

storylines°



The Market & Opportunity

SUMMER 2024

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“

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did.

So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore.

-Mark Twain

COMPANY OVERVIEW





**STORYLINES REPRESENTS THE INTERSECTION OF
LIFESTYLE, TRAVEL & LUXURY REAL ESTATE.**

*A new model for luxury living that provides access to an
integrated ecosystem of unique experiences.*

**The initial project is a residential maritime concept
offering consumers a globally traveling community at sea.**



INTRODUCING...

MV Narrative

VOYAGING in 2027



OUR FLAGSHIP PROJECT

Specifically designed as a home to a community of global adventurers. The vessel has a contemporary luxury feel, with world class environmental status, spacious functional living areas, revolutionary health protocols and advanced sanitation equipment. Engineered to exceed city living.

226M

Length

78,500

Gross Tonnage

530

Luxury Residences

87%

Balcony Units

1340

Max
Passengers

1000

Average
Passengers

504

Crew
1:1 crew cabins

1:2

Crew: Guest Ratio
(average)

OUR VALUE PROPOSITION



YOUR HOME ON THE SEA

Each residence is custom designed and fully furnished to feel like a home...not a hotel.



A COMPLETE LIVING ECOSYSTEM

Including a hospital, school, fitness facilities, garden, post office and more.



TRAVEL SUSTAINABLY

Green LNG dual fuel with onboard power generation.



EXCLUSIVE ITINERARY

Continuous circumnavigation with leisurely stays in ports of call.



IMMERSIVE EXPERIENCES

Unique shore excursions to see different cultures like never before.



A RARE INVESTMENT OPPORTUNITY

High rental & resale values are anticipated for our residents.

SNAPSHOT

UPON LAUNCH:

Storylines redefines the life at sea experience by blending the comfort of home with the thrill of continuous global exploration on a luxurious residential cruise ship.

GOING FORWARD:

Storylines is charting a course towards a future where global exploration and community living converge on a fleet of residential ships and on-land experiences; creating a world where travel knows no bounds and every destination feels like home.



\$338M

TOTAL SALES *

207

TOTAL UNITS SOLD

\$45M

EXPECTED CUSTOMER PAYMENTS**

\$2.3M

AVERAGE SALE VALUE
2022-present

530

UNITS ONBOARD

1,340

MAX PASSENGERS
(1,000 AVERAGE ON BOARD)

50+

AMENITIES

20+

RESTAURANTS & BARS

Footnote: *Variety of different cabin denominations between 2018-2023;
**Currently being collected into trust account

BUILDING VALUE INTO THE FUTURE

**STORYLINE IS NOT A CRUISE COMPANY.
IT'S A LIFESTYLE BRAND.**

Cruising is just the beginning, and we are most excited about the opportunities that our brand and values will carry us into.

Just look at Nobu, Uber, Amazon, Marriott...



storylines^o

**LIFESTYLE.
LUXURY.
COMMUNITY.
EXPERIENCES.**

CORE BUSINESS

RESIDENTIAL VESSELS

LONGEVITY VESSELS

UNIVERSITY VESSELS

OTHER NICHE VESSELS

BRAND EXTENSIONS

REAL ESTATE CONCEPTS

RESORTS & DESTINATIONS

PORTS & TOURISM INFRASTRUCTURE

NICHE VESSELS

FOUNDATION PROJECTS

EDUCATION & TECHNOLOGY

HEALTH CONCEPTS

PHILANTHROPY / IMPACT PROJECTS

OUR VALUES MIRROR THOSE OF OUR RESIDENTS

1. **DISCOVERY** | We discover.

2. **LIFESTYLE** | We digest the life on a lifestyle vessel.

3. **EXPERIENCES** | We experience the globe with luxury itineraries.

4. **PARTICIPATION** | We observe and participate.

5. **CONTRIBUTION** | We contribute.


6. **MINDSET** | We develop new groundbreaking mindsets.

7. **COMMUNITY** | We live an exciting community life.


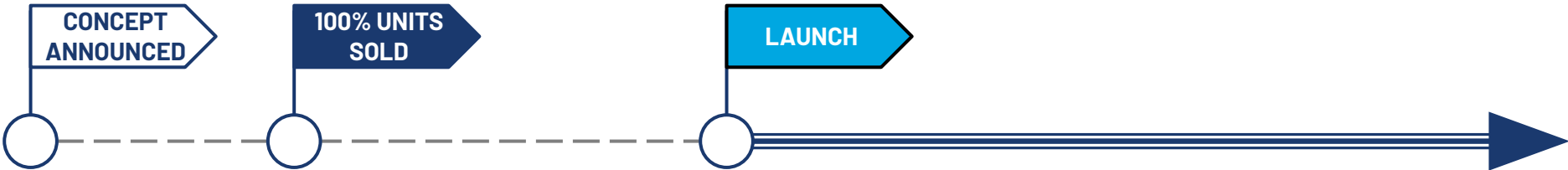
8. **GLOBAL CITIZENSHIP** | We're citizens of the world.

