

storylines°



# Investment Opportunity

SUMMER 2024

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V12 11th July 2024  
Short investor deck by AP



# (RE) DEFINING A WAY OF LIFE

- ❖ **Storylines**, established in 2017, was conceptualized at the intersection of travel, luxury real estate, and a global lifestyle; the first project is a long-term residential maritime concept offering consumers a globally traveling community at sea.
- ❖ Storylines has few direct competitors and is entering the market with a **brand-new luxury vessel with lower entry price points**.
- ❖ Vessel construction is to commence in 2024, with Storylines already having **pre-sold 39% of total units totaling \$338M in total sales value.** \*
- ❖ Through pre-sales, the vessel is 100% paid down and debt free at delivery - asset remains with Storylines. Upon vessel delivery in 2027, **cumulative revenues forecasted to be received are totaling \$1.325B.**
- ❖ Forecasted expenditures (e.g., construction, overhead, management, etc..) total **\$1.060B, corresponding with a \$245M profit upon delivery of the vessel.**



**Footnote:** \* Variety of different cabin denominations between 2018-2023;

\*\* based on Internal DCF Company Valuation (EBITDA 2027 - 2050)

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TO SUCCESSFULLY EXECUTE,  
STORYLINES IS SEEKING THE  
FOLLOWING SOURCES OF CAPITAL:

**\$75M** Equity Investment for 25%  
Shareholding \*\*

**\$325M** Line of Credit (or similar  
vehicle)

Such funds will enable a **strong balance sheet** to ensure project execution, **provide operational funds until vessel delivery**, and **provide general project security** to cover the expected shortfall in customer funds to shipyard via milestone payments.

# BUILDING VALUE INTO THE FUTURE

## STORYLINES IS AN EXPERIENTIAL LIFESTYLE COMPANY

Cruising is the 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...



# 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.

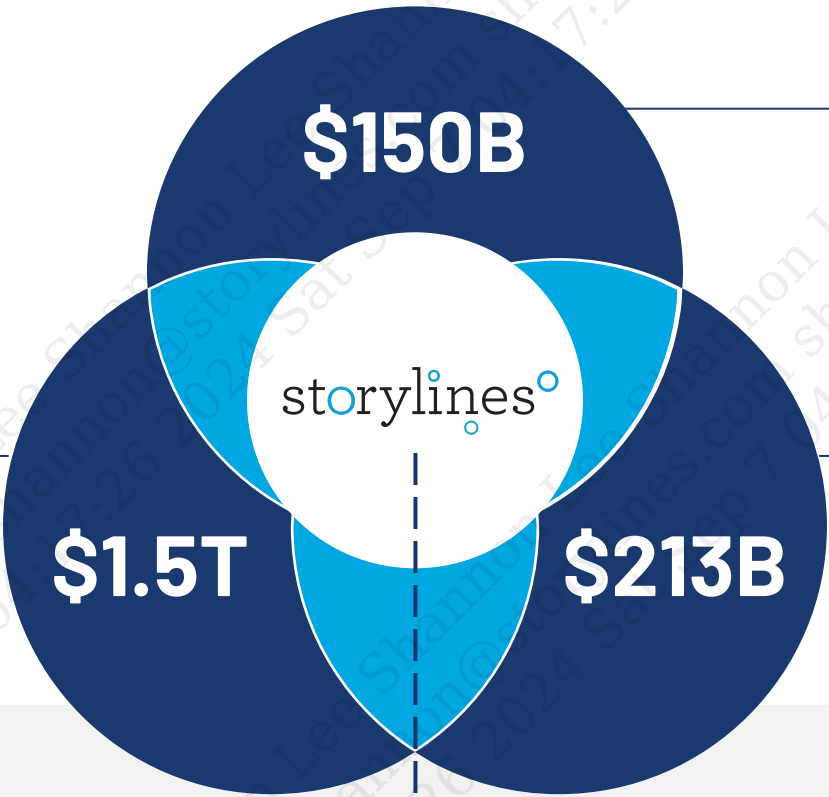
7. **COMMUNITY** | We live an exciting community life.

