

INVESTOR DECK



The Future of Canadian Vacation Property Ownership

2023

LIVE LIKE A MOGUL



The Dream of Cottage Ownership is Dead

# Canadians Cannot Afford to Live Their Dream

Several factors challenge vacation property ownership:



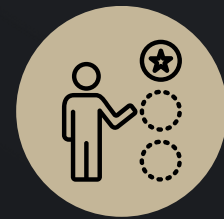
**Rising Prices**



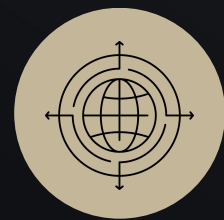
**High Maintenance Costs**



**Limited Availability**



**Changing Priorities**



**Lack of Bandwidth**



**Financial Constraints**



**Mortgage Regulations**



# What Are the Current Ownership Options?



## Freehold

- Unless they inherit property from their parents and are independently wealthy, it's highly unlikely for future generations to acquire a freehold vacation property
- Expensive
- Time-consuming
- Unattainable
- Static



## Fractional Ownership

- Limited use
- Static booking dates
- Significant capital requirement
- Commitment
- Ongoing overhead
- Inability to operate as STR
- Reduced liquidity
- Limited resale value compared to owning the property outright



## Timeshare

- No ownership involved
- Rigid calendar
- Difficult to exit
- Singular locations
- Limited flexibility
- High cost
- Ongoing maintenance and upkeep costs
- Long term financial obligations

