

Home for People GmbH



Premium real estate on Lake Constance

Summary - Home for People

Home for People operates directly on Lake Constance, in the village of Deggenhausertal. The excellent location, the wealthy clientele on site and in the surrounding area as well as the good general economic situation in domestic tourism provide optimal conditions for a successful business.

The most important components of the concept are quality, variety of the range of offers, an appealing refurbishment under own management, the full use of advertising opportunities due to the excellent location and thus good perception of solvent visitors with an affinity to nature.

The founder Mr. Haasemann is able to take over all activities independently as managing director. He has been in the business for many years and has valuable local contacts. These will help him to consistently expand the good partner network, the solvent customer base, and to continue the business successfully.



Vision

As part of the capital raising, the business will also to be modernised, both the property portfolio and the brand image.

- Increase the number of properties for rent from the current 12 to 20-24
- Enlarge operation intelligently, real estate trade
- Operation throughout the season
- Carry out more external communication
- Brand design



Problem

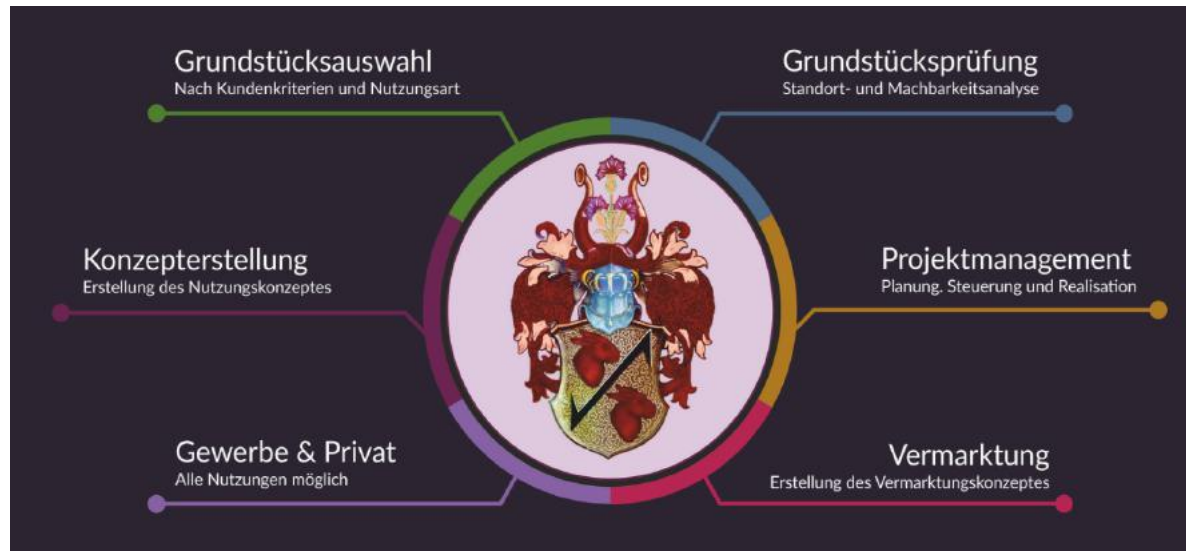
Upper / middle class buyers looking for **accommodation** on Lake Constance **that suit their lifestyle**



Many buyers have difficulties in finding an appropriate residence



Solution



**A friendly, competent helper:
Finding appropriate real estate!**

Unique position

Property search turns into a unique experience thanks to its overall concept. Each property is composed of location, appearance and equipment that guarantee ideal use and correspond exactly to the zeitgeist of those seeking nature and wellness.

As an idyll especially suited for families, active people and best agers, Lake Constance stands out from other regions. The selected properties have an inviting charisma, especially after successful renovations, which excellently underlines the character of the region. This is an advantage that many accommodations do not offer or only at a significantly higher price level.