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

# WHY NOW?

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

**LUXURY TRAVEL**  
Strong demand for unique, exclusive, and personalized experiences



**LUXURY REAL ESTATE:**  
The all-inclusive, experiential and branded luxury real estate segments are driving growth

**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.



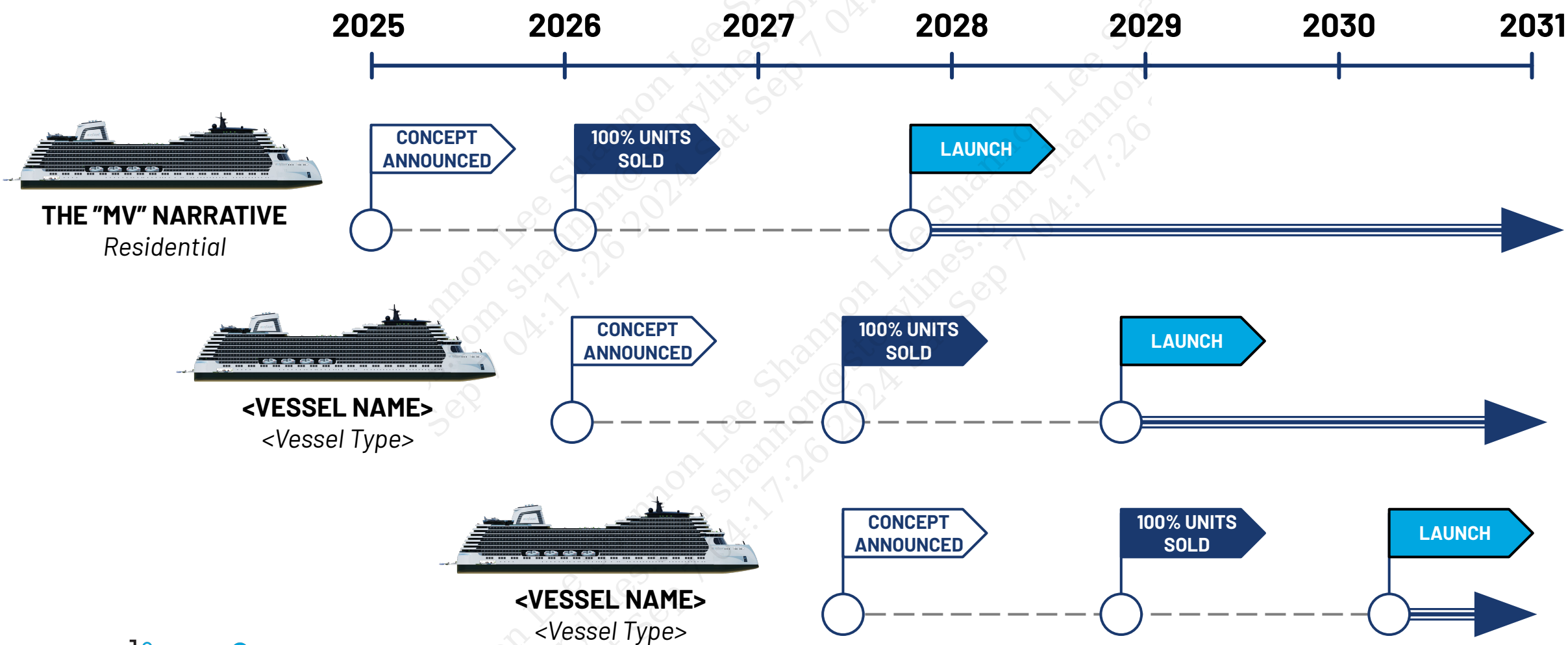
# STORYLINES IS AN EXPERIENTIAL LIFESTYLE COMPANY

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.



