



Le Bijou

BUILDING THE FUTURE OF HOSPITALITY

Le Bijou

We are on a mission to transform hospitality by creating tech-enabled accommodations of the future



# Travelers are forced to choose between two flawed options



## HOTELS

- Antiquated
- Soulless / sterile
- No privacy
- Not in control
- Have to interact with other guests/personnel
- No personalization
- No kitchen
- Not suitable for long term stays



## INDIVIDUAL HOSTS

- Do not satisfy the needs of the high-end segment
  - Do not offer services
- Unreliable and inconsistent
  - Not always clean
  - Not always comfortable
  - Safety concerns
- Painful check-in process
- Not completely private

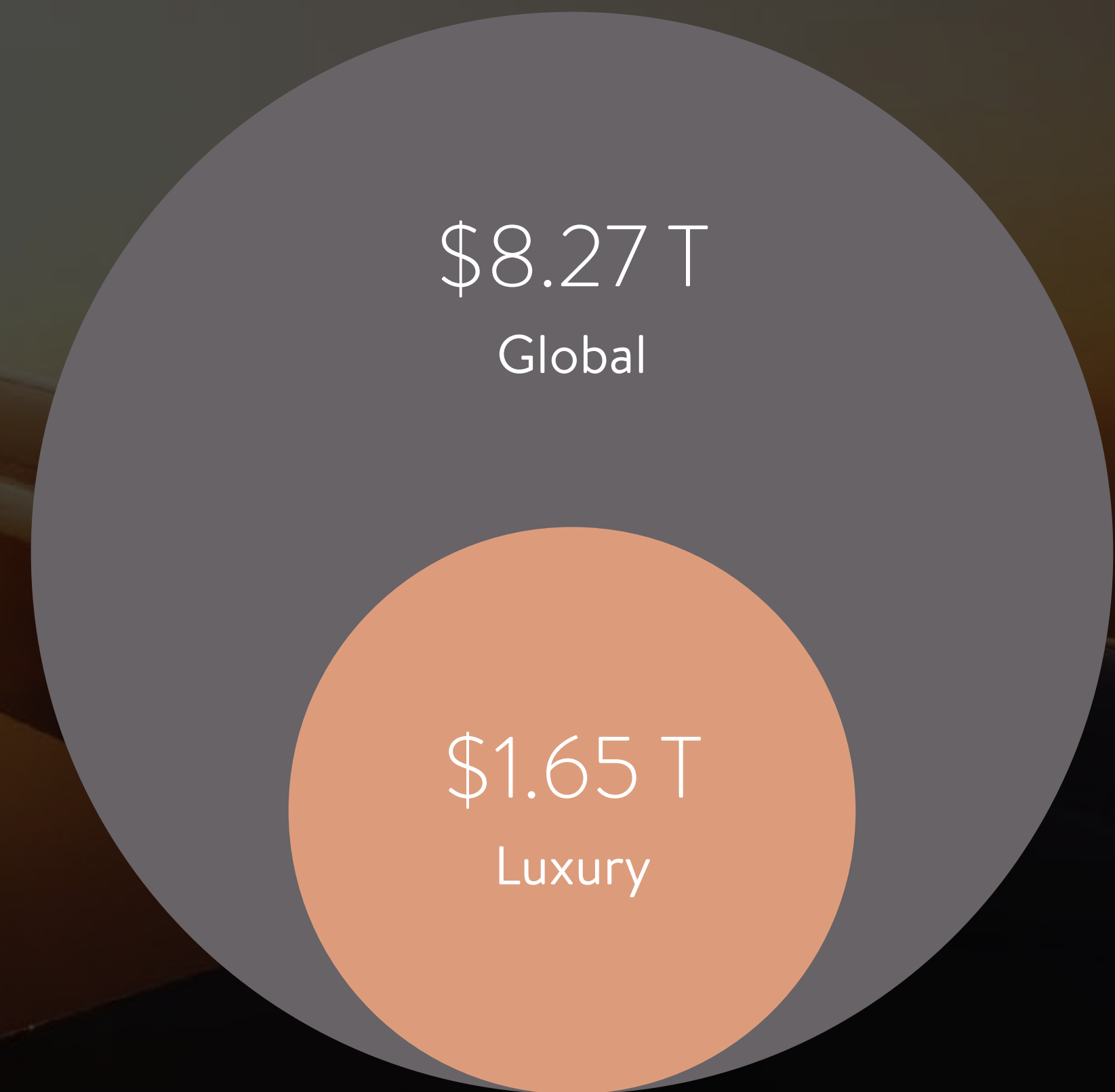
A photograph of a luxury watch store interior. The scene is dimly lit, featuring dark wood paneling on the walls and shelves. Several black display cases are arranged on the shelves, each containing a watch or accessories. A watch is prominently displayed on a case in the foreground. The overall atmosphere is sophisticated and elegant.

*“LUXURY PRODUCTS ARE THE ONLY  
AREA IN WHICH IT IS POSSIBLE TO  
MAKE LUXURY MARGINS.”*

- Bernard Arnault, CEO LVMH

The travel market is one of the fastest growing industries, growing at 7.4% CAGR

The luxury segment accounts for only 7% of travel but 20% of spending.



TOTAL ADDRESSABLE MARKET

A modern apartment interior with a dining table, a sofa, and a fireplace. The room is dimly lit, featuring a dining table with chairs, a large tufted ottoman, and a fireplace with a warm glow. The background shows a kitchen area with a bar and shelves. The overall atmosphere is sophisticated and contemporary.

# Enter Le Bijou Where luxury meets memorable experiences

We combined the exceptional service of a world-class hotel, in the privacy and personal surroundings of beautifully designed apartments.

- ✓ 24/7 CONCIERGE SERVICES
- ✓ IN-ROOM SERVICES
- ✓ EXPONENTIAL TECHNOLOGIES
- ✓ FULLY EQUIPPED KITCHEN
- ✓ PRIME LOCATIONS
- ✓ AUTOMATED CHECK-IN
- ✓ CONTEMPORARY DESIGN

# We're building the next generation high-end hospitality company



We are the market leader  
in tech-enabled, high-end  
hospitality in Switzerland

