



Bespoke Lifestyles Business Model

(2017/2015 Benetti Ax-Bow, Euro-style Superyacht "11.11" forecast for the Bespoke Fleet)



Bespoke Lifestyles International, LLC (BESPOKE) is a new Experiential Eco-adventure yachting lifestyle program that bridges the gap between chartering and owning a private luxury superyacht. BESPOKE incorporates sustainability to resonate authentically with the evolving sensibilities of this younger generation set to inherit in excess of \$68 Trillion over the next decade, who prioritize purpose-driven holidays that align with their values of environmental sustainability and social responsibility. "Eco-Adventure Luxury" is the way we describe this luxurious experiential 'eco-adventure' superyacht lifestyle that BESPOKE is providing Gen "Z", millennials, and the balance of the superyacht community who want more than aggravating & costly ownership or the passé experience of "pedestrian" charter as the industry has known it up until now. This is a liquid membership in the highest level of luxury eco-adventure yachting...

BESPOKE SYNOPSIS ~

Members will own a 2-week, or a 4-week per year use-access membership to a fleet of 9-vessels in one of two primary categories in BESPOKE US. The aviation division, BESPOKE AIR, will get them safely to their cruising grounds and out to their private yacht, avoiding all of the dangers and contagious 'touch-points' found in common commercial travel.

BESPOKE membership provides the member the right to use any vessel within their membership class for the prescribed annual usage granted by their specific BESPOKE membership. There is no responsibility or participation requirement of membership, nor is annual use mandatory.

BESPOKE AIR charter for members will be at a 10%-15% reduction from commercial charter rates, one of many perquisites of membership in addition to additional safety precautions taken in both the air and on the water.

Depending on each individual vessel that they select, their use will see an annualized cost between 10% - 15% of that of ownership for time used with significantly more to offer than the average charter. This is not for the owner who wants multiple months cruising, but for the 'new breed' of yachtsman with many more adventures planned than just our luxury eco-adventure yachting.

Every supplier as well as every potential member will go through a rigorous vetting process from our outsourced investigative team at Bushido Management, Franklin Lakes, NJ, who will provide continuing due diligence for these UHNWI members who need to be insulated from all issues.

The \$500 million in initial funding for BESPOKE is from a highly reputable funding source in Zug, Switzerland that has provided favorable terms on a 10-year fixed debt, with first year loan forgiveness allowing BESPOKE a reasonable time to get our operations established.

Our yacht purchase timing forecast is for the acquisition of one superyacht every 4-to-6-weeks (factoring in negotiations, survey and closing), so even with the assets in the \$25M-\$50M price range the forecast charter and membership sales income will be ramped up prior to the beginning of our obligation to service our debt.

There is a significant demand with no current competition at the level that BESPOKE will provide members. With a first-year debt forgiveness and ten-year loan with a competitive interest rate, management anticipates we will populate the first three US Divisions within the first 12-months and then expand to the European arena with divisions in London, Monaco, and Dubai.

The founder and CEO anticipates that there will be significant interest in acquiring BESPOKE from a major player in the international luxury sector after the first two years for the 55-60 UHNWI (Ultra-High- Net-Worth Individual) members from each division...330-360 potentially in all six divisions!

NOTE: the balance of this Business Model Overview will provide the supporting documentation for our forecast popularity of this superyacht eco-adventure, luxury members-only program, and the Asset Acquisition Forecast section with accompanying Excel spreadsheet will support it.

BESPOKE is this innovative US-based, members-only program that is forecast to revolutionize the superyacht luxury industry by providing a higher standard of service at a significantly lower entry price point. Following the successful business model of Marquis Jet, BESPOKE is creating a new market of individuals who can enjoy the eco-superyacht ownership experience providing a much “higher standardized level of service while significantly lowering the entry price point” to allow greater participation with no personal responsibilities, thus altering the norms of the yachting industry. This innovative platform will have their administrative offices in Grand Cayman and operations in West Palm Beach, FL. Funding, income, and fees will be directed to the offshore banking capabilities of the IBC Admin Office in the Cayman Islands where all superyachts will be registered. BESPOKE will disrupt the status quo of current superyacht ownership as well as the passé experience of “pedestrian” charter.

This members-only program will incorporate sustainability in its operations and resonate authentically with the evolving sensibilities of the younger generations, particularly Gen ‘Z’ and Millennials, who prioritize purpose-driven holidays that align with their values of environmental sustainability and social responsibility. They view superyachts as a canvas for the manifestation of their imaginative realms and as a vehicle in which to explore the uncharted, seeking the quintessence of authenticity that resonates profoundly with their aspirations. This mindset is a driving force for BESPOKE’s ‘Eco-adventure’ members who prioritize purpose-driven holidays that align with their values. They will direct resources toward enhancing their spa offerings with access to internationally recognized experts in mindfulness, fitness, beauty, and wellness, which is forecast to encapsulate a 360° approach to ‘Wellbeing’. The ‘experiential quotient’ of wellness is a major ingredient of the ‘Experiential Eco-Adventure’ Holiday that BESPOKE will offer members.

Millennials and Gen ‘Z’ are changing the superyacht industry, developing new narratives in naval architecture, onboard experiences, and cutting-edge technology. The rise of Explorer and Expedition Superyachts has become a harbinger of this evolution, ushering in an era where technology, such as Artificial Intelligence and 3D environments, converges to redefine the superyacht experience. New ‘Eco-friendly’ advancements are occupying a central stage in the superyacht industry, from green propulsion systems to sustainable onboard materials and carbon footprint offsetting.

BESPOKE is assembling their ‘Eco-adventure Fleet’ by acquiring vessels in ‘Bristol’ condition, generally aged between 3-10 years from the high-quality secondary market. These vessels often boast ‘Ice Class’ hulls and hybrid ‘Diesel-Electric’ engines, which positions BESPOKE to offer a distinctive blend of luxury and eco-consciousness. Refits will feature ‘touch-&-go’ helipads, enhanced ‘Beach Clubs,’ aqua-cars or personal 3-person submersibles, and a dedicated ‘Sick-Bay’ Isolation Room to enhance the fleet’s appeal and safety to ‘Eco-Adventure’ prospects.

The demographic pendulum of superyacht ownership is predicted to sway towards the 35 to 45 age brackets. Gen ‘Z’ is poised to reshape yachting with an unprecedented focus on innovative technology, wellness features, and a circular approach to design. Biophilic design, which maintains that humans have an innate attraction to nature, will illuminate the BESPOKE Fleet by merging natural light with seamless transitions between interior and exterior spaces. Members will enjoy all the privileges of ownership without the hassles. Most of our superyachts will be

equipped with the latest Hybrid-Diesel/Electric “Green Power” technologies and all are staffed with X-Special Forces Medics to ensure ultimate safety and security. BESPOKE is not just another charter program, it’s the world’s most exclusive private members-only superyacht luxury lifestyle club, providing UHNWI Millennials with Eco-adventure, 5-star service, safety, and peace of mind through a defined set of procedures.

