



ROYAL CAPITAL CLUB



**THE ORB – Chateau Protivín**  
**BUSINESS PLAN**

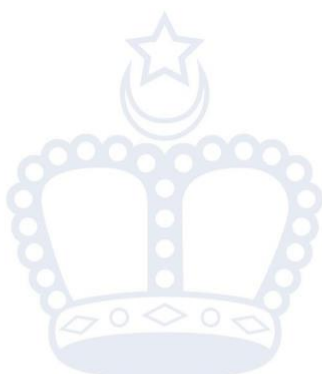
**Ing. Arch. Věra Nagyová**

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# 1. Management summary

**THE ORB concept** comprises 12 elite headquarters located around the world, serving as a back office for the Royal Capital Club and its investors. They serve not only to conduct business on neutral ground, or to educate investors and introduce new projects to the Group, but also as an oasis of relaxation and time spent with family in complete privacy.

The basic axis of the concept of THE ORB is the combination of the past and the future in the present, where important royal and noble families with a tradition of long-time investing in modern technologies, right here and now in the present on the soil of the ORB, where neither religion nor culture is distinguished, thus creating a neutral ground for meetings. The first object chosen was the chateau of Protivín, with a special VIP lounge area behind the clock face in the attic of the building, which is the ideal place to centre this timeline. Time runs through the entire concept of THE ORB, with 12 elite residences, all over the world, in different time zones.

Locations or properties around the world that carry the typical character of the culture and history in that location are purposely selected. For THE ORB concept, this link is one of the most important elements, as it forms a bridge between the history, tradition and innovation with technology, which is the group's main focus. This creates an "anchor" that strengthens the position of the whole group. Another important reason for this strict selection is the nature of the whole concept, with the synergy of individual elite locations that are unparalleled in the world. This is an essential cornerstone of the strength of the whole concept, not only from the marketing point of view, but also the opportunities offered to investors who belong to the elite of society, accustomed to the best service and locations the planet has to offer. What is unique about THE ORB concept is the privacy and security that the concept offers them, as it is only for carefully selected Royal Capital Club members and does not serve the public. Every entry into the area brings with it some form of neighborhood development, including public services, so that we leave the scales balanced and the intent of THE ORB is not seen as a set of elitist buildings around the world, but something that benefits everyone.

The secrecy around the private estate will help the development and economic potential of the area in which it will be located, while at the same time being "within reach" of everyone even if they do not get to THE ORB. The first example is the Protivín chateau, which is the seat of THE ORB and where the entire homestead will be revitalized and become the cultural centre of the town with additional public accommodation and services that are lacking in the town. This combination of public service and magical mysterious place works in synergy and supports each other.

Individual venues are carefully reconstructed or designed to provide all the services needed for the operation of such a group facility. Each residence consists of a section for accommodation, catering, relaxation and a training or conference centre with an utmost representative character. Each facility will be equipped with state-of-the-art technology, maximum security and safety equipment as required, with maximum privacy and safety of the people staying there being our priority.

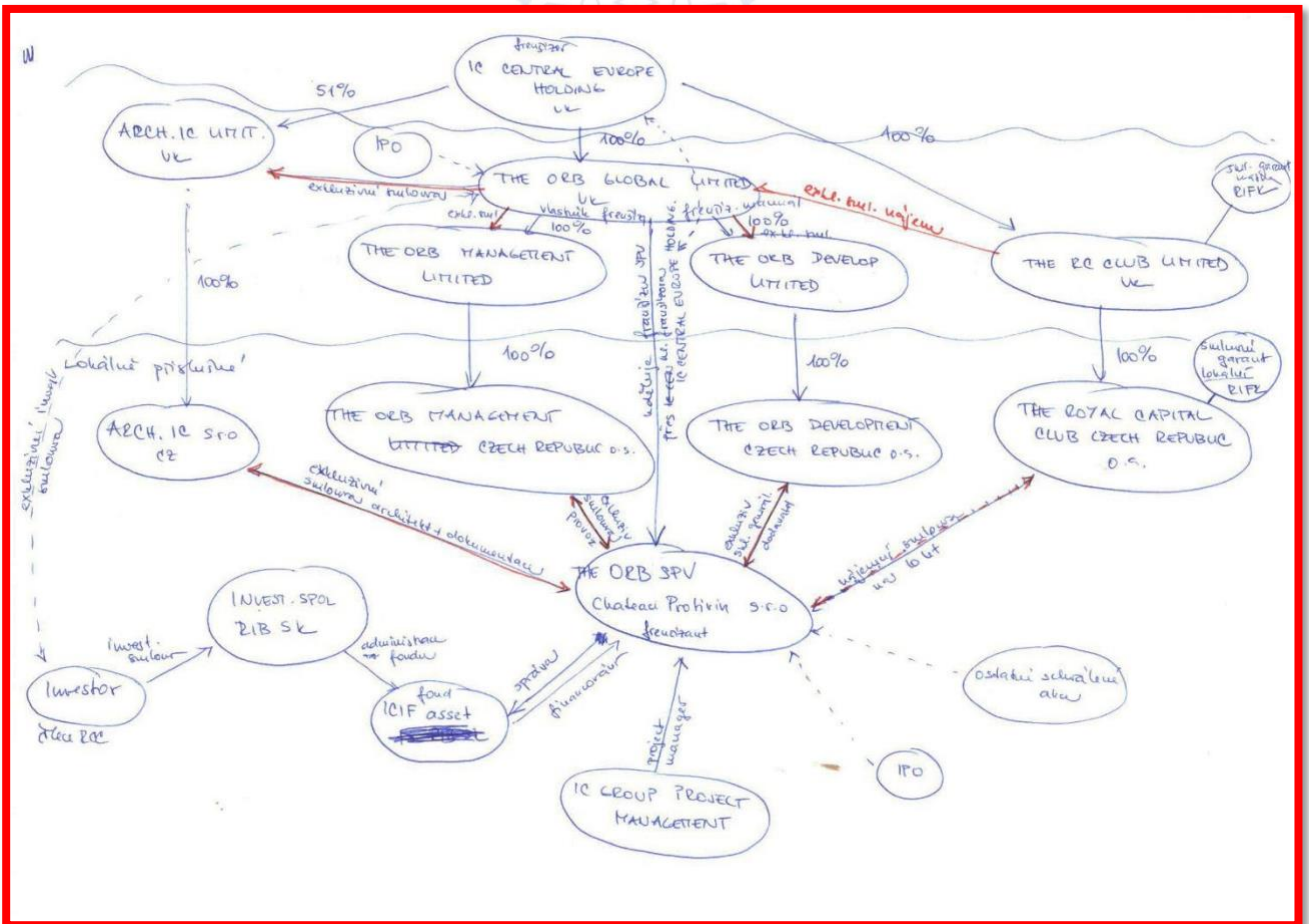
The entire concept is being covered by THE ORB GLOBAL LIMITED, the component responsible for operations and services is THE ORB MANAGEMENT LIMITED, the supervision of the recruitment acquisition, refurbishment, design is being carried out by ARCH.IC LIMITED under an exclusive contract, the execution part of the work is being handled by THE ORB DEVELOPMENT LIMITED, all companies based in London, UK.

For each local market, organizational units with local jurisdiction will be established, specifically for the Protivín Chateau – the first THE ORB headquarters will be established by THE ORB MANAGEMENT CZECH REPUBLIC o.s., THE ORB DEVELOPMENT CZECH REPUBLIC o.s and ARCH.IC s.r.o., etc.

The ORB chain will be established on the basis of a franchise agreement granted by THE ORB GLOBAL LIMITED to individual ORB SPVs managed by ICIF asset/IS RIB SK, the franchise manual will include contractual exclusivity for the support units organizing the implementation and operation of THE ORB concept – ARCH.IC, THE ORB DEVELOPMENT and THE ORB MANAGEMENT. The manuals will also include important elements of architecture, interior design, marketing and, last but not least, elements describing the services and their level so that in each THE ORB location the desired maximum quality of both the headquarters and the services provided therein.