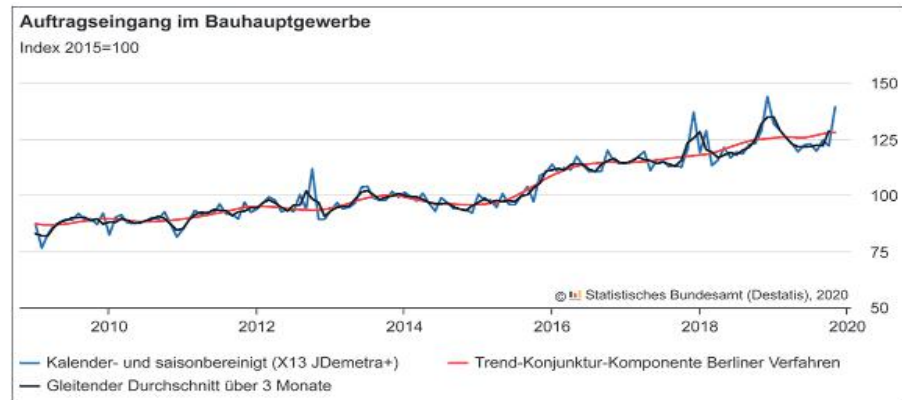
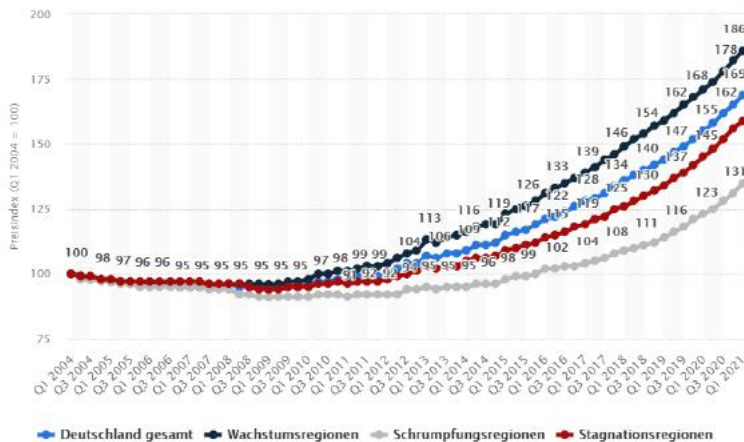
The excellent location combines the attractiveness of wellness and nature with an offer specifically designed for a wealthy target group. In this sense, the care of the buyers is also an exceptional feature. It is more than just taking care – it extends to high responsibility for each customer.

Market

The real estate market for private individuals is developing dynamically; families and HNI customers in German-speaking countries in particular are currently in a buying mood. In order to build up an even broader customer base and to keep it in the long term, we are striving for a strongly market-oriented approach, which is stimulated above all by boutique real estate/special interest concepts.

Looking at all available market data, you can clearly see that the company is entering a very receptive business sector from every perspective.

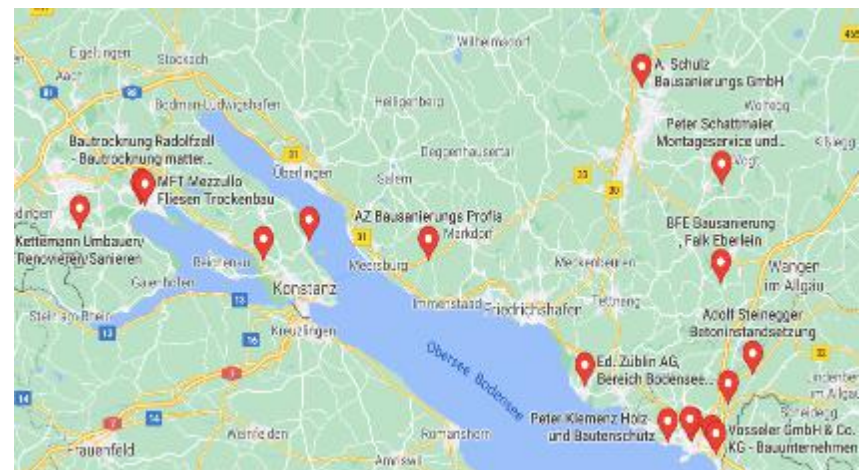
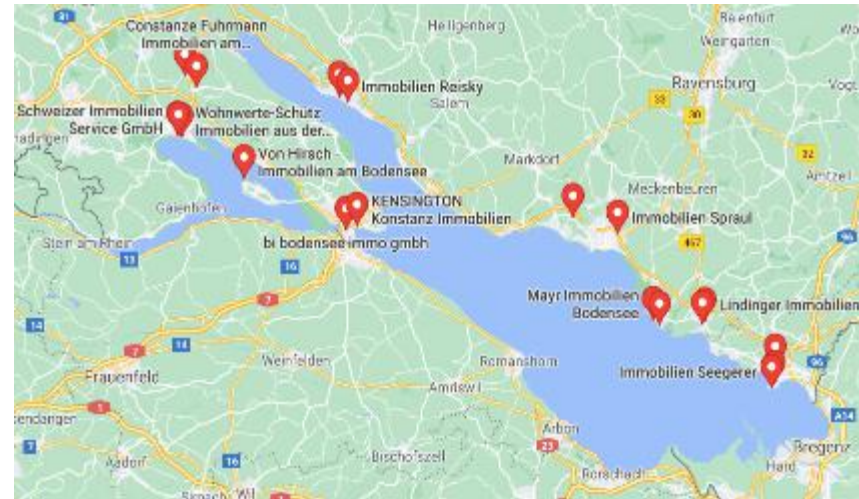
Property price development in Germany



Competition

Despite existing competition, the integration of personnel reinforcement, the continuous expansion of the offer, the development of additional cooperation partners as well as the expansion of the target groups in the current competitive environment (adjacent map sections: density of competition at Lake Constance) can be achieved without any problems in the next three years.

The number of buyers / applicants regularly exceeds the number of housing offers. Profit maximisation is mainly achieved through buyer and tenant contact; overarching megatrends point to increasing demand.