Our ‘Ice-Class’ Explorer Superyachts will offer Arctic eco-cruising in the summers and Antarctic eco-adventures in the winters with Heli-skiing, cruising Scandinavian Fjords, and organized land-based adventures in nature. Long range Expeditionary Superyachts will be pre-positioned in Polynesia, the Seychelle’s and the and a plethora of additional distant cruising grounds in-season. Traditional Euro-style Superyachts will be cruising the Med and Greek Islands during the summer with extensive Caribbean cruising during the winter “High Season”.

This is neither ‘pedestrian’ fractional ownership nor passé charter but is instead the world’s most exclusive private members-only superyacht luxury lifestyle club providing UHNWI Millennials and Gen “X’ers” with a wide range of protocols to keep our members safe as they access the best of luxury cruising and Eco-adventure available internationally. Sustainability with minimal effect on the environment will be a major theme of membership.

Hybrid diesel-electric engines, “Green” technologies and hybrid hydraulic power systems will address many issue of sustainability. Millennials are minimalists, and favor ‘eco-adventure’ and ‘outside-of-the-box’ experiences over asst ownership. It is well-established that millennials prefer to spend more money on experiences than on material things. Further, rather than buying, they are more open to sharing or to renting items, making them perfect for this exclusive club membership. This is the perfect gateway for BESPOKE to provide an eco-adventure superyacht luxury lifestyle members-only program with destination surfing and SCUBA diving as well as untouched mountain Heli-skiing adventures, all with hybrid diesel-electric superyachts that leave a minimal carbon footprint.

The Market – UHNWI Millennials & Gen Z, Gen X’ers & adventurous “Baby Boomers”–

Born between the years 1981 and 1996 (according to research firm (**PEW RESEARCH CENTER**)), and currently between 27-42 years old Millennials (also known as Generation “Y”) along with Gen “Z” born between 1997 to 2013 , and currently between 10-26 are 2-of the most talked-about generations in luxury buying. They make up one of the largest and fastest-growing segments of the luxury consumer base today.

BESPOKE is a business model designed for UHNWI Millennials, Gen ‘Z’, Gen ‘X’, and those active ‘Boomers’ who want adventure with luxury but no responsibilities. This is not just a domestic phenomenon - super-wealthy individuals from their mid-20s to their 70s have this new mindset internationally: “Don’t own it...but have access to the highest level of products and services in every aspect of life!” Millennials, now referred to as the “UBER Generation,” are more interested in experiences than ownership. BESPOKE caters to this market, providing luxury adventure to its members. The US market leads the world with 48% of global wealth and over 130,000 UHNWIs; a small fraction of that will sell out all 3 of the initial BESPOKE divisions.

FORTUNE Magazine - Commentary Gen 'Z', - May 12, 2023, at 2:04 PM EDT- "Gen 'Z 'ers" are redefining the values of the luxury market. "***Status and prestige are out—sustainability and inclusivity are in***". The luxury market is undergoing a radical transformation as it adapts to the growing spending power of Gen 'Z'... Along with Millennials, these consumers accounted "for the majority of growth of the luxury market in 2022," according to Bain & Company, and are predicted to represent 70% of luxury spending by 2025."

"If luxury is timeless, that must mean it's able to withstand economic downturns, right? Well, as of now, millennials and Gen 'Z' are the ones to thank for the luxury market's current resilience and growth, according to a luxury-trends report by Bain & Co., a management consulting company.

The luxury-goods market is forecast to be "recession-proof" in 2024 and beyond, in part because of millennial and Gen Z consumers, who accounted for the growth of the market in 2022, the report found. The luxury market's consumer base is 400 million strong this year and is expected to grow to 500 million by 2030, Bain said.

Bain predicts the luxury-goods market will grow 21% this year, to 1.4 trillion Euros — roughly \$1.45 trillion." **INSIDER - Sarah Belle Lin - Nov 17, 2022, 2:07 PM**

"Millennials are fast becoming the most valuable luxury consumer segment. Together with the younger Generation 'Z' consumers, Millennials are indeed making up more 40% of all luxury spending and generated 100% of the global luxury growth." **LUX DIGITAL – MILLENNIALS by Florine Epe Beauloye – November 16, 2022** The most influential luxury shoppers in the world right now are apparently all under 40. **ROBB REPORT – Diana Givens | January 20, 2023 | 'Millennials and Gen Z Accounted for Last Year, a New Report Says' –** Generation Y (or Millennials) and Generation 'Z' accounted for all of the luxury market's growth last year, according to a new report published by Bain & Company on Tuesday. Generation Alpha (those born in or after 2010) is also expected to become one of the biggest buyers of high-end goods in the next decade, as shoppers in the sector get younger and wealthier. '*Statistica*'-Aug. 9, 2023, The Generation 'Z' & Millennial market in the US is 137,610,000+ with up to 1/10th of 1% being UHNWI's, or 13,761 target members...BESPOKE only needs 60-80 members (.00058% of this group) to sell-out memberships for Palm Beach, LA, and NYC divisions and move on to Europe.

Millennials are primarily minimalists, and less interested in accumulating "stuff" than previous generations. A recent study by Harris Group found that 72 percent of millennials prefer to spend more money on experiences than on material things. Further, rather than buying, they are more open to sharing or to renting items, making them perfect for this exclusive club membership. This market is established at over 226,450 UHNWI's (ultra-high-net-worth individuals) identified as "having a liquid net worth of between \$30 million to hundreds of millions, or billions of dollars each, which was led by the US, then China. – (*Wealth-X – Exclusive Analysis: The World Ultra-Wealth Report 2019*), and these numbers are growing. "Millennials represent 32% of the Luxury Market, but by 2025 they are expected to be 70% of the market" – **FORBES – May 29, 2019**. Their combined net worth grew 16.3% to \$31.5 trillion and their spending helped fuel a global luxury market of \$1.35 trillion. – **FORBES – Feb. 7, 2020**

Millennials are set to change the superyacht industry. Of the top 100 billionaires worldwide, 20% are below age 50, and superyacht owners are 10 to 15 years younger than they were 20 years ago, reveals new research by shipyard Rossinavi conducted in partnership with the International University of Monaco. And they are expected to get even younger — within the next 20 years, the median age of superyacht owners will decrease from the 45 to 55-age range to the 35 to 45-age range. But it is not just the age that is changing — it is also the mindset. This new group of superyacht owners views yachting as "an occasional pastime rather than an enduring passion," according to the Monaco Yacht Show media packet. As self-made millennials still developing their business interests, they view a yacht as only one component of their fast-moving lifestyle.