\$100M+

ASSET UNDER  
SUPERVISION

60

CONTRACTORS

40

LOCATIONS

40k+

GUEST CAPACITY  
PER YEAR

\$12M+

TOTAL FUNDS  
RAISED

\$800

AVERAGE SPEND

9.3/10

AVERAGE  
GUEST REVIEW

100%

REGULATORY  
COMPLIANCE

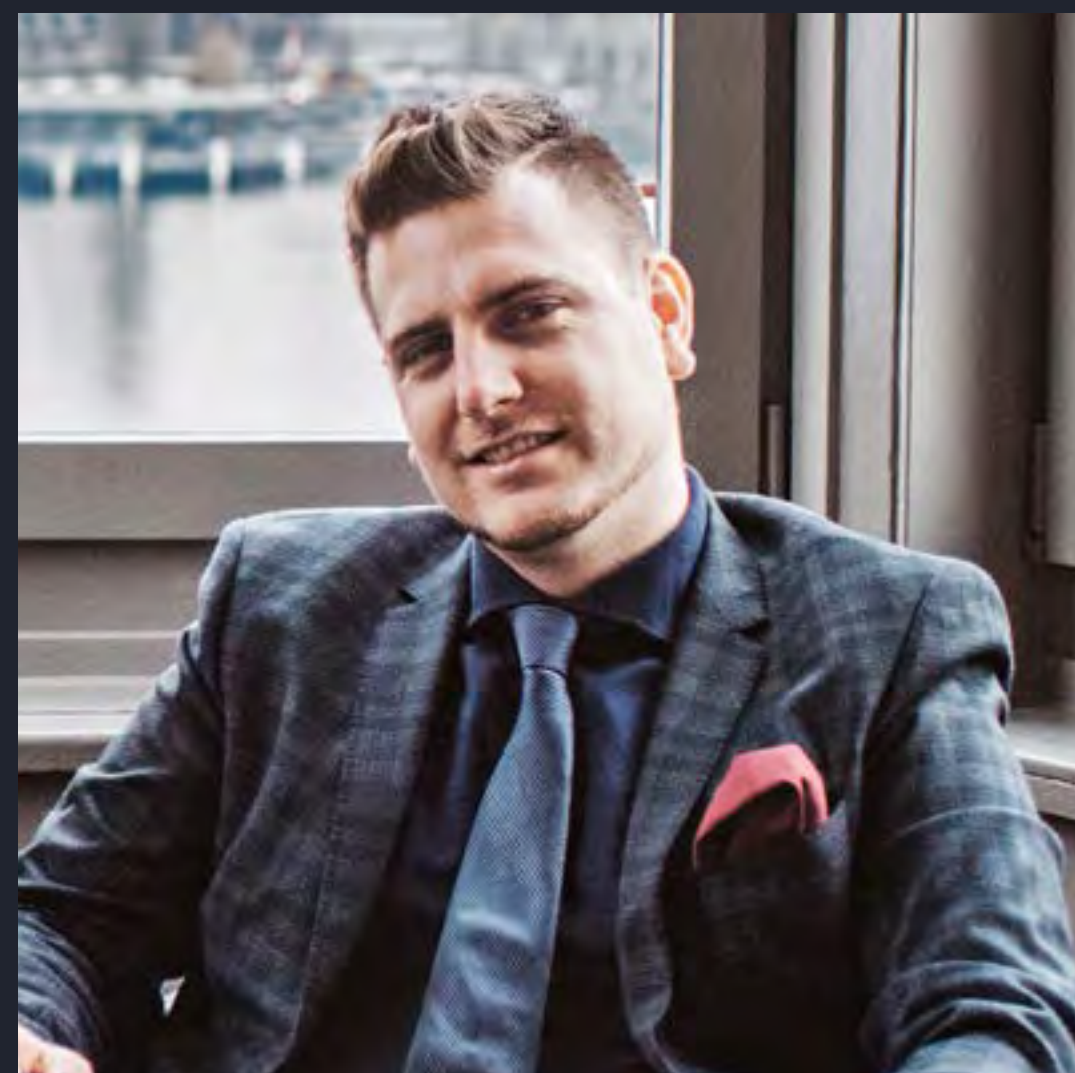
75%+

AVERAGE  
OCCUPANCY RATE





# Management team



**ALEXANDER HUBNER**

CEO

Alexander is an entrepreneur since 2006. Prior to founding Le Bijou, Alexander founded and successfully exited a media company. Alexander's endeavours in business have been widely recognised by international organisations such as EY (Entrepreneur of the year) and the Swiss Economic Award.



**RENATO STEINER**

CTO

Renato has over 20 years of experience in delivering technology excellence with an unparalleled customer focus. Prior to Le Bijou Renato worked was in charge of security for big corporates such as UBS, Swisscom and SBB. He studied at NTU (Taiwan) and speaks fluent Chinese (HSK 5).



**MADELEINE HUBNER**

CCO

Madeleine is Le Bijou's sales & communications superstar. She was widely recognised for her achievements with Le Bijou, appearing in Women in Business 40 under 40 (most successful women in business). She studied Art & Design at Parsons in Paris and is fluent in 5 languages.

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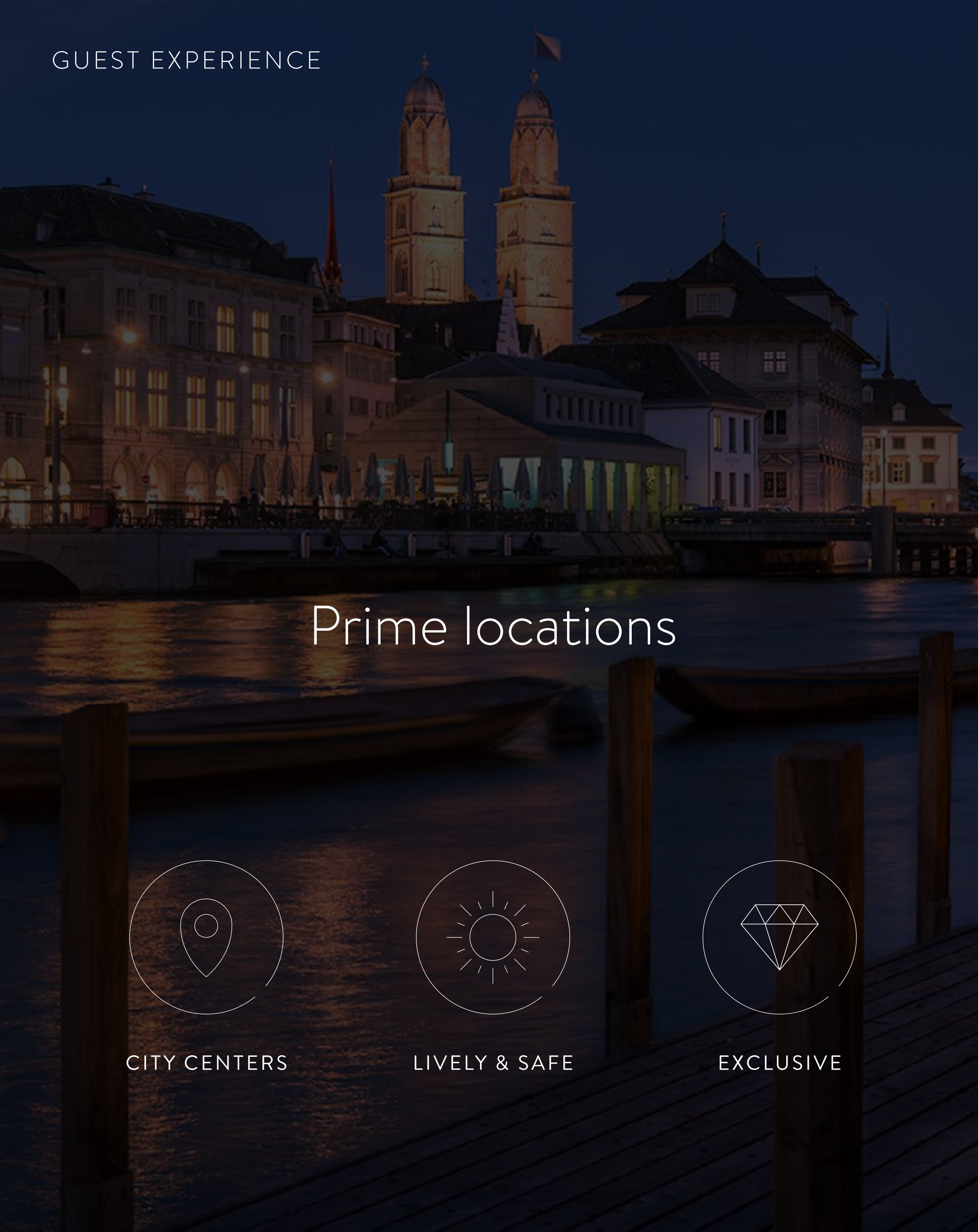
# Guest Experience

