



# WELCOME TO AUGUST

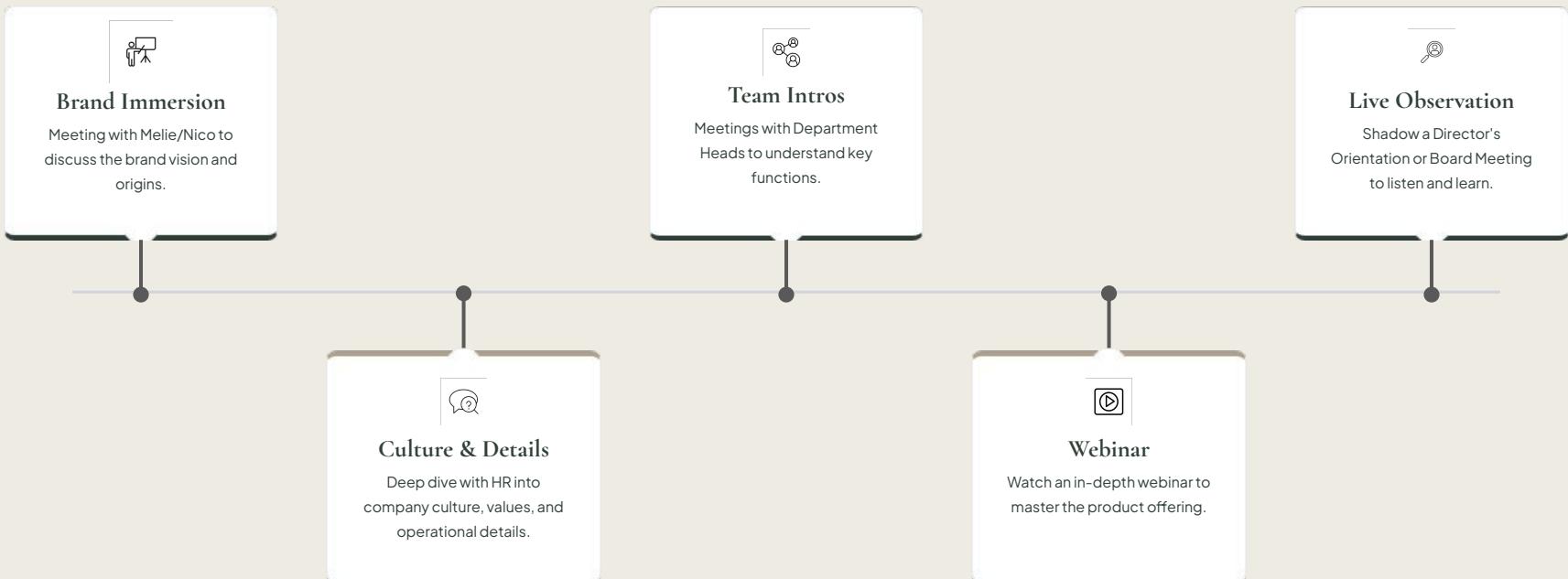
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We've been looking forward to welcoming you.



# New Joiner Onboarding Structure

A structured journey designed to immerse new team members in our brand, culture, and operations.



## THE FOUNDERS' VISION

# Why August

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*"We witnessed how difficult it was for to-be holiday homeowners to succeed in buying, renovating, and managing homes in foreign countries.*

*Having delivered real estate projects for individual clients and large hospitality groups across Europe, we knew with our expertise we could streamline the process.*

*We created a transparent and trusted model that eliminates pain points, making it much easier to enjoy the lifestyle our customers wanted."*

— MÉLIE & NICO



## THE FOUNDATION

# The August Ethos

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*"Our goal is to make the experience of owning a second home as hassle-free and enjoyable as possible, which is how we became the pioneer of luxury co-ownership across Europe."*

If you are reading this it is probably because you love meaningful holidays, endless travel, beautiful homes and quality time with family and friends. We do too, and that's exactly why we founded August.

One of the things that makes us particularly proud is seeing our owners enjoying their homes for the first time. We receive overwhelmingly positive feedback from them, which reflects the energy, passion, and attention to detail we pour into every home we curate.

We understand the challenges and financial constraints that often come with owning and maintaining a holiday home, which is why we developed a transparent and straightforward ownership model.

Our curated collections can take time to deliver because we care about every aspect of the process, from finding the perfect homes in the ideal locations to renovating and interior designing to meticulously high standards. We deliver excellence in everything we do and make sure that every home we create is the result of our true labour of love.



FOUNDATIONAL TO UNDERSTAND OUR WHY

# The August Ethos

*"We are a global homeowner community that comes together to celebrate unique real estate. Our families make memories while enjoying the charming countryside of Provence, the picturesque beaches of the Mallorcan coast and the idyllic streets of Tuscany, sharing their experiences and recommendations as they go."*

Everything we do is carefully considered, and our decision to remain independent allows us to ensure a personal touch is felt at every stage of the August journey. This means we can focus on the highest levels of quality for our homeowners and their residences.

That is what makes each Collection so special and that is no accident; they are, by design, unique thanks to the destinations, their interiors and the families that inhabit them.

As an exclusive lifestyle community, we only launch a select few Collections each year, which means we carefully curate an ever-growing waitlist of like-minded families who aspire to join the August community.

Families are invited to join following a thorough vetting process (on both sides!) to ensure homeowners align with the August values and vision. Since we founded August, we have had the pleasure of sourcing and renovating many special homes all over Europe, helping hundreds of families to realize their dream of owning a second home.



# OUR VALUES



## COMMUNICATION & OPENNESS

Transparent and open with constructive and positive feedback. Prioritises collaboration and consistency.



## OWNERSHIP MINDSET

We hold ourselves accountable for our actions, fostering a culture of pride, initiative, and empowerment within our team.



## KINDNESS

Values kindness and a strong team ethos, with recognition that our people are what drive our success. Friendly, generous and considerate.



## URGENCY

Acts promptly, purposefully, and efficiently.



## RESOURCEFUL

Embraces challenges, takes initiative, has innovative problem solving abilities.



