

ESSENCE SUM – SBF HEALTH

Speeding up essentials by Strategy, Union, and Management

Hotels and resorts for 5* Integrated Medicine Recreation

ESSE H&R Basket 1		L14/2 MEDITERRANIAN		x Million Euro					
#	COUNTRY	CITY	STAR	TYPE	ROOMS	MARKET VALUE	PRICE	OFFER	NAME
1	Portugal	Algarve	v	5 Beach hotel	327	150	130		CROWNE PLAZA
2	Portugal	Lisbon	v	5 City center hotel	369	150	130		http://www.sheratonlisbc
15	Portugal	Algarve	>	5 Beach app hotel	300	35	35		http://www.grupofbarata
3	Spain	Barcelona	v	5 City center hotel	96	235	110		mandarinoriental.com
4	Spain	Barcelona	v	5 City center hotel	74	43	36		almabarcelona.com
5	France	Nice	v	5 Beach hotel	100	100	80		WESTMINSTER-NICE
6	Monaco				180	60	46,5		http://www.mondinion.com
	Switzerland	Geneva		4 Airport hotel	190	53	35		http://www.nh-hotels.nl/
7	Italy				100	70	60		
8	Italy	Lido of Venice	v	4 Island hotel	66	17	13		.doc, no hotel name
9	Croatia	Split	v	5 Sea Boulevard City Hotel	314	80	60		Hilton Marjan Split
10	Croatia	Group, div.	v	4 Sea Hotel group, Ap, M	1.500	200	150		8 hotel, 1 camp, 2 marina
	Slovenia	Obala, Piran							http://www.kempinski.com
11	Greece	Athens	v	5 City center hotel	200	90	75		905
12	Greece	Athens	v	5 City center hotel	560	140	110		428
13	Turkey	Antalya	v	5 Twin beach hotels	1.800	300	250		WOW KREMLIN PALACE
14	Turkey	Antalya	v	" "					WOW TOPKAPI HOTEL
					6.856	1.845	1.425		

LETTER OF INTENT

At the attention of:

ESSENCE SUM

Address: Horsterhoeve,
Horster Engweg 17-230
3853 ME Ermelo,
Gelderland, The Netherlands

Date: November 5th, 2013
Subject: Hotels and Resorts

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Dear Sir, Madam,

Thank you for your interest.

The hotels and resorts we are looking for to buy or merge rate **minimum € 150 million and 75% occupation**. We make every 16th of the month a [new list](#) and every 24th a shortlist for negotiations. Only the list is public while it does not show the names of the hotels. If you want your hotel listed please deliver at least: Type of hotel or resort, Country, City, Price, #Stars, #Rooms, Occupation%, Net profit, Something special, Reason for sale or merge.

At this moment I **prepare also to build a new group**, focusing on Mediterranean hotels and resorts. The maximum number of hotels is twelve. The present owners can sales their hotel to us and if they like also participate in the new group. Aim of the group is to bring the hotel owners and managers into the next level of "ownership", optimize profits by exchange of experience, buying hotels and resorts to grow extra value and delivering a wonderful stay to our guests.

To become group participation the main rules are:

Hotel price around € 75 to € 150 million

Occupation 75% or more

Net Return on Investment 15% or more

At least seven years open

Healthy cash position during all seasons

Loans less than 30% of hotel sales price

Stable management and staff

No local instabilities, threats, or issues

No hidden costs

Financial concept:

Sales or Participation. Participation equal to % of the hotel value, 30% to 90% directly payout to the hotel owner, for the other 10% to 70%: at least the final 10% (total sales) pay out after one year, and for participants: fixed price value group shares, and yearly 20% dividend + 20% payout of the net profit.

Depending on the net profit the complete payout takes up to 8 years.

The hotel must become delivered to the group free of loans.

Summary:

Hotel owners may sell their hotel without participation (total sales) and get 90% paid by sales and 10% after one year.

Hotel owners, may bring in their hotels in the group, getting directly paid 30% of the hotel price and for the other 70%: fixed price value group shares, 20% dividend + 20% payout of the net profit. Depending on the net profit the complete payout takes up to 8 years.

This means that the hotel owners get the 70% participation value over the years twice paid out, 140%. Including the directly payment of 30%, the total payment over the years is 170%.

So we pay 170%, give hotel owners the possibility to experience hotel group management, to stay in the business, and to be part of new developments, without the complete responsibility on their single sholders.

We do this because 1. we believe to get better group deals: buying hotels without losing directly the thriving leaders; 2. it enables quicker growth without extraordinary investment risks, 3. it secures great service to the customers.

If the above is in your (clients) interest, you are welcome for further exchange of information.

With Kind Regards,

ESSENCE SUM

Ing. J. J. E. van Essen as owner and CEO