Location

Deggenhausertal is situated in a picturesque, natural environment with many forests and fields. The village has all the necessary shopping facilities and also a quite good medical care.

The location is ideal for families and the elderly, because during the summer they enjoy an optimal lake experience and in the low season they find peace, relaxation and recreation.

The proximity to other natural attractions and beautiful towns also contributes to the quality of the location.



Easy arrival



High quality standards



Special housing needs



Founder / Team

We are experts for special needs in the search for real estate on Lake Constance

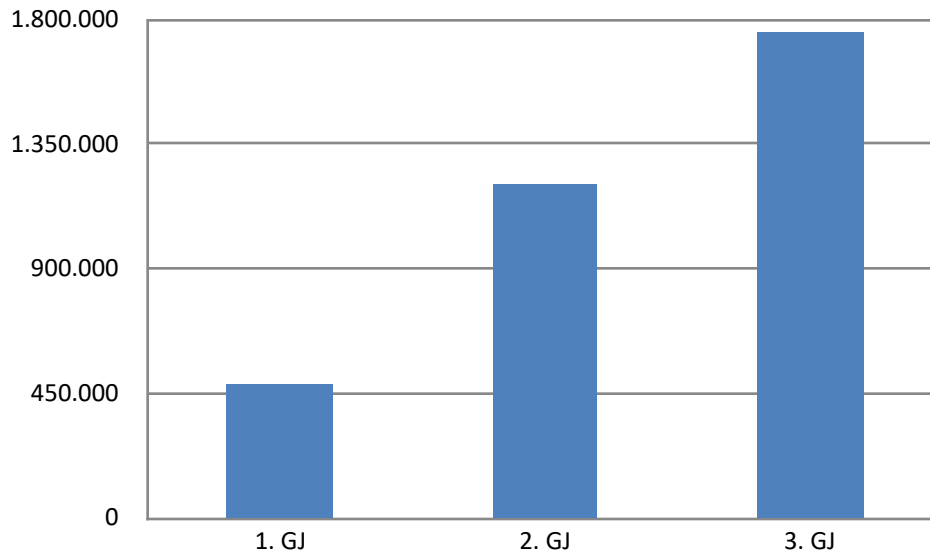


Cord Haasemann

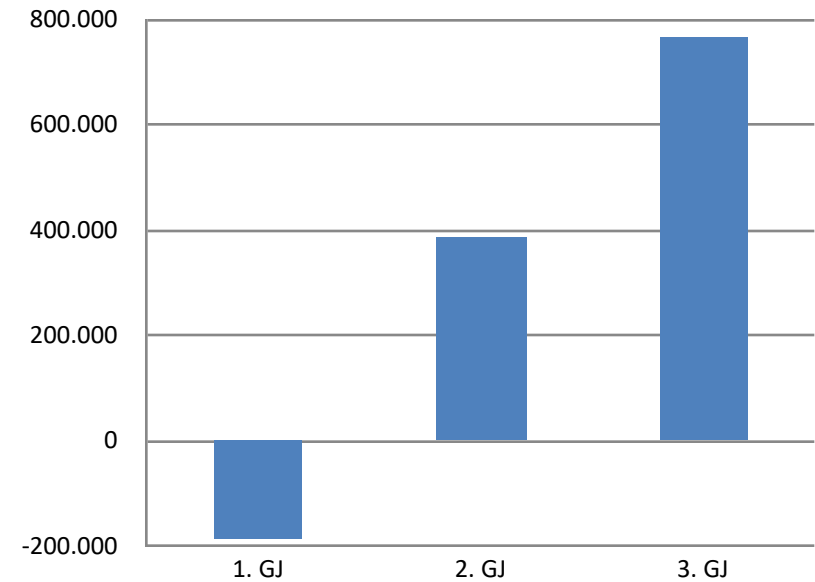
- Successful training and extensive professional history of all persons involved
- Ability to think holistically and navigate complex contexts
- Mr. Haasemann as Managing Director will take over most of the activities independently
- Local contacts as well as contacts in other regions of Germany

Profitability & Financial Plan

Turnover (1st to 3rd Financial Year)



Operating income before taxes



| Financial Figures | 1. GJ | 2. GJ | 3. GJ |
|----------------------|--------|-------|-------|
| Return on sales | -38,9% | 27,6% | 31,5% |
| Return on equity | -29,0% | 34,0% | 36,1% |
| Return on investment | -2,2% | 3,9% | 6,5% |
| Equity ratio | 7,4% | 11,6% | 17,9% |
| Debt ratio | 92,6% | 88,4% | 82,1% |

Capital

Home for People GmbH is seeking 8 million private equity for business expansion and offers for

The acquisition of shares in the financing company LAKE OF CONSTANCE INVESTMENT PLC a yield of 4% to 7% exit through share buyback or as agreed.

The investment should only take place via the PLC shares. A direct participation in the GmbH is not desired.

Contact

Contact Person

Cord Haasemann

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