## EXCELLENCE

We strive for excellence in everything we do, setting high standards for ourselves and continuously raising the bar.



# The Leadership

EXECUTIVE TEAM



**Mélie Dunod**  
CO-FOUNDER & CEO



**Nico Watzenig**  
CO-FOUNDER & CHAIRMAN



**Barry Gifford**  
COO



**Tanya Uniacke**  
CRO



**Antonio Martin  
Barcelo**  
Finance Director

# MEET THE AUGUST TEAM

A

HOSPITALITY



**Martin**

Head of Operations



**Tilly**

Head of Customer Success

REAL ESTATE



**Karolina**

Head of Design



**Raf**

Head of Real Estate



**Marcus**

Head of Development

COMMERCIAL &  
MARKETING

FINANCE



**Kirsten**

Commercial  
Director



**Mariana**

Head of Marketing

LEGAL



**Mandar**

Head of Finance

PRODUCT



**Will**

General Counsel



**Jenin**

Legal Director



**Mytch**

Head of Product



**Kshitiz**

Product Manager

*Team Structure*

# Organisational Chart

Access the complete interactive chart via Employment Hero to explore our team structure and understand how our teams collaborate.

 [EMPLOYMENT HERO ACCESS](#)





Human Resources Associate

## Yasmin

"Hello! I'm Yasmin. I'm here to support you with anything HR-related—whether it's questions about payroll, benefits, wellbeing, or guidance on processes. Most queries go through your manager first, but you're always welcome to reach out directly."

### I CAN HELP WITH:

- ✓ Payroll & Benefits
- ✓ Recruitment & Onboarding
- ✓ Quarter Reviews
- ✓ Policy Guidance
- ✓ Wellbeing Support
- ✓ Training & Development
- ✓ Team Events & Celebrations
- ✓ A Listening Ear

## IT & Support



### Office Ready

IT Troubles? Issues with Gmail, or login?



[RAISE A TICKET](#)



### Equipment

Need new gear? Reach out to **Mytch** (Head of Product) for approval & guidance.

Not fitting your workflow?

Email **Yasmin & Mytch** with an explanation of your needs.



# Company handbook

Access our complete guide to company policies, procedures, and expectations.

[VIEW HANDBOOK](#)

# Health Assured EAP

Our partnership with Health Assured brings you support for any situation where you might feel you need it.

## ♥ Physical & Emotional

Resources ranging from managing anxiety to breathing techniques.

## 📅 4-Week Health Plans

Support for goals like eating healthier, quitting smoking, or sleeping better.

## ▣ Wisdom App

Track wellness & contact counsellors directly.

USE CODE: MHA307864

## 🏡 Home | Life Support

Expert advice on budgets, debt, and civil disputes.

## ▢ Wellbeing Resources

Self-help tools, factsheets, and professional counselling.

## 💼 Work-Life Assistance

Support for returning to work or coping with professional change.

# Our Quarterly Presentations

At the end of each quarter, we gather for our **All Hands meeting** to present wins, work in progress, and next moves. It's a chance for the whole team to reconnect with our shared goals.

All members are expected to join. If joining online, please **turn on your camera** to keep the session engaging.

Presentations should be concise and focused on what is relevant to the whole team—shoutouts, key highlights, and changes.

## How We Work at August

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### Weekly 1:1s

A dedicated space with your manager to check in, align on priorities, ask questions, and get support.

### Quarterly Reviews

Sessions to review OKRs and performance. This is the ideal moment to discuss career progression and development goals.

### Salary Review Cycles

Formal reviews take place twice a year (H1 & H2). While pay can be discussed quarterly, adjustments happen during these cycles.



# Leadership Expectations

An overview of your key responsibilities and touchpoints as a leader at August.

## THE MEETING

### Monthly Business Review (MBR)

Active attendance required.

## TIMING

### First Monday of Every Month

Recurring monthly session with the leadership team.

## Preparation & Deliverables



### Look for Reminders

Melie will send prompts ahead of the meeting outlining specific preparation needs.



### Prepare Your Report

Create a Monthly Business Report covering your department's key metrics and updates.



### Submit One Day Prior

Share your report with Melie and Nico the day before the meeting.

*"These reports are critical for ensuring alignment, transparency, and timely decision-making across the company."*

# THE CONCEPT

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# an introduction to *August*

Welcome to August. We are the premier co-ownership platform for European holiday homes.

Own a Collection of five quintessential holiday homes in Europe's most iconic destinations. With August, we make the process hassle-free and turnkey with a co-ownership model.

We truly create and curate Collections of homes – and that's no accident. Each of our Collections is unique and differentiated by design. While we carefully secure homes in highly desirable areas and create a consistent standard and experience, the homes and Collections remain as unique as our homeowners.

We are boutique in our offering and approach.

We only launch six Collections each year to maintain our standards and high-touch service. Due to high demand, we curate an ever-growing waiting list of families who aspire to join our Collections as homeowners every year.

With our headquarters in London, we serve owners from around the world, including the US, UK and Europe.

We are personal and deliberate in everything we do as a proudly independent, founder-led business. We focus on delivering exceptional experiences and value to our August homeowners.

# why August

— *August purchases, renovates, interior designs, maintains and manages your homes – at exceptional value.*

Second-home ownership can be full of challenges. From sourcing the right home, negotiating a fair price and navigating foreign legal and financial requirements to managing a renovation and upkeep abroad – it all requires time, money and energy.

August addresses all these barriers with one clever, turnkey solution. Our expert team carefully acquires and renovates desirable homes in the most iconic locations.

Each home is renovated and refurbished to our August standards, leveraging our team of architects, interior designers and local suppliers to deliver beautiful results.

Finally, we fully maintain, manage and service the homes for all homeowners. On average, our owners can enjoy 8 weeks in their Collection per year when travelling in mid to peak season. Owners who travel off-peak can enjoy upwards of 12–14 weeks per year.



# what are Collections?

Co-own a Collection of 4 or 5 unique homes in Europe's iconic cities and regions. At August, we create 'Collections' of homes to create a true European lifestyle across landscapes, seasons and cultures.

