

Proposal

For the Property Business Presentation (Event Day) by You in Korea

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Proposed Date: April 2018
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This Proposal Is Submitted To: Property Developers and Real Estate Firm

Business Presentation – Event in Korea

Event Organizer: CHRE (Dubai, UAE) & JKDG (Seoul, Korea)
Event Host: Property Developers for your properties in your country
Event Guest: Serious Korean & Asian Investors from Private and Public Sector

PROPOSAL IDENTIFICATION:

With regards to the property investment in Korean domestic market, the economic stagnation has arisen in the past few years. Although the real estate market is still struggling to increase the market evaluation, now they have rapidly started to look at the overseas property market.

Having a business event in order to gather prospective investors, Korea and Asia will be the priority market to show your properties first presentation on the event day in Asia. Especially “Overseas Property Investment”, there is a number of opportunities for “YOU” to meet some serious Korean and Asian investors for your property market. Moreover, there is also possible Chinese and Asian investors as well, this will be a valuable demonstration for the both parties.

According to one of the major newspaper, “Chosun” and “The Korea Times” in Korea, many of the Financial Security and Fund companies have currently raised their financial products for overseas property investment.

Refer to: http://koreatimes.co.kr/www/news/biz/2017/03/602_225907.html

In brief, therefore, practically to gather prospective Korean Investors (Private/Public Fund) by “Chateau Home Real Estate - CHRE”, partnership with “JKDG” in Korea (Possibly in Hong Kong, China and Singapore afterwards) for the property investment for your company.

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I Executive Summary

1-1 Introduction

This Business Proposal sets out the fundamental strategies for the both Parties, “Property Developers” and “Chateau Home Real Estate - CHRE”, partnership with JK Development Group - JKDG”, to penetrate currently new and existing property market in Korea.

In terms of the real estate market in Korea, it has been rapidly developed its evaluation along with Korean and foreign investors for a long time. However, regarding to the recent situation of domestic property market, these invest rates have been decreased since 2010 due to the lower rate of saving interests.

Nevertheless, many investors are still looking for the stable and secured market place to invest their high returned monetary based on the short term investment. In respect of the recent article of overseas property investment, many of the investors are being determined that it does not matter whether the place is in abroad through financial products such as stocks, securities, institution fund, private equity, commodity, property etc and widely searching for the stable market rather than lower returned domestic market from Korea.

A number of asset management companies are setting up and establish the institutional funds to gather more private investors with lower risk and long term investment based. For instance, “Mirae Asset”, the largest financial group in Korea, has recently installed the first fund product “Overseas Property Investment” in Australia and sold out within 2 days which costs the value of USD \$72 Million.

In addition, most Korean investors prefer to save their assets in a bank account however as a lower interest on savings account, most investors are considering of buying a property, bond, stock from the outside of the country. Thus, there will be a number of international investment products in Korea, and we “CHRE”, are focusing to cooperate with some financial institutions to establish the private equity, public fund to invest into Azizi’s properties in Dubai, UAE, GCC and even international property market.

Therefore, this will be a great opportunity especially for YOU in this case and we would like to co-operate for the Event Day in Korea, in order to promote what YOU can provide a number of luxury life style property to our prospective VIP clients in Korea. Recently, the marketing and promotion for the overseas investment has been raised on the public issues.

The Business Proposal will show us the precise and practical plan in detail for the Event Day and mutually future development together between the both parties. This is also deemed to be a flexible and dynamic document that can be amended by the both Parties, “Property Developers” and “Chateau Home Real Estate - CHRE” partnership with “JK Development Group – JKDG in Korea”).

1-2 Purpose of the Business Event

The purpose of the Business Presentation in Korea and other Asian countries, “The Event”, is to meet the prospective individual investors, public institution investment professional and show them why YOU can provide a number of the mutual benefits to our clients.

Moreover, many of VIP from the different sectors will be invited to the Event Day and will be presented by YOU for the latest property products in order to consider buying many of the products in your region everywhere in the world.

For instance, to be successful, 2-3 days event in Seoul (the Capital) and possibly Busan (2nd largest city) in Korea, or Seoul only considered, proposed on before the high demand season and gathering around up to 200 serious delegates from the high class level.

During the Event Days, we invite those VIP for the presentation of YOUR luxury properties in your territories and make an impression to the delegates for your precious properties.

