



Freedom Bay, St Lucia

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FIRST RELEASE



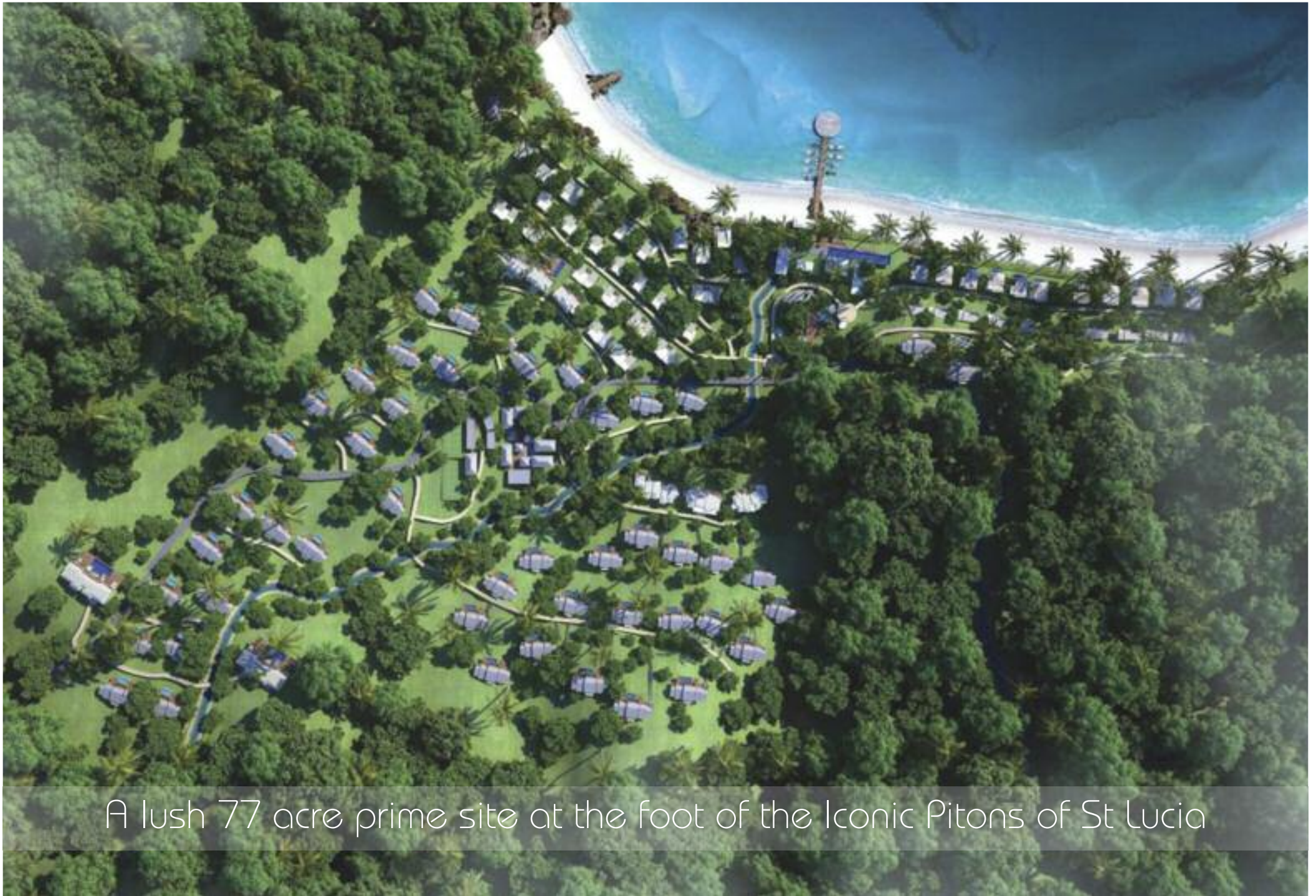
FREEDOM BAY

LUXURY HOTEL, SPA RESORT & PRIVATE RESIDENCES

ST LUCIA

FRACTIONAL HOTEL VILLAS





A lush 77 acre prime site at the foot of the Iconic Pitons of St Lucia



OFFICE OF THE PRIME MINISTER

January 2011

Dear Investor

I am delighted that my Government has been able to co-operate so closely with the creators of the Freedom Bay Saint Lucia project. We will continue to offer all support necessary, to ensure that this exciting landmark venture achieves its goals.