GUEST EXPERIENCE

LOCATION ADVANTAGE

BUSINESS MODEL

INVESTMENT OPPORTUNITY



## Prime locations



CITY CENTERS



LIVELY & SAFE



EXCLUSIVE



ZÜRICH

LINTHESCHERGASSE 23

USTERISTRASSE 23

LIMMATQUAI 82

LIMMATQUAI 80

IN GASSEN 16

MÜNSTERGASSE 22

MÜNSTERHOF 6

SCHIFFLÄNDE 16

BAHNHOFSTRASSE 18

LIMMATQUAI 1

# We built an experience people love

*“THE MOST OUTSTANDING HOTEL EXPERIENCE I’VE EVER HAD IN MY LIFE”*

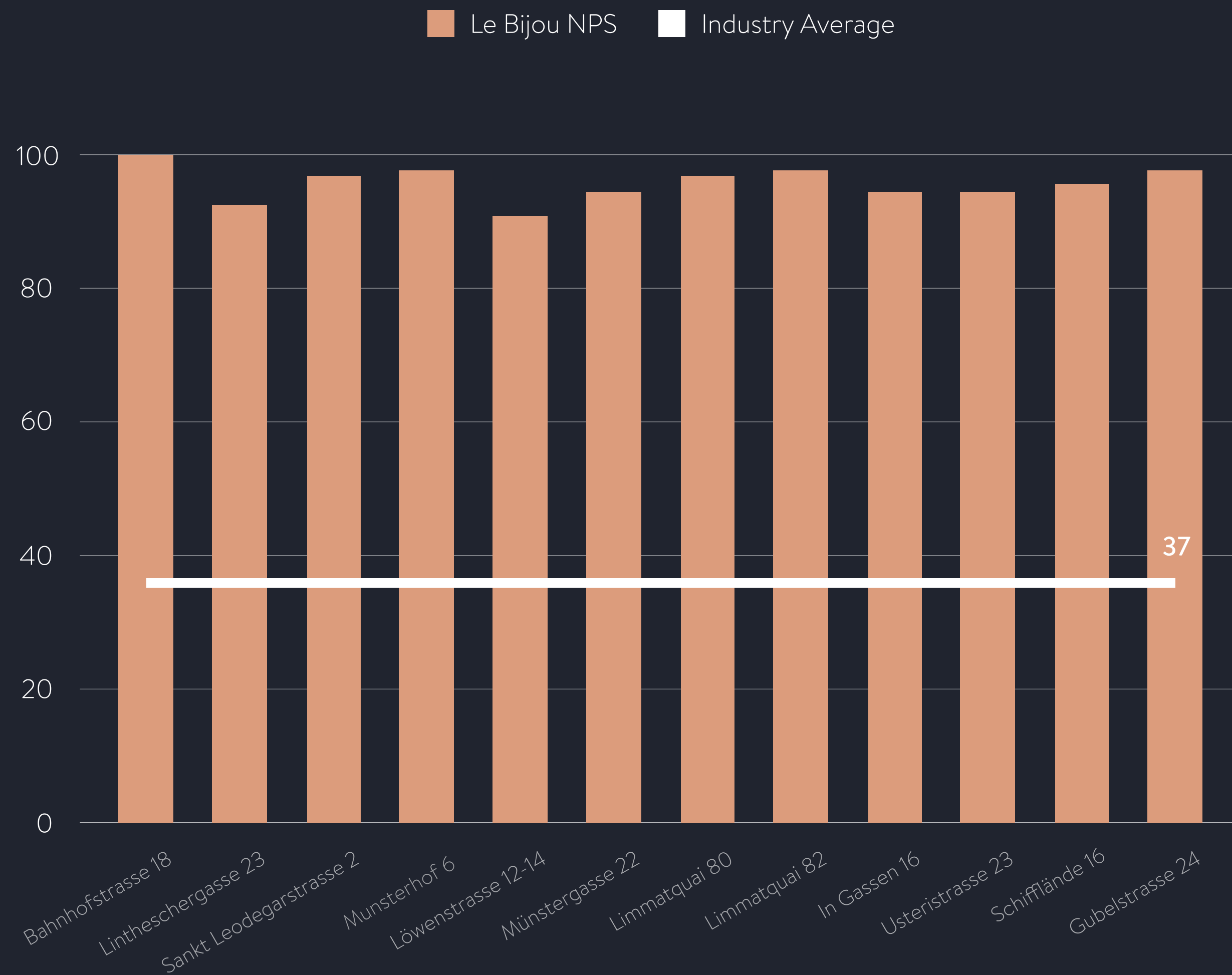
**Steve Wozniak**  
Apple co-founder

*“LE BIJOU IS AWESOME; CAR, PEOPLE, DRIVER - I RECOMMEND THEM. THEY ARE THE BEST!”*

**Jordan Belfort**  
The Wolf of Wall Street

*“WHAT LE BIJOU HAS ACCOMPLISHED IS TO PUT ALL OF THE THINGS THAT OTHERWISE WOULD BE VERY COMPLEX FOR A TRAVELER INTO A VERY SIMPLE AND ELEGANT EXPERIENCE“*

**John Sculley**  
Former CEO of Apple & Pepsi



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# Location Advantage

GUEST EXPERIENCE

LOCATION ADVANTAGE

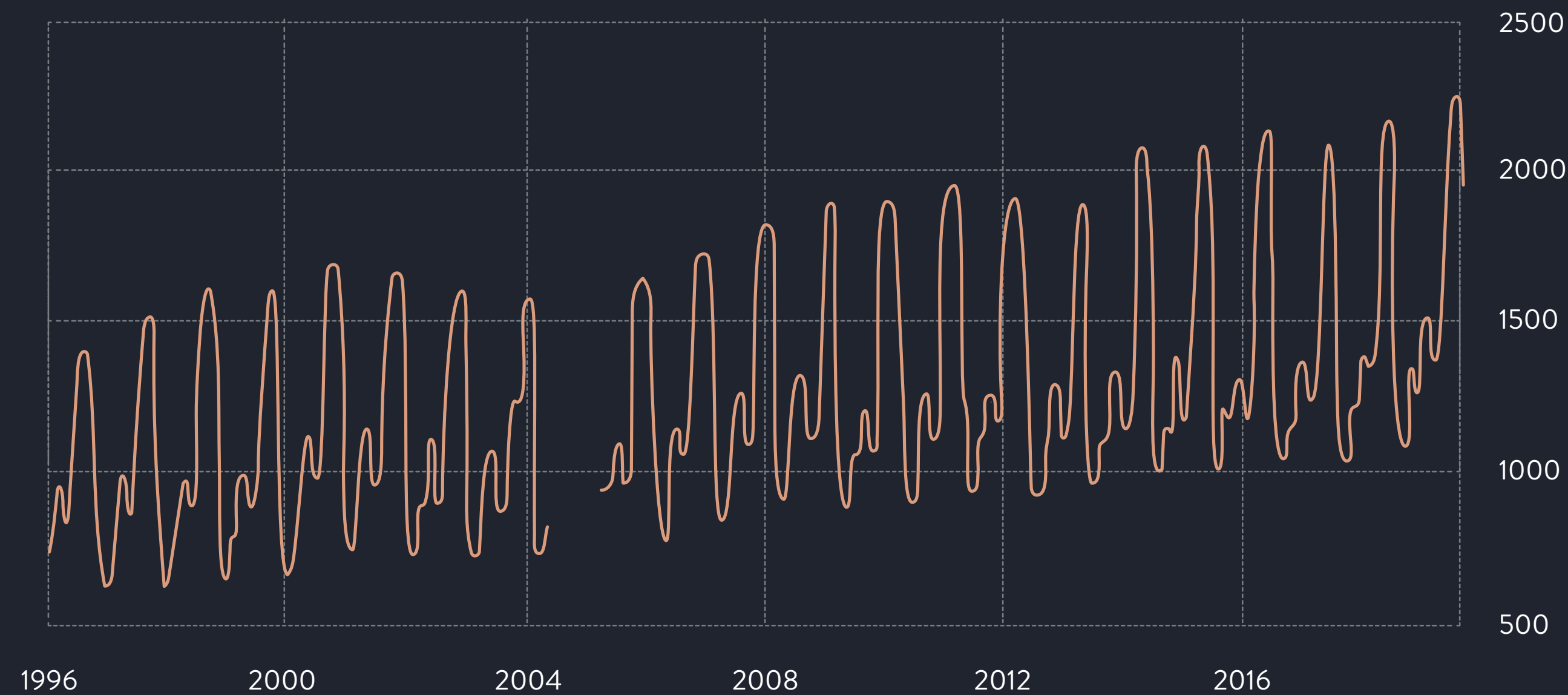
BUSINESS MODEL

INVESTMENT OPPORTUNITY



# Tourism in Switzerland has been growing linearly for the past 20 years

Luxury travel and hospitality markets are booming globally, and Switzerland - with its business hubs, natural treasures, cultural heritage, infrastructure and impeccable safety - attracts the most sophisticated and high-spending visitors.