After having the event days, we would like to follow up all the details in person one by one and establishing the public fund to the private investors by institutional fund. Some of our partners will consider to establish the Overseas Property Investment Fund shortly. (More details will be followed upon our agreement)

In this light, we are able to set up the fund raising and fix the total rump sum amount to be invested to Property Developers (Need an agreement with the fixed return rate based on ROI)

1-3 Company & Market in Korea

“Chateau Home Real Estate Duabi - CHRE Dubai”, is the main organizer for this event and one of the fast growing company in property market, in UAE and agreed with “JK Development Group - JKDG” for the Event Day in Korea.

“JKDG” in Korea, is the corporate company owned by Mr. Khalid Anoochi as a CEO, Mr. Julian Kim, as a SVP and both are co-founders.

“JKDG”, also has a sister company which is the market leader of MICE, in sales & marketing, e-Commerce professional, import-export trading company since 2001 and has been shown as the international business company in Asian region including Japan, Hong Kong, China, Singapore, Malaysia, Indonesia etc.

“CHRE Dubai” organizing the event with “JKDG”, is one of the best property developer in UAE and one of the best successful investment company throughout Korea and APAC region.

CHRE Dubai has made a number of successful property development in UAE market and some of the Asian region. JKDG has built up relationship and coordinate with some real estate including commercial, residential in the best premises and trying to be a market leading company in this field. “CHRE” and “JKDG” will organize the Event Day in Korea and “JKDG” will focus on the feedback to the real investors after the event in Korea.

II Business Overview

2-1 Market Analyzing

2-1-1 Market Trends

According to the Korea Times on the early March 2017, it is stated that the domestic real estate market in 2017 and 2018 will be a negative outlook.

Following a tightening of mortgage regulations and the ever-increasing supply of new apartments, a pessimistic outlook is gaining hold for the country's property market this year. Analysts warn that the record high household debt formed by the government's real estate stimulus policies is a ticking time bomb for the economy.

Korea Center for International Finance (KCIF) indicates that the report based on research from global investment banks, Citigroup noted that Korea's housing market is facing increasing downward pressure due to oversupply, especially in non-metropolitan regions.

Another risk for the real estate market is the rising interest rate. Despite a rebound in housing prices and slow income growth during Korea's ongoing property recovery cycle since mid-2013, the weakness of the interest rate has been solely supporting affordability in the housing market in recent years.

Apart from the domestic market, many of the investors are looking for the overseas property market, which is the better to invest rather than Korean domestic market. For the rich people, it does not concern to this issue however most middle classes are to look for the higher rated investment. Around 90% of the income goes to the savings account, and the interest rate is around 1% ARP.

2-1-2 Market Segment

Therefore, we could consider of the market segment by real situation about the market place to be invested. Comparing by the domestic and international property market, there is a lack of information about the global real estate market in Korea so that WE can provide the niche market for Korean investors in order to explain about the overseas market.

First of all, the investor's point of view, it can be determined that the higher interest property can be attracted to the Korean investors in general. In addition, global market including UAE is also getting popular on media due to the new market (Higher rate than Korea) and very keen to know about the international market. In this case, we need to focus on the marketing strategies for the investors on buying a property in the new market territory.

Secondly, not only private investors but also institutional public investors as well. This can be a good opportunity to specialize on global through "Overseas Property Fund" by institutions. Thus more people can understand the international market especially YOUR property field.

2-2 Event Collaboration

As explained about the Institutions, we will organize and try to establish the public fund with a well-known financial company for the “Overseas Property Fund” before the event is coming.

In this case, we would like to discuss with Property Developers for further discussion later on.

Moreover, Chateau Home Real Estate – CHRE and JKDG will make some partnership with other institutions, VIP guest list up for the event day, all the possible event plan etc.

III Sales & Marketing Plan

3-1 Customers & VIP Delegates

Main customers are all the possible investors and mostly at the high class level.

VIP - Embassy, Consul, Member of Parliament, Business man, CEOs

Corporates – Multinational corporations

Financial Institution – Fund Manager, Senior Director, Chairman, VP

Member of Korea Property Association

3-2 Advertising & Promotion

We have a helpful media companies with newspaper, TV, magazine and publish all the possible promotions to the public sector upon agreement with YOU, due to the lack of the time concern, we will start to put the advertisement shortly. For the newspapers, we will issue the articles for your property market and need to get your information more details.