August offers 5 types of Collections, each uniquely suited to your budget, lifestyle, travel preferences and family size. Discover which one is right for you.

Each collection is a carefully curated group of holiday homes, designed to offer a consistent and premium experience. Collections are made up of 4 or 5 homes, with multiple homeowners sharing ownership in each: 4-home collections are owned collectively by 17 homeowners or 5-home Collections are owned collectively by 21 homeowners.



# homeowner journey



# experiencing the Collection: *the Homeowner's View*

## *Collection creation*

We've streamlined the process of finding, purchasing, and renovating the ideal homes into phases to ensure an early start. Group One homeowners will gain access as soon as Home One is ready and live. Group Two homeowners will gain access once Home Two is ready, giving them access to both Home One and Home Two, along with Group One. This process continues as additional homes in the collection are completed and made available to subsequent groups.



## *Sourcing and buying*

We have experts looking for the perfect properties available in each location all year long. Therefore, when it is time to buy, we have already a list of properties to choose from. However, if we do not have the perfect one, we will continue searching until we find it, and this process can take a few months.



## *Renovations*

It is often the case that the perfect property is not on the market. We focus on buying in a location and concentrate on the potential of the property. We then renovate to the August standards. This process can take a few months, depending on the level of renovation required.



## *Interior design*

All homes are carefully designed with an interior designer. We pick the furniture for all homes with great care.



## *Booking and info*

Homeowners get access to their August online account, where they'll find all the key information about their homes, share their travel tips with other families, and use our convenient booking system to start planning their dream holidays.



## *Enjoy!*

As soon as a property is fully renovated, we give homeowners the keys so they can start using it.



**A**

# access to the homes

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Although the homes are not all purchased yet, homeowners can expect a timeline of within 12 months from the time their related group onboards and receive the share subscriptions to being able to use the relevant homes and all others already delivered.

HOME ONE	LIVE	LIVE	LIVE	LIVE	LIVE
HOME TWO	RENOVATION	LIVE	LIVE	LIVE	LIVE
HOME THREE		RENOVATION	LIVE	LIVE	LIVE
HOME FOUR			RENOVATION	LIVE	LIVE
HOME FIVE				RENOVATION	LIVE

GROUP ONE	ACCESS	ACCESS	ACCESS	ACCESS	ACCESS
GROUP TWO	NO ACCESS	ACCESS	ACCESS	ACCESS	ACCESS
GROUP THREE	NO ACCESS	NO ACCESS	ACCESS	ACCESS	ACCESS
GROUP FOUR	NO ACCESS	NO ACCESS	NO ACCESS	ACCESS	ACCESS
GROUP FIVE	NO ACCESS	NO ACCESS	NO ACCESS	NO ACCESS	ACCESS

#### LIVE HOME SCHEDULE

LIVE meaning the home has been completed + renovated and is available for bookings

#### FORMING A COLLECTION

Collections are formed of groups, which allows us to purchase the Home + build a complete portfolio of property for our Homeowners

#### ACCESS TO HOMES

Group One Homeowners will have access to the homes as soon as Home One is LIVE. Other groups will have to wait for additional homes within the Collection to go live. Group Two Homeowners will have access to the homes as soon as Home Two is LIVE. They will gain access to Home One and Home two along with Group One. And so on..

# building the Collection: *an internal roadmap*

[Timeline Sheet](#): Collections & Homes Schedule



# our Collections



**PIED À TERRE**  
from €405,000 per share  
*A Slice of the City*



**GRAND PIED À TERRE**  
from €665,000 per share  
*Elevate Your Urban Retreat*



**SIGNATURE**  
from €480,000 per share  
*Our Most Popular Collection*



**PREMIUM**  
from €775,000 per share  
*An Invitation to Entertain*



**PRIME**  
from €1,8m per share  
*Simply the Best*



# OUR REGIONS

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To view all our properties in one map, click [here](#).

# ITALY

## *Tuscany, a picture perfect landscape to rival the Renaissance*

The rolling hills of Tuscany are known for their lush vineyards and olive groves. The land is rich and fertile, producing some of the world's best food and wine, the Chianti in particular is best enjoyed in a quaint local taverna.

This region has been called home since ancient times—the Etruscans settled here in the early Iron Age, when they were driven out by invading Romans. Nowadays, it's a popular destination for art, food, wine and nature lovers alike.

If you can tear yourself away from the rolling hills, lush landscapes, vineyards and olive groves for long enough, your home is a short drive or train ride from some of the most famous artworks and monuments the world over.

Pisa is famous for its leaning tower but also is the birthplace of the Italian Renaissance. Be sure to visit the Piazza dei Miracoli – the UNESCO World Heritage site for your souvenir photo.

In nearby Florence you must visit the Uffizi Gallery, housing some of the most important artworks in history from Michelangelo, Caravaggio, Botticelli and Da Vinci. Perfect for aesthetes and Dan Brown fans alike.

The hills, along with the beautiful scenery, make this a great place to cycle. If you prefer not to ride, there are bus tours that take visitors to towns like Volterra and Montepulciano (the birthplace of Brunello wine). Saluti.



# SOUTH OF FRANCE

*The Côte d'Azur is a lifestyle, not just a place*

The South of France is not just about wine and olive oil. It's not just about beaches and sunshine. It's not even just about chic boutiques and Michelin-starred restaurants, although those things do of course make the region one of most popular in Europe.