# REPEATABLE VESSEL MODEL

High cash flows enable rapid expansion into differentiated maritime concepts



# 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

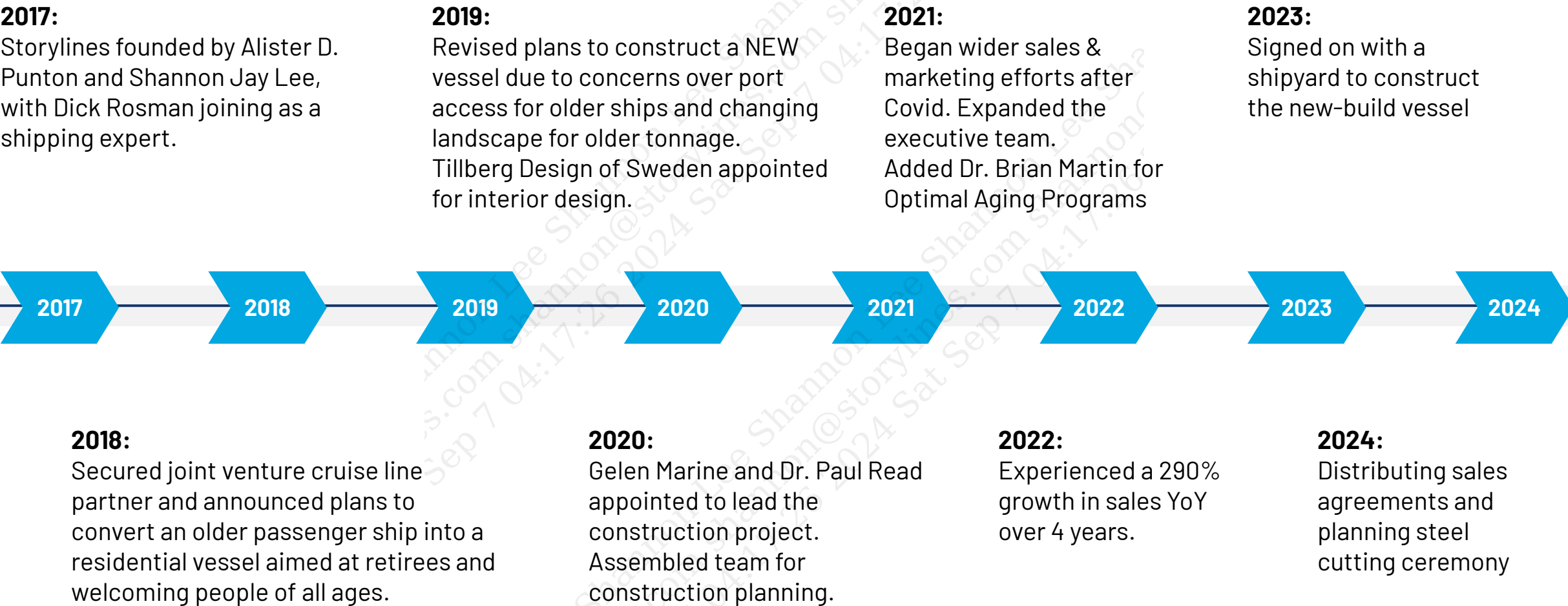
20+

RESTAURANTS & BARS

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



# OUR HISTORY



# 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

**1:1**

Crew Cabins  
(industry leading)

**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.



# KEY PARTNER



## TILLBERG DESIGN OF SWEDEN

**Tillberg Design of Sweden (TDoS), a globally acclaimed design enterprise specializing in luxury yacht, cruise ship, hotel, and restaurant interiors, boasts a remarkable legacy of over six decades. With a portfolio encompassing more than 300 prestigious maritime ventures, TDoS has crafted unparalleled luxury environments.**

*Select Clientele:*



THE RITZ-CARLTON®



FOUR SEASONS



**World-renowned design firm Tillberg Design of Sweden (TDoS) is our partner for delivering MV Narrative, ensuring a luxurious and elevated vessel at the forefront of design and sustainability.**

# PARTNERSHIPS

Our **Current Partners** strategically position Storylines for success across verticals.

## Construction & Design



Specializes in luxury interiors for cruise ships, hotels, and restaurants.



Provides marine engineering and project management services.



Provides energy solutions and marine propulsion systems.