Each headquarters will have a fixed lease agreement with the local component of the Royal Capital Club for a minimum of 10 years of occupancy, with the local component of the Royal Invest Fund of Kelantan as the contractual guarantor. In addition, there will be the possibility of income from pre-planned and approved events or the listing of a portion of THE ORB's project on the IPO exchange.

The projected return on investment for the construction and start-up of each location is 2 years.





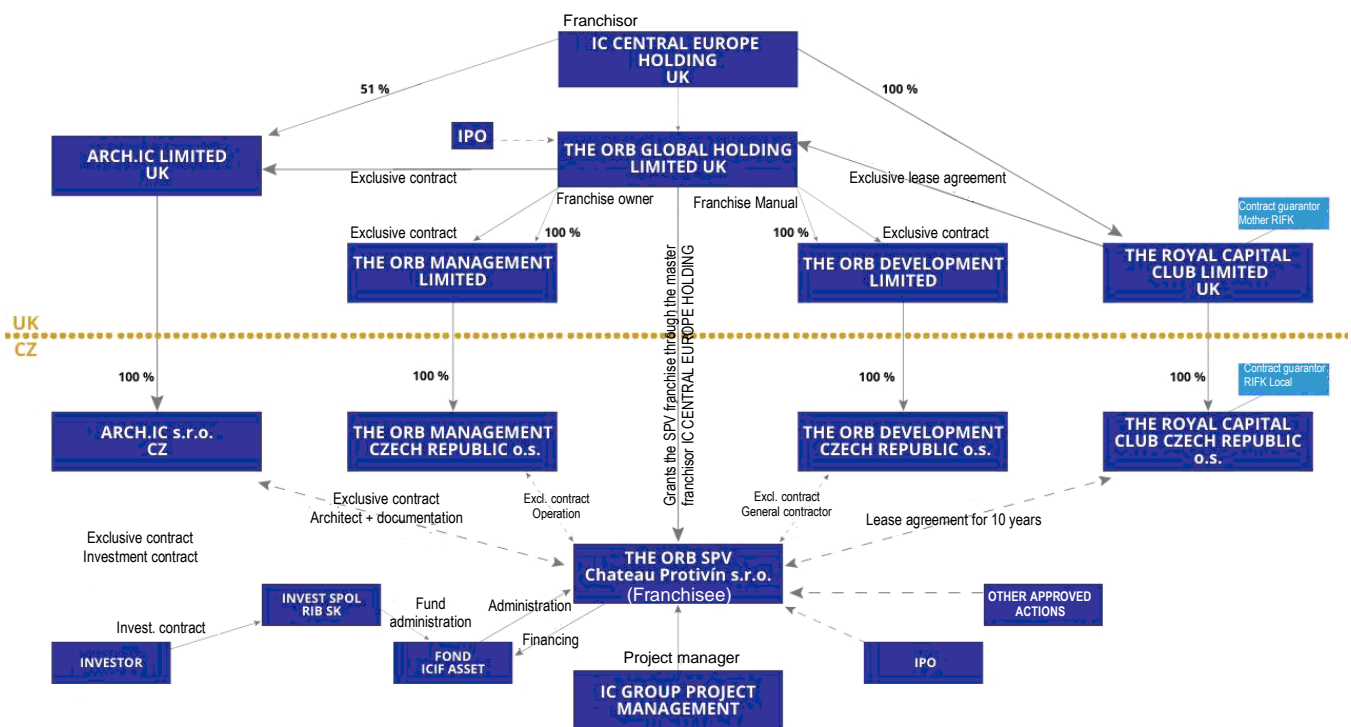


Figure 1 – Relationship diagram within the project implementation

The first object of THE ORB is the Chateau Protivín – **THE ORB – Chateau Protivín**, located in South Bohemia near the town of Písek. It's a chateau with a long and interesting history, a typical example of the development of an important historical building in the Czech Republic. It's a listed building surrounded by a large English-style garden. The chateau has a square plan with an inner atrium ideal for the placement of the logo symbol and the elevator body. The investment in this chateau is ideal in view of the major structural modifications and further repairs already carried out in the 1990s, also because very few historic parts have been preserved, and this allows an input of modern architecture that creates our desired contrast of history versus the present, which is very difficult to achieve in the Czech lands. There is a valid building permit issued for the chateau in 1988, which will greatly facilitate and shorten the time of negotiating the change of the building before completion to our plan of a private accommodation facility. Conceptually, the documentation and the whole building is designed, for a functional full-fledged hotel, with a view to the future market, when the building will eventually be able to be "outsourced" to another chain, for this reason, an intelligent system is also placed in the chateau, which is expected to be an indispensable and necessary part of every house in the future.

The chateau has accommodation capacities, a conference hall, a banquet hall, a private restaurant with a bar and outdoor seating on the terrace of the chateau, a private lounge with restored rococo interior, a VIP lounge only for TOP investors, wine cellars located in the historic cellars in the garden, a spa located in the back of the garden creating both a private place to relax and a natural swimming biotope.

*A very important part of THE ORB – Chateau Protivín is the Homestead which contrasts private residence and public amenities and urban development. Each entry of THE ORB concept should bring development in its entire surroundings.*

## 2. Company introduction

### Basic information 1

Name of the company: **THE ORB GLOBAL LIMITED**

Registered office: London, UK

Legal form:

Identification number:

Contact person: Ing. Arch. Věra Nagyová,

Phone number: +420 774218080

Authorized agent: Ing. Arch. Věra Nagyová, Khasan Kuchakov

Shareholder: IC – CENTRAL HOLDING LIMITED

Share (%): 100 %

Shareholder:

Share (%):

Shareholder:

Share (%):

### Description of the company

Company providing franchises under a franchise agreement of the THE ORB concept to individual ORBs of the SPV. The Company's objective is to maintain the line and development of THE ORB concept.

### Key people in the company

Ing. Arch. Věra Nagyová

Professional CV:

In the company he/she will be responsible for: maintaining the global concept of THE ORB.

## Basic information 2

Name of the company: **THE ORB MANAGEMET LIMITED**

Registered office: London, UK

Legal form:

Identification number:

Contact person: Ing. Arch. Věra Nagyová, Matúš Jaremko

Phone number: +420 774218080, +421 908485412

Authorized agent: Ing. Arch. Věra Nagyová, Bc. Eduard Kučera

Shareholder: THE ORB GLOBAL LIMITED

Share (%): 90 %

Shareholder: PP Invest

Share (%): 10 %

## Description of the company

Hotel management company

## Key people in the company

Ing. Arch. Věra Nagyová

Professional CV: ???

Responsible for: maintaining the global concept of THE ORB.

Matúš Jaremko

Professional CV:

In the company he/she will be responsible for: setting up and maintaining the concept and services of THE ORB chain



## Basic information 3

Name of the company: **THE ORB DEVELOPMENT LIMITED**

Registered office: London, UK

Legal form:

Identification number:

Contact person: Ing. Arch. Věra Nagyová,

Phone number: +420 774218080

Authorized agent: Ing. Arch. Věra Nagyová, Bc. Eduard Kučera

Shareholder: THE ORB GLOBAL LIMITED

Share (%): 100 %

Shareholder:

Share (%):

## Description of the company

Company responsible for the implementation of objects and sites.

## Key people in the company

Ing. Arch. Věra Nagyová

Professional CV: ???