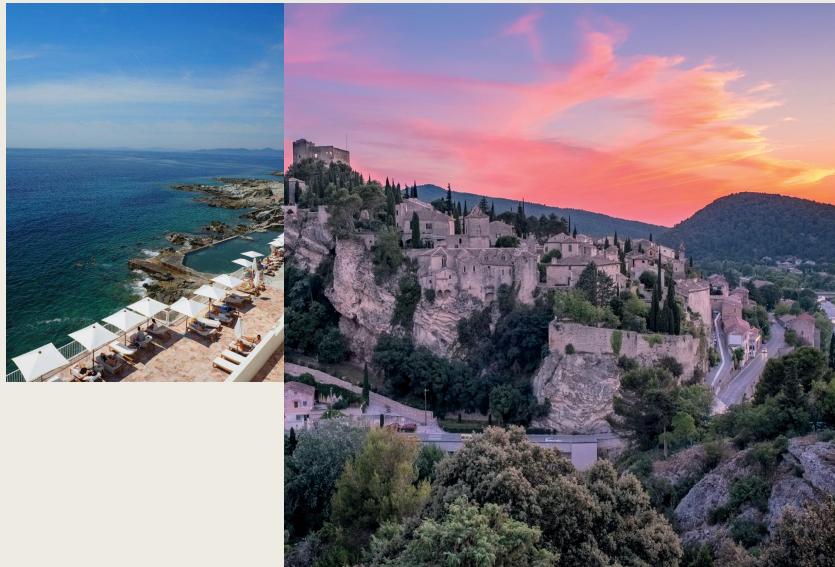
The Côte d'Azur manages to encapsulate a sophisticated yet laid-back way of life. What does this mean for you? A perfect combination of relaxed strolls around historic villages and cities, to the hustle and bustle of Cannes and the Côte d'Azur.

You'll be undeniably seduced by the free and easy 'style de vie' in this area of France. From March through to October, you can expect sunshine every day with near certainty. Consequently, the atmosphere here is laid-back and the people are stress-free and happy.

The food in the region is a blend of Mediterranean influence from neighbouring countries and Traditional French. It's fresh, healthy, seasonal and delicious. You'll find lots of fish and seafood on menus, as well as vegetables and fresh fruit.

The beaches of the South of France are some of its most popular attractions. The region's coastline is lined with fine sand, which gives way to pine forests that run along the beach in either direction. For this reason, the typical French beach is sparsely populated and rarely crowded, unless of course you are in Cannes in the height of summer.

Here you can lunch in one of the many fabulous beachside restaurants. Enjoy fresh fish and sushi to the most delicious local rose wines or fresh juices.



# FRENCH ALPS

*Look up, admire and then get your breath back*

At the foot of the behemoth that is Mont Blanc, the aptly named Chamonix-Mont-Blanc sits just inside the junction that joins France with Switzerland and Italy. The postcard perfect panorama of this mountain range held the inaugural Winter Olympics in 1924.

It was Mont Blanc and the fiercely steep and jagged Chamonix Aiguilles, which made it a hotspot for Europeans before the bars and clubs put it firmly on the party map. However, while the cluster of resorts is easily one of France's most popular skiing locations, that is not all this area's known for.

Breathtaking scenery, countless historical sights and exciting year-round activities as popular draws, there's plenty of things to do in the Alpine region for all the family to enjoy. You will be surprised to know that more tourists visit the Alps in the summer than in the winter.

During the summer season, the mountain becomes a paradise for anyone looking for some fresh air, awe-inspiring landscapes and fantastic activities, such as hiking (like the Tour du Mont Blanc or the Vallée Blanche), mountain biking, paragliding and alpine slides.

The traditional alpine village is brimming with cosy restaurants where you can try local favourites such as charcuterie boards brimming with meat and cheese, fondue and raclette. Perfect after a day on the slopes.



# MALLORCA

## *Mallorca, the Crown Jewel of the Med*

Mallorca is the most visited island in the Balearics. Families flock here thanks to its many beaches that cater to taking a stroll or a splash, while retirees find an abundance of wellness treatments at spas along the coast. Honeymooners enjoy exploring a range of activities including diving into the clear blue waters or hiking through mountainous trails.

There are over 30 picturesque old towns on the island to explore, each with their own unique history and culture.

Mallorca also has an incredibly sophisticated food scene, with restaurants serving up some of the most revered cuisine in Spain. Eating out in the area has never been more exciting. There's nothing like relaxing by the water with your feet dangling on their sandy shores while you wait for your freshly grilled tuna steak or fried calamari.

If you are feeling adventurous, the island is a cycling paradise, a Mecca of solid rock. Whether you want to have a long slow day in the scenery or completely destroy your legs on the hills, you'll be in good company. There is a great cycling community here.

Finally, the historic sites of the island are not to be missed. The 13th Century Santa Maria Cathedral in Palma to the stone built villages in Pollença there will be something new to discover each time you come home.



# THE COTSWOLDS

*Quintessential British Countryside, an AONB  
to live out your 'Holiday' dreams*

Lively market towns, quaint hamlets and rolling hills (or 'wolds') define this Country bolt hole, a short trip out of London for those fortunate enough to live here.

Marvel at magnificent manors, peek inside palaces and stroll along the streams you will find criss crossing through the unspoilt scenery.

Perfect for walking, cycling, horse riding or driving with the top down, you can only be charmed and in awe around every turn.

If you feel like strapping on the hiking boots, the Cotswolds way is over 100 miles long. Never fear there are plenty of cosy pubs with open fire places and refreshing local ales, wines, meats and cheeses to lighten the load.

If the 100 mile hike is too much exertion for you, time seems to stand still and make way for a very relaxed pace of life in the Countryside. It is worth remembering you are within proximity and only a short train ride away from major cities such as London and Oxford.

The Cotswolds is home to many famous faces including quintessential English Gent Hugh Grant, who you may catch on the golf course. Honorary royalty and actual royalty in the form of The Beckhams and Princess Beatrice are also residents in the area.

When you arrive home, you may feel like a celebrity yourself, as you approach your traditional stone cottage, you could be Cameron Diaz and Jude law in The Holiday.



# L O N D O N

*Where quintessential & modern collide*

This vibrant metropolis is the epitome of modernity and tradition as it manages to combine a rich history with contemporary culture. What does this mean for you? A perfect combination of sightseeing around iconic London landmarks, exploring eclectic markets, indulging in local traditions and international culture, with unrivalled access to lush parks throughout the city.

You'll be undeniably captivated by the fast-paced yet diverse way of life in this city. From the lively atmosphere of Soho to the peaceful surroundings of Hampstead Heath, there's something for everyone.

The food scene in London is a melting pot of cultures, with influences from all corners of the world. From Indian curries to Japanese sushi, there's no shortage of options to satisfy any craving. And of course, traditional English fare like fish and chips and Sunday roasts are not to be missed.