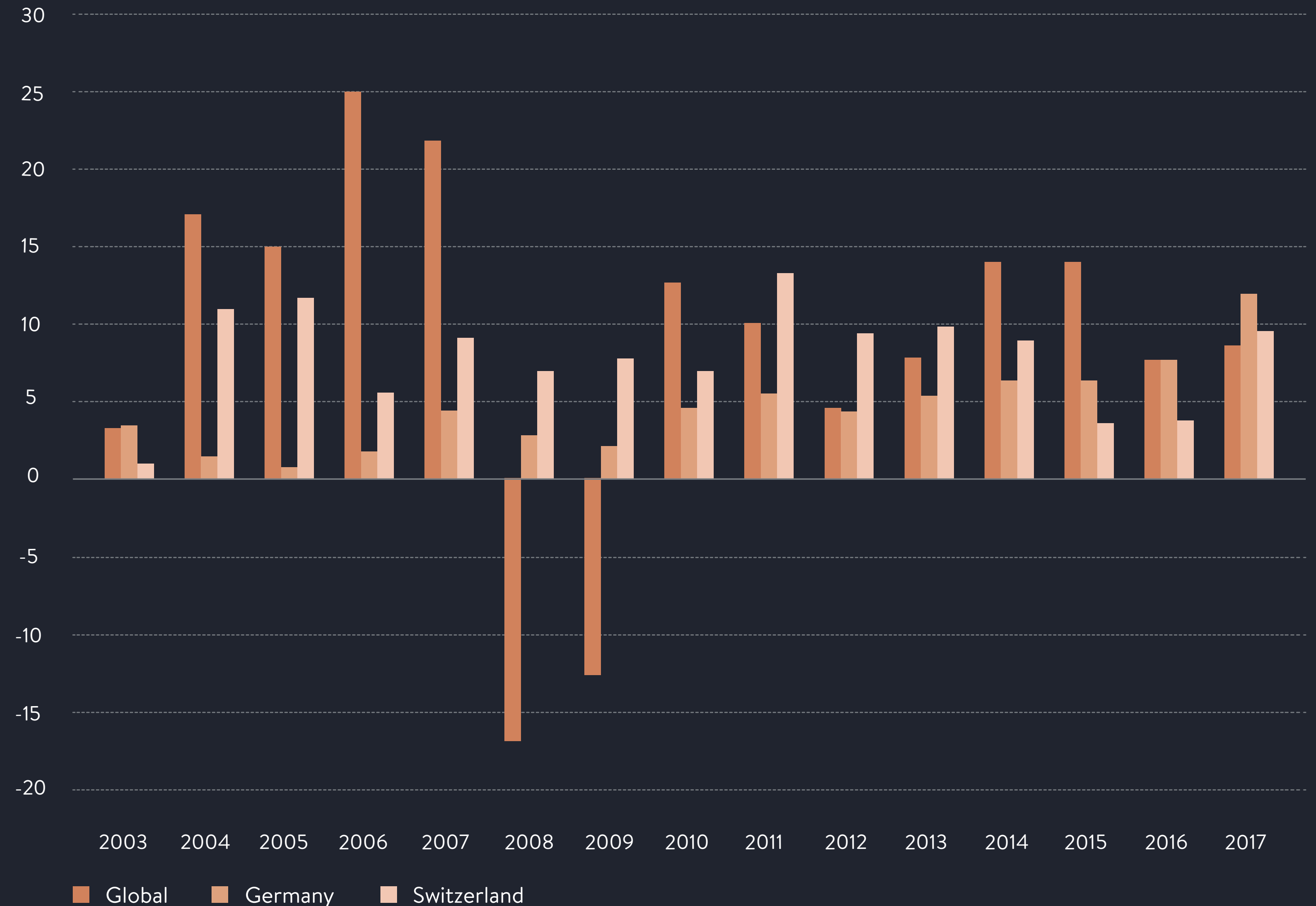
**Tourist arrivals show a positive trend for the last 20 years**

Chart: tourist arrivals, in thousands; unfortunately, the data for 2004 is missing.

Source: BFS, Swiss Federal Bureau for Statistics

# ...is a great hedge against global market downturns

Historically, Swiss real estate showed great resilience to global financial crises. There has been a very low correlation between total returns from Swiss real estate investments and global real estate investments, making investments in Swiss property a great asset for portfolio diversification.



Development of total returns from real estate investments held by institutional investors in Switzerland, Germany, and on a global basis

Sources: PMA, IAZI, Credit Suisse; last data point: end of 2017



# ...generates the highest revenues per available room

Swiss cities top the ratings of average RevPAR  
(revenue per available room) in all of Europe.

2017	2017 rank	2018 (F)	2018 (F) rank	2019(F)	2019 (F) rank
Geneva (€170,3)	1	Paris (€176,3)	1	Paris (€187,6)	1
Paris (€170,1)	2	Geneva (€170,3)	2	Geneva (€172,9)	2
Zurich (€148,4)	3	Zurich (€142,7)	3	Zurich (€143,5)	3
London (€138,2)	4	London (€133,2)	4	London (€134,1)	4
Amsterdam (€116,2)	5	Amsterdam (€124,5)	5	Amsterdam (€128,9)	5
Rome (€101,6)	6	Rome (€103,4)	6	Rome (€105,0)	6
Milan (€96,7)	7	Milan (€100,5)	7	Milan (€103,1)	7
Lisbon (€88,2)	8	Lisbon (€94,4)	8	Lisbon (€100,6)	8
Frankfurt (€84,9)	9	Frankfurt (€84,7)	9	Frankfurt (€88,3)	9
Berlin (€73,4)	10	Porto (€77,5)	10	Porto (81,6)	10
Porto (€70,3)	11	Prague (€74,9)	11	Prague (€78,6)	11
Prague (€68,4)	12	Berlin (€73,4)	12	Berlin (€75,8)	12

Average RevPAR across all market segments

Source: PwC

...presents really high barriers of entry for new market participants

Its stringent real estate laws, coupled with the unavailability of properties on the market, and high purchase/rental prices, make it very hard for new market entrants to compete with Le Bijou. Le Bijou already snatched the best locations in the major swiss cities.