In the company he/she will be responsible for: maintaining the quality of THE ORB buildings and concepts worldwide

## Basic information 4

Name of the company: **THE ORB MANAGEMENT CZECH REPUBLIC o.s.**

Registered office: CZ

Legal form:

Identification number:

Contact person: Ing. Arch. Věra Nagyová,

Phone number: +420 774218080

Authorized agent: Ing. Arch. Věra Nagyová, Bc. Eduard Kučera

Shareholder: THE ORB MANAGEMENT LIMITED

Share (%): 100 %

## Description of the company

Company responsible for the management and operation of THE ORB – Chateau Protivín, a subsidiary of THE ORB MANAGEMENT LIMITED in the UK

## Key people in the company

Ing. Arch. Věra Nagyová

Professional CV:

In the company he/she will be responsible for: maintaining the quality of THE ORB buildings and concepts worldwide

Matůš Jaremko

Professional CV:

In the company he/she will be responsible for: setting up and maintaining the concept and services of THE ORB chain

## Basic information 5

Name of the company: **THE ORB DEVELOPMENT CZECH REPUBLIC o.s.**

Registered office: CZ

Legal form:

Identification number:

Contact person: Slavomír Šalata

Phone number: +420 777477746

Authorized agent: Slavomír Šalata

Shareholder: THE ORB DEVELOPMENT LIMITED

Share (%): 100 %

## Description of the company

Company responsible for the implementaiton of THE ORB – Chateau Protivín, a subsidiary of THE ORB MANAGEMENT LIMITED in the UK

## Key people in the company

Slavomír Šalata

Professional CV:

In the company he/she will be responsible for: coordination and delivery of construction, quality control of construction and technological deliveries

René Hermann

Professional CV:

In the company, he/she will be responsible for: responsible person in terms of construction activities, responsible for compliance with the legislative framework for the execution and control of the deadlines of construction and technological deliveries

## Basic information 6

Name of the company: **Chateau Protivin s.r.o.**

Registered office: Jičínská 226/107, Praha 3 – Žižkov, 13000, CZ

Legal form: Limited Liability Company

Identification number: 09349405, VAT ID: CZ09349405

Contact person: Bc. Eduard Kučera

Phone number: +420 777556636

Authorized agent: Bc. Eduard Kučera

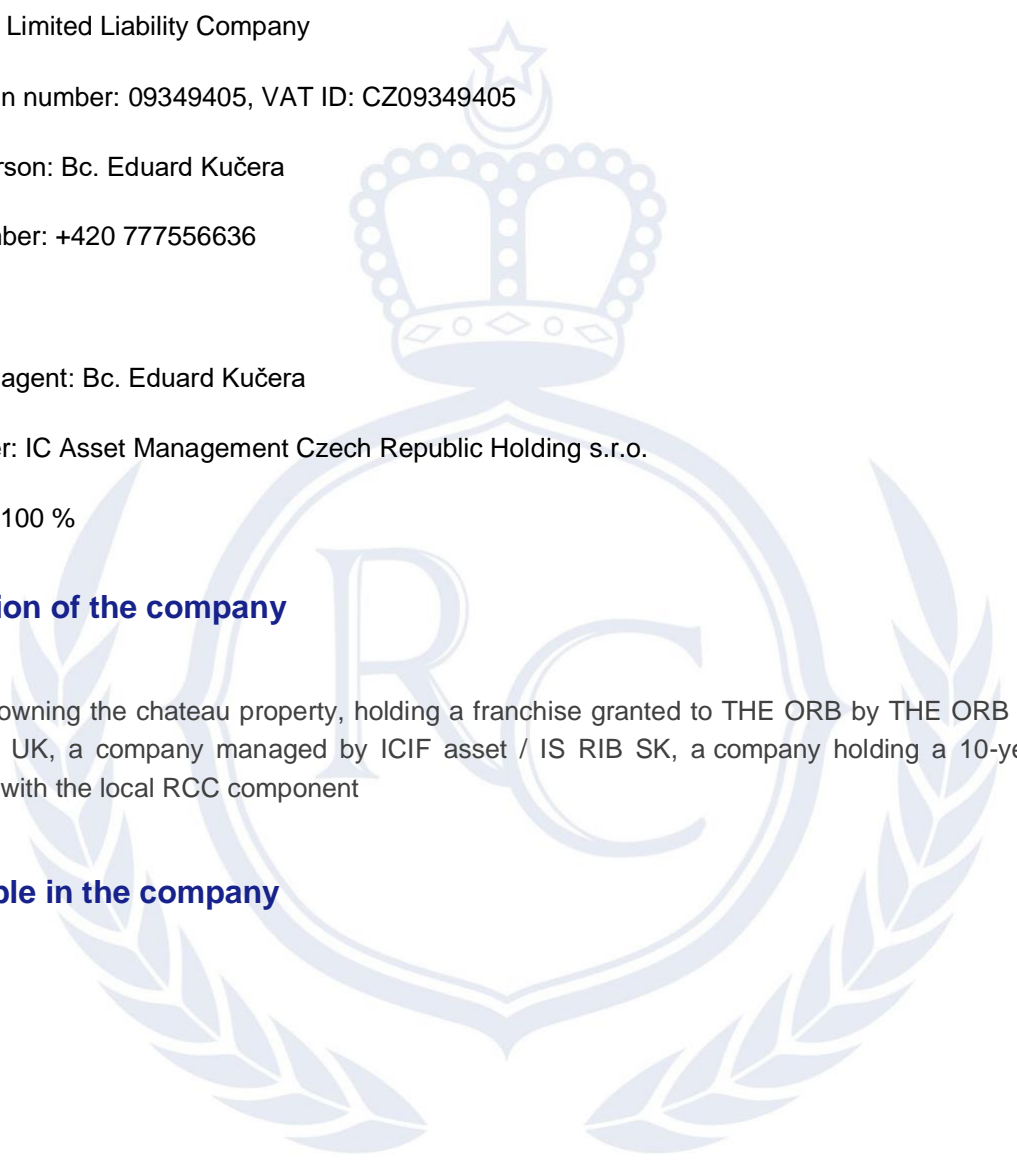
Shareholder: IC Asset Management Czech Republic Holding s.r.o.

Share (%): 100 %

## Description of the company

ORB SPV owning the chateau property, holding a franchise granted to THE ORB by THE ORB GLOBAL LIMITED – UK, a company managed by ICIF asset / IS RIB SK, a company holding a 10-year lease agreement with the local RCC component

## Key people in the company



### 3. Description of the business opportunity

This is to create a stable and private base for investors associated with the Royal Capital Club. The use of existing hotel chains or conference halls does not provide the level of security, privacy and flexibility as facilities built specifically to meet the needs of the Royal Capital Club.

It's also about providing a permanent provision of space for the representational and educational needs of the entire investment group.

Supporting the marketing of the elite Royal Capital Club group, with everyone wanting to be part of such a representative group with such special facilities, which supports the general tendency of people wanting to be part of something elite and special that not everyone has.

The luxury focus of the chain is a "collection of individuals" falling under the unified concept of THE ORB, reflecting the culture and history of the place in which it is located – globally.

With a fixed 10-year income contract and parameters set in this way, THE ORB chain also becomes an asset of a very high value investment group. For the amount of the property's value with such set rules, see Annex 1 – Valuation of the property of the Protivín Chateau.

Other complementary business opportunities include the organization of weddings, celebrations, conferences or other social events, however, in a limited number, targeting the highest and most demanding clientele while maintaining exclusivity.

An equally important point in the whole business plan is the creation of synergy with the Homestead and the combination of two concepts with completely opposite targeting but supporting each other.

## 4. Product

### Description of the product or service

It's a facility with accommodation, conference and relaxation activities for RCC and IC GROUP members.

Reconstruction of the Protivín Chateau into a private accommodation facility.

### Strengths and weaknesses of the products

#### Strengths

- Independence from tourism
- Pre-defined and signed rental contract
- Strong investor with stable asset value
- Privacy and security of the site
- Full occupancy by the Royal Capital Club
- Prestigious concept
- Support of the town of Protivín
- Fast return on the investment

#### Weaknesses:

- Financial intensity
- Pressure for precise execution
- Pressure for maximum service
- Pressure on the start-up date
- High sensitivity to object selection to maintain THE ORB concept
- Listed building – more challenging to enforce the concept and design with the authorities



## **Product comparison with competitors' products**

The concept of elite accommodation facilities is common in the world, but ours differs in that it has its clientele and a signed lease for 10 years. Since the accommodation is not for the public, its great added value is privacy and security for the top clients of Royal Capital Club, for whom privacy and security is one of the primary things in their lives. This concept supports the uniqueness of the whole concept of THE ORB, as well as Royal Capital Club, which support and complement each other.