Instead of ‘mahogany & cigars’, luxurious comfort and large cabins, millennial superyacht owners prioritize adventure, water sports, and exterior space. For them, it is all about having something new and adventurous — life experiences take precedence over material possessions. “They will still want the use of superyachts, but will be less interested in owning the asset,” reads the Monaco Yacht Show packet. “In fact, they may even see ownership as a restriction.” This makes elite club membership with multiple pre-positioned vessels even more attractive...hence BESPOKE!

Johan Pizzardini, communications and media manager at the Monaco Yacht Show, told [CNN](#) that chartering is more appealing to millennials who don’t want to be confined by superyacht ownership. “They’re more adventurous,” he said. New millennials say, “I want to charter a boat this week and next week I’d like to be somewhere else in the world so I’ll have another boat.” As the MYS packet puts it: “They might spend a weekend on board in Sardinia, go back to work, and then join the boat the following weekend in Ibiza. It’s a different concept from the traditional two-week cruise in the summer.” **BUSINESS INSIDER – Hillary Hoffower – Sept. 27, 2020**

As of today, there are now hundreds of millions of millennials in the US, Europe, and Asia. The 1/10th of 1% that are the prospects for BESPOKE have grown to over 5,000; today world-wide UHNW global wealth has been forecast to grow at 9% compound annual growth. Although this business plan is primarily devoted to the mindset behind the successful growth of BESPOKE in the international UHNWI Millennial and Gen “Z” communities it is forecast specifically for the growing UHNWI market of the United States. Millennials and Gen “Z”, often referred to as the "UBER" Generation, seek sustainable luxury adventures tailored to their preferences. **‘Statistica’- August 9, 2023** – The Gen ‘Z’ & Millennial market in the US is 137,610,000 with 1/10th of 1% being UHNWI’s, or the identify 13,761 domestic target-members ...

CRUISING GROUNDS – Summer vs. Winter Cruising Options –

The emphasis on our Eco-adventure luxury lifestyle program will be a healthy lifestyle with ‘eco-adventure’ cruising in the most exciting cruising grounds, and luxury cruising in those recognized historically traditional cruising grounds. With three distinctly different types of luxury vessels BESPOKE will be poised to position their fleet in vastly different areas.

BESPOKE’s ‘Ice-Class’ Explorer Superyachts will offer Arctic and Scandinavian eco-cruising in the summers and Antarctic eco-adventures in the winters with Heli-skiing and Patagonia eco-adventures as well as organized land-based explorations in nature. Long range Expeditionary Superyachts will be pre-positioned in Polynesia, the Seychelle’s,

Indonesia and a plethora of additional distant cruising grounds in-appropriate-season. Traditional Euro-style Superyachts will be cruising the Med and Greek Islands during the summer and the extensive Caribbean during the winter “High Season”.

Millennials are minimalists, and favor adventure and ‘outside-of-the-box’ experiences over assts. It is well-established that millennials prefer to spend more money on experiences than on material things. Further, rather than buying, they are more open to sharing or to renting items, making them perfect for this exclusive club membership. This is the perfect gateway for BESPOKE to provide an ‘eco-adventure’ superyacht luxury lifestyle members-only program with destination surfing and SCUBA diving as well as untouched mountain Heli-skiing adventures, all with hybrid diesel-electric superyachts that leave a minimal carbon footprint.

LUXURY MARKET – THE 3-PRIMARY DEMANDS OF THE UHNWI MARKETPLACE –

- Safety & Security... from both Virus & Violence –
Every BESPOKE superyacht will have an X-Special Forces Medic/Warrior imbedded in the Crew to perform two specific job functions as the CMSO (Chief Medical Security Officer), as well as an RN, and they will also both serve as Yacht Crew members:
 - A. Chief Security Officer – As the CSO he will implement security procedures and protocols to keep our Crew and Members safe at all times, at sea or in Port, from any form of personal threat or violence as he imbeds in the Crew.
 - B. Chief Medical Officer – As CMO he will be capable of dealing with everything from stitching up a wound and setting a broken bone to high fevers & contagions with his supporting RN. Every superyacht will have their own “Isolation Room/Sick Bay” with an independent air handler system & 24/7 medivac capabilities, including a 24-hour-per-day “T&G” helipad deck for emergencies that can’t be treated onboard.

- Privacy for our members, their friends & families –
Every BESPOKE superyacht will have a 24/7-“Touch-&-Go” helipad (some yachts will carry their own helicopters), there will be emergency night lights on all heli-pads:
 - A. When our members fly into the regional airport they will deplane their private jet and immediately board a sanitized luxury executive twin-engine helicopter (or in many cases an option of pilot & copilot amphibious seaplane) to avoid contaminates from public transportation & all of the regular ‘pedestrian traveler touchpoints’.
 - B. Members will all be highly shielded and protected by their dedicated Crews from both the paparazzi and prying eyes of the general public. There will be a “curtain of silence regarding” who is onboard every BESPOKE asset at all times, with Crew signing NDA’s and avoiding the use of social media that may ‘position them during active service’ while working their 3-week per month shift.

- Respect for their valuable time ... through ‘Bespoke Air’ –
Bespoke will do everything possible to expedite the safe and comfortable yacht arrival and departure of our members and guests:

- A. With each of the superyachts in the BESPOKE fleet having at least a ‘T-&G’ helipad (if not a fully commercial pad) rotary-wing transportation will expedite membership travel time between a member’s private jet and their BESPOKE vessel.
- B. In addition to BESPOKE working with several elite Helicopter Charter Companies we will acquire 2-Cessna “Grand Caravan 208B EX” luxury amphibious seaplanes that will be capable of picking members up as they depart their private jet at the airport and flying them directly to the luxury vessel awaiting them in a safe and protected cove and then returning them back to their private jet at the end of their Holiday, under the direction of the largest seaplane operator in North America.
 1. These reliable and proven seaplanes are in service around the world, flying between the islands and the mainland on multiple continents.
 2. The interior will be refit, removing the 10-12-place commercial seating for the 8-place luxury leather VLS-seating that can be removed when the plane is needed for provisioning or to deliver large engine parts to vessels offshore.
 3. During summer ‘High Season’, with our vessels on the Med, these seaplanes will fly the ‘Titans of Wall Street’ back and forth to their ‘summer playground’ in the Hamptons, Cape Cod & Martha’s Vinyard via ‘*Tropic Island Airways*’.
- C. Coordination of helicopter charter, seaplane charter & logistics, and jet charter will all be under the purview and control of ‘*Bespoke Air*’, the internal management team overseeing all air transportation and logistics.
 1. Helicopter Charter – initially all helicopter management will be coordinated through established charter companies, directed by ‘*Bespoke Air*’.
 2. Seaplane Operations – ‘*Tropic Island Airways*’ will manage charter and logistics with the coordination of our ‘*Bespoke Air*’ Logistics Director.
 3. Jet operations, service for members, and commercial charter will be managed by a Palm Beach jet charter management company via ‘*Bespoke Air*’ logistics.