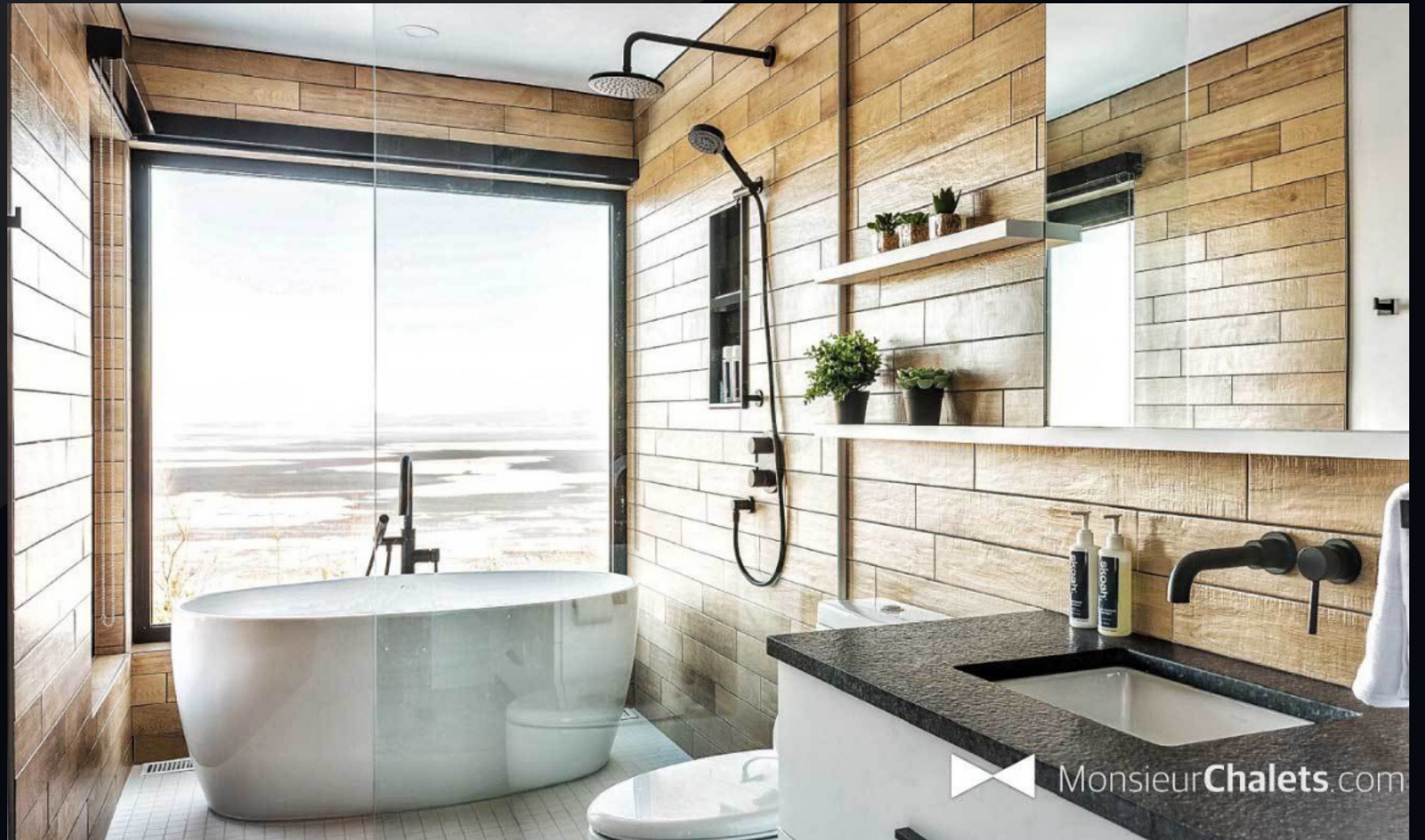


## Condo Hotel

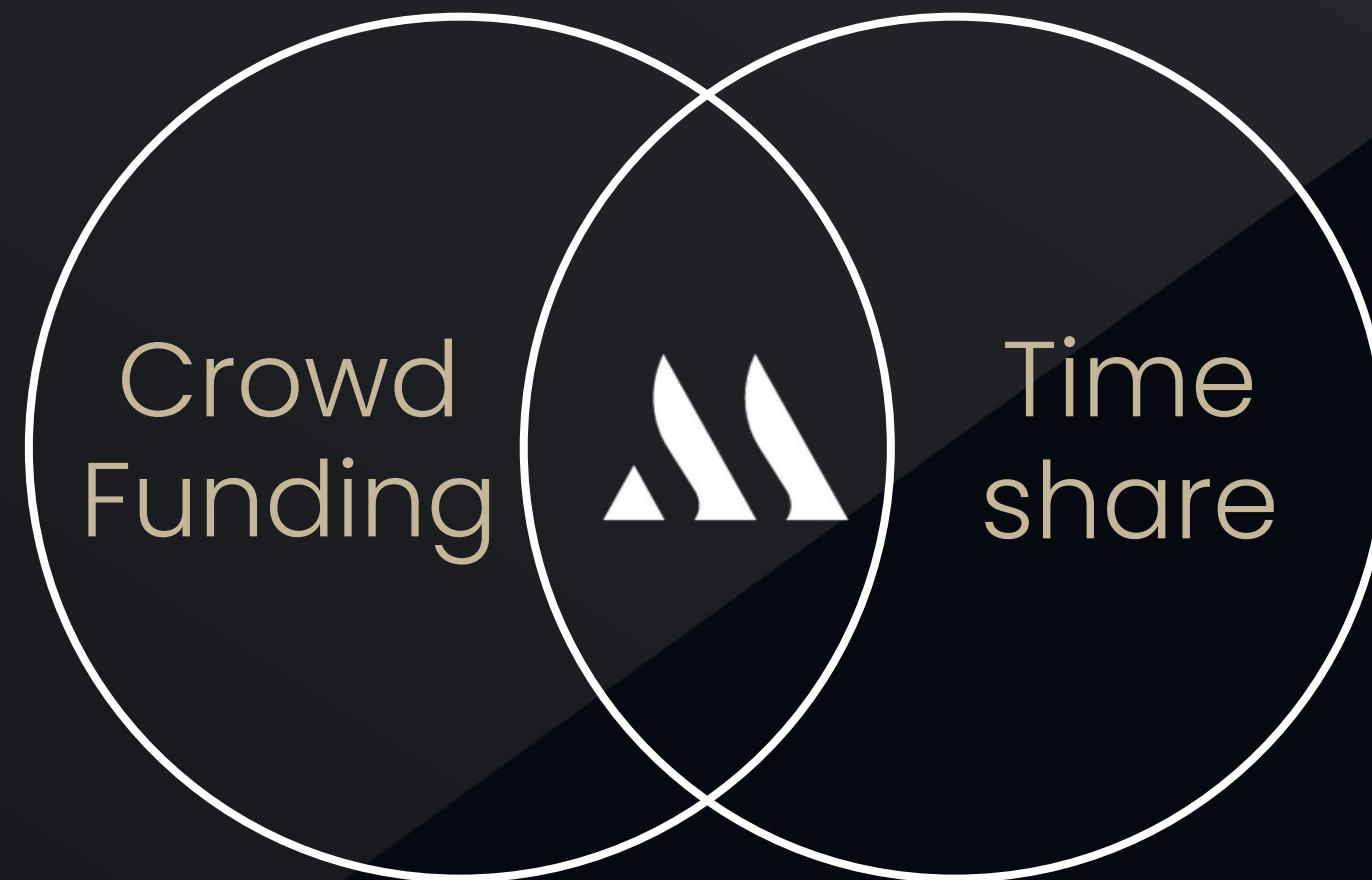
- Not considered a residential dwelling
- Difficulties financing
- Higher cap rates on exit
- Fewer future buyers
- Singular locations
- Limited flexibility

