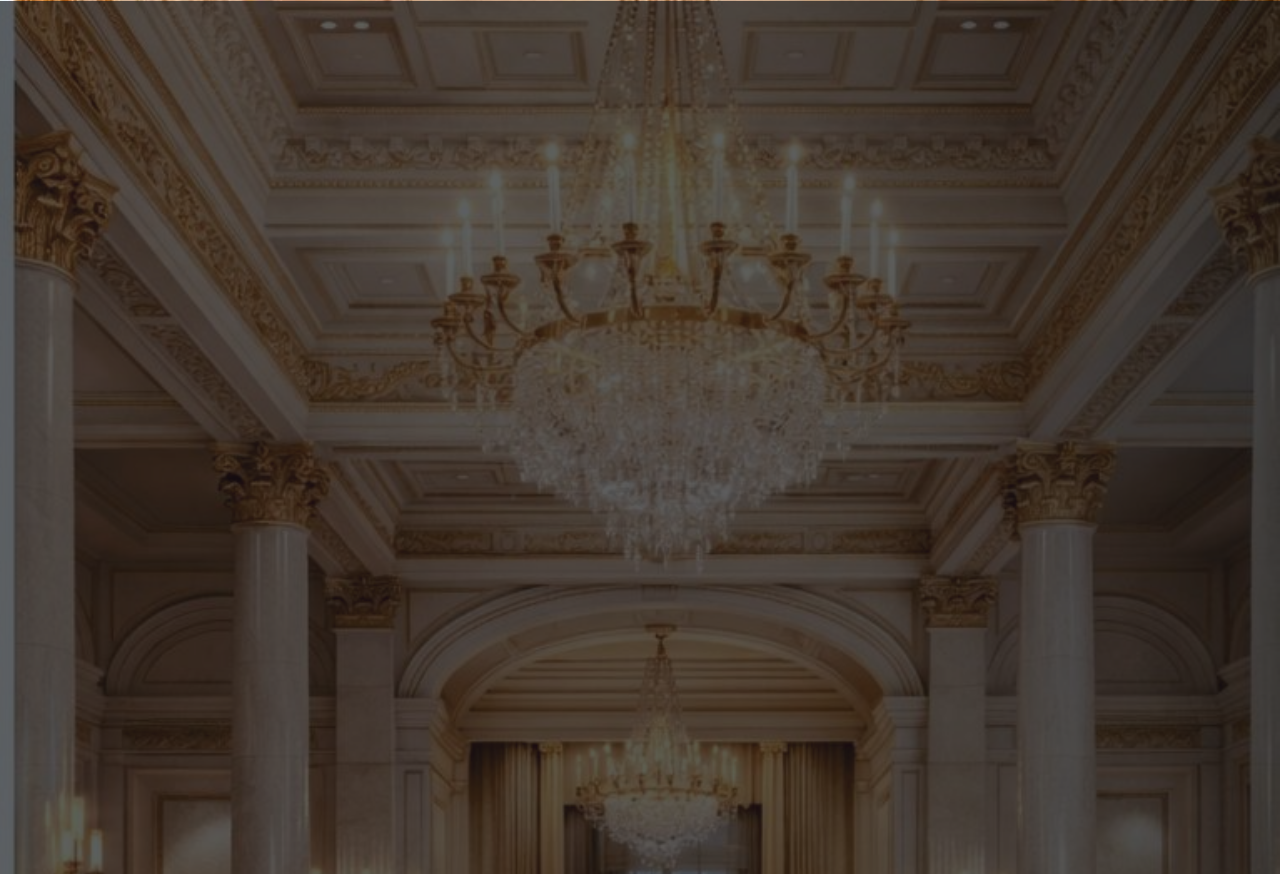




LUCERNE APARTHOTEL INVESTMENT OPPORTUNITY

Short investor presentation based on the current business plan and project visuals

Central Lucerne

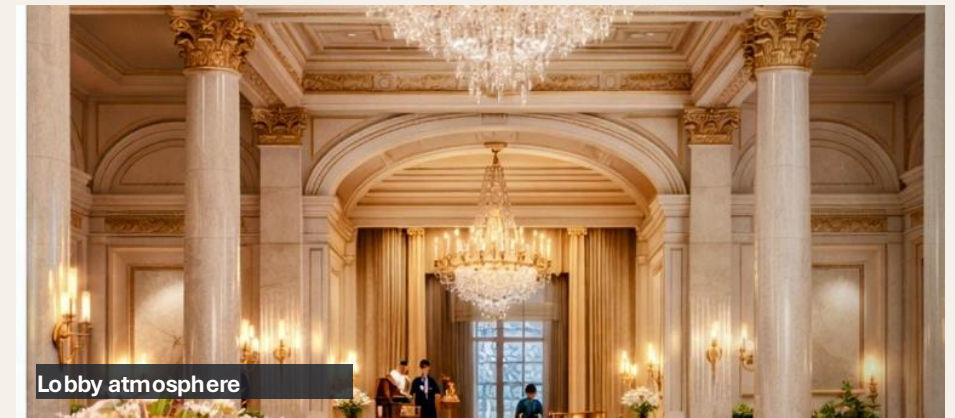
Rooftop dome & wellness

Sustainable energy concept

Construction of a premium aparthotel concept

A compact hospitality-led asset positioned between traditional hotel rooms and furnished business apartments.