THE DEMAND – Plenty of Demand, with No Direct Competition ...NOT YET –

This new Uber Generation is ‘changing the rules on everything’, and they are creating demand in many new areas...”Millennial superyacht owners are on the rise — and their preference for experiences over things may be turning yachting into a ride-sharing service.”

“Millennial Superyacht Owners Have Different Priorities”. Kuznetcov_Konstantin – Shutterstock

- Superyacht owners are getting younger and look more for Eco-adventure than just pure comfort as their parents had, reveals research by shipyard Rossinavi & the International University of Monaco.
- Millennial superyacht owners prefer experiences over material possessions, adventure and socializing over luxurious comfort, and charter or temporary use over ownership, according to the Monaco Press Corps...

While it has been successful in Aviation, the traditional ‘Fractional Ownership’ business model has not been successful in yachting due to the complexities of sharing ownership of a specific vessel. BESPOKE, however, developed an elite members-only club solution that is considerably less expensive than private ownership and membership can be structured to refund the full membership fee over a pre-planned timeframe through an internal insurance program as well as membership re-sales opportunities through an active secondary market.

Unlike traditional passé charters, this will become an investment for the millennial/Gen “Z”-‘Uber Generation’ who are looking for the highest level of service with no ownership responsibilities as we provide liquid memberships for the adventurous millennial/Gen “Z” Eco-adventure market, including 3-to-6-place submarines, high-wing flying boat-type seaplanes, “Big Bo” ATV Land Explorer and a plethora of “water toys”, dive equipment, sport-vessels, and fishing options at their disposal. All of these new experiential ‘eco-adventures’ will come with BESPOKE offering their members an opportunity to prioritize purpose-driven holidays that align with their values of environmental sustainability and social responsibility.

MONEY-BACK-GUARANTEE – what makes BESPOKE an attractive investment...

BESPOKE, in collaboration with *SafeGuard, LLC*, has developed a ‘depreciation replenishment program’. This program offers superyacht & mega-yacht owners a “LEASE-BACK Custodial Care & Replenishment Agreement” if they commit their superyacht to our program for 5-years. All maintenance and operating expenses are managed by us within the BESPOKE Fleet. The Safeguard program contractually replaces a significant portion of the depreciation on their vessel and they are paid when they remove it at the end of their contract from our “Care & Custody”.

“*Safeguard, LLC*” (www.safeguardloyalty.com) is a financial program designed to reward loyalty in membership and subscription business models and provide asset protection with a guaranteed Buy Back-‘Cash Refund’ Program. They have been active in numerous industries internationally and have grown substantially over the past 10-years. This provides BESPOKE the opportunity to invite specific owners with appropriate vessels to recover their depreciation while adding another superyacht to the BESPOKE fleet at a significant discount.

The “*Bespoke Safeguard Surety Depreciation Replacement/Lease-Back Program*” is a financial model specifically designed for BESPOKE. Our provider, ‘Safeguard’, has a set fee for a defined amount that is placed into a trust account and invested to cover the promised payout. It is not subject to market fluctuation and is not insurance or an investment. It is simply a Buy-Back or Cash-Back program that gives a defined payout amount on a set payment date. The fact that these funds are being held by a segregated Trust guarantees that regardless of what could possibly happen to either the BESPOKE Program or the underwriter of ‘Safeguard Vacation & Timeless Protect’, of Toronto, Canada, these funds are guaranteed to be paid on a specific date from an insured and segregated Trust!

This program itself would never have been approved for insurance if they did not have an established and proven structure in place. ‘Safeguard’ is currently active in over 20 countries worldwide in numerous industries. For an owner who is not using his vessel regularly this will become a ‘Godsend’: owners can realize \$5-\$20 million in a ‘depreciation replenishment’ LEASE-BACK payment at the end of the contracted Agreement through BESPOKE with absolutely no OpEx or worry as they access all of the benefits of BESPOKE membership, including their own vessel if they so choose.

BESPOKE can fund the necessary \$4 million to \$8.5 million in Safeguard fees (depending on vessel’s value, time and negotiated yield) through Safeguard’s banking relations, and existing funding sources, as opposed to paying \$25M-\$75M for the same vessel on the secondary market.

BESPOKE would thus, pay between 9% - 16% of the purchase cost of a superyacht and would have multiple tax advantages through the financing procedure via Deloitte. This would eliminate the requirement to fund the full CapEx for potentially adding up to one initial superyacht for each new BESPOKE Division. This would allow us to enter a new division and secure our 'starting vessel' with exceptionally low CapEx as well as to begin expansion of BESPOKE into many other domestic & international pockets of affluence.

'Principal Partner' ('PP') – new *Bespoke US* Branches in Pockets of Affluence –

To assure success in new regions, BESPOKE will offer the position of 'Principal Partner' to a qualified UHNWI resident who invests in a vessel of our selection, or who has a vessel we accept. The 'PP' will receive up to 40% of net sales income, as well as up to \$20 million via BESPOKE's 'Loyalty Cash Refund Program'. BESPOKE will assist with the sale of the vessel and market memberships to wealthy individuals identified by the 'PP' through onboard events and pre-programmed D4 headsets.

BESPOKE's 'Principal Partner Division Growth' structure will help to develop new divisions. The first vessel could be acquired via the 'PP', and the next two through our capital funding. Our first division is in Palm Beach, followed by LA & NYC. Additional superyacht luxury lifestyle divisions will be sponsored by partnering with potential 'PP's in additional pockets of affluence. This will develop BESPOKE's luxury '**BL**' brand and benefit the 'PP' through income sharing, with BESPOKE covering all his OpEx, and a lump sum 'lease-back' at the end of the program.

The Superyacht luxury lifestyle is a favorite 'playground' for UHNWIs. Ultra-wealthy individuals with superyachts who wish to engage in our program to establish new divisions in their area of affluence will be thoroughly vetted through Bushido management, or similar. Wealthy yachtsmen are known to regularly entertain their affluent friends on their private superyachts. There are at least three motivating reasons for an owner to put his superyacht in our BESPOKE US, based on two of the greatest motivating factors known to man: fear and greed...

- The Yachtsman-owner may be so far down in 'current value' from his original investment from depreciation, refits, and upgrades that he will never realize what he feels that his superyacht should be worth on the secondary market when he sells her...or,
- ...he may not have been utilizing his superyacht enough due to his other assets and business responsibilities currently to warrant all of the Crew headaches, OpEx, and required annual maintenance that is required to keep his vessel in good condition...or,
- ...he recognizes the brilliant business opportunity he has in launching a BESPOKE Division within his sphere of influence, as he knows that many of his friends will buy memberships based on his vessel and he will financially benefit from this relationship with BESPOKE.