## Operations



Cruise industry leader and one of the largest global maritime service providers handling as port-agent for 850+ ports



Delivers high-speed low latency satellite internet services globally.



Lloyd's Register is a leading provider of classification and compliance services to the marine industries,

## Lifestyle & Health



Delivers global climate control and refrigeration solutions.



Offers healthcare solutions and medical services to the maritime industry.



Offers international health insurance and medical coverage.

## EXAMPLE FUTURE PARTNERSHIPS\*

The below brand aligned potential partnerships will drive innovation, growth, and expansion opportunities.

### Health Wellness & Longevity



#### Hotel



EQUINOX



#### Restaurant



#### Cruise Partner



#### Media & Education



# A CAPITAL EFFICIENT BUSINESS MODEL

Different to a cruise line or other related investments that require long payback times and low margin business models, **our model allows us to generate most of our revenues to be realized on and after delivery** – in turn funding the vessel delivery with the closing of residence purchasers. In the future, ongoing revenue continues upon lease expirations.

## 100% DEBT FREE UPON DELIVERY THROUGH FORWARD LEASE SALES

Through pre-sales of unit leases, residential units are paid in full upon delivery through milestone-based payment installments.

## PROFITABLE OPERATIONS WITH ZERO LIABILITY




Monthly fees paid by the residents cover all operational costs through a cost-plus model, in addition to a wide variety of upsell opportunities.

## GENERATING OUTSIZED RETURNS THROUGHOUT VESSEL LIFETIME

Through residence resales, lease expirations, onboard upsells, and more – Storylines sees a clear path to outsized scale and profitability.