Newspaper – Article about YOU, property range etc

Magazine – Luxury life in your city by you

3-3 Implement & After Sales

Upon agreement with Property Developers, we will organize all the bookings and starting the promotion in Korea and Asia for the Big Event Day. Any date is the best time in Korean market before the Summer season starts and this will be a good time for YOU as well.

Having the event in 2018, we can gather more people before summer holiday starts in Korea but not limited. As we searched all the possible dates, please refer to the following section of Overall Schedule below. Your prompt quick decision will be appreciated due to the lack of time until the proposed event day.

Once we finalize the event organizing, then we will also prepare for the after event. When we open the venue, we will gather all the business card and personal details upon their approval, then give the accurate feedback through “CHRE Dubai”.

If possible, we will also organize the “Farm Trip” to visit to the real estate sites in your territories, collaboration with “Tourism Agent” in Korea. Thus, serious investors will have a chance to meet YOU for more information in person.

3-4 SWOT Analysis

Strength – New Property Market, Higher Interest Rate & Return, Public Investment, Lower Risk

Weakness – Location, Difficult to Invest, Language Difference (English), Long Term Investment

Opportunity – Niche Market, New Product, Serious Buyers, Extend to Asian Market

Threat – Few Competitors, Local Tax Regulation, Difficult to Analyze, Not so easy to Sell

IV Management

4-1 Major Key Players

Mr. Khalid Anoohi - CEO at Chateau Home Real Estate in Dubai, UAE - CHRE

Mr. Julian Kim – SVP at JK Development Group in Seoul, Korea - JKDG

Others – Licensed CPA, AICPA, Solicitor, (International Tax, Law & Regulation), Private Banker

4-2 Risk Management

There could be 3 major risks as follow

Market Risk – Not so many investors look for the international market until recently.

A lack of information about YOU and your projects

Event Day will be figure out the solution and promote all the info of YOU

Credit Risk – For the serious investors, concerning about the transfer money into abroad and ROI (Return On Invest) – High Risk, Higher Return

We can provide all the taxation, regulation, administration, management Advise

Operation Risk – Due to the location differences between Korea and there, operation and management decision will be delayed, prompt feedback

Regular communication with YOU. Complain arise and quick response for clients

4-3 Development Plan

Once we participate with the Event Day forthcoming in Seoul and Busan in Korea, it can be extended our market into APAC region. According to a number of the media communication, especially Chinese people, those are able to invest any properties in the world.

Our short term plan will be into Asian countries including Shanghai & Beijing in China, Hong Kong, Japan and Singapore. There is also around top 2-3% of the population in each country, who are eligible and afford to invest more properties in global market.

In this case of after the event day in Korea, if possible and interested in, we may continue to trip to those countries for the event as well.

We, "Chateau Home Real Estate" and "JKDG" can be an exclusive agent and partnership with Property Developers within APAC region and headquartered in Seoul, Korea. Especially we have a strong relationship with all those territories and partnerships. In addition, our business partner in Dubai, "Chateau Home Real Estate - CHRE", will cooperate with us for our prospective clients in Dubai, UAE.

4-4 Sponsorship

Major Audit Firm

Embassy of Your Country

Your country's Corporation of Tourism & Commence Marketing

Cultural Association

* More possible sponsorship will be updated

V Overall Schedule

5-1 Event Day (Itinerary) - * SPECIMEN

Proposed Date of the Event: - * Upon **APPROVAL**, we will try to book to confirm

1st Day Event: Seoul, Korea

Date: 29 June 2018 (VVIP Day – RSVP and Private) in Seoul, Korea (The Capital)

Time: 10:00 – 18:00

Venue: Diamond Hall at InterContinental COEX Hotel, Seoul

Delegates Invited: Appx 200

Date: 30 June – 01 July 2018 (2 Days for follow up) in Seoul, Korea

Time: 10:00 – 18:00

Venue: Conference Hall, JKDG's office, Seoul

Delegates Invited: Expecting 200

Programme

10:00 Registration
10:30 Welcome
11:00 Presentation
12:00 Open Private Meeting
18:00 End of the event

- * Tea and Coffee with snacks will be only provided during the event.
- * Local Representative: Mr. Julian Kim E: julian.kim@jkdg.kr
- * The validity of the venue confirmation by the end of May 2018
- * Due to the lack of time, the venue can be changed upon your confirmation

Others

To be discussed ASAP, due to the Hotel & Venue Booking
For the Event Day, we would like to present some gifts and your brochure to our clients.