The first and second reasons for engaging with BESPOKE are based on fear of losing millions in depreciation and soft goods investment. The third reason, based on greed, will be his ability to recoup losses and make millions more through the Bespoke Safeguard Surety Depreciation Replenishment "LEASE-BACK" Program in his partnership with BESPOKE.

Some reasons that a superyacht owner would want to be a ‘Principal Partner’ of a division are:

- He has a substantial following of affluent friends who can all easily afford membership in this new, elite program...
- They have all been guests onboard his luxury vessel, and he will receive up to 40% of what they spend when they sign up for BESPOKE membership...
- This luxury lifestyle business will host many luxury superyacht events that fit well into his affluent business-expansion-entertaining lifestyle...
- Using his business acumen that made him wealthy in the first place he has multiple ideas that could make his division even more profitable...
- He will see ways for his other personal business(s) to grow from the new relationships that this provides him with, as well as the additional charter income that he will share in...
- He realizes that his relationship with BESPOKE will provide him access to not only a new wealth of professional relationships internationally but several additional income streams.
- This will remove all of the ‘ownership responsibilities’ that he has been plagued with along with all of the ‘headaches’ that come with having Crew.

‘Principal Partner’ Perquisites – from his regional BESPOKE Branch

- First, he/she will avoid all of the hassles of crew, repositioning, maintenance, operations, and insurance with BESPOKE taking over those responsibilities, along with providing up to a ‘\$5-\$20 million payday’ at the end of the 5-year engagement.
- Second, he/she will receive 40% of membership income & charter sales on his superyacht, which is provided contractually under the BESPOKE “Care & Custody” Agreement:
 - A. There is a \$64.8 million forecast from membership sales for a superyacht (if he keeps one Full Membership for himself) and we sell 18-other Demi-Memberships at \$3,600,000 each; by selling 36-of the 40-weeks, this leaves our ‘PP’ 4-weeks!
 - B. BESPOKE will pay up to \$20,000,000 to the owner as the ‘Principal Partner’ of his division (based on the age, condition, and value of his superyacht) as per terms of the ‘Depreciation Replenishment Agreement.
- Third, he will see up to 40% of all charter income at \$250K-\$1M++ per week (depending on his vessel), while having access to his vessel and any vessel in the Fleet for up to 4-weeks per year as long as his vessel is in the “Care & Custody” program.

BESPOKE Growth – first *Bespoke US*, then *Bespoke Europe*, then *Bespoke Asia*:

BESPOKE is strategically positioning their initial IBC Admin Offices in Grand Cayman, where our superyachts will be registered. BESPOKE Ops’ offices in West Palm Beach, FL will invoice the Admin Offices in the Caymans for CapEx and OpEx as needed for the Bespoke US division.

BESPOKE EUROPE is forecast to launch after BESPOKE US has successfully established our first three divisions in the luxury lifestyle marketplace. BESPOKE US will operate independently of BESPOKE EUROPE, but both will enjoy economies of scale as BESPOKE builds the elite luxury “*BL*” Brand. Each division will do their own regional marketing and individual sales

efforts, with the parent company providing market support with their luxury brand in all markets that each division operates in.

After establishing Bespoke Lifestyle regional divisions on the southeast, west & northeast US, BESPOKE forecasts entering the Euro market with divisions in London, Monaco, & Dubai. This market has over 226,450 UHNWIs with a liquid net worth of \$30 million to billions, led by the US at 48% market share, followed by Hong Kong, China, and as of now, India, the growing Asian giant in the luxury industry.



This dated image shows the distribution of billionaires globally. The US still has the highest billionaire population, and BESPOKE US is considering expansion to affluent US cities like San Francisco, Chicago, Denver, Boston, Atlanta, Honolulu & Naples. BESPOKE LIFESTYLES EUROPE forecasts additional divisions in London, Monaco, Dubai, Paris, Dublin, Frankfurt and Madrid. Asian divisions may include Mumbai, Tokyo, Hong Kong, Shenzhen & Singapore.

Financial Forecast – where the income is derived –

The majority of income will come from membership sales, with 18-demi-members and 1-full member forecast for each vessel, plus annual renewal fees. The 84%/16% membership split is based on research showing that UHNWI member-candidates have multiple vacation homes and other responsibilities limiting their time for luxury superyacht lifestyle. This ratio will probably become 100% demi-memberships. Research shows UHNWI millennials have limited time for individual luxury activities, thus BESPOKE will offer two-week and four-week membership options, with forecast primary vessel CapEx and profits outlined below.

Forecast Income– (using Superyacht “*11.11*” as the example) –

NOTE: Access to superyacht “*11.11*” would require General Membership; she is a ‘*Superyacht*’ (less than 70-meters, under 230-feet). If over 230’ to 300’+ we consider her a ‘*Mega-yacht*’ and she takes a Premium Membership, twice as much as the General Membership.

Total BESPOKE Income forecast to be generated from the superyacht “*11.11*” tranche with NO ‘Principal Partner’, which will be the majority of divisions:

- +/- \$70,800,000 – membership sales forecast at 16%/84% (favoring Demi-members)
- +/- \$5,400,000 – 1-yr. charter forecast – at \$675,000 per week for 8-charters on “*11.11*”
- +/- \$76,200,000 – total income forecast from member sales & charter on “*11.11*”
- +/- \$35,400,000 – 4-years of annual renewal fees (\$8,850,000 per year) from membership
- +/- \$111,600,000 – 5-year total income forecast from the “*11.11*” Tranche
- + \$40,000,000 – sale of “*11.11*” in 5-years to the secondary market
- +/- \$151,600,000 – total forecast return from original \$46,000,000 +/- investment

BESPOKE Income forecast generated from the superyacht “*11.11*” tranche with one ‘Principal Partner’ (i.e., an outside investor who acquires the vessel for BESPOKE’s use for 5-years):

- +/- \$42,480,000 – 60% of membership sales net with only 36-weeks weeks of the 40-weeks sold (‘*PP*’ keeps 4-weeks & 40% of income) and Bespoke keeps 60%
- +/- \$3,240,000 – 60% of forecast 1-yr. charter income for the first year of charter
- +/- \$45,720,000 – in total forecast income in the first full year of business
- +/- \$35,400,000 – in annual renewal fees over the following 4-years
- +/- \$40,000,000 – additional income from ‘buy-back’ sale of “*11.11*” in 5-years*
- +/- \$121,120,000 – 5-year total income forecast from the “*11.11*” Tranche
- *based on “*11.11*” being bought back by Bespoke, it could even be higher than this on the secondary market.