- Location: Lucerne 6004, Switzerland, in a strong tourism and short-stay market.
- Concept: aparthotel with private kitchens, balconies, hotel-style reception, and premium common areas.
- Planned layout: approximately 2,200 m² above ground, with about 85% usable area.
- Apartment mix in the current business plan: 30 studios of 35 m² each.
- Rooftop destination: transparent energy-generating dome with sauna, pool, fitness room, café/bar, and winter garden.
- Ground-floor functions include reception, lounge, meeting room, café, and service infrastructure.



MARKET RATIONALE

Lucerne combines strong tourism with an underserved aparthotel niche

The current plan targets both short-stay leisure demand and medium-stay business demand.

1.5M+

annual overnight stays in Lucerne

>75%

peak-season hotel occupancy

CHF 150–220

typical hotel ADR in the city

+30%

expected growth in micro-living demand by 2050

≈CHF 1,800

average monthly micro-apartment rent in Switzerland

Why the niche works

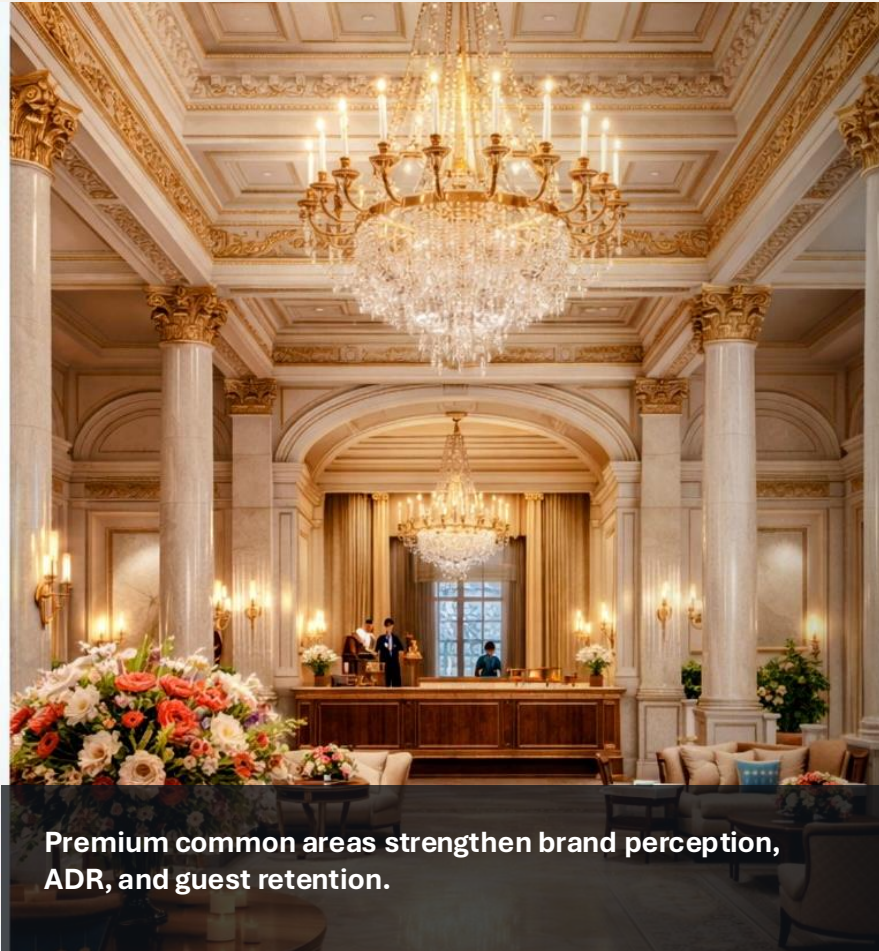
- Traditional hotels offer service but not kitchens or medium-stay flexibility.
- Most furnished apartment competitors focus on longer corporate stays rather than blended short stays up to 90 days.
- The project is designed as a hybrid: private kitchen + hotel-level service + wellness-led guest experience.
- The Lucerne location supports leisure tourists, business travelers, students, and visiting researchers.

