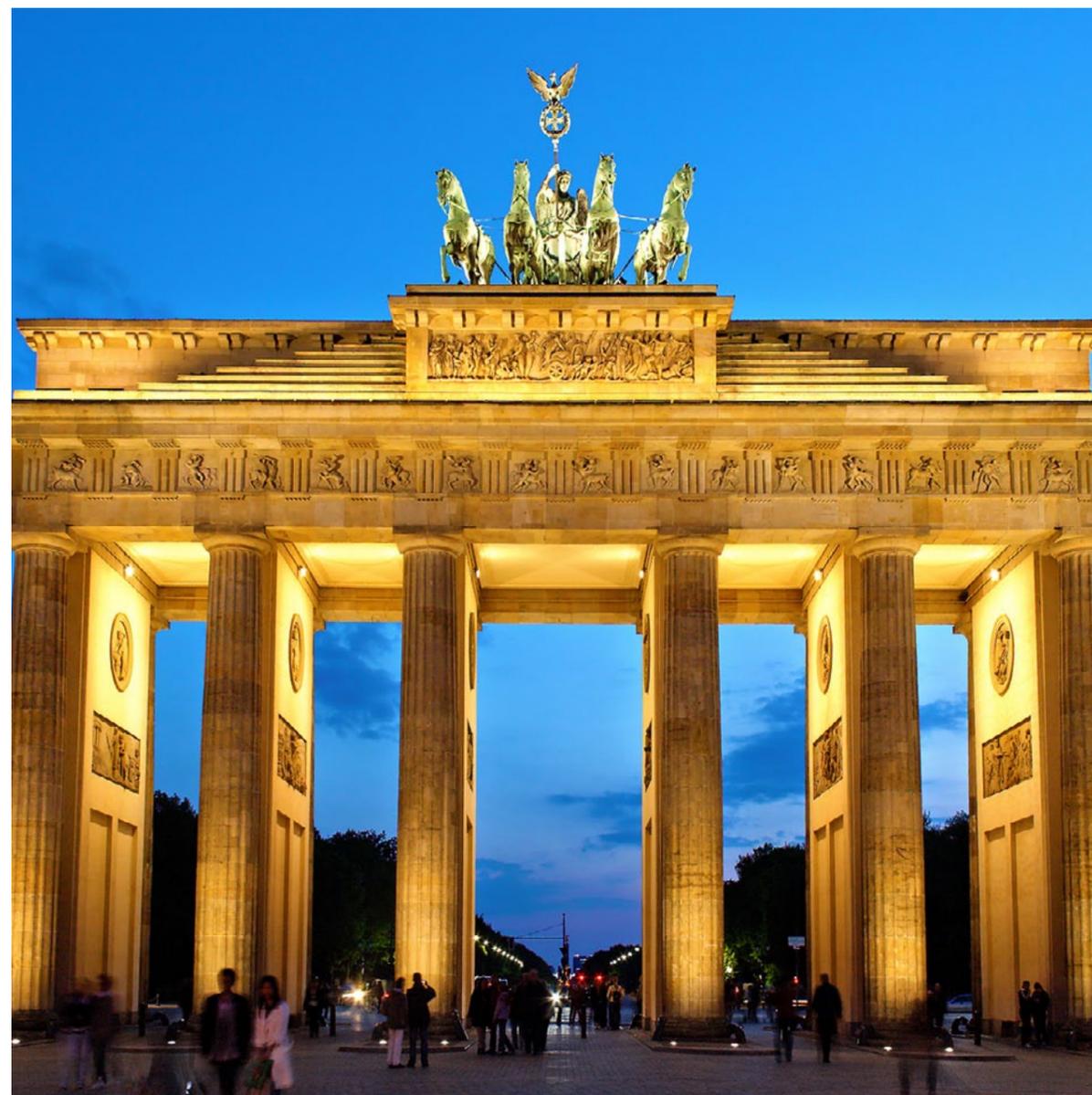
Management Contract with Le Bijou

Before it is unveiled as a Le Bijou apartment, each property must undergo three upgrade stages:

1. Architectural changes and technology installation
2. Furnishing and fitting of the modular design
3. Decoration and final equipment

These upgrades not only increase the value of an apartment, but also enable management to lower expenses for electricity and maintenance.

The apartment is then launched, marketed and managed by Le Bijou with our signature automated operational model, providing superior service, without the cost of staff. The Management contract lasts for five years, with an exit option at any time by paying an annual management fee to Le Bijou.



Revenue Guarantee

We take great pride in our careful selection criteria. Le Bijou only operates in locations where revenue for high-end, short-term apartment rental is high. We target the world's most desirable locations in the world's most popular cities, and work closely with each of our properties to ensure that it is located, marketed and operated according to our high standards.

However, should a property fail to perform as expected, we guarantee our investors a continuous profit.

In a worst case scenario, Le Bijou always pays a minimum profit of 2% p.a. of the invested Club Deal capital. This extends for the entire period of the management contract. The guarantee is covered by circulating assets and acts as a part of the management contract between the Club Deal entity and Le Bijou.



Investor Exit Strategy

Additional Benefits

Club Deal investors should come to the Deal with the intention to invest their capital on a long term basis. However, the Club Deal is also set-up to cater for unplanned withdrawals. Each investor has the following exit options:

1) Sell the shares of the Club Deal entity to the Club Deal management, which has the option right to buy the shares on the first priority. The Club Deal management commits to buy back the shares under the condition that they can either pass the shares to a new investor or buy back the shares themselves.

2) Each of the other Club Deal investors has the option right to buy the shares from the exiting investor on the second priority (after Club Deal management).

3) In the case that all the previously mentioned parties abandon the purchase option, the exiting Club Deal investor has the possibility to sell his shares on the public market.

4) The Club Deal management can be called upon to evaluate the sale of the property and dissolve the agreement upon consent between all investors.

Club Deal members do not only enjoy the performance of their investment. An investment into Le Bijou represents a membership into an exclusive network of individuals. We are building a Le Bijou community, and 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.

Each Club Deal member receives:

- + Use of all Le Bijou properties at prime rates
- + Invitation to all Le Bijou events
- + Access to the latest insider information
- + Personal login to performance monitor
- + Ambassador status (commission plan)
- + VIP status for all bookings and services

Welcome to our world.



TARGET DESTINATION
LONDON, ENGLAND