## **Uniqueness of the product/service**

The uniqueness of the project is due to the fact that the chain of properties has a pre-determined and pre-booked use, including stable rental income and supplementary income from hosting approved events of other kinds, or the project's listing on the IPO. This is why the independence from tourism is a huge advantage, when nowadays the COVID-19 pandemic makes it very difficult to do business in this sector

## **Environmental impacts**

The entire concept of THE ORB, including THE ORB – Chateau Protivín, seeks to minimize environmental impacts, primarily through the selection of appropriate building materials, waste separation and recycling, use of natural resources, optimization and efficiency of heating sources and other technologies necessary for the operation of the chateau. Similarly, guest services will be set up with the environment in mind, which is also a current trend of today, making it a very desirable and bonus aspect.

Furthermore, in the case of the revitalization of the chateau, we are teaming up with the city for the transformation of not only the chateau grounds – the park, but also the adjacent area, including the revitalization of the banks of the Blanice River arm, so as to benefit the environment and set up optimal local sustainable ecosystems that will benefit all.

## **Vision for the future**

In the future, other 11 settlements in THE ORB concept will be developed and added, in terms of services and facilities of the chateau, the status will always be reviewed after evaluating the current operation and use, and opportunities and spaces for improvement will be constantly sought, so that the whole concept will always be at the top of the possibilities compared to other accommodation facilities. It's a living organism, subject to constant evolution.

## 5. Implementation

### Production plan

Required inputs:

- Source documentation of the building and surroundings: original documentation of all reconstructions carried out in previous periods, geodetic survey of the building, building history survey, all inspections of the existing piping and structures (camera tests of lay drains, mycological survey, moisture survey of walls and structures, inspection of electrical wiring, inspection of water, gas, sewer, electrical connections, inspection of data connection, dendrological survey, static survey of structural condition)
- Vision of the building's capacities with possible development, concept of the entrance to the surroundings and creation of a concept of the Homestead
- Lease agreement with RCC
- Checking the possibility of the location of the concept with regard to local authorities and authorities concerned
- Confirmation of the validity of the original 1988 building approval

Production procedure:

- **ARCHITECTONIC STUDY OF THE CONCEPT** – Verification of the capacities of the building, functional arrangement of the individual facilities in the building – their possibilities and capacities, verification of the connections to the surroundings, negotiation of the concept with the monument protection in the town of Písek and the National Institute of Natural History in the town of České Budějovice, design of the park and other objects in the area (wine cellar, spa, etc.), design of the interior and suitable materials to use
- **PROJECT DOCUMENTATION ALTERATION OF BUILDING BEFORE COMPLETION (ZSPD)** – Chateau – priority permit for the chateau building
- **OTHER PROJECTS** – division of the project documentation into functional units with a link to the "negotiability" at the authorities – optimization of the time, both for the preparation of the documentation and the implementation of the work. The project as a whole would take at least 2 years to prepare.

Examples of separate dossiers:

**1 - Facade permit, window replacement and facade lighting** (all subject to the opinion of the conservation authority with great emphasis on the overall impression – the visible part of the building, proving the color of the facades, composition and concept of the windows)

**2 - Frontal objects at the entrance**

**3 - New connections**, e.g. new data line connection (complexity of building permitting, including location – which is usually takes a very long time due to legislative deadlines, negotiations with network administrators, etc.).

The building of the chateau itself is designed to be permitted without these modifications, with the functions being added to the building, e.g. catering equipment including HVAC, only after the installation of the new substation – temporarily the operation will work with catering + other gradually identified defects or necessary optimizations on technical equipment

**4 - Landscaping around the chateau** – continuity with the historical plane of the chateau surroundings, continuity with the park as a concept, consideration of the functional part of the building and the possibility of incorporating the rehabilitation of the building, separate solution with the officer assigned to the park of the chateau – discussion will be linked to the discussion of the revitalization of the park

**5 - WINE CELLAR – Phase I** – Preparation of inventory management of the building – legalizing of historical cellars, as they are not in the land register

**6 - WINE CELLAR – Phase I** – documentation of the DSP – incorporation of rehabilitation works, design of the new entrance wall to the wine cellar, layout and functional design

**7- PARK** – Overall documentation of the state of the park with a proposal for revitalization + construction of a swimming biotope and storm water management, related dendrological and biological surveys – this documentation is aimed at obtaining subsidies that will be announced in early 2022, as well as establishing cooperation with the city in the revitalization of the larger area and maximizing the obtaining of subsidies for the revitalization of the park and the arm of the Blanice River, which flows along the border of our park property. The goal is to maximize the revitalization of the surrounding area to make beautiful not only the area of the chateau and our garden, but also the immediate area.

**8 - SPA** – A project for the location of a relaxation zone in the park on the site of the existing toilets built as sanitary facilities for the pioneer camp.

#### **Other projects that will need to be addressed as part of the development and permitting process**

Note All permitting and construction documentation is optimized over time and changes may occur, the goal is to minimize time and the possibility of future phased start-ups to make the facility usable in the shortest time possible.

- **IMPLEMENTATION OF THE OBJECT (to be updated at the end of 08/2021) with precise breakdown**
- **PREPARATORY PHASE I** – Review of the condition of the building, maximizing replacement of items within the original valid building permit – as a restoration – making repairs outside of historic preservation oversight
- **PHASE II** – Implementation of the main building of the chateau itself – aiming for partial approval of the conference and representative part of the building with a start date of 03/2021, further follow-up will be the approval of the use of rooms, kitchen etc. with a targeted horizon of the functioning of the building in summer 2022, this phase also includes the facade, replacement of windows and lighting of the building
- **PHASE III** – Interior – intertwined with Phase II, all interior works will start after the completion of the rough construction works on the main building, they will be divided into individual units according to the start-up time and the gradual ramp-up of the building operation
- **PHASE IV** Garden + objects in the garden, landscaping of the chateau, SPA, etc.

## Implementation team

### 1) Main implementation and organizational team:

#### IC GROUP CONSULTING

(operating within the whole investment company RIB SK)

- Project management: Ing. vá
- Construction coordination: Slavomír Šalata
- Professional coordination of the technical part: Ing. René Herman
- Assistance and processing: Olga Duchoňová

### 2) Architects + designers – Conceptual and design part, engineering

**ARCH.IC (CZ) – Negotiations are underway as to whether this part would be represented directly by the parent company ARCH.IC LIMITED (UK)**

(Copyright holder of the architectural work)

- Chief Architect: Ing. Arch. Věra Nagyová
- Senior Architect: Ing. Arch. Lucie Náhlovská
- Junior Architect: Ing. Arch. Pavlína Havlíková

External collaborators:

- Architecture: Ing. Arch. Antonín Honzík
- General Designer: Ing. Kristýna Kasýková
- Subcontractors of individual professions according to orders and contracts

### 3) Construction implementation

**THE ORB DEVELOPMENT CZECH REPUBLIC o.s. (CZ)**

(The main component responsible for the implementation of the construction)

- Construction coordination: Slavomír Šalata
- Professional coordination of the technical part: Ing. René Herman
- External collaborator: Petr Duchoň