The Freedom Bay Saint Lucia project recognises that we offer an environment that is attractive to investors as well as those who will enjoy this new resort in the future, either as guests or as property owners.

Respecting the integrity of our environment, while creating a product that benefits both Saint Lucia and the people that it will bring here, are just two of the reasons why the developer will have the continued support of my Office throughout this project development and beyond.

With my best wishes

A handwritten signature in black ink, appearing to read 'Stephenson King'.

Honourable Stephenson King
Prime Minister of Saint Lucia





Iconic naturally modern design



EXPERIENCE PARADISE AT FREEDOM BAY

THE RESORT

The luxurious resort is located, uniquely, within a UNESCO World Heritage site at the foot of the iconic Pitons. This prime site has lush tropical forest with endemic birds and trees and a white sandy beach within its own bay. The topography undulates upwards from the beach offering impressive views of Petit Piton, Soufriere and the Caribbean.

THE DEVELOPMENT

The resort development includes an international branded five star hotel with 29 detached one and two-bedroom hotel villas, an exclusive private residential estate of 50 three and four bedroom super luxury villas and 94 various sized apartments, all with hotel concierge service.

THE HOTEL

The five star hotel facilities will include three restaurants, bar, library, chill-out and cocktail bars, epicure deli, marine jetty, tennis club, diving school and rainforest spa and a wellness centre built around a natural waterfall.

THE HOTEL VILLAS

These luxurious detached villas are situated along the beach. Each will have their own infinity pool, lounge, barbeque area, sun-deck, in-door and out-door bathrooms.

KEY ECO-LUX FEATURES

- Sustainable building materials from local sources
- Electric buggy to shuttle guests around the development
- Food to be sourced from local growers and producers
- Spa treatments to include native berries, leaves, plants and other natural resources
- Structures to be LEED Platinum certified
- Water recycling and rainwater collection
- Solar panels
- Natural ventilation design



A luxurious resort located, uniquely, within a UNESCO World Heritage site



Six Senses is synonymous with superlative yet natural luxury



SIX SENSES RESORTS AND SPA

Freedom Bay has secured the award-winning five-star operator Six Senses Resorts and Spas Group on a 30-year renewable management arrangement. Six Senses Resorts is a highly respected international brand synonymous with luxury sustainable vacations.

They have an exemplary reputation for contemporary chic luxury, unparalleled service and eco friendliness. Their 26 resorts and 41 Six Senses spas are mostly in South East Asia and the Middle East and the company has a growing European presence. This will be Six Senses' first resort in the Caribbean and Freedom Bay will set a new standard for sustainable luxury in the region.

Six Senses is synonymous with superlative yet natural luxury and pride themselves on bringing sustainability to the high-end resort market.

ACHIEVE YOUR PROPERTY INVESTMENT GOALS IN ST LUCIA

- Properties are on average between 40% and 60% cheaper than their Barbadian equivalent, so offer excellent capital growth potential.
- Limited supply of land for development on the Caribbean West Coast
- The World Bank recently placed St Lucia in the top 30 countries in the world to invest in - the only CARICOM (Caribbean Community and Common Market) island to make the list.
- A stable government who have and will continue to invest heavily in tourism and infrastructure.
- GDP growth indicators for the domestic economy for 2011 are expected to show a return to expansion and positive growth.
- St. Lucia has a growing tourism sector. The infrastructure is good, with a major development of the International airport underway meeting the significant increase in air traffic, including new 7 days a week, first, business and economy services by British Airways and Virgin Atlantic. There are also new services from the USA and Canada. The huge increase in direct flights from major world economies is expected to significantly increase economic development.
- The direct contribution of travel and tourism to GDP is expected to be 15.4% of total GDP in 2011, rising by 5.1% p.a.
- Travel and tourism investment is estimated at 27.4% of total investment in 2011
- The law is based on the UK system with Freehold ownership and a Land Registry system.
- There are high hotel occupancy levels in five star resorts in St. Lucia due to the year round holiday seasons.
- International hotel brands such as Ritz Carlton, Banyan Tree and Starwood all have requirements to open in St Lucia.