5-2 Preparation Schedule

As of April 2018, Plan for the Event Day as follow

<u>Date</u>	<u>Classification</u>
09-30 Mar	Your Agreement and Approval (Invoice will be issued if <u>AGREED</u>)
01-08 Apr	Full Payment (Account will be provided with Invoice by CHRE)
09-15 Apr	General and specific plan, booking confirmation of the hotel, venue etc
16-30 Apr	Promotion, Newspaper and List Up & DM confirmation
01-31 May	Event Marketing, Editing, Preparation of the miscellaneous
04-15 Jun	Cross Check and Confirmation of all the preparation
27 Jun	Your Arrival in Korea and Hotel Check In Conference Meeting with staff, Final checking
29 Jun 2018	Event Day in Seoul for VVIP and Private
30-01 Jul 2018	Follow Up Day in Seoul for Public and Private
02 Jul 2018	Back home (Event Result Report will be send afterwards)

VI Financial Statement

6-1 Budget

See the below

6-2 Payment

Upon agreement and approval by YOU, we, under “Chateau Home Real Estate” – Event Organizer will issue the account details on the commercial invoice. (Please also refer to the 5-2 Preparation Schedule)

VII Appendix

7-1 Hotel Venue Outline of the Event

Please find the separate attached file later on. (Once the venue confirmed)

7-2 Guest List Up

To be updated afterwards.

7-3 Others

- CityScape Korea 2017 & Moscow Overseas Property and Investment Show 2017



Proposed Budget

As of April 2018, \$1 USD equals to Korean ₩ 1.060

***Revised Budget Plan 00**

Item	Description	Amount (₩ KRW)	\$ USD
Hotel Reservation			
Korean Organizers (2 People, due to location)	2 nights 3 days		
	2 x ₩400,000 (P/P)		
Azizi Delegates (2 People)	3 nights 4 days		
	2 x ₩400,000 (P/P)		
<u>Hotel Total Amount</u>			(A)
Venue			
	InterCon Seoul		
Hiring the ballroom 10:00-18:00 8 Hours /Day in Seoul	Projector, Mic, Internet		
	Flower Decoration		
	JKDG Seminar Room		
<u>Venue Total Amount</u>			(B)
Catering Service			
(1) Coffee Set Included Tax but Service Charge not included	InterCon Seoul		
(2) Coffee Set	JKDG Office		
Catering Total Amount (1) + (2)			
Catering Service Charge	10% of the total amount		
<u>Catering Service Total Amount</u>			(C)
Media & PR			
	Media Advertisement		
	Leaflet & DM in Korean		
	Online Commercial PR & DM (Seoul & Busan)		
	Journalist & PB Bank PR		
<u>Media & PR Total Amount</u>			(D)
Labour Charge			
1 Event Days *CPA Certified Public Accountant	Reception x 2 ppl		
	Staff x 4 ppl		
	Interpreter x 2 ppl		
2 Follow Up Days	Staff x 2 ppl x 2 days		

Labour Charge Total Amount		(E)
Management Fee		(F)
Sub Total (A – F)		
10% VAT in Korea		
Grand Total		

- * 2 nights hotel for 2 Korean staffs charged due to the location for the event day.
- * Hiring the venue is not FREE, only free with catering service. Coffee break is charged.
- * The venue confirmation requested by the hotel due date is the End of March 2018
- * Facility device such as projector, mic, internet etc charged.
- * Flower decoration service is compulsory per the table for the venue.
- * The Media promotion should be advertised due to the overseas property being popular
- * Management fee is subject to all the expenses for Korean team work
- * 10% VAT is subject to all the Korean government tax (Compulsory)
- * Other extra charges occurred during the event are subject to be paid by YOU
- * Budgeting can be discussed upon your expense budget based on agreement

This proposal has made by “Chateau Home Real Estate - CHRE”, partnership with
“JK Development Group - JKDG”, on 09 April 2018 Revised

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Representative

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