## What is the ideal solution?

- Invest in \$1.00 increments
- Own a portfolio of properties
- Pay-per-use model
- Investment focused
- Ongoing **returns** not *fees*
- Pays for itself
- Perks, discounts, and priority



# Introducing "Crowdsharing" by MOGUL



## The Evolution of Crowdshare



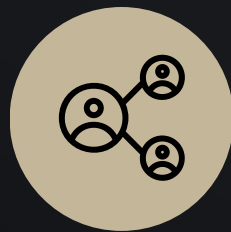


# What is "Crowdsharing"

An innovative real estate investment model that offers low-obligation ownership of many properties while enjoying returns, priority access and exclusive perks & benefits.



**Property Selection**



**Share Tiers**



**Priority Access**



**Exclusive Calendar**



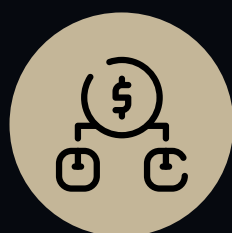
**Pay-per-use**



**Asset Appreciation**



**Online Platform**



**Dividend Distribution**





## What do Mogul members get?

- ✓ **addy**<sup>TM</sup> crowdfunded ownership
- ✓ 100% of cash flows; zero monthly asset mgmt fee
- ✓ Targeted 4% cashflow
- ✓ 12% annualized targeted ROI (with an 8% hurdle rate)
- ✓ Priority access
- ✓ Brand collaboration discounts
- ✓ Perks and benefits
- ✓ 60% of profits







More than just a membership



# Mogul provides an entire experience

**All-inclusive experience** – lift tickets, rentals, events, etc

**Time-saving add-ons** – gift baskets, meals, drinks, snacks, prestocked

**Exclusive deals** – brands, resorts, spas, merch, etc

**Priority access** – first dibs on the seasonal calendar

**Controlled experience** – stay connected with our digital concierge

**Flexible ownership** – opportunity to sell shares annually

**Enable easy booking through our app** – one app to control everything

This service allows Canadians to enjoy vacation properties without financial constraints while exploring new locations and creating shareable memories.





# An Exceptional Experience

Luxury rental experience *enhanced* through our digital concierge:



**Simplifying  
Communication**



**Personalized  
Recommendations**



**Real-Time  
Assistance**



**Streamlining  
Check-In / Check-Out**



**Cost-Effectiveness**



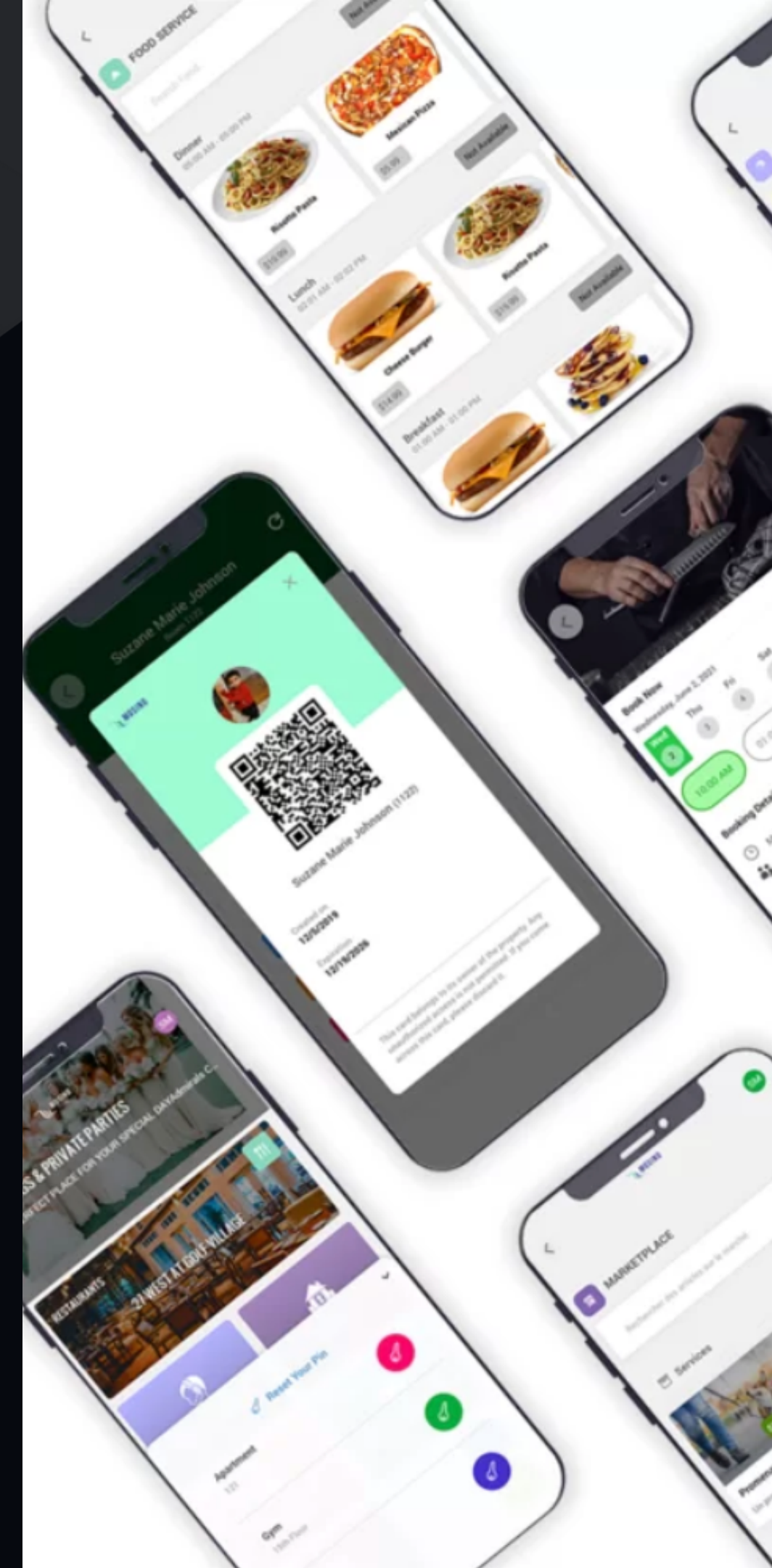
**Improving Guest  
Satisfaction**



**Integrating with  
Smart Home Tech**



**Data-Driven Insights**





Everything you need in one place



# Anything you want, you got it.

By offering time-saving add-ons, Mogul can further enhance the luxury ski chalet experience, making it more convenient and enjoyable for guests.