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# Our business and operating model

GUEST EXPERIENCE

LOCATION ADVANTAGE

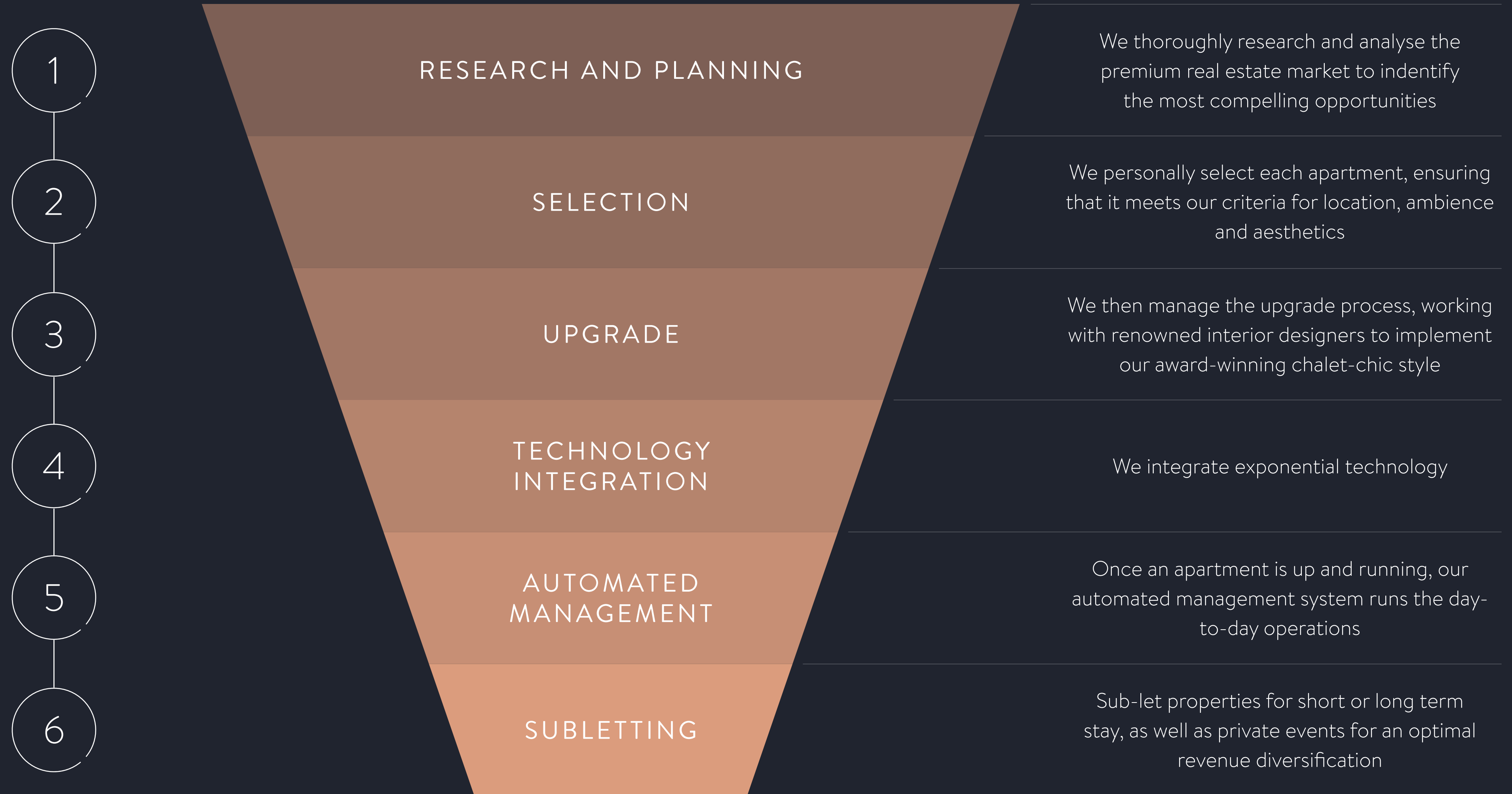
**BUSINESS MODEL**

INVESTMENT OPPORTUNITY

## Our business model in a nutshell

- 1 Identify prime location properties in the main Swiss cities
- 2 Lease or manage properties on a long term basis, for at least 20 years
- 3 Refurbish the property with our contemporary Swiss design “Chalet Chic”
- 4 Add proprietary, exponential technology to increase efficiency and reduce cost
- 5 Sub-let properties for short or long term stay, as well as private events

# Our funnel



# Technology is at the center of everything we do

We leverage exponential technologies to reduce our operational costs, while providing a more reliable customer experience and meeting the demands of the tech-savvy, 21st century traveller.



VIRTUAL CONCIERGE  
POWERED BY AUGMENTED  
INTELLIGENCE



PROPRIETARY IN-ROOM APP  
ENABLING INTERACTION  
WITH IOT DEVICES



PROPRIETARY HOTEL  
MANAGEMENT PLATFORM  
LEVERAGING MACHINE  
LEARNING ALGORITHMS

# Meet James, the face of our virtual concierge service

Half human, half computer.

## IN-ROOM APP FEATURES

### PERSONALIZATION

Environment customization at the tip of one's fingers

### SUPPORT

24/7 livechat to satisfy customers' needs

### SERVICES

Cleaning, private chauffeur and private chef

### EXPERIENCE

Exclusive experiences provided by third party vendors



## Meet Q, our automated backend for hotel management

Q leverages sophisticated algorithms and tracking technology to ensure efficiency in channel and OTA management.

- Distributes & controls listings across all channels
- Ensures consistency & unit availability across all platforms
- Automates operations from check-in to check-out
  - Provides automated accounting & invoicing
  - Supervises cleaning and costs
- Maximises revenues with yield management



# We transformed the hospitality operating model with technology



...with highly diversified revenue sources



## Le Bijou Holding

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CHF  
11,176,480

---

REVENUE RUN RATE

CHF  
6,576,480

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2018 REVENUE

23,18%

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2018 EBITDA MARGIN

CHF  
1,524,590

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2018 EBITDA

17.73%

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REVENUE GROWTH YOY

15.57%

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PROFIT 2018

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Annualized figures with Q2 2019 as basis