The World Bank placed St Lucia in the top 30 countries to invest in



St Lucia is the perfect haven for romance and adventure



ST. LUCIA - SIMPLY BEAUTIFUL AND WELCOMING

The tropical island paradise of St Lucia is the perfect haven for romance, adventure and home to some of nature's most precious natural beauties. Unblemished landscapes and perfect scenery make St Lucia the consummate location for a luxurious resort such as Freedom Bay and everything it has to offer.

The island offers an active and healthy outdoor lifestyle for all interests. Its mountainous terrain, rainforest and waterfalls will be 'seventh heaven' for walkers and mountain bikers. Stunning beaches abound and St Lucia is a diving paradise where both beginner and experienced divers and scuba divers will enjoy the beautiful variety of coral, sponge and marine life. For golfers the island offers fantastic championship golf courses with excellent facilities.

Alternatively take a horseback canter along the beach, go deep-sea fishing, dolphin and whale watching, kite surfing, sailing, zoom around the bay on a jet-ski, play a game of tennis or just sip a local cocktail as the sun sets below the horizon.

Indeed St Lucia has a busy sporting and cultural calendar that sets the pace for a vibrant social life all year round. From the parades on Independence Day in February to the Atlantic Rally for Cruisers, the world's largest transoceanic race in December.

Other highlights include the St Lucia Jazz Festival, one of the premier jazz events of the world and, of course, the greatest show on the island's schedule is the annual Carnival in July - spanning an entire month.

St Lucia's cultural mosaic is enriched by its African, English and French heritage and this is evident in its language, governmental system, historic monuments, music, literature, art and cuisine.



INTERNATIONAL PROPERTY EXCHANGE

REGISTRY COLLECTION INTERNATIONAL (RCI)

Freedom Bay is an affiliate of RCI. Freedom Bay Fractional owners have the option to become members and benefit from the following programmes:

THE COLLECTION PARTNERS

As a member of The Registry Collection programme, clients have access to a stellar lineup of luxury travel service providers. A valuable lifestyle resource, RCI's Collection Partners provide special pricing, added service and unique opportunities including yacht and private jet charters, international golf and custom-travel packages, and other premium travel services.

THE REGISTRY COLLECTION CONCIERGE SERVICE

Whether you're on vacation or at home, The Registry Collection Concierge Service is ready to assist you with whatever you need, whenever you need it. Need concert or theatre tickets? How about reservation for dinner at that hot new restaurant? A charter flight to Paris? Someone to walk your dog? The Registry Collection Concierge is your 24-hour-a-day, 365-days-a-year solution.

THE REGISTRY COLLECTION PORTFOLIO

Your vacation is more than a mere destination. It is a statement of your personal style and discriminating travel preferences.

In order to provide you with extraordinary leisure experiences, The Registry Collection programme adheres to the highest industry standards in both the quality and location of its affiliated destination properties, an exceptional collection that ranges from residences among resorts, to private homes, to hotel or city apartments, to yachts. Regardless of the accommodation, membership gives you access to spectacular experiences.

Take the restorative seclusion of a quiet coastline. Ski down a double black-diamond mountain slope. Follow a mountain trail to a place of unspoiled serenity. Go barefoot on a silken beach. Tee off on velvet championship fairways. Whatever vacations you dream of, The Registry Collection programme can help make them reality.



Welcome to an exclusive world of extraordinary possibilities.

PURCHASING THROUGH FRACTIONAL OWNERSHIP

A UNIQUE PRODUCT FOR INVESTORS - WHAT IS BEING OFFERED?

Purchasers can buy a fraction of a hotel villa in Freedom Bay to use privately or to benefit from a rental programme supported by one of the strongest resort and spa hospitality brands, Six Senses Resorts.

This unique flexible usage plan allows clients a choice between enjoying free holidays or a strong income opportunity.

EXCLUSIVE FOR FIRST RELEASE PHASE I PURCHASERS:

Early buyers will have the opportunity to purchase a fraction at a 25% discount of the launch villa prices, with a sponsored exit strategy, and an 8% guaranteed rental income for the first 3 years from the opening of the hotel.

HOW DOES IT WORK?