# 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	 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

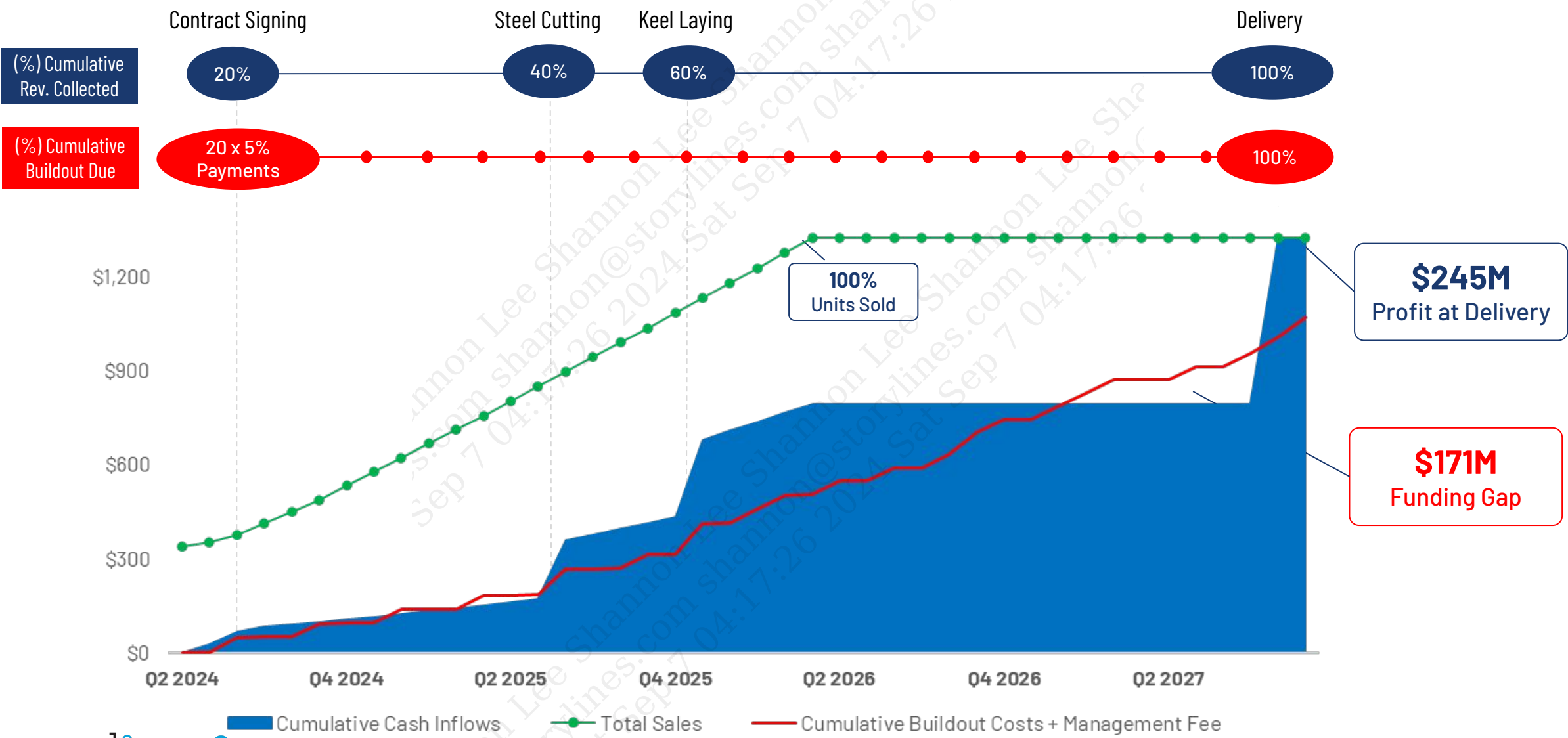
# TRANSACTION OVERVIEW

Sources	Amount	%
Cash (Resident Unit Sales)	\$1,325M	77%
LOC	\$325M	19%
Equity Capital	\$75M	4%
<b>Total Sources</b>	<b>\$1,725M</b>	<b>100%</b>
Uses	Amount	%
Ship Building	\$948M	55%
LOC Paydown (includes financing & interest)	\$375M	22%
Management Fee	\$132M	8%
Transaction Fees & Expenses	\$25M	1%
<b>PROFIT (Working Capital)</b>	<b>\$245M</b>	<b>14%</b>
<b>Total Uses</b>	<b>\$1,725M</b>	<b>100%</b>