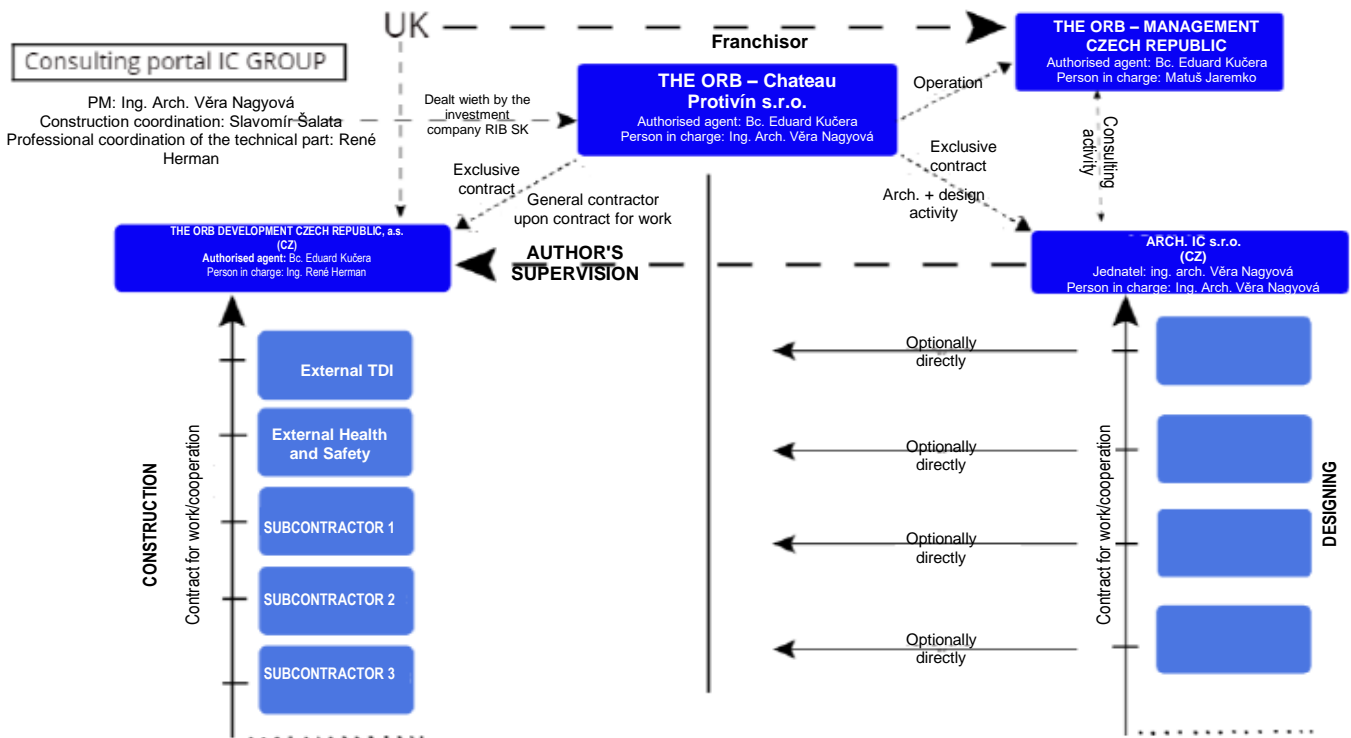


Figure 2 – Relationship diagram within the project implementation

#### 4) Operation + launch of THE ORB concept

**THE ORB MANAGEMENT CZECH REPUBLIC o.s. – Negotiations are underway as to whether this part would be represented directly by the parent company ARCH.IC LIMITED (UK)**

Figure x – Relationship diagram within the project implementation

### Provision of the necessary inputs and contractors

The contractors for each part will be tendered on the basis of the bids received, taking into account not only price but also references and primarily interest in the contract. An exclusive supply of a technology or element to the whole concept of THE ORB GLOBAL will be offered in order to use the purchasing department planned to build internally within the IC structure.

This is mainly about the below deliveries:

- Construction
- Special technology and building supplies (sanitary facilities, HVAC, BOILER HOUSE, TRANSFORMER STATION, HEATFLOW heating system, elevator + gastro lifts, large modern windows pavilion + bridge, glazing of arcades at the atrium, wooden windows as approved by pam.



Protection, wooden elements including sewerage revitalization, water supply, underfloor heating hot water, hot water heating, intelligent building system, plasterboard systems, etc..)

- Special materials: customized perforated tiles (presumably laser-cut aluminum), stone tiles, cast floor screeds
- Special equipment: catering equipment, sound equipment, conference hall technology, security equipment and security system, heliport equipment
- Interior supplies: furniture, beds, fabrics + all textiles, lighting, electronic equipment, sanitary ware + bathroom tiles, flooring, wall screeds + special decorations and paintings, fireplaces





## **6. Customers**

### **Target group**

The target group is the members of the Royal Capital Club.

Within the RCC, investors are tiered to levels. This concept is based on the RCC program and business plan. THE ORB takes the set rules for investors into operation and works with them according to the RCC terms and conditions.

This will be handled within THE ORB MANAGEMENT CZECH REPUBLIC o.s. or THE ORB MANAGEMENT LIMITED.

The model under consideration is free accommodation within RCC + services paid according to LEVELS.

Another possible target group could be people who want something unique and exclusive for their wedding, birthday party or another similar event. There is the possibility of THE ORB – Chateau Protivin. Provided, however, with the limited capacity of these events to keep the exclusivity and the feeling of something unavailable.

Rooms on the first floor will be for rent – organizers and participants of conferences, or guests of the restaurant, or facilities for a wedding. Accommodation for wedding and conference participants and other visitors outside the RCC and IC will be provided by the accommodation capacity in the homestead.

### **First visitors**

The first people to visit THE ORB – Chateau Protivin will be staff, external collaborators and people associated with the IC GROUP, then the lower level of the Royal Capital Club when operational issues will be ironed out and operations set up. The operation of the building will be started in stages, according to the completion of each of the units. The first test will be the use of the common areas with a conference room for training or presentation of the Group's projects.

### **Path to the customer**

The primary route to the customer will be the Royal Capital Club and its program. Other customers outside the Club will only form a minority and it will be more about setting up the ideal operation of the facility to maintain the best possible service and catering levels, where the facility needs to be busy in some way, the staff workload can be helped by the concept of the Homestead which will run continuously and be targeted at everyone.

### **Description of the ideal product according to the customer**

The ideal "product" of THE ORB concept is a unique object or location with a link to the history and tradition of the place but with the maximum service at the highest level.

It's a place that provides space for business, meeting and relaxation at the same time.

It's a place with a neutral ground that does not distinguish religion, nationality or origin.

It is a place that combines history and tradition with the future and innovation.

It's a place with attention to detail, both in architecture, design and furnishings.

It's a place that is not accessible to everyone.

It's a place where privacy, security and tranquility are the primary focus.

It's a place that shows the best of the location it is situated in.

It's a place where I want to spend my time and escape from reality.

It's a place where I want to have a gourmet experience.

It's a place that I get addicted to.

It's a place that doesn't exist anywhere else in the world.

THE ORB – Chateau Protivín is supposed to fulfil all this and the whole project is aimed at this experience and service.



## 7. Competition

### Description and analysis of the competition

#### Direct/Indirect competition

This concept has no direct competition in the world.

Indirect competition could be TOP hotel chains to use accommodation or service, but even these hotels still have to target to win customers.

#### Potential competitors

Potential competitor could be an imitation of a similar concept.

#### Threats from competitors

Hotel chains rely on standard, familiar hotel design and service that is the same everywhere. For a conservative person, the choice is often a place from which I know what to expect and meets the expected quality. What such a place does not offer is privacy and security, which can be individually tailored to any client's requirements in a private accommodation.

#### The strongest players in the sector

The strongest players in the industry include TOP hotel chains such as Hilton, Marriott, Four season, Hyatt and their collections of individuals and other TOP sub-brands.

#### Competitor analysis

##### Competition 1

Summary:

Description:

- Point 1
- Point 2
- Point 3 etc.

Regional scope and target markets:

- Point 1
- Point 2
- Point 3 etc.

Strengths of the solution:

- Strength 1
- Strength 2
- Strength 3 etc.

Weaknesses of the solution:

- Weakness 1
- Strength 2 etc.

Key competitive advantage in the market:

Interesting features (inspiration for us):

- Feature 1
- Feature 2 etc.

In what we primarily compete:

- Feature 1
- Feature 2 etc.