The parks and gardens in London are some of its most beloved attractions. From the sprawling Hyde Park to the hidden gems of Richmond Park, there's no shortage of green spaces to explore and enjoy a picnic or leisurely stroll.

Here you can also enjoy a pint in one of the many charming pubs, where you can sample local ales and ciders, or indulge in a classic afternoon tea with scones and clotted cream.

Whether you're a first-time visitor or a seasoned Londoner, there's always something new to discover in this diverse and dynamic city.



# P A R I S

*The city of love*

Where to begin with Paris? The most romantic city in the world, stroll along the Seine in the lights of the Eiffel Tower, take in the Mona Lisa, Notre Dame and the Moulin Rouge. It's a good job you live here now, there is simply too much to do for a short trip.

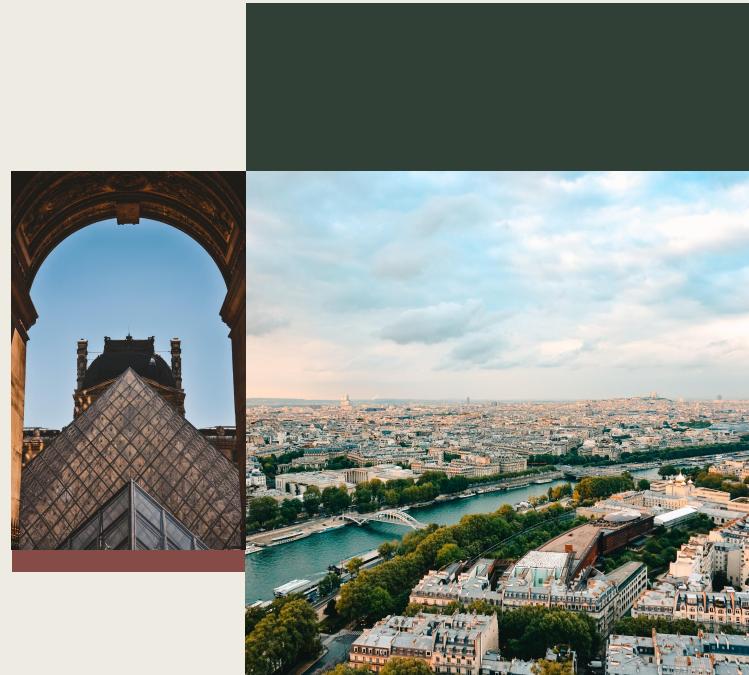
Extremely well connected throughout France, you are under an hour from the Champagne region (Reims), one of France's most famous exports, once you can tear yourself away from the diverse arrondissements of this incredible city.

Food and Paris are as synonymous as bread and butter, both of which you will enjoy in abundance. French cuisine is world renowned with specialities in carbs, cheese and croissants.

Crusty baguettes, slathered in salty butter can accompany any meal in our opinion. Not to forget about sweet treats, the patisseries of the City produce sweet treats that are as pleasing on the eye as on the tongue. Don't forget your macrons for back at the apartment!

Once you have checked off all the major attractions, it's time to live more like a local. There are incredible things to do off the beaten track including visiting local vineyards, artworks and graffiti, smaller museums and canal strolls.

Every time you visit Paris you will discover somewhere new to sit and ponder over your morning coffee and croissants...we can't wait to introduce it to you.



# ROME

Rome wasn't built in a day, and thankfully with your new home, you will have more than a day to explore this historic city. The monuments here are a thing of legend, immortalised in film for decades and accessible for you to explore all within a reasonable footprint.

You'll feel a part of history while strolling through the cobbled streets from the Coliseum to the Pantheon, stopping for a pizza and a spritz in between. From fountains to squares and steps there is history on every corner. Drop your coin in the Trevi Fountain before traversing the Spanish Steps.

Admire columns and architecture that boggles the mind of how they were able to create such masterpieces. Speaking of masterpieces, there is another country accessible from here, but you don't need your passport.

Be transported to the Vatican and experience the Sistine Chapel. Marvel at the Basilica and maybe even catch a glimpse of the Pontiff.

There are over 900 churches in Rome, so be sure to sustain yourself with the incredible food and drink on offer while trying to tick as many of these off the list. The cacio e pepe is a local speciality, as is of course gelato.



# CANNES

*The Côte d'Azur is a lifestyle,  
not just a place*

Cannes is more than just the film festival. It's not just about beaches and sunshine. It's not even just about chic boutiques and Michelin-starred restaurants, although they help make this city one of the most iconic destinations in Europe.

This famous south of France beach city is the epitome of La Côte d'Azur as it manages to encapsulate a sophisticated yet laid-back way of life. What does this mean for you? A perfect combination of relaxed strolls along the famous La Croisette, wondrous browsing trips through the best perfumeries and boutiques, long lunches at local eateries and beach clubs. Not to mention being in and by the warmth of the Mediterranean sea.

You'll be undeniably seduced by the free and easy 'style de vie' in this area of France. From March through to October, you can expect sunshine every day with near certainty. Consequently, the atmosphere here is laid-back and the people are stress-free and happy.

The food is a blend of Mediterranean influence from neighbouring countries and traditional French. It's fresh, healthy, seasonal and delicious. You'll find lots of seafood on menus, as well as charcuterie options for alfresco dining.

The beaches in Cannes are some of its most popular attractions. This famous city's coastline is lined with fine sand, which attracts visitors all year round.

Here you can lunch in one of the many fabulous beachside restaurants where you can enjoy fresh fish and sushi to the most delicious local Provincial rosé wines or fresh juices.



# BARCELONA

## *Cosmopolitan in Catalonia*

Since King Jaume I was crowned king of Aragon in 1213, the narrow streets and striking architecture have been attracting people in droves to this present day dynamic and cosmopolitan city. Every time you come here, there will be something new to discover.