## Financing Proceeds Will Create Liquidity for Shipbuilding

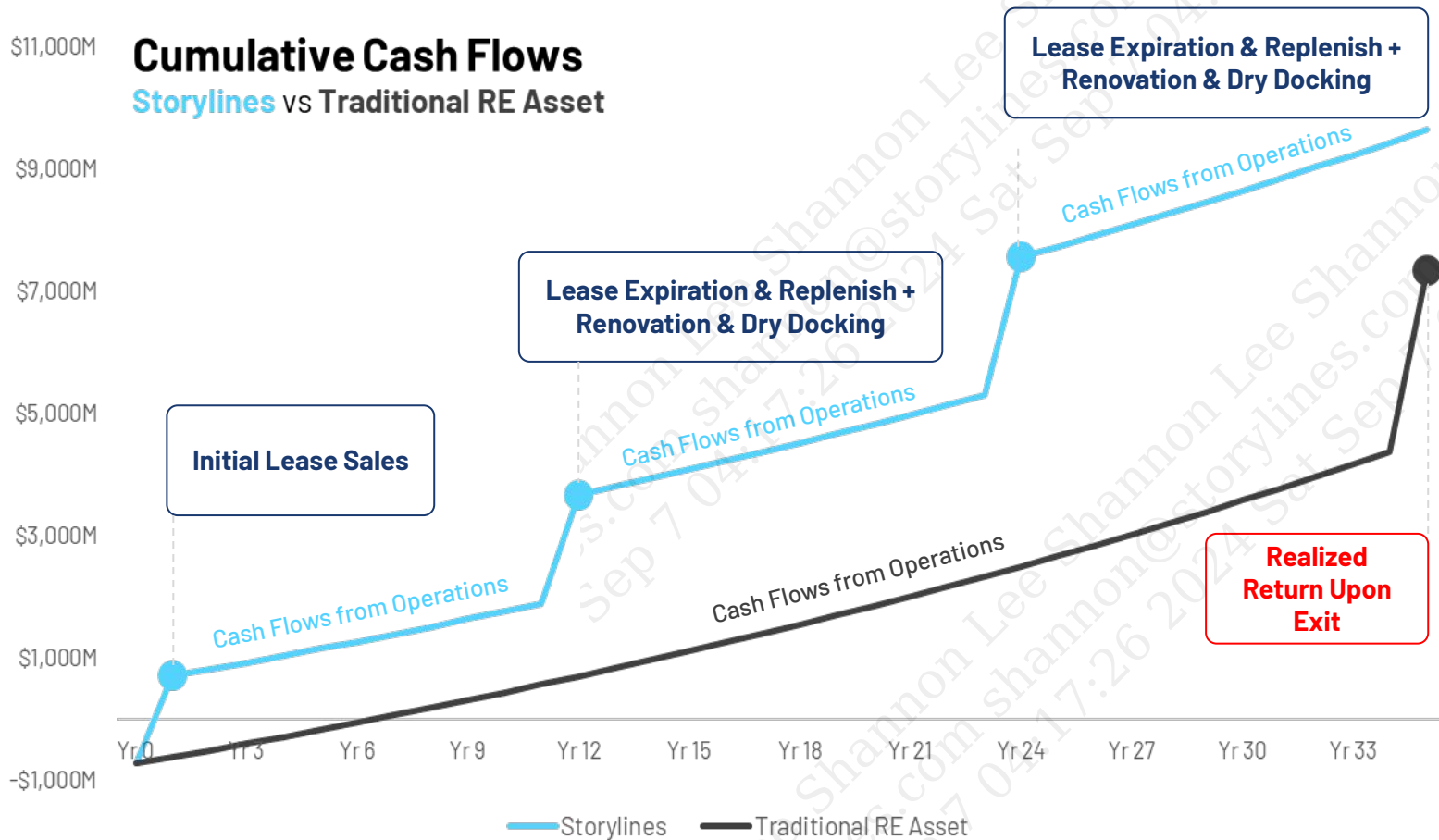
- Provide a strong balance sheet to execute the project successfully.
- Operational funds to allow Storylines to operate through vessel delivery.
- LOC to provide project security to cover any shortfalls in shipyard milestones throughout the construction process.
- Implement targeted marketing strategies to secure pre-sales and create a robust demand pipeline, ensuring financial stability and investor confidence throughout the shipbuilding phase.
- Provide pipeline for future vessels and brand verticals.