LG 23 \*

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CHF  
1,176,480

---

REVENUE RUN RATE

12 days

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AVERAGE STAY DURATION

CHF  
3.8M

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BRUTTO INVESTMENT

14.5%

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EBTDA MARGIN

13.26%

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ROI BEFORE TAX

84

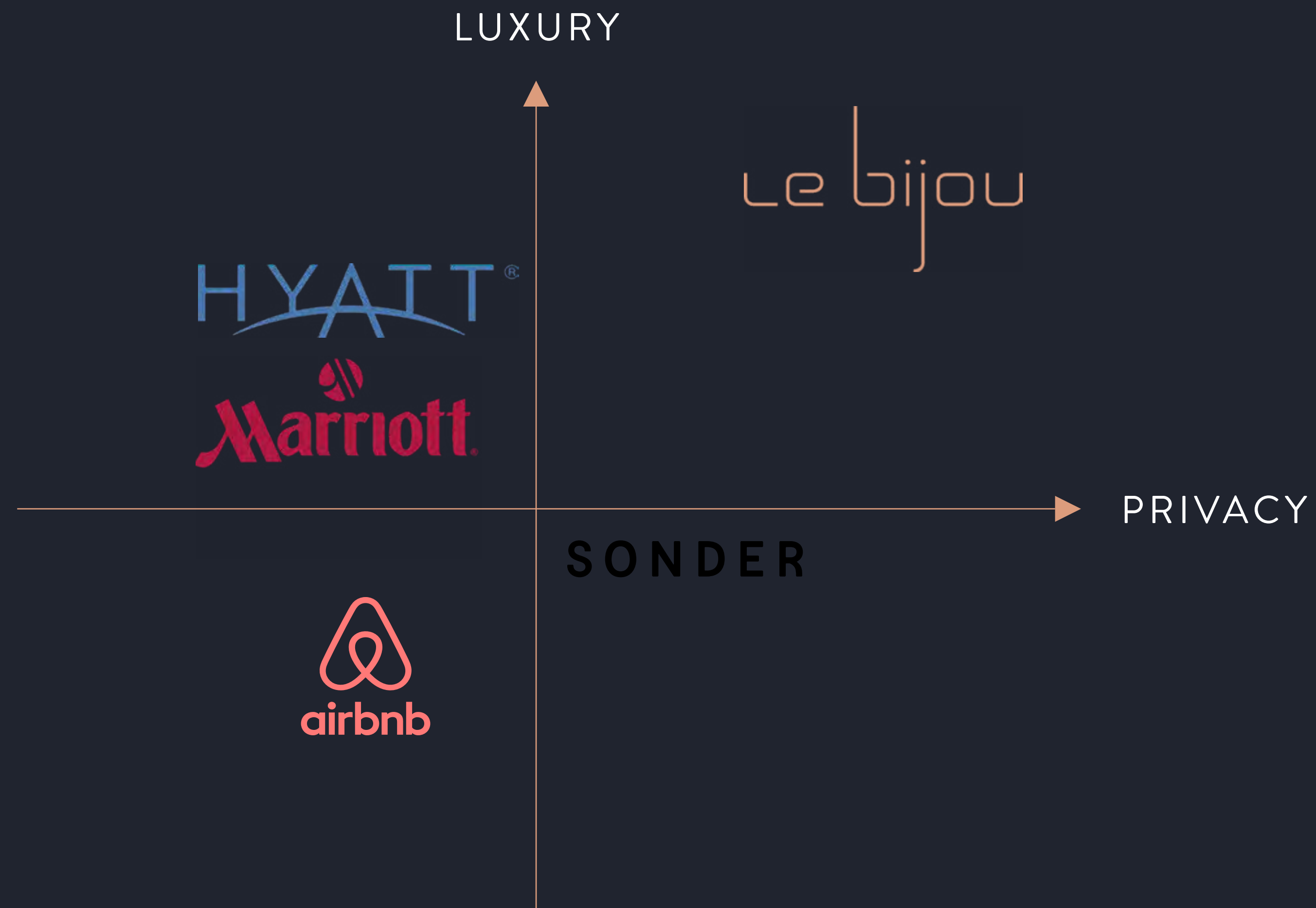
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SHAREHOLDER

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Annualized figures with Q2 as basis

# How we compare to the competition



le bijou

# Investment Opportunity

GUEST EXPERIENCE

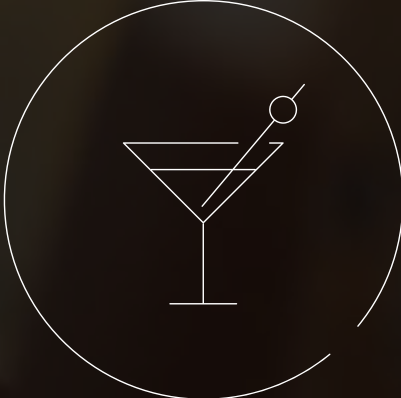
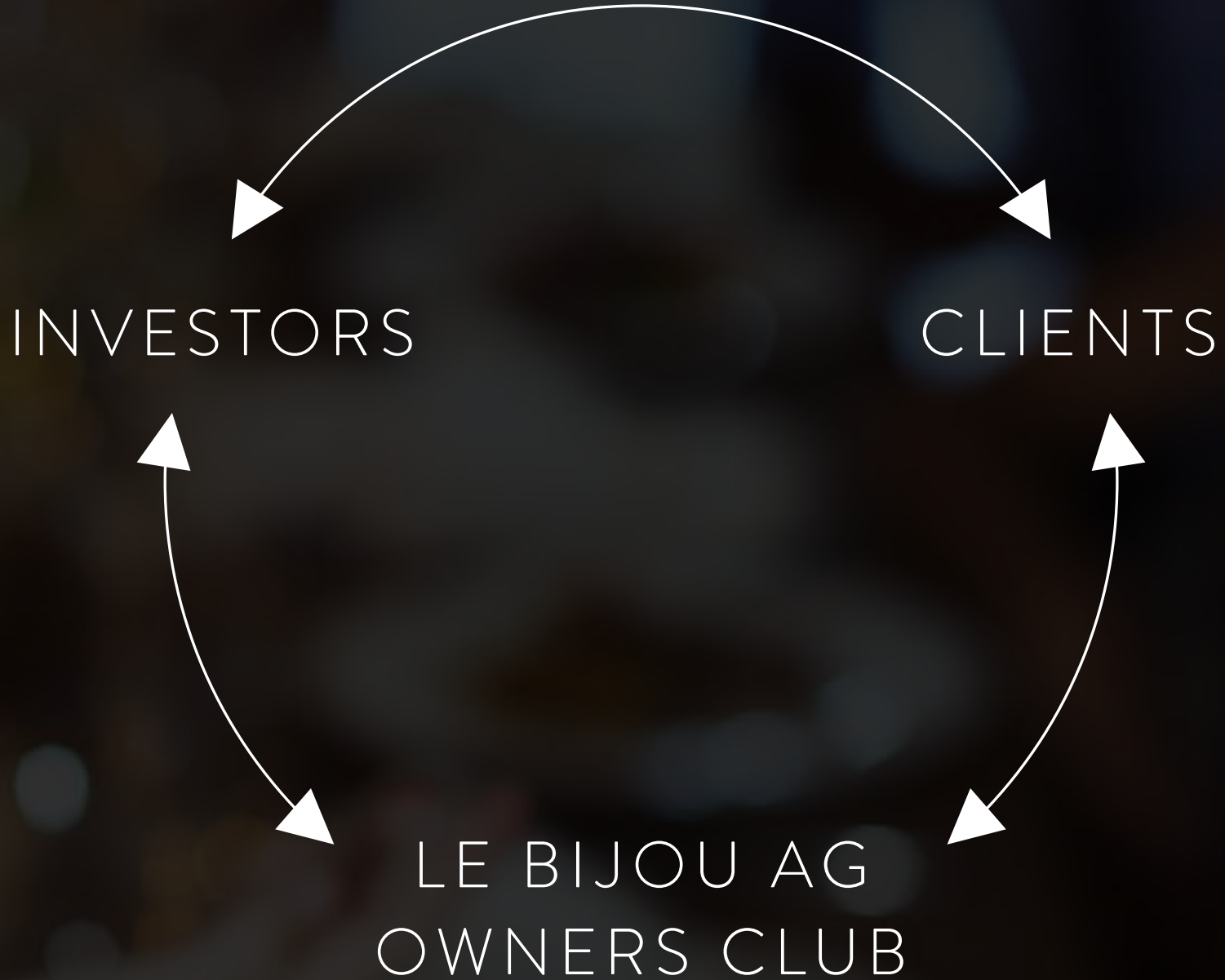
LOCATION ADVANTAGE

BUSINESS MODEL

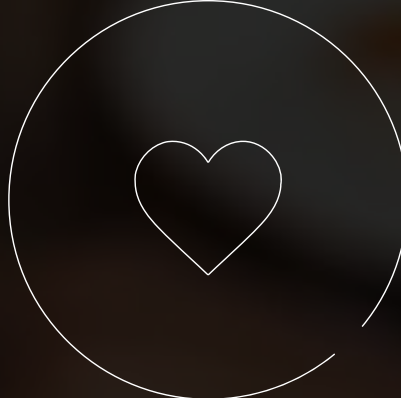
INVESTMENT OPPORTUNITY

We have built a strong, global brand that clients & investors want to be part of

Our unique approach allows us to turn private investors into clients, fans and ambassadors. Investors become clients and clients become investors. All stakeholders have “skin in the game” and want the brand to prosper, creating scalable network effects.