Direct positioning advantage

- Central Lucerne address.
- Wellness dome on the roof.
- Sustainability story through BIPV glass and geothermal heat pump.
- Flexibility for both nightly and extended stays.
- Potential price premium versus standard business apartments.

The rooftop dome turns the project into a destination, not just accommodation

The concept combines hospitality, architecture, and sustainability in one premium offer.



Premium common areas strengthen brand perception, ADR, and guest retention.

1

Hybrid model

Private kitchens and balconies plus reception-driven service.

2

Signature roof

Transparent BIPV dome with pool, sauna, fitness, winter garden, and café/bar.

3

Green positioning

Solar glass, geothermal heat pump, bike parking, and lower operating-cost potential.

4

Multi-segment demand

Tourists, business travelers, students, and project-based corporate stays.

5

Asset value story

A differentiated concept can support premium branding and stronger exit interest.

Headline investor metrics from the current business plan

These figures reflect the current business-plan case and should be validated in detailed underwriting.

CHF 14.49M

target total investment

CHF 20.16M

target revenue / value realization

CHF 7.33M

target profit

50.5%

ROI

11.6%

IRR

3.2 yrs

payback

Capital stack in the plan

- Senior bank financing is expected to cover the majority of the capital need.
- Additional funding sources referenced in the plan include SGH, private investors, and sponsor contribution.
- Pre-sales and tokenization are described as optional tools to reduce borrowing and widen the investor base.

Illustrative value-creation path

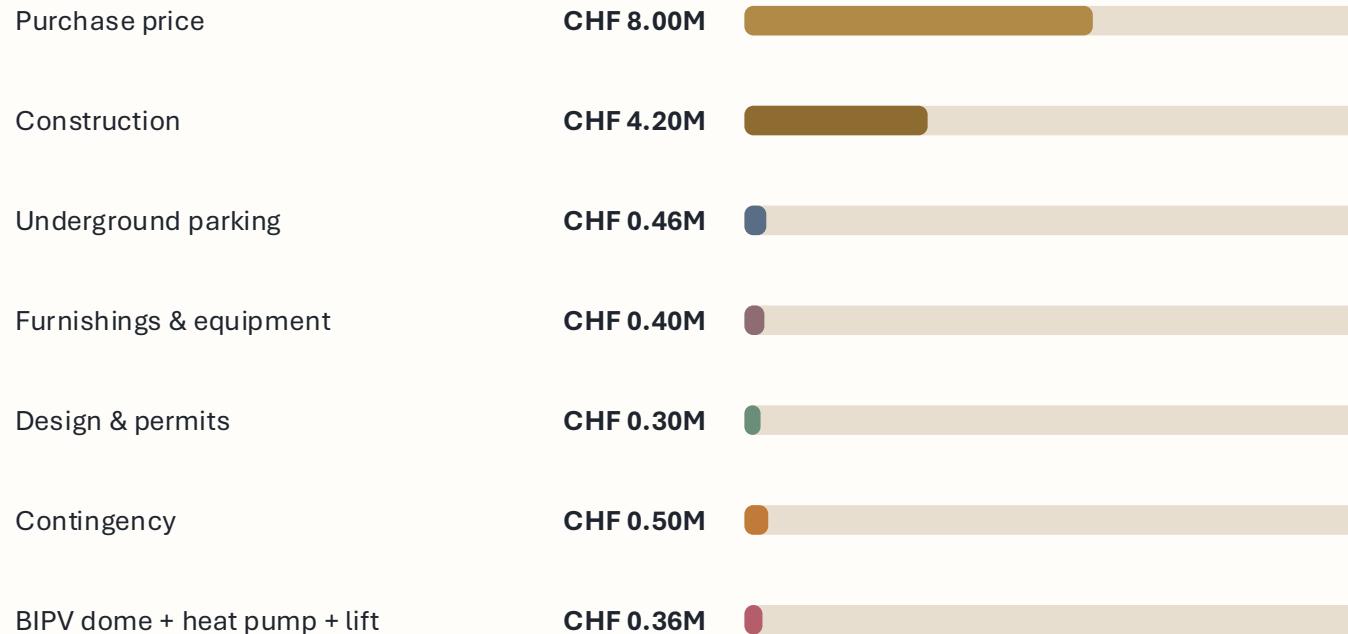
- Acquire and redevelop an existing hotel into a premium aparthotel product.
- Open a differentiated concept with hospitality services and rooftop wellness.
- Capture operating cash flow plus eventual asset-value upside through sale / exit.

Note: projections are plan assumptions, not guaranteed returns.