Total forecast income **TO the ‘Principal Partner’** from 40% of the “*11.11*” income stream:

- +/- \$28,320,000 – the other 40% of Net Membership sales on “*11.11*” Tranche”
- +/- \$2,160,000 – the other 40% of forecast 1-yr. of charter income on
- + \$20,000,000 – ‘Lease-back’ payment from Safeguard Depreciation Replenishment Fund
- +/- \$50,480,000 – total income from member, charter sales & Safeguard ‘Lease-Back’
- +/- \$40,000,000 – additional income from ‘buy-back’ sale of “*11.11*” in 5-years
- +/- \$90,480,000 – forecast total income to ‘Principal Partner’ or (‘Principal Partner Group’)

GENERAL Membership Parameter forecasts for the 164' to 230' SUPERYACHTS:

<u>Vessel Name</u>	<u>/ Length/Year</u>	<u>/Acquisition Price</u>	<u>/Charter Price</u>	<u>/ Crew Size</u>	<u>/ Guests/Rooms</u>
Benetti “ <i>11.11</i> ”	207' / 2015	\$45,000,000	\$775,000 p/wk.	16	14 7
“ <i>Sealyon</i> ”	203.4' / 2009	\$28,000,000	\$325,000 p/wk.	16	12 6
“ <i>Were Dreams</i> ”	174.5'/2008	\$27,000,000	\$325,000 p/wk.	12	12 6
“ <i>La Familia</i> ”	181' / 2015	\$39,000,000	\$325,000 p/wk.	14	11 5
“ <i>Aquarium</i> ”	203' / 2017	\$31,000,000	\$450,000 p/wk.	12	14 6
“ <i>I NOVA</i> ”	164' / 2013	\$19,000,000	\$250,000 p/wk.	12	12 6
“ <i>Quinta Essentia</i> ”	180'/2016	\$24,800,000	\$350,000 p/wk.	12	12 6
“ <i>Maybe</i> ”	194' / 2016	\$32,800,000	\$350,000 p/wk.	16	13 6
“ <i>Mosaique</i> ”	161' / 2002	\$15,500,000	\$175,000 p/wk.	12	12 6
“ <i>Sea Walk</i> ”	204' / 2005	\$38,000,000	\$350,000 p/wk.	13	12 6
<u>AVERAGES</u> –	<u>183'/2012.7</u>	<u>\$30,010,000</u>	<u>\$356,818 p/wk.</u>	<u>13.1</u>	<u>12.3 6</u>
	<u>SIZE & YEAR</u>	<u>CAPEX</u>	<u>CHARTER INCOME</u>	<u>CREW</u>	<u>GUESTS/ROOMS</u>
		(FORECAST)	(FORECAST)		

Forecast weekly CapEx to BESPOKE of **\$750,250** per-week for GENERAL Memberships

PREMIUM Membership parameter forecasts for the 231'-300'+ MEGA-YACHTS:

<u>Vessel Name</u>	<u>/ Length/Year</u>	<u>/Acquisition Price</u>	<u>/Charter Price</u>	<u>/ Crew Size</u>	<u>/ Guests/Rooms</u>
“ <i>Sunrays</i> ”	280'6" / 2010	\$120,000,000	\$1,000,000 p/wk.	30	22 9
“ <i>Go</i> ”	253' / 2018	\$90,000,000	\$725,000 p/wk.	19	18 9
“ <i>Yersin</i> ”	251' / 2015	\$60,000,000	\$550,000 p/wk.	24	16 8
“ <i>Planet Nine</i> ”	240' / 2018	\$78,000,000	\$675,000 p/wk.	26	18 9
“ <i>Stella Maris</i> ”	237' / 201	\$78,000,000	\$650,000 p/wk.	19	14 7
“ <i>Pls Vltra</i> ”	243' / 2016	\$100,000,000	\$675,000 p/wk.	19	12 6
“ <i>Elements</i> ”	262' / 2019	\$118,000,000	\$905,000 p/wk.	30	24 12
“ <i>Kogo</i> ”	235' / 2016	\$60,000,000	\$625,000 p/wk.	26	14 7
“ <i>Illusions Plus</i> ”	290'/2018	\$83,000,000	\$1,000,000 p/wk.	25	12 6
“ <i>Blue de Nimes</i> ”	237'/1980-2020	\$50,000,000	\$550,000 p/wk.	23	28 13
<u>AVERAGES</u> :	<u>252.7'/ 2016.5</u>	<u>\$83,700,000</u>	<u>\$735,500 p/wk.</u>	<u>24.1</u>	<u>17.8 8.6</u>
	<u>SIZE & YEAR</u>	<u>CAPEX</u>	<u>CHARTER INCOME</u>	<u>CREW</u>	<u>GUESTS/ROOMS</u>

Forecast weekly CapEx to BESPOKE of **\$2,092,000** p/wk. for PREMIUM Memberships...

(The above numbers are dated, and from 2023, but are representative of all vessels...)

BESPOKE WILL PROFIT BY:

Demi-General Memberships forecast to sell for **\$2,849,750 per week OVER average CapEx**
Demi-Premium Memberships forecast to sell for **\$3,908,000 per week OVER average CapEx**

NOTE: ***Premium Memberships*** will allow Premium Members to collectively access all of the 164'-to-300'+ superyachts as well as mega-yachts in their individual Geographic location (either ***Bespoke Lifestyles US, Europe, or Asia***) for their enhanced Premium Membership.

GENERAL Membership parameters for 164'-234'+ SUPERYACHTS:

(Full Memberships at \$6,000,000 & Demi-Memberships at \$3,600,000)

(Annual Renewal Fees from year 2-on: Full=\$750K / Demi=\$450K per year)

Forecast weekly CapEx for Bespoke of \$750,250 for GENERAL Memberships, or \$30,010,000 per superyacht with 40-weeks of membership sales covering all 52 weeks...

40-weeks of sold membership forecast of one full Membership (18%) & 18 Demi-memberships (representing 82%), and with their busy lifestyles it may be 100% of 2-week demi-memberships:

- 1-Full Memberships at \$6M = \$6,000,000 for 4-weeks of membership
- 18-Demi-memberships sold at \$3.6M (20% premium) for \$64,800,000 = 36-weeks
- Forecast CapEx per week for 40-weeks = \$775,000 per-week for \$31,000,000 in CapEx
- 40-weeks available annually for average weekly sold membership profits= \$19,325,000:
 1. \$1,025,000 (56.94% profit) per week = 18 – 2-week demi-memberships to yield \$18,450,000 profit per superyacht
 2. \$875,000 (51.66% profit) per week for 1-superyacht full memberships = \$675,000 profit per full membership on every superyacht
- \$19,325,000 (62.23%) forecast average profit per superyacht from General Member sales in gross profits forecast for each superyacht from membership sales

PREMIUM Membership parameters for both 164'-300'+ Superyachts & MEGA-YACHTS:

(Full Memberships at \$12,000,000 & Demi-Memberships at \$7,200,000)

(Annual Renewal Fees from year 2-on: Full=\$1.5M / Demi=\$900K per year)

Forecast weekly CapEx to Bespoke of \$2,140,000 p/wk. for PREMIUM Memberships... for 40-weeks of membership use & 12-weeks maintenance and repositioning, for all 52 weeks...)