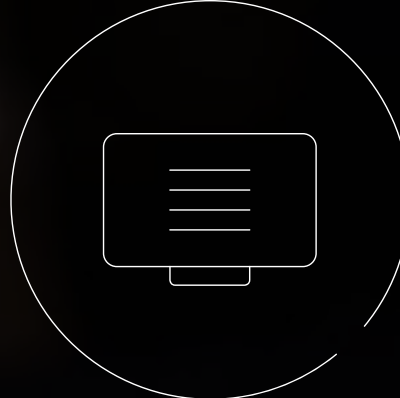
EXCLUSIVE INVESTOR EVENTS



CELEBRITIES ENDORSING THE BRAND



EXCLUSIVE DESIGN AND TECHNOLOGY



OWNERS CLUB DASHBOARD

We have already unlocked millions  
in value for retail investors...



LE BIJOU  
CORPORATE BONDS

Our fixed interest bonds are issued  
with no intermediary, allowing us  
to maximize value for our investors

Raised: 10M  
Paid back: 90%  
Interest paid: 3.0-9.125%  
Number of investors: 221



LE BIJOU OWNERS CLUB

Equity investors directly  
participate in the profits generated  
by the franchise units

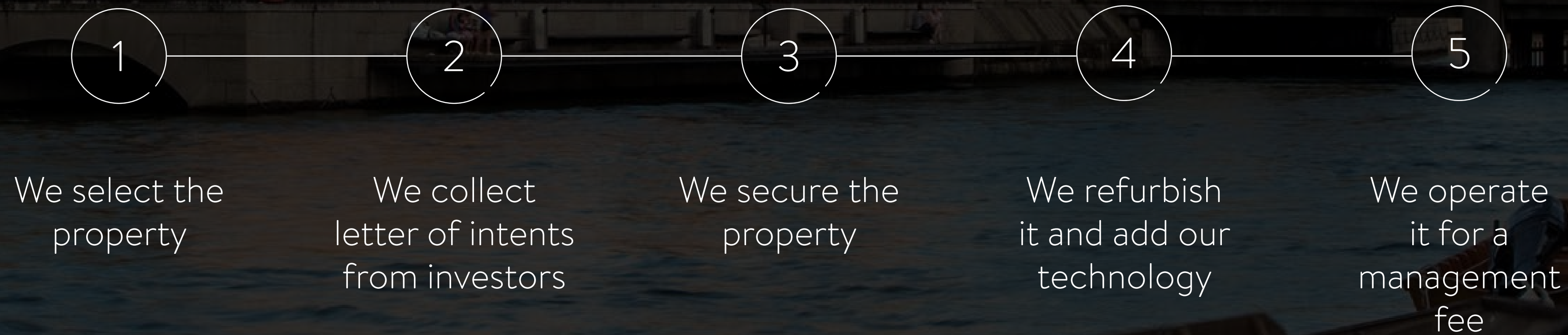
Raised: 3.8M  
YTD performance: 13.38% p.a.  
Number of investors: 84



# Institutional Owners Club

Le Bijou model with the added security and stability brought by property ownership.

## DEAL SYNDICATION



# Institutional Owners Club



## 1. Management Model

### MANAGEMENT FEE

The SPV owns the property, Le Bijou manages it and charges a 20% management fee.

### ADVANTAGES



Higher upside

## Develop with Le Bijou



## 2. Fixed Rent Model

### TRADITIONAL LEASE MODEL

Le Bijou pays the rent in full.  
The property owner receives a fixed rent.

### ADVANTAGES



More stability  
/ security

# Cities we are focusing on

## CURRENTLY

- 1 Zurich
- 2 Lucerne
- 3 Zug

## PLANNED

- 1 Geneva
- 2 Berne
- 3 Basel

# Acquisition target

LOCATION: NEAR SCHWANENPLATZ, LUCERNE



## Quick facts

- Steps away from main hotspot “Schwanenplatz”
- Retail area on ground and first floor

## Structure

- Currently 5 Stories, building permit for 3 more
- Up to 24 partment units possible

## Management active approach

- Le Bijou receives renovation mandate
- Le Bijou receives management mandate

## Performance

- Est. EBT Performance between 7-11% with 56% leverage (LTV)

TRANSACTION

Property finance

CHARACTERISTICS

Equity investment

INVESTMENT SIZE

33M

TARGETED IRR

7-11%

# Acquisition target

LOCATION: OLD TOWN BERNE



## Quick facts

- On mainstreet / main tourist attraction
- Retail area on ground floor

## Structure

- 7 Stories
- Up to 14 apartment units possible

## Management active approach

- Le Bijou receives renovation mandate
- Le Bijou receives management mandate

## Performance

- Est. EBT Performance between 6-10% with 56% leverage (LTV)

TRANSACTION

Property finance

CHARACTERISTICS

Equity investment

INVESTMENT SIZE

28M

TARGETED IRR

6-10%

# Acquisition target

LOCATION: NEAR PARADEPLATZ ZURICH



## Quick facts

- Prime location, near Paradeplatz
- Former office building

## Structure

- 5 stories
- Up to 58 apartment units possible

## Management active approach

- Le Bijou receives renovation mandate
- Le Bijou receives management mandate

## Performance

- Est. EBT Performance between 8-12% with 56% leverage (LTV)

TRANSACTION

Property finance

CHARACTERISTICS

Equity investment

INVESTMENT SIZE

78M

TARGETED IRR

8-12%

The Owners Club Dashboard gives you complete oversight and control over your investment