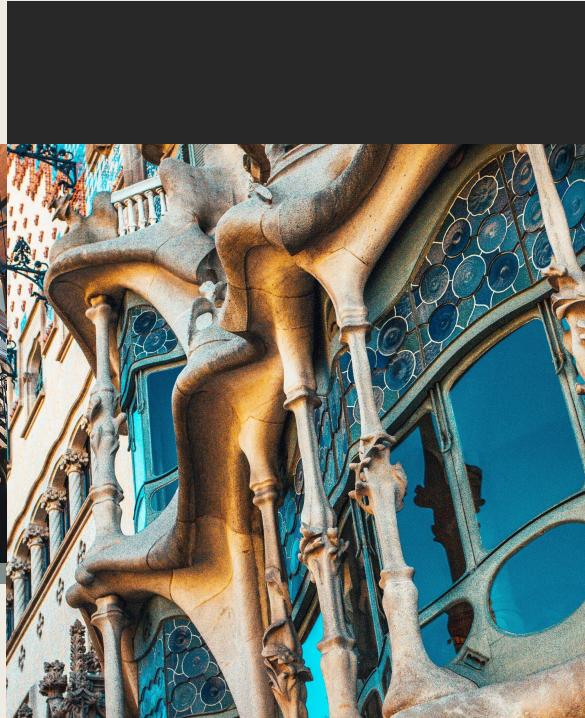
Gaudi's famous Sagrada Familia church, which is being built in the style of Catalan modernism; Mercat de la Boqueria market with its colourful fruit stalls and tapas bars; Casa Batlló by Antoni Gaudi; The Museu Picasso with works by Pablo Picasso including his Guernica painting;

Las Ramblas is a tree-lined street filled with shops, street artists and restaurants that stretch from the Mediterranean Sea to Placa Catalunya square; as one of the most famous tourist attractions in Barcelona, it is as you would expect very busy. Head to the Barri Gotic quarter for a more old-town experience, featuring trendy bars and late-night drinking spots and a more charming gothic feel.

It is rare to have both the bustling city and the beach in one place. In the evening, enjoy people watching over a glass of sangria or local Cava while watching the tide roll in.

For the sports fans, there is no more famous stadium in the world than the Camp Nou. Live the emotion of the beautiful game by entering the field of play where masters such as Messi, Ronaldinho, Diego Maradona and Ronaldo have graced.

From your football boots to your dancing shoes, you may want to try your hand at Sardana. This is a traditional dance of the Catalans. You may end up with a big crowd as it is a symbol of their national pride and identity.





# OUR COLLECTIONS

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# Pied à Terre collection

— *A slice of the city*

from €405,000, 21 owners

5 properties  
2 bedrooms

€12,500 annual contribution



**PARIS**  
2 bedroom  
1 bathroom



**LONDON**  
2 bedroom  
1 bathroom



**ROME**  
2 bedroom  
2 bathrooms



**CANNES**  
2 bedroom  
2 bathrooms



**BARCELONA**  
2 bedroom  
2 bathrooms

# *Grand pied à terre collection*

— *Elevate your Urban Retreat*

from €665,000, 21 owners

5 properties

2-3 bedrooms

€18,500 annual contribution



PARIS

3 bedroom  
2 bathroom



LONDON

2 bedroom  
2 bathroom



ROME

3 bedroom  
2 bathroom



CANNES

3 bedroom  
2 bathrooms



BARCELONA

3 bedroom  
2 bathrooms

# *Signature collection*

— *Our most popular collection*

from €480,000, 21 owners

5 properties

3-4 bedrooms

€16,865 annual contribution



**SOUTH OF FRANCE**  
4 bedroom villa



**FRENCH ALPS**  
3 bedroom apartment



**TUSCANY**  
4 bedroom farmhouse



**MALLORCA**  
3 bedroom townhouse



**THE COTSWOLDS**  
3 bedroom cottage

# Premium collection

*An invitation to entertain*

from €775,000, 21 owners

5 properties

4-5 bedrooms

€19,800 annual contribution



**SOUTH OF FRANCE**  
5 bedroom villa



**FRENCH ALPS**  
4 bedroom apartment



**TUSCANY**  
5 bedroom farmhouse



**MALLORCA**  
4 bedroom townhouse



**THE COTSWOLDS**  
4 bedroom cottage

# Prime collection

— *Simply the best for the most discerning traveller*

from €1.8m, 16 owners

4 properties

4-5 bedrooms

€40,000 annual contribution



TUSCANY  
5 bed farmhouse



SOUTH OF FRANCE  
5 bedroom villa



MALLORCA  
4 bed townhouse



FRENCH ALPS  
5 bedroom chalet

# August Revenue Model: Sources of Capital

## 1. Collection Setup Fees

### August Fee

Initial set-up fee for putting together the collection; Marketing, Sales, Legal, Finance, Real Estate and Hospitality/ Operational set up: 15% + VAT.

### Project Management

A fee charged to cover the costs of managing the renovation and setup phase.

### Design Fee (Rio London)

A fee charged for the bespoke interior design and styling of each property.

## 2. Operational Fees (Recurring)

### Management Fee

A proportion of the Annual Maintenance Charge (AMC) for running and maintaining the homes.

### Treasury & Interest

A fee on any interest accrued from managing collection funds in bank accounts.

### Property Managers Fee

Property Manager Fees to pay property managers engaged by August in the regions; this is included in the yearly AMC.

## 3. Exit Fee

### Resale Fee

A transaction fee applied to the buyer's and seller's share (August, Admin & Marketing fees) during a resale.

# Collection *financial structure*

An overview of how funds are allocated and managed within a Collection.



## AMC Balance

Accumulates the **Annual Maintenance Charge**

paid by all homeowners. Covers the operational and domestic costs of running the home.



## End of Stay Balance

Funded by homeowners after each visit.

Covers specific usage-based costs such as **cleaning and laundry** services.



## Initial Reserve

A one-time AMC charged at the start to all Homeowners (equal to one year's AMC/per person). Acts as a security buffer in case a homeowner defaults on AMC payments.



## Sinking Fund

A safety net for things going wrong. Topped up annually via the AMC to ensure long-term financial health for repairs.