40-weeks of sold membership with 1-full Membership (18%) & 18-Demi-memberships (representing 82%), and with their busy lifestyles it may be 100% of 2-week demi-memberships:

- 1-Full Membership for \$12,000,000 = 4-weeks of the total 40-weeks forecast, at \$2,140,000 p/wk. CapEx for 4-wks = \$8,560,000 Full Membership CapEx
- 1-Full membership yields \$3,440,000 profit for 28.67% forecast Full Member profits
- 18-Demi-memberships @\$7.2M each for \$129,600,000 in gross sales forecast income
- Forecast \$2,140,000 p/wk CapEx = \$1,460,000 per week profit per demi membership
- 18-Demi-memberships forecast total \$26,280,000 profits from Demi-member sales

INTERNATIONAL Membership parameters for all forecast *Bespoke Lifestyles International* vessels - 164'-300'+ SUPERYACHTS & MEGA-YACHTS on ALL CONTINENTS:

International Memberships will provide all of the perquisites of Premium Membership as well as include access to both superyachts and mega-yachts from all international branches (i.e., the Palm Beach, LA, NYC, Monaco, Dubai, London, Mumbai, Tokyo, Hong Kong, Singapore, etc.) representing all BESPOKE vessels from each division on every continents...

40-weeks of ***International Memberships*** forecast at 18% Full Memberships and 82% Demi-memberships (In all reality, it will usually probably be 100% Demi-memberships) :

- Membership fees for the Premium Membership will apply, with an additional 20% fee for International membership fees:
 1. International Demi-memberships will be \$9,120,000 for 2-week access per year
 2. International Full Memberships will be \$14,400,000 for 4-week access per year
- Annual Renewal Fees from Year-2 onward are:
 1. International Demi-Renewals will be a \$1,080,000 renewal fee per year
 2. International Full memberships will be a \$1,800,000 renewal fee per year

Membership Pricing: 2-week Demi's & 4-week Full Memberships offered in all programs –

1. ***Bespoke US GENERAL Memberships*** – access to any Superyacht within the ‘full continent- membership-region’ of that continent’s 3-divisions; limited to 50-meter to 70-meter vessels (164’-234’) –
 - A. Demi-Memberships at \$3,600,000 / annual renewal fees – \$450,000 from year 2-on
 - B. Full Memberships at \$6,000,000 / annual renewal fees – \$750,000 from year 2-on
2. ***Bespoke US PREMIUM Memberships*** – access to all Superyachts & all Mega-yachts in that continent’s region of 3-divisions...including 70-meter to 100+meter (230’-328+’) Mega-yachts –
 - A. Demi Memberships at \$7,200,000 / annual renewal fees – \$900,000 from yr. 2-on
 - B. Full Memberships at \$12,000,000 / annual renewal fees – \$1,500,000 from yr. 2-on
3. ***Bespoke WORLD-WIDE Memberships*** – Access to all of the above as well as all vessels on the other continent for both ***Bespoke Lifestyles US & Bespoke Lifestyles Europe & Asia*** 50-meters (164 feet) to 100-meters plus (328+ feet) access –
 - A. Demi-Memberships at \$9,120,000 / annual renewal fees – \$1,080,000 year 2-onward
 - B. Full Memberships at \$14,400,000 / annual renewal fees – \$1,800,000 from year 2-on
4. ***Bespoke Lifestyles CORPORATE Memberships*** – access to all of the above on a different time-use considered for specific new product launches, allowing the company to have membership providing them to access vessels at a daily premium fee –
 - A. Luxury **4-Day / 2-Night** Corporate Package – on Mega-yachts:
 1. 6 – times annually = \$15,000,000 Fee / Renewal Fees = \$2,000,000 per year
 2. 12 – times annually = \$26,250,000 Fee / Renewal Fees = \$3,500,000 per year
 3. 18 – times annually = \$38,000,000 Fee / Renewal Fees = \$5,000,000 per year

- B. Luxury **7–Day / 5– Night** Corporate Package – on Mega-yachts:
1. 6 – times per year = \$35,000,000 Fee / Renewal Fees = \$4,250,000 per year
 2. 12 – times per year = \$50,000,000 Fee / Renewal Fees = \$7,000,000 per year

5. Additional MEMBER PERQUISITES Currently Under Consideration:

- A. International Event-Elite Private Access through our multiple luxury partners –
1. Grand Prix ‘F1’ racing pit passes in Monaco, The US, the UK, Italy, etc.
 2. Tennis – ‘Wimbledon’, ‘US Open’, ‘French Open’, ‘Australian Open’, etc.
 3. Golf – ‘The Masters’, ‘The British Open’, ‘The PGA Championship’, etc.
 4. High-end accommodations for the Olympics, the Super Bowl, Concerts, etc.
- B. Private Hunting Club, Sport Fishing & Luxury Lodge access internationally –
1. Luxury African Safari Hunting and or Eco-Adventure Tours in Tanzania
 2. Catered luxury quail, pheasant and Chukar Partridge hunts with gourmet meals
 3. Big Game Hunting in New Zealand, Alaska, Belarus, Canada, Cambodia, etc.
 4. Up-scale guided Salmon and Trout fishing expeditions in Alaska, Colorado, etc.
 5. Lux-holiday ‘Vaca-stays’ at Yellowstone Club & similar resorts internationally
- C. International access to high-end “Tasting & Epicurean Events” –
1. Scotch in Scotland / Bourbon in Kentucky / French Bordeaux if France, etc.
 2. The Dolder Grand, Zürich, Switzerland Annual Epicurean Event
 3. The St Moritz Gourmet Festival, St Mortiz, Switzerland
 4. Melbourne Food & Wine Festival – Melbourne, Australia
 5. The Cayman Cookout at the Ritz-Carlton, Grand Cayman