Le Bijou | OWNERS CLUB

Performance  
ASSET OVERVIEW

Portfolio  
SPEND & REINVEST

Marketplace  
SECONDARY MARKET

Insider  
LATEST INSIDER NEWS & EVENTS

Contact Us  
IF YOU HAVE ANY QUESTIONS

 MICHELE SCHÜELI  
Member ID: 1  
PROFILE LOGOUT





## Owners Club Dashboard

### MONITOR PERFORMANCE

The financials of each franchise location are published every quarter

### LIQUIDITY

Buy new shares or find a buyer within our community in a matter of weeks

### INVESTOR INSIGHTS

Know what's going on before everyone else does

Success case

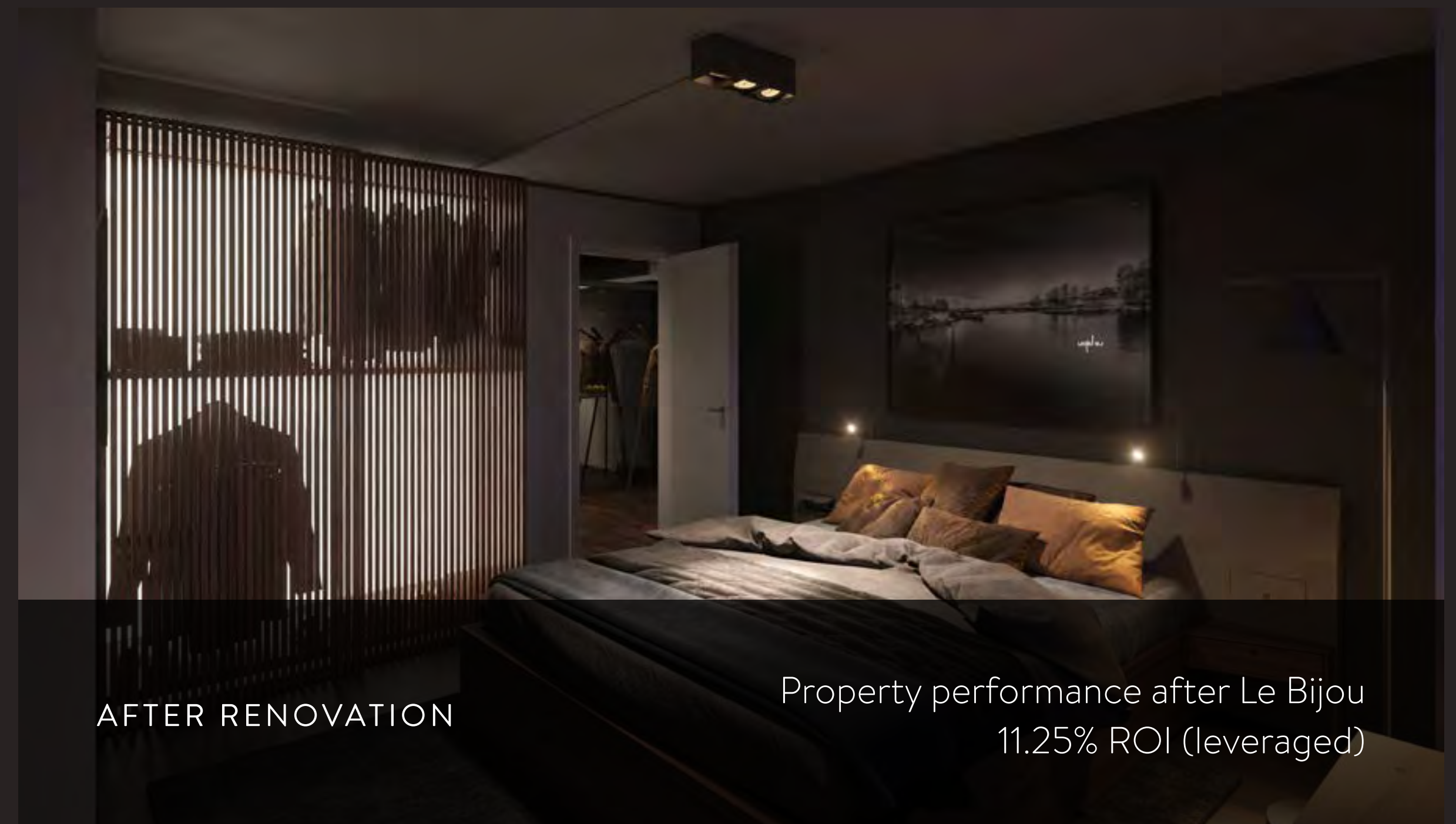
## LG23 in Zurich

In the heart of Zurich, steps away from the main station and the world-famous “Bahnhofstrasse” Le Bijou converted a 7-story office building, formerly the H&M headquarters, into one of Zurich’s most exclusive hotel alternatives.



BEFORE RENOVATION

Property performance before Le Bijou  
3.5% ROI (leveraged)



AFTER RENOVATION

Property performance after Le Bijou  
11.25% ROI (leveraged)

# LG23 ZURICH

5 units, 7 floors

Capacity to accomodate 28 guests



OCCUPANCY



AVG. A NIGHT

PORTFOLIO: OWNERS CLUB



# MH6 ZURICH

1 unit, 8 PAX



OCCUPANCY



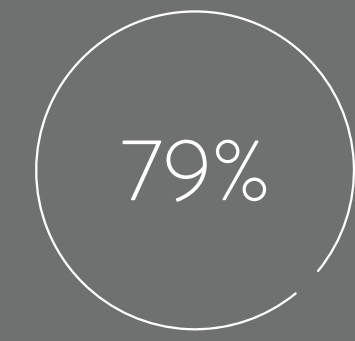
AVG. A NIGHT

PORTFOLIO: LE BIJOU



# SL2 LUCERNE

4 Units



OCCUPANCY

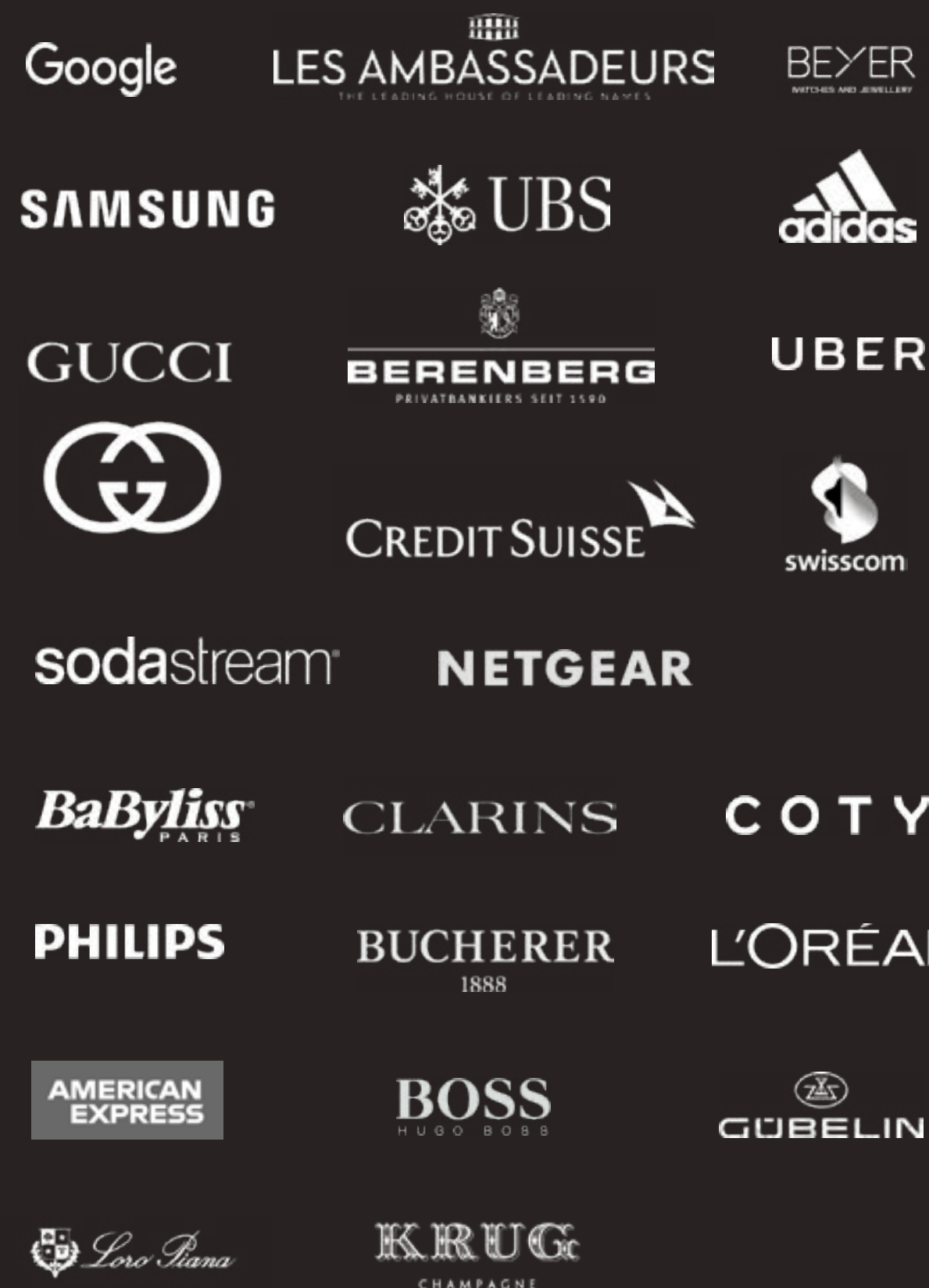


AVG. A NIGHT

PORTFOLIO: LE BIJOU



# Corporate clients & partners



# Notable customers

STEVE WOZNIAK  
JOHN SCULLEY  
JORDAN BELFORT  
ROYAL FAMILY OF  
SAUDI ARABIA  
SIR TIM BERNERS LEE  
NOVAK DJOKOVIC  
MARC FORSTER  
BLAKE LIVELY

# Press





Le Bijou

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