# PATH TO DELIVERY





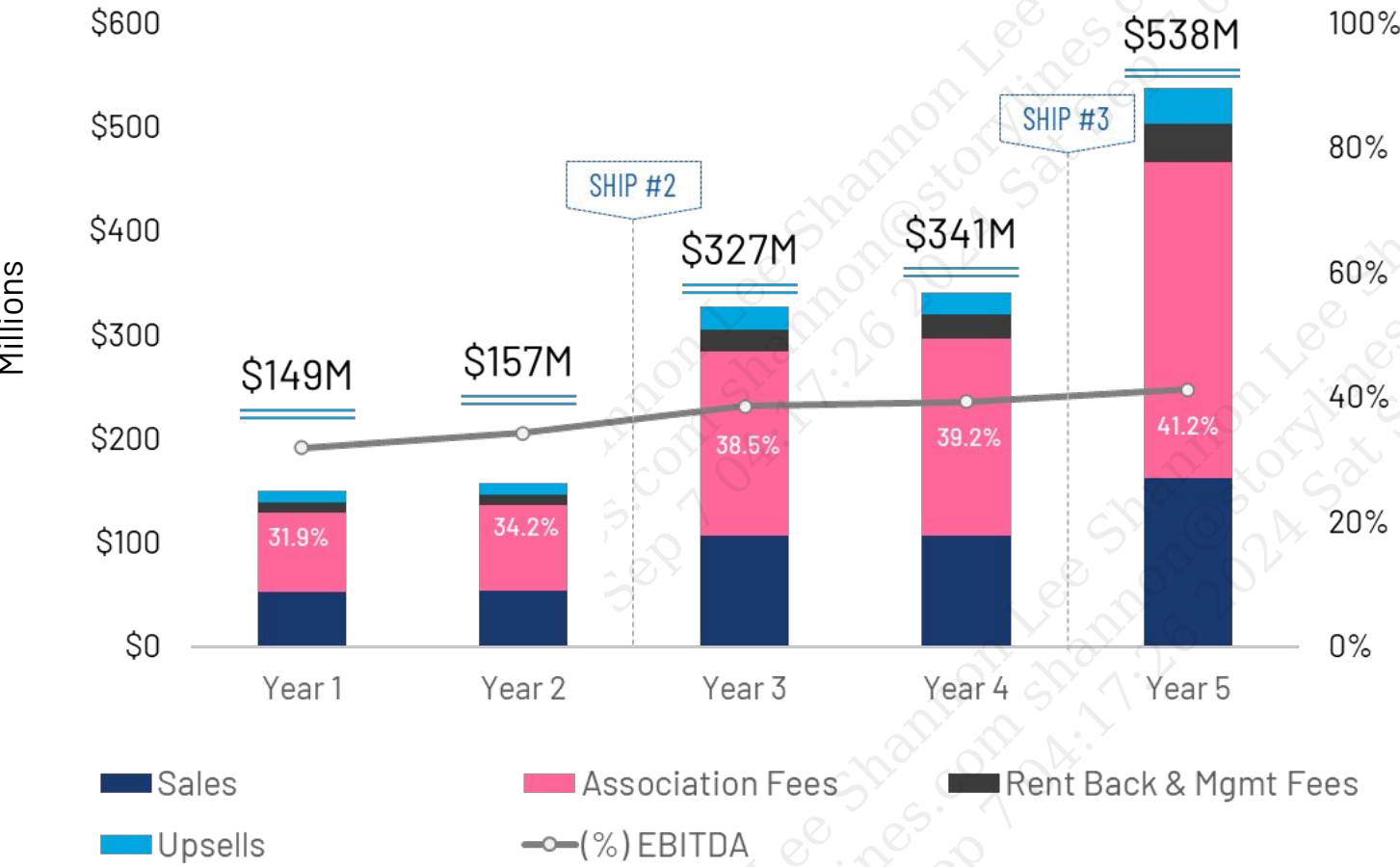
# LIFETIME VALUE



Storylines' superior business model generates **outsized cash flow returns** across asset lifetime compared to traditional real estate assets.

# FINANCIAL PROJECTIONS

Revenue vs. EBITDA Margin



## GROWTH DRIVERS

- Profitable operational model on the water.
- High value customer with multiple monetization opportunities to drive outsized LTV.
- Attractive cash flow profile to fuel expansion into additional vessels and lifestyle concepts.
- Repeatable model with scaled efficiencies.

**CLEAR PATH TO BUILD HIGHLY VALUABLE LIFESTYLE BRAND.**

# RISK PROFILE

Storylines avoids the critical risks of traditional cruise lines reliant upon steady markets and perpetual small ticket sales over the life of the vessel. Storylines financial model is the future.

Scarcity - we only have a total of 530 residential units for sale for a global market audience.

RISK	CONTINGENCY
Residence sales not in line with target expectations or delivery or possible global recession	<p>We have a number of mechanisms built in for this</p> <ol style="list-style-type: none"><li>1. Stimulate sales into other markets</li><li>2. Sell lower valued lease lengths to reduce the buy-in value</li><li>3. Sell 3 month world ticket segments through travel agent networks</li></ol>
Currency fluctuations	<ol style="list-style-type: none"><li>1. Customer deposits held in Euro (currency of the shipyard)</li><li>2. Currency hedging to secure the value of the build or some other instrument would be put in place</li></ol>
Residents default on payments	<p>The risk is spread over 530 unit owners, with payments spread over the build stages: this will help ID this issue in advance allowing us to work with the buyer or re-sell the residence before settlement</p> <ol style="list-style-type: none"><li>1. We will have collected at least 60% that is not refundable at that stage, we can then resell</li><li>2. Unit values have increased value built-in to encourage settlement as this is when they can sell in the open market at profit</li><li>3. For most of our residents this is a dream come true, not just 'another home purchase or toy'</li></ol>
Residents don't settle on delivery	



# MEMBERS OF THE BOARD OF DIRECTORS



**Dick Rosman**

**Chairman of the Board**

Dick has 40+ years in the maritime and aviation industries with a keen focus on cruise ship S&P markets and financial interests in various vessels throughout EMEA. His vessels are responsible for charter and recovery works including the recovery of the famed *MS Costa Concordia*.