**Private Chef Services**



**Transportation**



**Event Tickets**



**Babysitting Services**



**Adventure Activities**





# How can we make an exceptional experience?

## By providing everything needed through our digital concierge



**Ski Equipment  
Rentals**



**Lift Tickets**



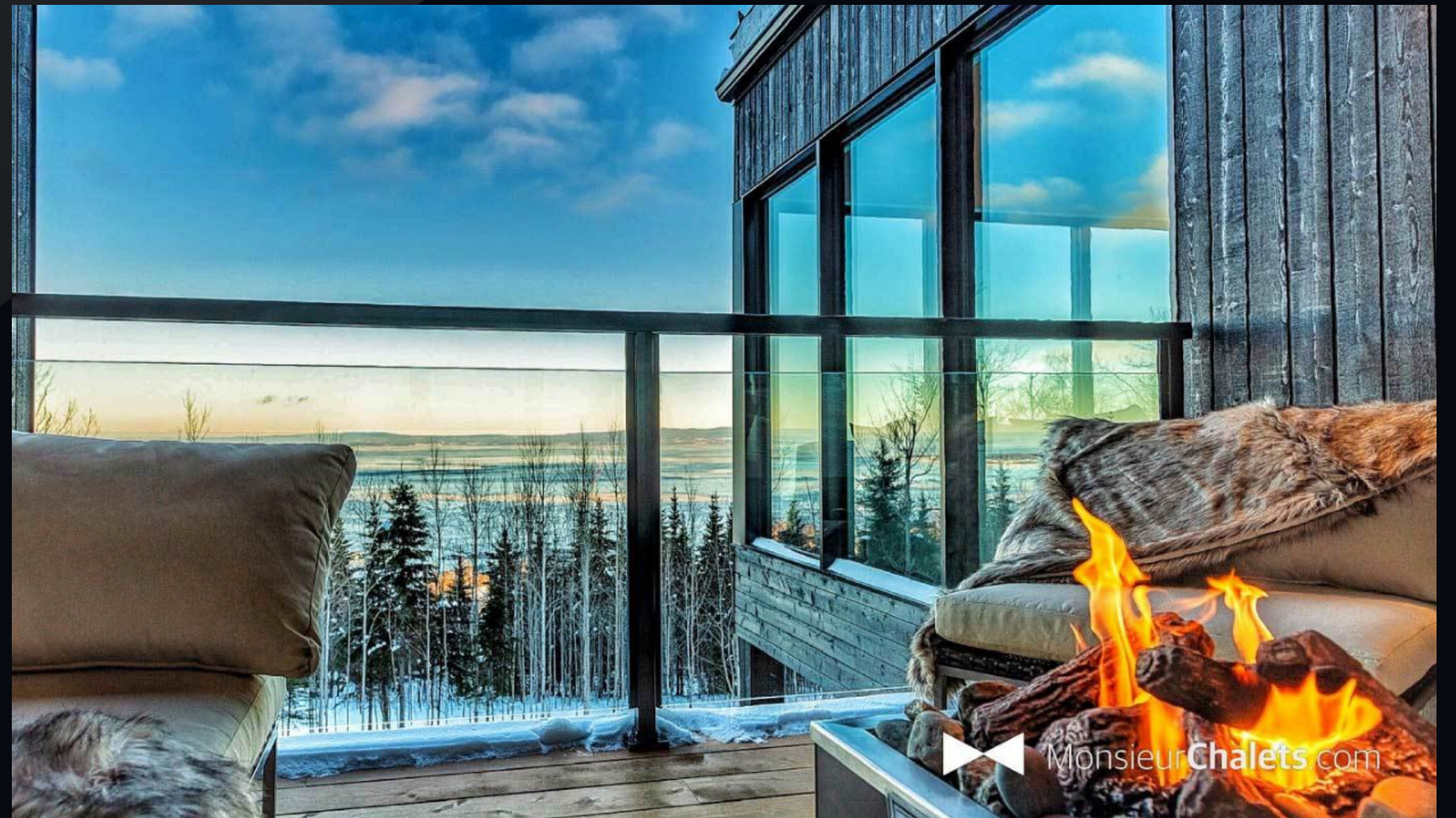
**Ski Lessons**



**Guided Tours**



**Spa & Wellness**



# Levels of Ownership



<b>TIER 1 (BASIC)</b> \$1.00 – \$999 INVESTMENT	<b>TIER 2 (SILVER)</b> \$1000 – \$4999 INVESTMENT	<b>TIER 3 (GOLD)</b> \$5000 – \$24,999 INVESTMENT	<b>TIER 4 (PLATINUM)</b> \$25,000+ INVESTMENT
<ul style="list-style-type: none"><li>• Quarterly investment reports and updates</li><li>• Access to the Mogul online community</li><li>• Invitations to annual Mogul investor events</li></ul>	<ul style="list-style-type: none"><li>• Tier 1 benefits</li><li>• Priority booking for chalet rentals</li><li>• 5% discount on rental rates for personal use</li></ul>	<ul style="list-style-type: none"><li>• Tier 1 &amp; 2 benefits</li><li>• Exclusive invites to VIP investor events</li><li>• Access to a dedicated investor relations contact</li><li>• 10% discount on rental rates for personal use</li></ul>	<ul style="list-style-type: none"><li>• Tier 1, 2 &amp; 3 benefits</li><li>• Priority access to new investment opportunities</li><li>• Invited to an annual "Mogul Platinum Investor" ski trip*</li><li>• Increased 15% discount on rentals</li></ul>