Our advantage over our competitors:

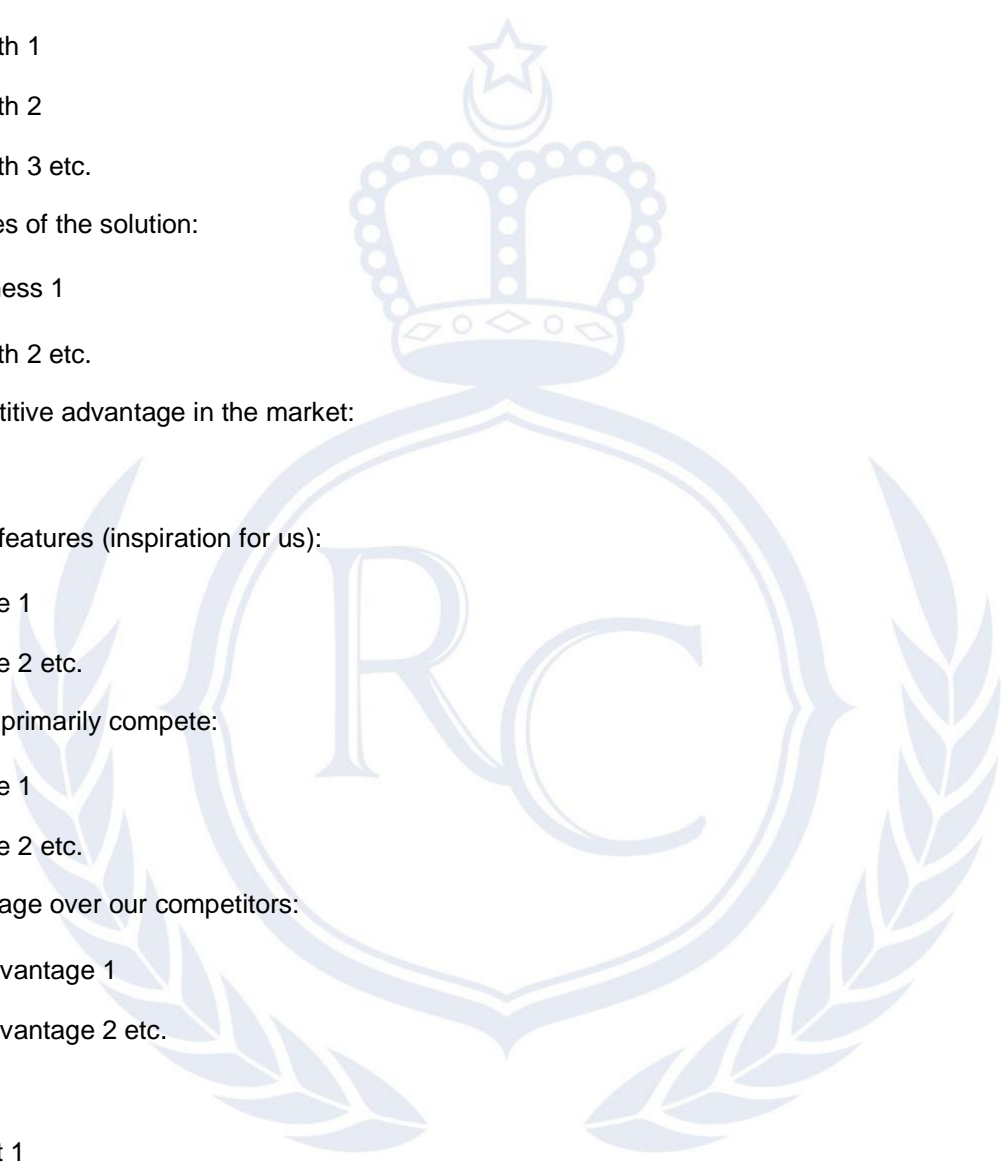
- Our advantage 1
- Our advantage 2 etc.

Price list:

- Variant 1
- Variant 2

Clients, size and market share:

- Client 1
  - Size:
  - Market share:



- Client 2
  - Size:
  - Market share:
- Client 3
  - Size:
  - Market share:

Market segment – what customers are they targeting?

- Segment 1
- Segment 2

Marketing strategy:

Are they planning anything new?

Competitors' financial results:

## **Competition 2**

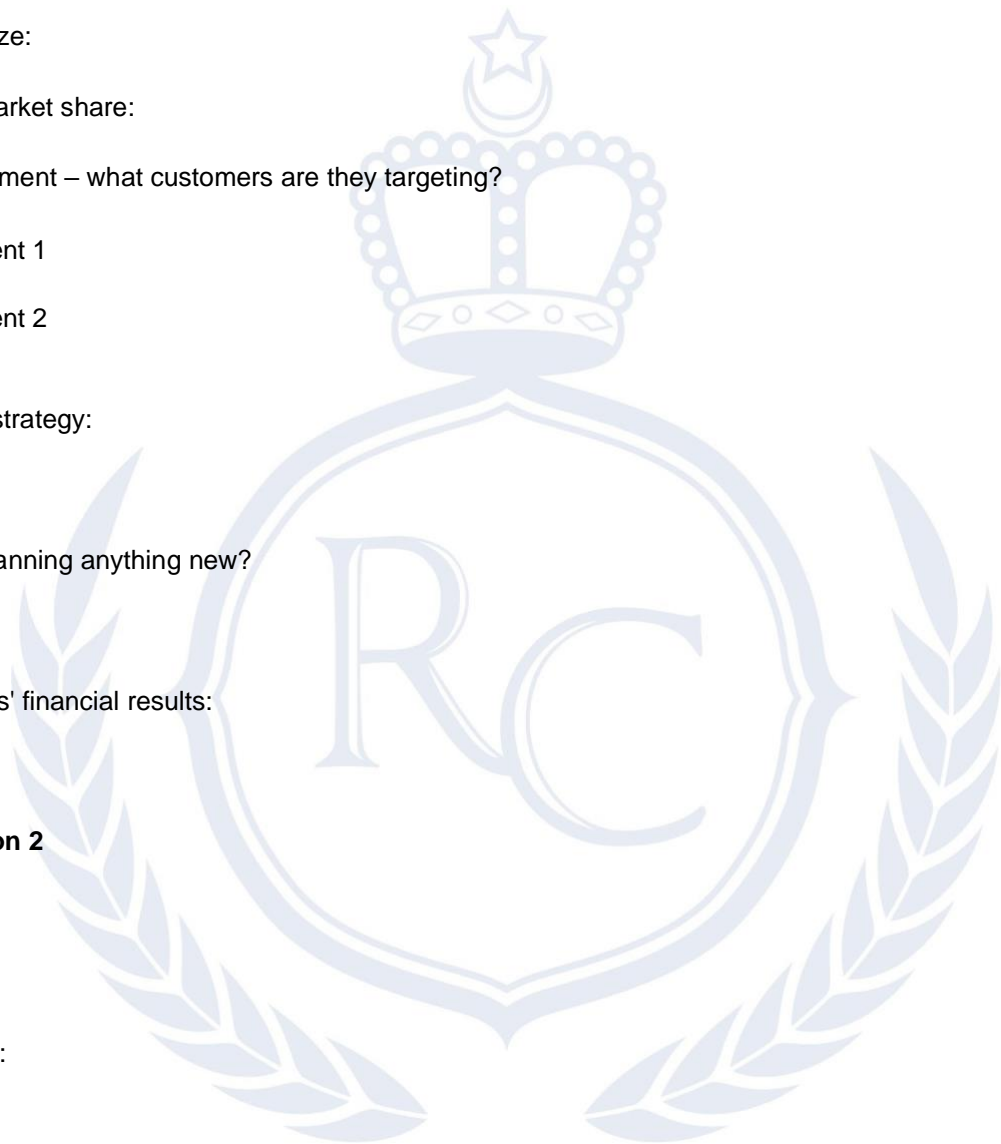
Summary:

Description:

- Point 1
- Point 2
- Point 3 etc.