- Clients purchase a fractional share of a freehold hotel villa direct from the developer.
- Each hotel villa is registered at the land registry in St. Lucia and your ownership is protected by a trust.
- Each hotel villa is divided into 52 fractions, with each owner entitled to a week of personal usage or the option for week's rental income from the hotel villa.
- Six Senses Resorts will manage and operate the hotel suite when it is not occupied by the owner.

A client's purchase also entitles them to:

- 6% guaranteed return whilst monies are in escrow during build period
- A week's personal usage or
- 50% of the rental income from the hotel villa (following any guarantee period)

THE PURCHASE PROCESS?

The purchase is a fully transparent transaction and purchasers will receive comprehensive information including:

- Purchase Agreement
- Deed of Trust
- Fractional Rules

Each individual owner will be provided with an Ownership Certificate, evidencing their rights to the property and fraction they have purchased.

Each individual hotel villa will be registered to the Trustee for the benefit of fractional owners. The Trustee operates under a Deed of Trust and is obliged to maintain the property free of encumbrance for the benefit of the fractional owners.

A management company will be appointed to maintain the properties and operate the resort.

The terms of the management company, as well as the rights and obligations of each owner with respect to usage and maintenance charges, will be described in the Management Agreement and the Fractional Ownership Rules.

WHAT IS THE USAGE CALENDAR?

Each fractional owner is entitled to one week in a specified hotel suite. The week is specified in your Purchase Agreement.

If clients wish to use another property for their holiday, or if they wish to visit at a different time of the year, an international property exchange programme will be available through the Registry Collection.

WHAT ABOUT RE-SELLING?

With interest in fractions expected to increase upon the launch of the hotel and with Phase I units having the most advantageous location in the resort, investors in Phase I may look to make a beneficial return upon re-sale.

The first release Phase I units are priced around 25% lower on a per square foot basis than units in subsequent phases. An early stage investor may benefit from this inherent capital growth. Additionally, the developer has an option to buy the unit back in the future, with the owner benefiting from the capital growth.

WHAT ARE THE CONSTRUCTION DATES?

Construction commences Q4, 2011
Estimated completion date Q4, 2013

THE LEGAL FRAMEWORK?

The Freedom Bay ownership scheme operates under the established framework of UK and EU legislation that gives significant consumer protection including the requirement for a guarantee of client monies during construction. In order to purchase a client will have to sign and return a reservation agreement and the purchase price is payable 14 days after signature of the purchase agreement. Please ask us for a price list and availability list.

WHAT IS THE PAYMENT SCHEDULE?

Earn 6% PA in escrow

Clients pay the full amount 14 days after signature of contract and this is held in an Escrow Account under the control of the Trustees. The developer will pay a guaranteed 6% per annum for the full purchase price deposited during the construction period.

A Trustee is to administer the scheme and helps to provide enhanced consumer protection.



ADVANTAGES OF FRACTIONAL OWNERSHIP

Fractional ownership gives you the lifestyle you want when you want - at a fraction of the price. It provides you with the use of an asset while reducing the responsibility of management and the cost of ownership.

Without the capital outlay, running costs and strings attached of owning a property outright, the cost conscious option is an intelligent way to invest in growth locations without tying up large sums of capital. It's also a hassle free way of investing in property via a sold asset backed investment in a prime location that will earn above average returns. Some of the benefits of shared ownership include;

- Nobody makes use of a property abroad all year round. With fractional ownership you have the perfect solution - limited exposure but able to benefit from capital growth.
- It offers more affordable ownership in exclusive leisure destinations as costs are shared. The majority of people would otherwise not be able to afford a property abroad.
- You can invest in more than one property in different locations at the same cost as one single property.
- Prime leisure destinations, because of global demand, may increase in value much faster than average residential properties.
- Minimal capital outlay whilst enjoying maximum benefit.
- You don't have the sole burden and cost involved in maintaining and managing the property, as this is shared between all the fractional owners and taken care of by the management company.
- Limited security concerns as result of maximum usage and higher occupancy, and secure estate / developments.
- You can sell your share in the property at the current property market value at any time.
- You invest in property with income and potential capital growth.
- Fractional ownership is governed by EU and UK legislation giving enhanced consumer protection.



Freedom Bay, St. Lucia, a destination, not a place