## Targeted locations

Key Canadian ski resorts for luxury chalets:

- Mont Tremblant, QC
- Le Massif de Charlevoix, QC
- Blue Mountain Resorts, ON
- Whistler Blackcomb, BC
- Sun Peaks Resort, BC
- Revelstoke Mountain Resort, BC
- Lake Louise Ski Resort, AB
- Sunshine Village, AB

Targeting these resorts ensures prime locations for luxury chalets with exceptional skiing experiences.





# Location Requirements



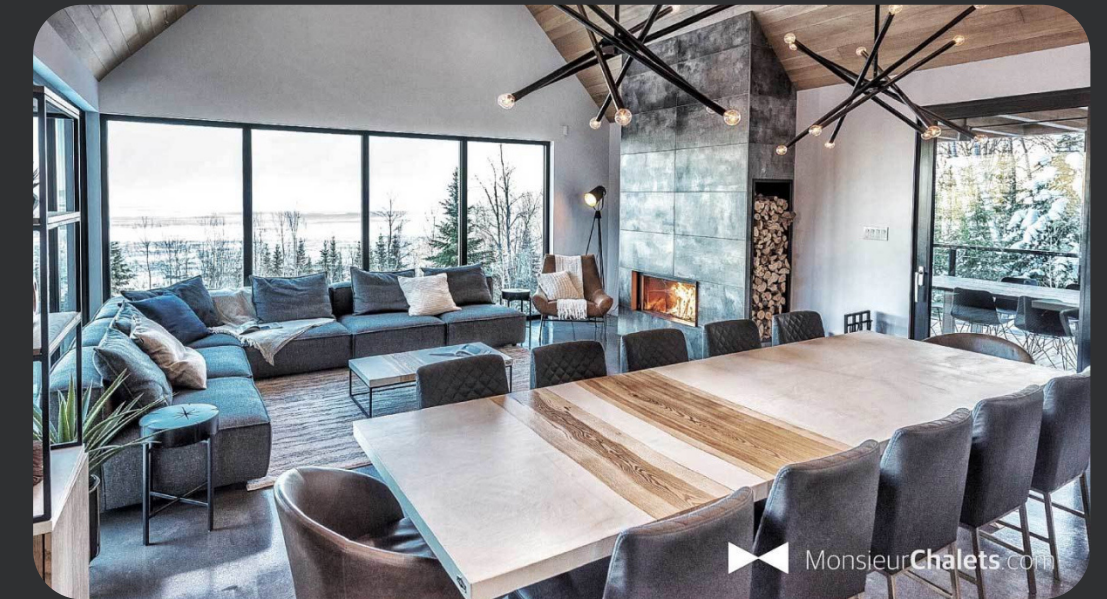
## Market Characteristics

- 3-4 season market demand
- Located near major ski resorts and golf courses in Canada
- Driving distance from major metropolitan area
- STR data available
- Highly-liquid residential real estate market
- Near various athletic attractions
- Short-term rental licensing regulations



## General Property-Level Specs

- STR Licensed
- Single family homes & condominium
- 4 season accessibility
- Minimal Capex
- 2-6 bedrooms
- Access to local amenities
- Unique characteristics
- Modern aesthetic
- Highly amenitized
- Remote work friendly



## Pricing Strategy

Purchase Price:

- \$500,000 - \$3,000,000

Nightly Rates

- \$300-\$3,000

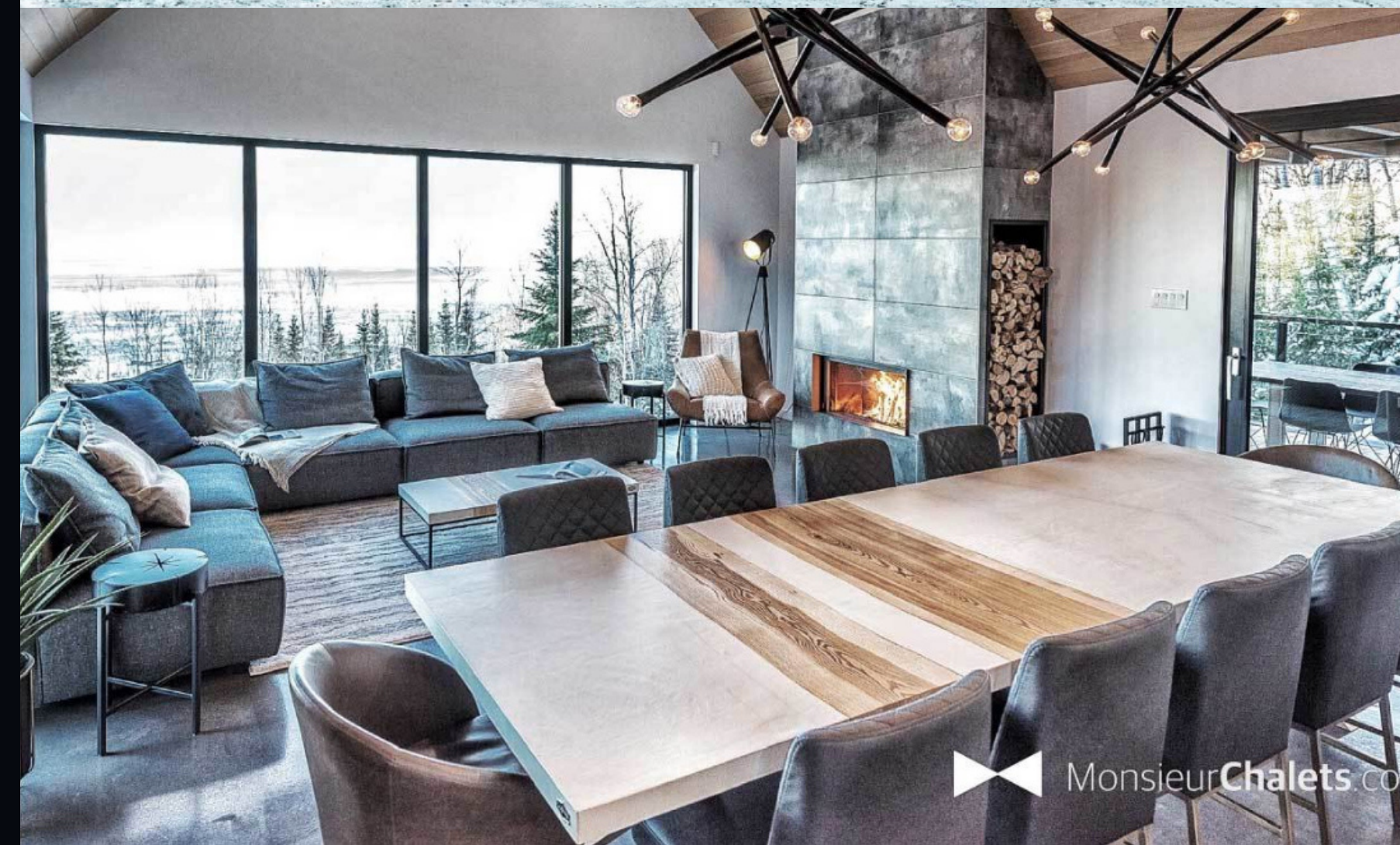
Equity Requirements

- \$500,000 - \$1,500,000



# What can do for **addy**<sup>TM</sup>

- Consistent, turnkey deal flow
- Achievable funding targets
- Cookie-cutter deals
- High asset utility
- Community focused brand
- Deal flow:
  - 12 deals in year 1
  - 24 deals in year 2
  - 48 deals in year 3
  - OM exemption\*



The logo icon for MOGUL consists of three stylized, flame-like shapes of varying heights and widths, arranged in a row from left to right, increasing in height.

MOGUL

created by  HoneyTree

powered by addy<sup>TM</sup>



 MOGUL

BLUE MOUNTAINS



 MonsieurChalets