REPEATABLE VESSEL MODEL


High cash flows enable rapid expansion into differentiated maritime concepts



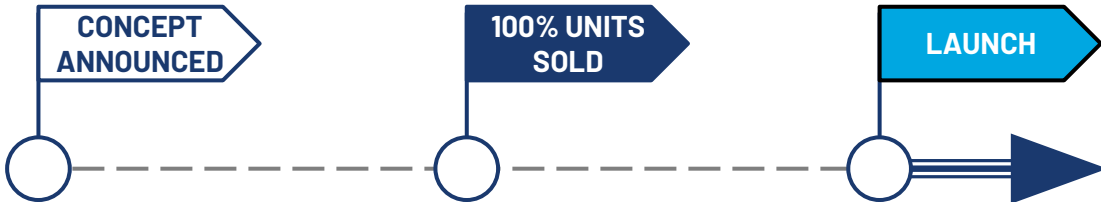
THE "MV" NARRATIVE
Residential



<VESSEL NAME>
<Vessel Type>



<VESSEL NAME>
<Vessel Type>



STORYLINES IS AN EXPERIENTIAL LIFESTYLE COMPANY

A new model for luxury living and membership offering that provides access to an integrated ecosystem of unique experiences to maximize wallet share of the HNWI via partnership network.



THE MARKET & OPPORTUNITY



INVESTMENT THESIS

1

**DIFFERENTIATED PRODUCT AT THE INTERSECTION OF
LUXURY REAL ESTATE, TRAVEL & EXPERIENCES**

2

LARGE & GROWING MARKET DRIVEN BY HIGH-VALUE CUSTOMERS

3

HIGHLY ATTRACTIVE, DIVERSIFIED AND DE-RISKED BUSINESS MODEL

4

PROFESSIONAL MANAGEMENT WITH TRACK RECORD OF EXECUTION

5

MULTIPLE PATHS TO EXIT TO MAXIMIZE VALUE

WHY NOW?

Storylines is capitalizing on the intersection of luxury real estate, global travel & resort hospitality

LUXURY REAL ESTATE

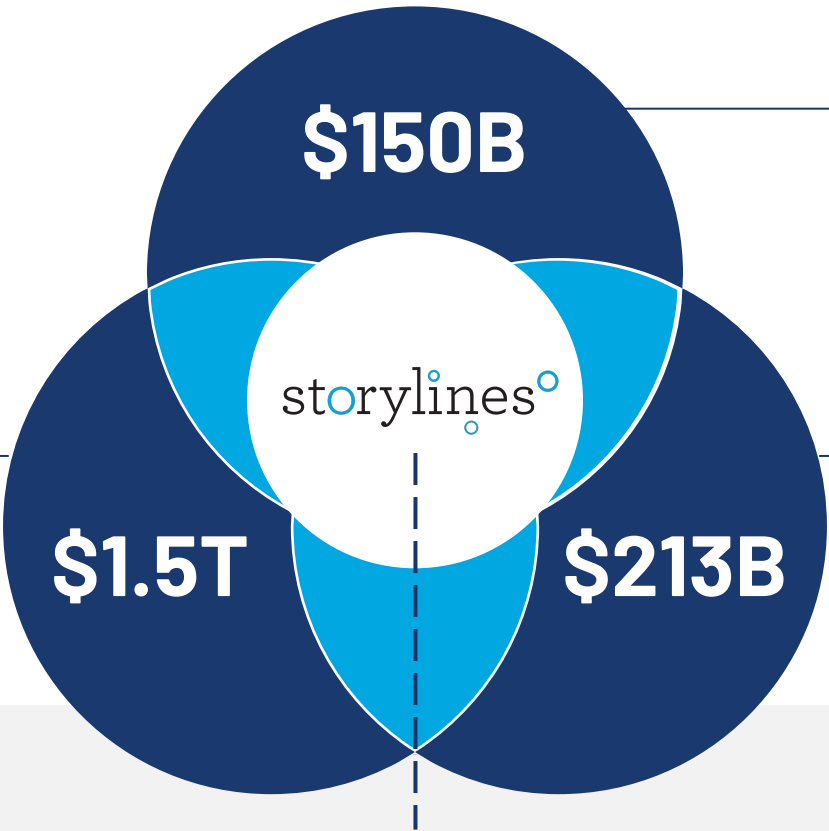
The all-inclusive, experiential and branded luxury real estate segments are driving growth

LUXURY TRAVEL

Strong demand for unique, exclusive, and personalized experiences

LUXURY HOSPITALITY

Demand for hyper personalization with all-inclusive amenities, such as; wellness, culinary experiences, and “white glove” concierge.

