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Proposal for Creating a Robust and Sustainable Resort in El Alamein

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Strictly Confidential



A Synergistic Model for Integrating Sustainable Egyptian Tourism, National Heritage, Health-Wellness and Family Entertainment

Enhancing FDI, GDP, Economic Diversification, Health-Wellness
the Egyptian “Quality of Life”

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HE Minister of Tourism, Hisham Al Demiri has lauded the transformation of Egypt to include enhancing tourism, entertainment and cultural venues, outlined below:

Culture and entertainment are essential to our quality of life. The Egyptian Tourism Authority will support the efforts of regions, governorates, private and non-profit sectors to organize cultural events because the current available cultural and entertainment opportunities do not reflect the rising aspirations of Egyptian citizens, residents, and economy. The Authority of Tourism will also attract local and international investors and create partnerships with international entertainment corporations. We will provide appropriate land for cultural and entertainment projects. These cultural venues — such as libraries, arts and museums and entertainment possibilities will suit different tastes and preferences. These contribution to economy will benefit the entire country.

Egypt Diversifies



In sharp contrast to the glitzy environment of Dubai, the focus of this proposed touristic resort will be one which tastefully embraces family entertainment as well as becoming a platform for FDI and national heritage. The economy of Egypt could become a platform for attracting millions of Egyptian and international tourists alike. An aesthetically harmonious and traditional Egyptian environment will also welcome Hajj and Mecca pilgrims. Tourists will be able to take authentic Egyptian inspired desert trips, play sand sports, and enjoy their vacation in an historically and culturally unique environment. Egyptians and tourists from elsewhere will be enticed to spend discretionary income, generating hundreds of millions of USD.

Why Egypt?

- The family entertainment venues as well as cultural and tourism attractions of Egypt are limited. There is an enormous pent up demand for family oriented leisure activities, which has also been supported by Egyptian Tourism Authority.
- Egypt's strong investment capabilities have been harnessed to stimulate the economy and diversify revenue. Creating this milieu will accelerate the achievement of multiple objectives. Egypt could emerge as a global hub connecting three continents, Asia, Europe and Africa due to the strategic geographic position of the country.



	2014	2015	2016	2017
Population (million)	86.7	89	90.2	94.8
GDP per capita (USD)	3,525	3,738	3,691	2,472
Economic Growth (GDP, annual variation in %)	2.9	4.4	4.3	4.2
Public Debt (% of GDP)	89.3	93.1	103	108
Inflation Rate (CPI, annual variation in %)	10.1	10.4	13.8	29.5
Trade Balance (USD billion)	-34.1	-39.1	-38.7	-37.3
Exports (USD billion)	26.1	22.2	18.7	21.7
Imports (USD billion)	60.2	61.3	57.4	59
International Reserves (USD)	16.7	20.1	17.6	31.3
External Debt (% of GDP)	15.1	14.4	16.7	33.7

Comprehensive Health-Wellness services by The Chopra Center



- Diabetes Prevention and Management
- Obesity Prevention and Management
- Cardiac Prevention and Management
- Extending Telomeres; Your Life
- Stretching and Back Exercises
- Ancient Egyptian Healing Modalities
- Music for Wellness and Healing
- Massage, Chiropractic, Acupuncture and Schools to Train Egyptian Professionals

Hospitality Unlike Any Other



Hotel entrance's will be distinguished by what glows from within. Inside unparalleled service and experience await, a hallmark of Egyptian culture.

Enchanting Hotels



Luxury, five-to-seven-star hotels abound:

- In-suite check-in
- Private reception desk on every floor
- Rain showers and a jacuzzi in every suite
- Personal butler 24 hours on call at each level
- Private luxury limousine
- Private jet airport

Spectacular Organic Resort



Tasteful and Organic Resort Interiors



Authentic-Nutritional Dining Experiences And Traditional Culinary Lore



There will be upscale restaurants inside the hotels and informal venues throughout the milieu. Traditional Egyptian food as well as different kinds of international food and cuisine will be served.

State-of-the-art Luxury Cinemas for Families to include Health-Wellness presentation



There will be several luxury cinemas with the best facilities and screens available.



The Celebrity Stage



The stage can host a plethora of celebrities, i.e. Deepak Chopra; Oprah; Nancy Ajram, live shows and performances, accommodating thousands of guests.

Amusement Parks and Water Parks



There will be several amusement parks and water parks where tourists can enjoy the memorable times with their children. We can include even Disney, since our team knows the family. However, the model would be congruent and tailored to the local environment.