## HIFR Balance

**Home Improvement & Refurbishment Fund.** A dedicated pot for proactive home improvements and renovation projects.



# related parties

## VILLA VALERIA

Villa Valeria is a creator & producer of high-quality food and beauty products inspired by the August regions.

### VILLA VALERIA OWNERSHIP

August founders are shareholders.

### VILLA VALERIA & THE COLLECTIONS

Villa Valeria supplies bath/shower products and olive oil to the collections that enhance the authentic high quality August brand experience.

### THE VILLA VALERIA DEAL

The collections purchase VV products at a discounted rate v RRP according to a rate card. Procurement contracts are negotiated at arm's length.

## RIOLONDON

Studio RioLondon is an internationally acclaimed interior architecture and design studio based in London.

### RIO LONDON OWNERSHIP

August founders are shareholders.

### RIO LONDON & THE COLLECTIONS

Rio London provides interior architecture and design services (including the procurement of furniture) in line with August values and DNA.

### THE RIO LONDON DEAL

SRL is paid a design fee per home renovated (depending on design scope) and a margin of 30% on furniture procurement. (SLR charges a margin of 20% on replacement items).

## ANAM CAPITAL

Anam Capital is a French property company specialising in luxury property renovation in the SoF and Alps.

### ANAM CAPITAL OWNERSHIP

August founders are shareholders.

### ANAM CAPITAL & THE COLLECTIONS

AC sells pre-renovated French properties to some collections in line with August's demanding brand standards. This enables collections to access properties faster, with less risk, and that require larger renovations.

### THE ANAM CAPITAL DEAL

Anam properties are sold to collections on an arm's length basis supported by independent valuations.

# who are the *Directors?*

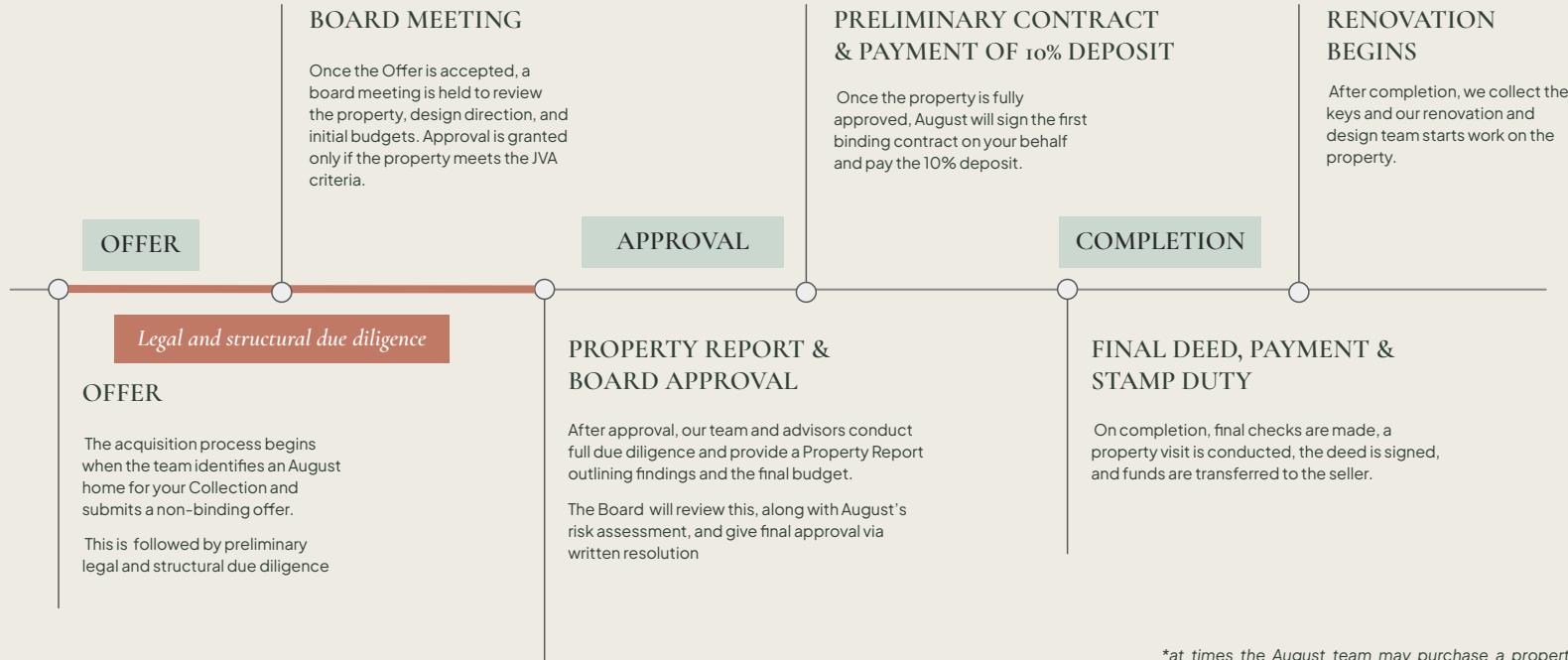
## *The Directors: Roles & Responsibilities*

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- Each collection has three directors responsible for key decisions.
- Ensure August performs its obligations.
- Approve home purchases
- Review key financial updates presented by August and sign off on statutory accounts.
- Agree any increase in the AMC.
- Approve expenditure outside of the AMC (Sinking Fund, Build Surplus & HIRF)
- Approve share resales and new shareholders.
- Agree any new Management Contract with August.