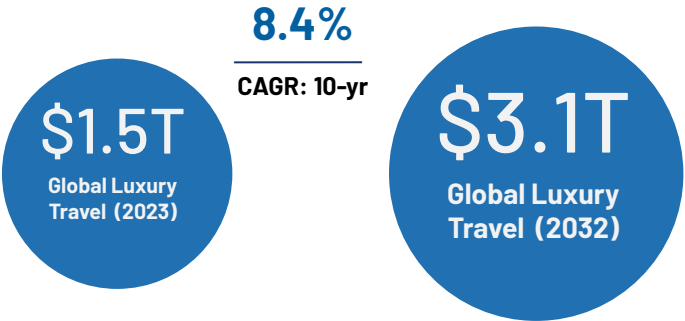


Storylines is creating a new luxury travel market – a bespoke global lifestyle.
This unlocks latent consumer demand.

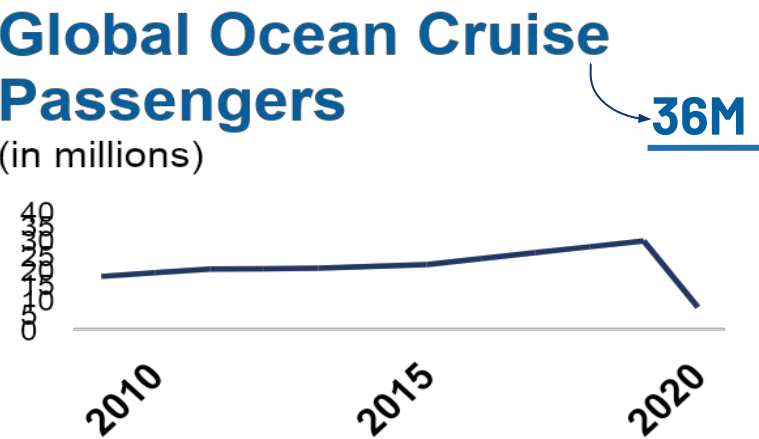
THE RESURGENCE OF GLOBAL TRAVEL

Fueled by a near-insatiable curiosity for novel experiences

Demand for Global Luxury Travel is Driving Sustainable Market Growth



The Global Cruise Industry’s Rising Demand Reached an All-time in 2023



Source: Cruise Lines International Association Note: Forecasts for 2023-2024

The Global Luxury Cruise and The Global Yacht Charter Markets Showing No Signs of Slowing Down



Source: Bain & Company, Deloitte "The Future of Luxury Travel"

“Luxury consumers affirmed interest in the new ultra-luxury segment with a passionate desire to experience unconventional voyages and expeditions.” – Bain Luxury Report 2023

THE GLOBAL LUXURY CONSUMER

The growth in the number of HNWIs worldwide is driving aggregate wealth resulting in increased spend for investment into luxury experiences vs material goods.

2023 Global High Earning Population and Wealth

	Population	Wealth (USD)
HNW (\$1m-\$5m)	30.2M	\$56.6B
VHNW (\$5m-\$30m)	3.6M	\$35.9B
UHNW (\$30m+)	0.4M	\$41.8B
	34.2M	\$134.3B

“For Luxury Travelers,
The Journey Can Be As
Exclusive As The
Destination.”

- Deloitte, “The Future of Luxury Travel



The Global Adventure Tourism
Market is to reach \$2.0 Trillion
by 2032 at 19.5% CAGR

THE GLOBAL LUXURY CONSUMER

When segmented into “Goods vs. Experiences”, Experiences enjoyed the most growth in 2023 – a key driver in extended excursions and experiential travel.

2023 Luxury Spending Growth (YoY), By Type



“Demand for luxury experiences reached historic highs as consumers, fueled by a sense of longing for social life and traveling, reengaged with luxury beyond products.”

- Bain & Company 2023 Global Luxury Report

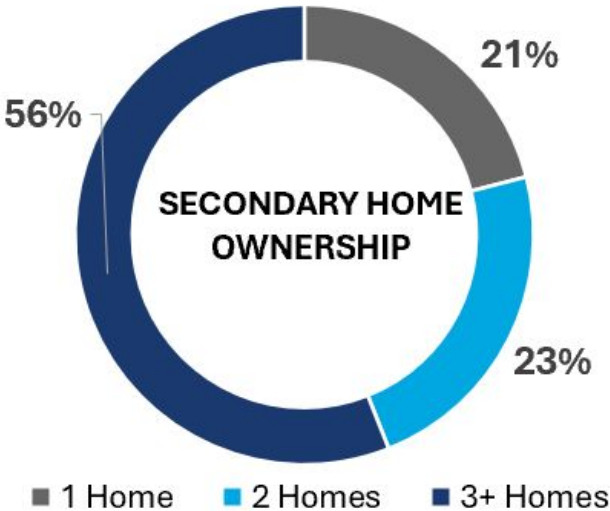
LUXURY REAL ESTATE

| ‘A new normal’ for secondary home buyers as luxury living is redefined demanding experiential, exclusive developments

14.0% of all Global Wealth is Put Toward Real Estate...