National Heritage-Cultural Opportunities



Tourists can experience many different kinds of sports, such as camel racing, falconry, and horse riding and racing.



Sand Sports to enhance Health & Wellness



The great desert in Egypt can provide tourists with the most impressive dune bashing experiment in the world.

Standing boarding is more exciting and thrilling and only needs simple training, while lying boarding is more leisurely and easy for children to enjoy.

Legendary Desert and Hiking trip Experiences



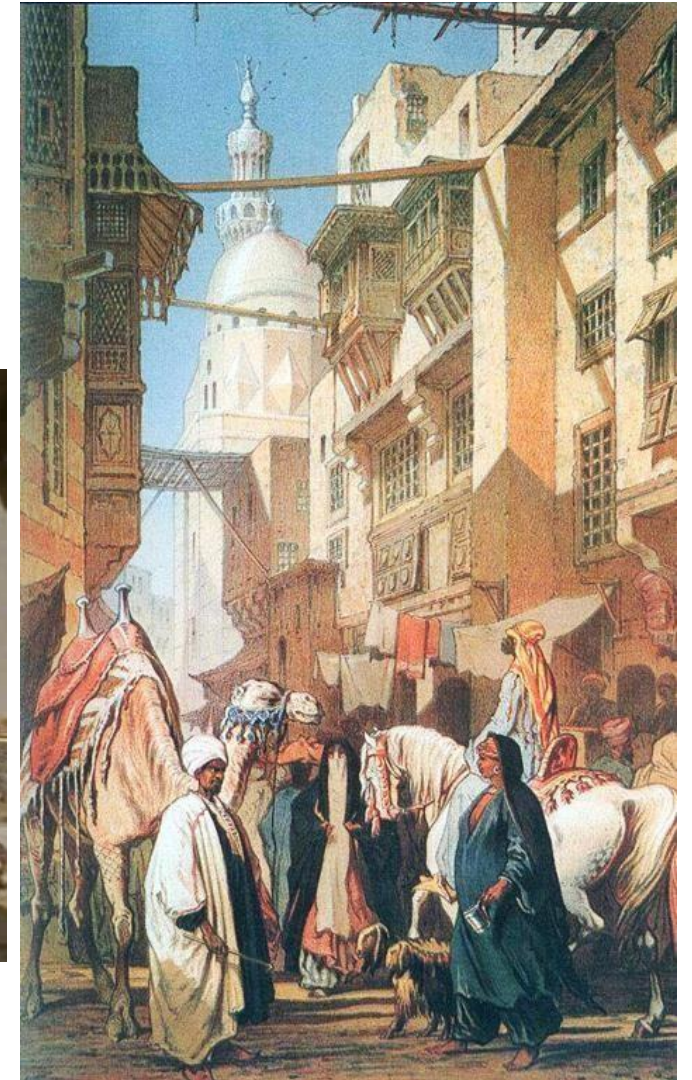
Tourists will be able to take 4-to-7-day desert trips and experience the Egyptian life, living under the stars and communing with nature.

Historical and Cultural District

Tourists and Egyptians alike, will be able to transcend five hundred years of history by entering into a time capsule environment. The country's marvels and El Alamein which will be showcased for tourists and investors to familiarize themselves with and appreciate the rich history and culture of Egypt. Accomplishments that will be highlighted will include a platform to showcase the best Egyptian contributions to world's development.

Contributions, including:

- Politics
- Music
- The Arts
- Geography
- Engineering
- Mathematics
- Architecture
- Medicine
- Astronomy
- Chemistry