CapEx profile is led by acquisition and core redevelopment works

The budget below summarizes the main cost lines listed in the current business plan.

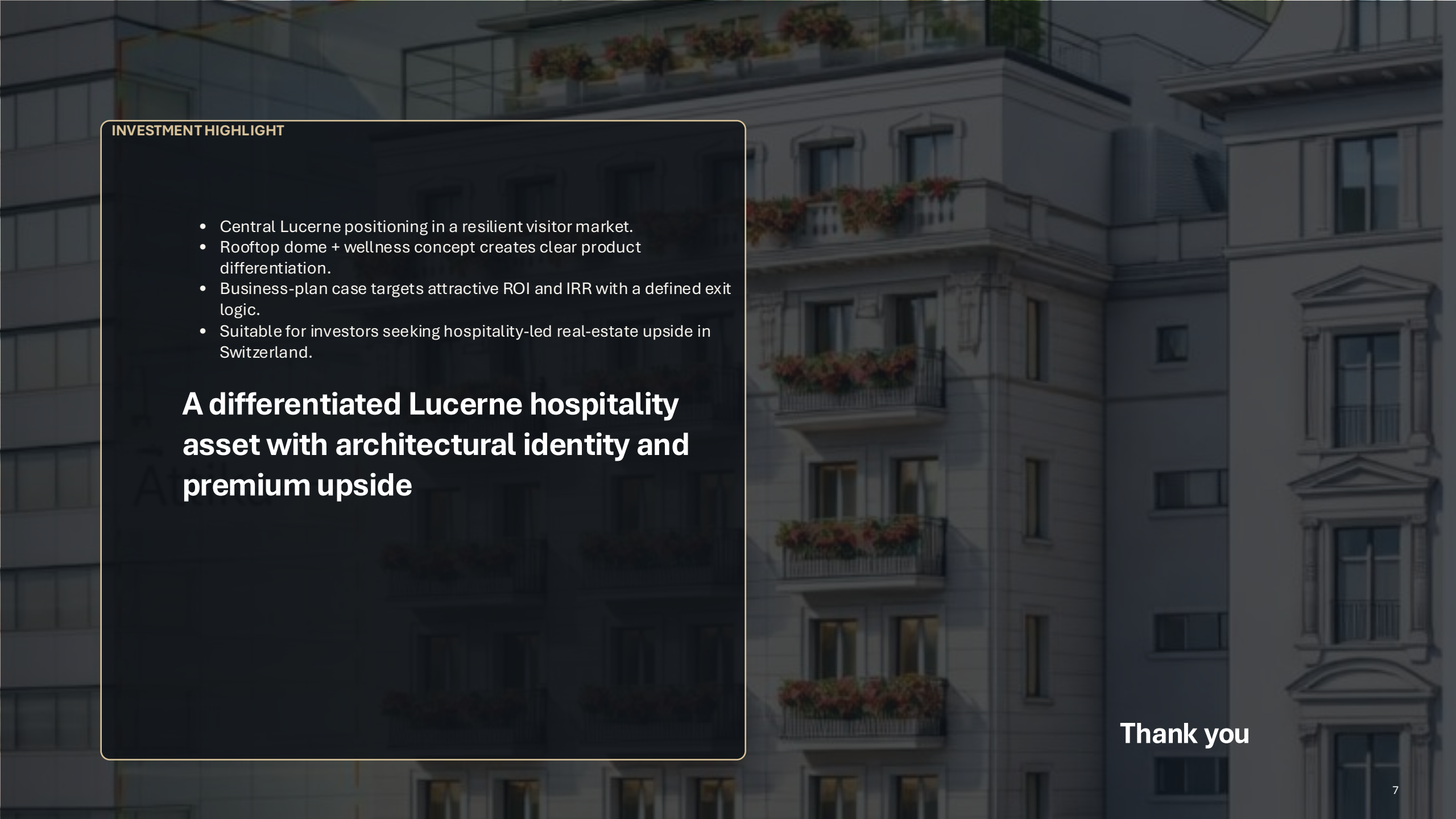
Main budget items



Approximate sum of listed items: CHF 14.22M

Investor takeaways

- The acquisition price is the largest single value driver.
- The dome, wellness offer, and sustainability systems are relatively small versus total project cost but strategically differentiating.
- Parking, furnishing, and premium common areas support the hospitality positioning.



INVESTMENT HIGHLIGHT

- Central Lucerne positioning in a resilient visitor market.
- Rooftop dome + wellness concept creates clear product differentiation.
- Business-plan case targets attractive ROI and IRR with a defined exit logic.
- Suitable for investors seeking hospitality-led real-estate upside in Switzerland.

A differentiated Lucerne hospitality asset with architectural identity and premium upside

Thank you