Regional scope and target markets:

- Point 1
- Point 2
- Point 3 etc.



Strengths of the solution:

- Strength 1
- Strength 2
- Strength 3 etc.

Weaknesses of the solution:

- Weakness 1
- Strength 2 etc.

Key competitive advantage in the market:

Interesting features (inspiration for us):

- Feature 1
- Feature 2 etc.

In what we primarily compete:

- Feature 1
- Feature 2 etc.

Our advantage over our competitors:

- Our advantage 1
- Our advantage 2 etc.

Price list:

- Variant 1
- Variant 2

Clients, size and market share:

- Client 1
  - Size:
  - Market share:





- Client 2
  - Size:
  - Market share:

- Client 3
  - Size:
  - Market share:

Market segment – what customers are they targeting?

- Segment 1
- Segment 2

Marketing strategy:

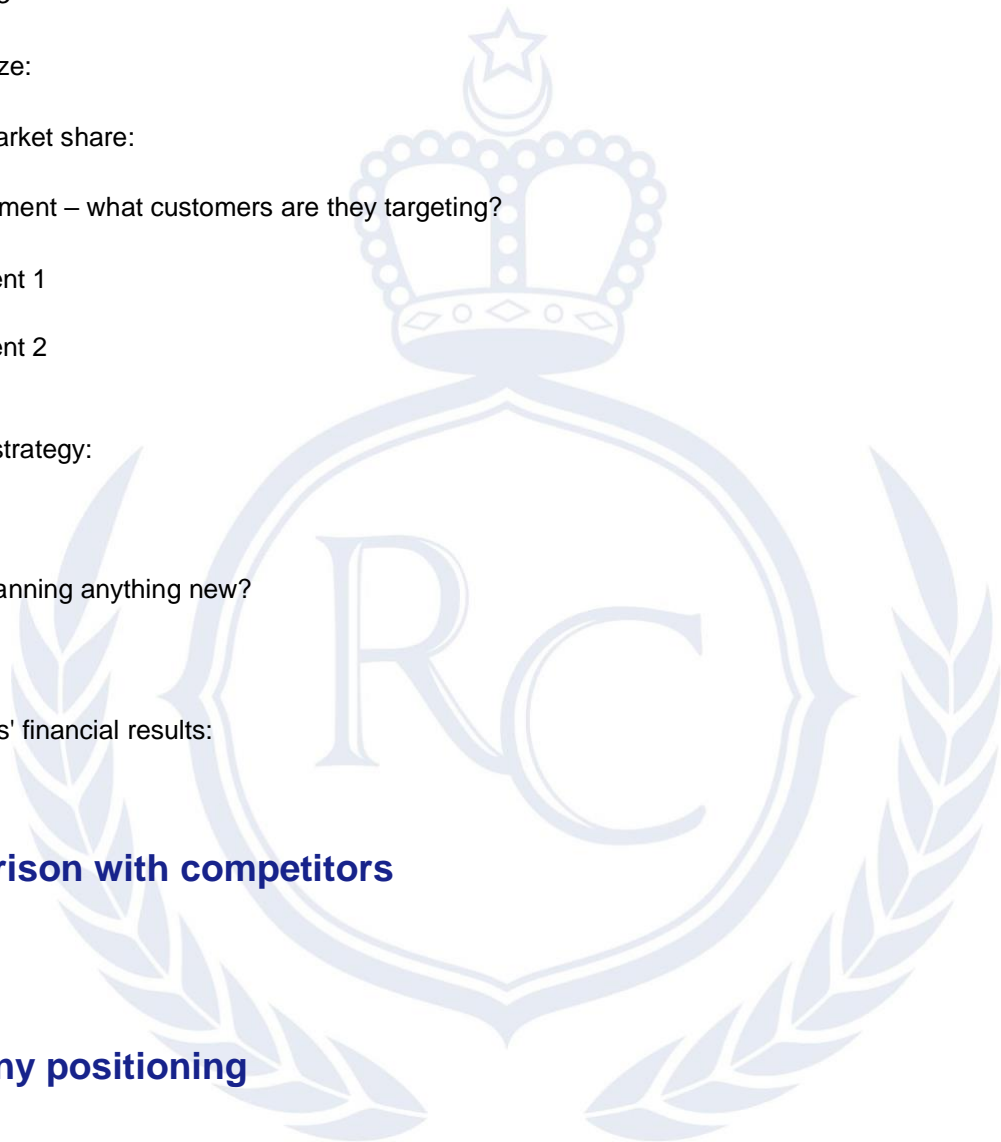
Are they planning anything new?

Competitors' financial results:

**Comparison with competitors**

**Company positioning**

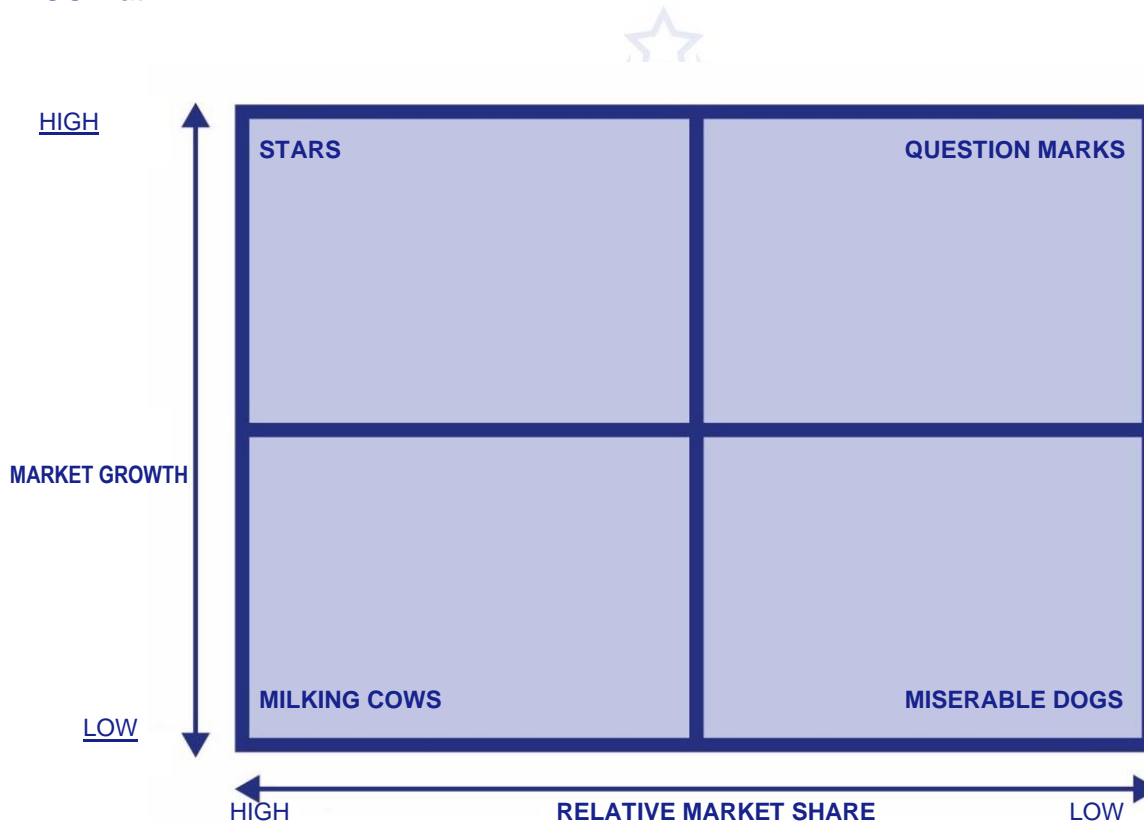
**Identification of competitive advantage**



## 8. Marketing plan

### Market analysis

BCG matrix



### Marketing strategy

### Marketing tactics

Linking product features to customer value

The "product" THE ORB – Chateau Protivín serves as a background and for the representation of the investment company, it is also used by the Royal Capital Club protecting the Group's investors.