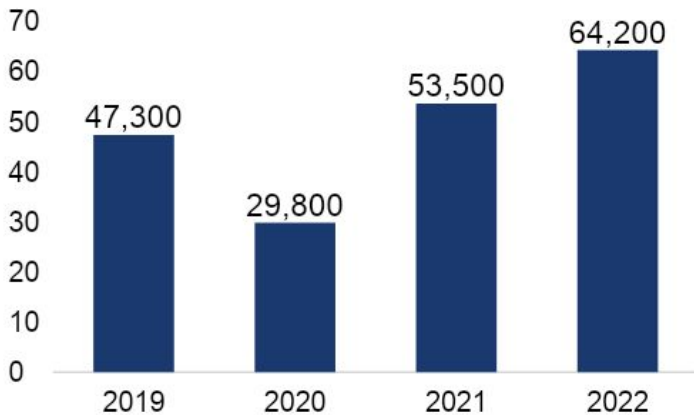
...with a high number of (#) of secondary homes and vacation properties for HNWIs with net worth of \$5.0 million+.

HNWIs own more than one property with 56% having 3+ Homes and 23% owning 2 Homes



Where Affluent Americans ARE BUYING ABROAD

Overseas Properties Owned by U.S. Citizens



TOP LUXURY MARKETS 2022

Median Sale Price FY '22	\$2.0 MILLION
(%) Growth (year-over-year)	40.0%

LUXURY RESIDENCES & EXPERIENCES

Comparative offerings are reflected by luxury hospitality, including all-inclusive, personalized service, unique living experience

LUXURY
RESORT
LIVING

NOBU RESIDENCES



CANYON RANCH



SIX SENSES



MARITIME
CONCEPTS

THE WORLD | RESIDENCES AT SEA



RITZ CARLTON YACHT COLLECTION



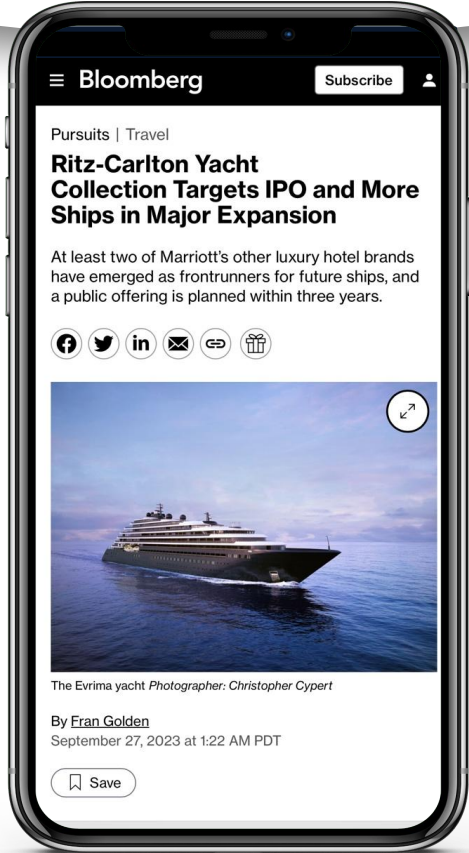
FOUR SEASONS YACHTS



MARKET VALIDATION

“We can’t build ships fast enough.”

Jim Murren, CEO of Ritz-Carlton Yacht Collection



Canyon Ranch receives additional US\$150m investment from VICI Properties to fund expansion

BY MEGAN WHITBY | 28 JUL 2023

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PROVEN DEMAND FOR OCEAN RESIDENCES

	Direct Competitors			Indirect Competitors		
Company	storylines°	The World Residences at Sea	VILLA VIE	THE RITZ-CARLTON YACHT COLLECTION	FOUR SEASONS	O·E ORIENT EXPRESS
Ownership Type	Long-term Lease	Ownership	Ownership/Lease/Tickets	Vacation	Vacation	Vacation
Ship Size (units)	530	165	630	149	95	54
Price Positioning	HNW	UHNW	Middle-Class	VHNW	VHNW	VHNW
Long Term Cruise	Yes	Yes	Yes	No	No	No
Global Itinerary	Global	Global	Global	Caribbean & Mediterranean	Caribbean & Mediterranean	Europe, Caribbean & Mediterranean
Experience	Community	Ghost Ship	Lacking Amenities	Confined to Itinerary	Confined to Itinerary	Confined to Itinerary

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Thank you

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