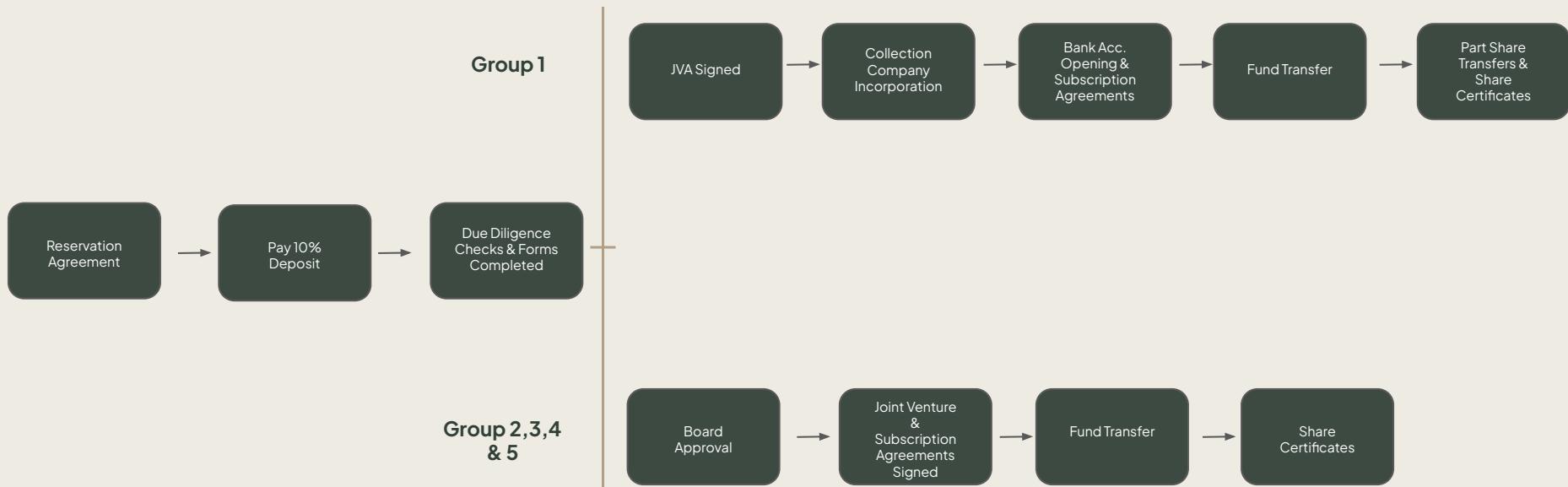
# property approval: *the process*



\*at times the August team may purchase a property through ANAM and a different approval method is followed.

\*\*the process above is based on August presenting one property per home to the board as per the JVA framework. Additional work on property searches will incur additional costs.

# legal onboarding process



For further detail, please refer to the example [onboarding PDFs](#) shared by the legal team prior to onboarding. These documents include a rough timeline for onboarding steps, illustrating the comprehensive process for Group 1 versus the other Groups..

“

We can safely say that we've always been able to get the weeks that we have wanted, and more! The way our Collection is formed means we all have different ideas about our 'perfect' time for a holiday.

CATHERINE AND MICHAEL, SIGNATURE COLLECTION HOMEOWNERS



”

# valeria: the booking system

— Meet Valeria, the unique booking system our homeowners use to secure the weeks they want. At August, ease and convenience is our priority. With reservations made in just a few clicks.

Fairly allocating time between homeowners is vital to the August model. So, how do we do it?

We carefully curate owners in every Collection for a mix of travel preferences and schedules, ensuring balanced demand for the homes and a better experience for all homeowners.

From there, our Valeria booking tool utilises a points-based system and peak/off-peak periods to give everyone fair access to the homes.

Depending on when you decide to use their homes, they can benefit from 7–12 weeks of holiday per year. This doesn't include last-minute bookings, which can be booked using none of their points if a home is unoccupied, giving them even more time in their homes.

Our August team will create local guides with up-to-date information for each city, so they can truly live like a local.

They will have a dedicated August team to assist them with any booking enquiries and regional property managers to ensure they have a seamless stay.

Here you can find the Valeria Walkthrough [Video](#).

# further resources

If you have any questions or need further assistance, please feel free to reach out to the team.



## RECOMMENDED RESOURCE

### **Webinar Recording**

Watch a super informative recording of a live webinar from Kirsten to get up to speed at your own pace.

[Click to Watch](#)



## INTERACTIVE SESSION

### **Join Us Live**

You're always welcome to join a live session to listen in and see how the Advisory Team presents August. Feel free to reach out to them about their next webinar date.





# visual identity & font guidelines

To maintain consistency with the company's brand, you can use the following specifications:

- **Fonts:**
  - **Titles:** Use **Cormorant Garamond**.
  - **Body Text:** Use **Plus Jakarta Sans**.
- **Colors:** Utilise the palette established in the provided [presentation](#).
- Here are some of our [LinkedIn banners](#) you can use for your profile.



# YOUR ONBOARDING

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# your first 90 days

Our guided onboarding journey is designed to set you up for success. We want to make sure you have the right resources to quickly understand our company, your role, and how we work.

## 1. The First 30 Days: Core Learning

### Employment Hero Tasks

A few days after your start date, Employment Hero will send you tasks to complete within your first 30 days. Each task includes clear instructions on how to complete it.

### Essential Training

- **Attend a Webinar:** Join our live session to meet the wider team.
- **Valeria Booking Platform:** Watch the video walkthrough to understand our booking system.
- **Welcome to August Presentation:** Your HR Associate will present this, but we encourage a personal deep dive either before or after the session. Feel free to email Yasmin if you have any questions.
- **Board Meeting and/or Director Orientation:** Gain a high-level understanding of our priorities and processes.

### How-To Guide

Employment Hero includes a way to track and complete your tasks - [here](#) is a video on how to complete the tasks.





## 2. HR & Management Check-ins

Timeline	Meeting With	Purpose
Day 30	HR Associate	Review your initial experience and task completion.
Day 30, 60, 90	Your Manager	Focused check-ins to support your integration and growth.

## 3. Leadership Perspective

If you are a leader, you might at some point play a vital role in welcoming others. We want to share what is expected of you when you begin to grow your own team.

### Your Management Responsibilities:

When a new member joins your team and reports directly to you, Employment Hero will trigger an onboarding checklist for you to manage:

- **Pre-Arrival Planning:** \* Organise a detailed schedule for their first two weeks.
  - Invite them to relevant meetings and project channels.
  - Schedule dedicated training on key topics and organise a team lunch.
- **The First Day:** \* Introduce your new joiner to the entire business via **Slack**.
- **Ongoing Mentorship:** \* Schedule and conduct **30, 60, and 90-day check-ins** to ensure they are integrated and thriving.