**Hampton Bridwell**

**Board Member**

Hampton is CEO and Managing Partner of the brand innovation and marketing consultancy, Tenet Partners. He oversees all practice areas and is involved in providing strategic direction to select clients. He has completed Harvard Business School's Executive Training program.



**Alister Punton**

**Founder and Chief Executive Officer**

Alister is a distinguished expert with more than 25 years of experience in the property and technology industries. His expertise spans a comprehensive range of areas including broker sales, construction, engineering, budgeting, development and strategic planning.



**Grant Holmes**

**Non-Executive Board Member**

Grant leads INCHCAPE's global cruise solutions, overseeing 10,000+ annual cruise calls and providing comprehensive port services. His career evolved from shipbuilding to founding Progress International, where he developed cruise industry training and consulted for emerging destinations and countless governments on all things cruise related.



**Shannon Lee**

**Founder**

Shannon has extensive experience in international real estate development and property partnerships, bringing bold solutions to traditional business challenges and providing innovative cross-sector solutions with great success.



**Marco Spaziani**

**Non-Executive Board Member**

Marco founded Total Solutions Interiors and Made by TSI acting as CEO until late 2023. He has over 30 years of experience in ship design. His knowledge of interior design and marine outfitting play an important role in the project's interiors being manufactured on budget.

# EXECUTIVE MANAGEMENT BOARD – LEADERSHIP TEAM



**Alister Punton**

**Chief Executive Officer**

Alister is a distinguished expert with more than 20 years of experience in the property and technology industries. His expertise spans a comprehensive range of areas for new build and engineering projects including strategic planning, sales, construction, development, budgeting and cost control.



**Katie Drew Jensen**

**Executive Vice President, Global Operations**

Katie brings over thirty-five years of business ownership and entrepreneurship in a diverse set of industries, including a chain of medical spas, a private air charter company, and a business consulting firm. Her vast knowledge in marketing and sales stems from being an innovator, with impeccable customer care leading her mission.



**Horst Bennin**

**Chief Financial Officer**

Horst is an experienced managing partner skilled in family office & global wealth management, asset allocation & portfolio construction, investment strategy and operational finance. He graduated from Kellogg-WHU Executive MBA, Leeds Beckett University & Hochschule Bremen, Germany and is co-founder of Club of Finance, Germany



**Dr Paul Read PhD MEng**

**Executive Vice President of Ship Construction & Operations**

Dr. Read is the Managing Director of Gelen Marine Ltd with over 25 years in shipbuilding and conversions. A chartered naval architect and marine engineer, he has extensive experience in project management, engineering, and design. He currently manages Storylines' new vessel construction project and oversees marine operations.



**Dr. Ami de Chapeaurouge**

**Chief Legal & Compliance Officer**

A graduate of *Goethe University Frankfurt am Main*, *Columbia Law School* and *Harvard Law School*, Dr. de Chapeaurouge serves as (Outside) General Counsel and Chief Compliance Officer of Storylines. He has 40 years of experience with major U.S. and European law firms and concentrates in corporate governance, compliance, corporate, financial and securities law. He is admitted to practice in Germany and the US.



**Dr Brian Martin, BSc, ND**

**Chief Health Officer**

Dr Martin has 25 years experience in naturopathic medicine as a visionary leader in complementary therapies. He is leading Storylines 'Optimal Aging Health Programs', including nutraceutical and cosmeceutical formulations that protect and enhance quality of life, including; optimal energy, mood, memory, sleep and performance.

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## Thank you

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