It is a strong marketing product that can be used perfectly within the RCC.

The brand THE ORB GLOBAL, or here specifically THE ORB – Chateau Protivín, will not be advertised anywhere else, and will not be marketed separately because it does not target people "from the street", the whole concept must be shrouded in secrecy and elitism.

The marketing and promotion coming into consideration are in the framework of organizing other events and weddings, if it is decided whether to organize these events at the chateau.

## Pricing policy

## Communication mix

## Distribution mix

THE ORB concept will be marketed and presented through the Royal Capital Club and the Charles Bridge + Royal Market platform

The intention of THE ORB is not about primary product sales, but to **promote positive PR for the entire IC GROUP and THE ROYAL CAPITAL CLUB.**

Primary presentation:

### **Presentation materials within the Group and the RCC Club ("RCC Clubhouse")**

- Brochure for investors presenting what RCC offers together with THE ORBs

### **Web:**

<a href="http://theorb.com.my">theorb.com.my</a>	Main THE ORB GLOBAL web hub (RIFK)
<a href="http://theorb.global">theorb.global</a>	redirect
<a href="http://theorbworld.com">theorbworld.com</a>	redirect
<a href="http://theorb.eu">theorb.eu</a>	redirect
<a href="http://theorb.management">theorb.management</a>	Main THE ORB MANAGEMENT web hub
<a href="http://theorb.dev">theorb.dev</a>	Main THE ORB DEVELOPMENT web hub
<a href="http://chateauprotivin.com">chateauprotivin.com</a>	Main THE ORB PROTIVIN web hub
<a href="http://chateautheorb.com">chateautheorb.com</a>	redirect
<a href="http://theorb.cz">theorb.cz</a>	redirect

### **Social networks:**

#### **LinkedIn:**

THE ORB GLOBAL

THE ORB Chateau Protivin

**Instagram:**

THE ORB GLOBAL (to be added)

**Media:**

- Newspaper articles
- Coverage
- Professional publications

## 9. Financial Plan

### Sources of funding

#### Own resources

#### External resources

The investor (RCC) invests on the basis of an investment agreement with the investment company RIB SK, which is the administrative fund of ICIF asset – which finances THE ORB SPV – Chateau Protivin s.r.o.

The return on investment is secured from the lease of the Royal Captial Club CZECH REPUBLIC os., where the local RIFK is the contractual guarantor.

Another input is the listing of THE ORB – Chateau Protivin on the Slovak IPO.

### Overview of costs

#### Input costs

Cost of acquisition of the property CZK 50 million.

Part of the construction is estimated at CZK 186 million (in case there is no significant increase in the market for materials and construction).

#### Operating costs

##### Fixed costs

Estimated fixed costs for the operation of the facility – energy – **CZK 300 thousand/month** – this value will be specified after full operation and realistic consumption, which depends on the actual utilization of the facility.

Estimated monthly costs for the operation of the facility (staff + hotel and facility operations) – CZK 1.5 million/month

– This value will be precisely specified on the basis of determining the range of products, services and occupancy of the hotel within the framework of THE ORB MANAGEMENT business plan.

Variable costs

Variable costs will be determined more precisely afterwards and from operations, these are services over and above the performance under the RCC lease agreement, special modifications or services at the request of investors, outside the standard set operation of the facility. It will be further discussed in the related business plan addressing THE ORB MANAGEMENT.

## Pricing

Determination of costs

To be determined at a later date based on facility operations and services planning.

Determination of margin

To be determined at a later date during the pricing strategy for services.

Pricing model

To be specified later

Comparison of prices with competitors

There is no such competitive product.

## Realistic estimate of the financial plan

Profit and loss account

1. Sales revenue:
2. Cost of production:
3. Gross margin:

4. List of operating expenses:
5. Gross profit:
6. Net profit:

## Cashflow

## Balance Sheet

# Optimistic estimate of the financial plan

## Profit and loss account

1. Sales revenue: CZK 10,000,000 + CZK 5,000,000 + CZK 300,000/month
2. Cost of production: CZK 186,000,000 (to be updated)
3. Gross margin:
4. List of operating expenses: CZK 10,500,000 + CZK 300,000/month
5. Gross profit: CZK 189,600,000/year
6. Net profit: CZK 168,000,000/year

## Phase of the anticipated start-up of the facility and an overview of revenues:

RCC lease = rent + utilities:

- Lease agreement effective 11/2020 – rent CZK 5,000,000/month
- Amendment to lease agreement (partial approval) 03/2021 – rent CZK 10,000,000/month from 04/2021
- Energy 11/2020–03/2022 – Cost of Chateau Protivin s.r.o. (construction)
- From the start of Phase I (04/2022 – public part – reception, conference room, hall) energy charge – CZK 300,000/month

Services:

- From the start of operation of Phase I – assumption 04/2022 – public part – (reception desk, conference room, hall) – monthly fee CZK 2,500,000
- From the start of the operation of accommodation and other services – assumption 06/2022 – monthly fee of CZK 5,000,000



Revenue outside RCC:

- Limited events within the scope (weddings, parties, conference room rentals, etc.) – assumption CZK 6,000,000/year

**Growth of the market price of the property according to GT's valuation:**

The price of the property as of the valuation date (12/2020) is CZK 55,584,000

The market price on completion of the planned investment and partial approval as of 1 April 2021 (increase of the lease contract to 10 million) is CZK 572,991,000

Estimated market price of the property after commissioning and investing in the reconstruction according to GT as of 1 January 2022 (partial commissioning plan as of 1 April 2022, total commissioning as of 1 June 2022) is CZK 771,234,000

Cashflow

Balance Sheet

**Pessimistic estimate of the financial plan**

Profit and loss account

1. Sales revenue:
2. Cost of production:
3. Gross margin:
4. List of operating expenses:
5. Gross profit:
6. Net profit:

Cashflow

Balance Sheet



## 10. SWOT analysis of the business

### Strengths of the business

- Unique product
- Contracted income from RCC for 10 years
- Long-term workload
- Synergies within the group

### Weaknesses of the business

- High costs
- Pressure for the highest level of services
- Very demanding and specific client
- Pressure for the highest level of construction execution and interior design
- Pressure to complete within a tight deadline

### Market opportunities

- Global chain of private residences – RCC facilities
- Unique solution
- Development of the homestead

### Threats

- Complex engineering of planning permission – listed building
- Reconstruction of a historic building – unforeseen expenditure on hidden defects

## **11. Time schedule**

### **Preparatory phase of the business**

Project is in process, funding is underway

Contractors will be selected on the basis of tenders

Recruitment of staff and team is expanding and building in process

### **Market testing**

The facility will be launched in phases, as each section is completed

Test run by the end of 2022

### **Business growth**

Development on the Homestead located in the immediate vicinity of the chateau

The Homestead will be the antithesis of the unattainable ORB, the opposites will be marketed.

The Homestead project will be addressed as part of a separate business plan.

### **Expansion abroad / to other markets**

Development within THE ORB GLOBAL -- 12 unique private residences around the world

## 12. Annexes

- **Annex 1 – Expert Opinion** – Determination of the value of immovable property in the cadastral area of Protivín (owned by Chateau Protivín s.r.o.) prepared by: Grant Thornton dated 20 Dec 2020
- **Annex 2 – Organizational Structure of the Project Management**
- **Annex 3 – Communication Strategy**
- **Annex 4 – THE ORB GLOBAL Concept**
- (to be updated as of 31 Jan 2022) **Annex 5 – THE ORB CHP Project Schedule** – Concept, basic milestones, facility permitting, THE ORB DEVELOPMENT, THE ORB MANAGEMENT
- (to be updated as of 31 Jan 2022) **Annex 6 – THE ORB CHP Project Budget** – Overall, THE ORB DEVELOPMENT, THE ORB MANAGEMENT
- (to be updated as of 31.1.2022) **Annex 7 – THE ORB CHP Project Cashflow** – THE ORB DEVELOPMENT, THE ORB MANAGEMENT