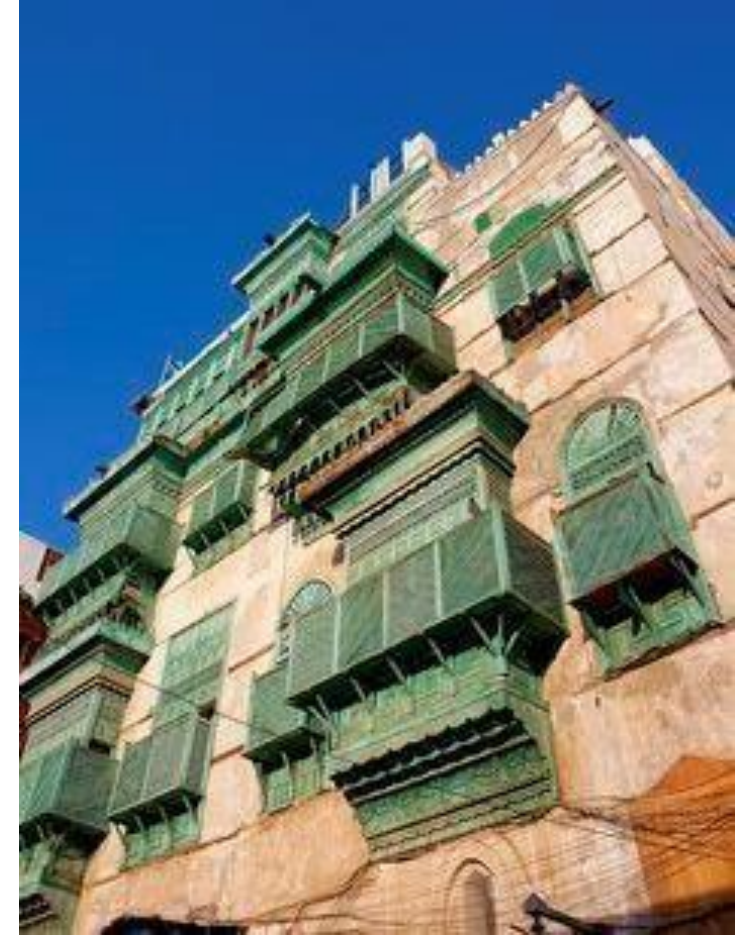
The Condos/Townhouses



Tourists will be able to rent or buy condos or townhouses in El Alamein. Architecture which reflects Egypt's national heritage will be abundant, using sustainable-green building materials while creating over 200,000 new jobs.



Traditional Egyptian Houses and Hotels will Captivate Tourists



IAA's Capability



- IAA's team and Advisory Board have *over 100 years* of collective experience, in global business, health-wellness private equity, real estate and technology transfers as well as advising on cross-border strategic and joint venture partnerships
- IAA's team has a formidable record of managing *over \$1 billion* in advisory mandates throughout all six Gulf States.
- IAA has extensive emerging-developing markets advisory, business development and deal execution expertise in fragmented and challenging business environments
- IAA's highly diverse team members have an average of 15 years' experience doing cross border Mergers & Acquisitions and corporate development transactions

Priority Considerations for Egyptian FDI Investors

IAA has identified the following drivers for supporting and influencing Egyptian investors:

- Enhanced diversification of access to relevant “differentiated” touristic and cultural experiences, coupled with opportunities to invest in local private equity-real estate, infrastructure and other investments. Egypt incentives will compete globally for FDI, positioning the country as a “destination of choice” for manufacturing and establishing businesses
- Significant subsidies/incentives for creating low cost manufacturing and job creation endeavors such as the Chopra health-wellness center, could include low cost labor, energy, 75% financing, tax free income, free land and other concessions

IAA's Competitive Advantages



- Experienced Professionals
 - Extensive corporate finance, health care professionals coupled with deal execution experience. Specialized private equity, real estate, linguistic and cultural skills. These resources have enabled IAA's clients to navigate Egypt, successfully, while mitigating most of the risk.
- Successful and Extensive Track Record
 - IAA's new business is generated by referrals from former clients and well-established network of private equity firms, attorneys, "C" level executives and transaction professionals.
- Market Awareness-Local Intelligence
 - Extensive management of investments in multiple industries and sources of capital formation.
- International Strategic Reach
 - IAA has a proprietary network of more than 3,000 investors, and capital providers in 10 countries, which are discretely accessed on a "top down" strategic and accelerated basis. Additionally, IAA has relationships with the finest local and global real estate developers, including EMAAR, Nakheel, Egyptian Resort Developers, Gerald Hines, the Trump Organization, and countless others.

Conclusion

By leveraging many of the resources of the Egyptian resources, coupled with the commitment which will drive economic diversification, we plan to co-develop this extraordinary “sustainable” Egyptian cultural, wellness-health, touristic and entertainment feat. This will boost the economies while creating robust “must- see” next-gen towns. It will be unmatched as it carefully blends traditional Egyptian culture and national heritage with modern amenities. It will attract tourists from all over the world. This environment will help tourists experience the enchanting desert and beautiful culture of Egypt. It will contain the most exciting and impressive activities that tourists can imagine and experience. It will be a great vacation destination for families to visit and enjoy themselves.

Significant economic diversification, job creation and new revenue streams will accrue to the Country and provide citizens with an abundance of leisure and wellness pursuits. It will also serve as a fulcrum for attracting tourists, creating sustainable jobs and spur FDI.