BESPOKE WILL DO THE FOLLOWING –

- **DISRUPT THE SUPERYACHT INDUSTRY** – BESPOKE will disrupt yachting as Marquise Jet disrupted private aviation, and we will alter the way that the superyacht industry operates with UHNWI’s from Gen ‘X’, ‘Y’, and ‘Z’ in the future.
- **PROVIDE BETTER TIME USAGE** – with both Full and Demi-Memberships offering a 4-week or 2-week per year availability allowing potential members multiple alternatives as they factor in all of their other time constraints: i.e., vacation homes, personal/professional time commitments for both their family and corporate responsibilities.
- **REDUCE COSTS & STRESS** – making it much-less expensive and stressful over time than ‘private ownership’ or ‘passé-pedestrian’ charter programs, with an expansive range of ‘eco-adventure alternatives and ‘water toys’ to choose from and a membership that can be resold on our secondary market as opposed to money gone when spent.
- **ASSURE MAXIMUM SAFETY** – from both contagions and violence while onboard as well as their access and egress to vessels with a sanitized helicopter and amphibious seaplanes meeting them at the airport and delivering them safely to and from vessels.
- **GUARANTEE** – A variety of cruising options with 3-distinctly different types of luxury vessel offering multiple cruising ground options seasonally to assure even the most ‘eco-adventurous’ millennials & Gen ‘Z’ that they will experience new adventures.
- **MORE TOYS** – than can be found on any fleet of charter vessels from submarines and ‘aqua-cars’ & ‘Big Bo’ ATV’s to ‘Sport Seaplanes’, and fishing limousine tenders along with all of the standard SeaBobs, Wave Runners and Jet Skis found on most yachts.

- PROVIDE TOP LOGISTICS ASSETS – in support of our superyacht luxury lifestyle program as we secure our **BESPOKE AIR** aviation assets (Gulfstream Jets at charter), eventual luxury lodge vacation villas with international concierge; every vessel in the fleet having 24/7 heli-pads for service to compliment the “**BL**” Luxury Brand.
- BE A SOURCE OF EXTREME ECO-ADVENTURE CRUISING – to engage specialists in Arctic & Antarctic Explorations; Heli-skiing; Eco-adventures within the Galapagos, the Amazon & other high-adrenalin luxury-adventure offerings, offering select professionals to our Board of Advisors to enhance ongoing “Eco-Adventure” consultation.

CREW, C-LEVEL OFFICERS & PROFESSIONAL SUPPORT –

BESPOKE Crews will work 3-weeks-on and 1-week-off to maintain ‘5-star-plus’ service. All Crew will need to pass a ‘*ServSafe*® food and beverage allergy exam’ and complete ‘*Ritz Carlton Luxury Service Training*’. Every Crew member will be trained in saltwater lifeguarding, anaphylactic shock, piracy, and diplomacy. BESPOKE Crew will not only be highly trained but will be offered stock ownership in BESPOKE and be paid approximately 10% above industry norm while refusing tips from members. All Crew will sign NDAs and follow a strict code of personal professional respect and privacy towards members while avoiding the use of social media that could reveal their position while on active 3-week tours of duty.

A description of a sample of a 12-to-26-member Crew:

2. 1-Captain – licensed per vessel tonnage with significant International cruising & “blue-water-crossing” and charter experience
3. 1-or-2-Engineers – licensed and trained for both diesel engines & the new hybrid “Green Power” technologies that BESPOKE will utilize with most diesel engines
4. 1-Chief Medical-Security Officer / Deckhand – Ex-Special Forces Medic & Warrior, on call 24/7/365, with RN/Stewardess support; SCUBA & Skin-Diving Instructor qualified
5. 1-Sr. Management Lead Stewardess / Purser – responsible for all interior attendant services and member finances, including additional special-order charges on each cruise
6. 1-Boson/Lead Deckhand – trained yacht-tender operator with regional sport fishing training & significant Crew management experience, also qualified for all water & land “toys”
7. 1-Master Chef, with a Sous Chef/Crew Chef where required – schooled in finest culinary institutes, with a wide venue of food-prep capabilities for both Guests and Crew
8. 3-10 – Inboard Attendants (Stewardess): 1-specifically trained Masseuse, 1-trained Pilates & Yoga Instructor, 1-Licensed Esthetician, and 1-RN that all will serve as Stewardesses
9. 3-10-Deck Crew (Deckhands): 1-trained masseuse (male when available), all with previous superyacht experience and with Senior Ocean Lifeguard qualifications, and several having regional saltwater fishing and tender-handling expertise
10. Crews on the larger vessels will include a “Certified Sommelier” & sometimes a licensed Helicopter Pilot; all crew will sign NDA’s to stay off social media while engaged to keep our guests’ privacy secure...
11. Every Crew will have a Crew Member who is a specialist specifically in saltwater fishing for game fish in the region they are cruising; a specialist on native wildlife and bird species in the area; and one Crew member who is proficient in the local language.

BESPOKE INTERNATIONAL – Officers & Support Staff



CEO & Founder, Jim Zahl – Jim is a by-product of the Northeast, earning a BS in Marketing in 1972 after receiving an Honorable Discharge from the United States Marine Corps. He spent 27-years servicing the Wall Street investment arena, then 18-yrs. in superyacht marketing & sales in South Florida. His extensive sales background has had him engaged with the elite UHNWI market all of his professional career... He identified new opportunities with this luxury yacht ownership/ charter alternative for millennials whereby Bespoke Lifestyles can provide a better alternative for this affluence group.



CGO (Chief Governance Officer & Secretary/ VP), Norman Wagner – Norm has over 30-years of experience in national and international finance, commercial and investment banking, securities laws, underwriting, corporate mergers & acquisitions, corporate strategy, board representations, business transactions. He will manage contractual transactions while overseeing all daily business activities in West Palm Beach's Ops offices. Norm will be the CEO's conduit to Ops' activity when he is away traveling to all other required destinations.



CBDO (Chief Business Development Officer) & Director of Charter – Ginger Hornaday – Ginger has been active in the luxury yacht industry for over 40-years, beginning as a deck hand and chef to becoming a highly respected licensed Superyacht Broker. She is a Global Real Estate & Yachting Advisor with Sotheby's International in Aspen, CO and Palm Beach, FL, and the Relationship Luxury Consultant/Charter Specialist for Bespoke Lifestyles. She has a professional group of Sotheby's Referral Ambassadors who will soon be in position to introduce her to potential UHNWI qualified members for referrals from BESPOKE.



CFO (Chief Financial Officer), Pending – This individual will have a minimum of ten-years’ experience in Accounting, three years as CFO, with BA degree in Accounting, ideally possesses an MBA with prior experience supervising accounting and administrative staff preparing financial reports for consolidation monthly and annual statements. He/she will be upbeat, driven, and an inspirational leader to continuously apply their skills in supporting an accounting program overseen by Deloitte.



COO (Chief Operating Officer) Pending – He, or she, will have international experience in the high-end luxury service industry, preferably *NetJets*, or a similar luxury services company. The COO will oversee the daily administrative/operational functions of logistics, overseeing the Maritime Director and all Crew. Responsibilities include implementing company strategies to achieve goals. COO will be a skilled communicator, effective leader and driven business person who has experience in directing business momentum.



CTO (Chief Technical Officer), Phoenix Ferguson – Phoenix (image currently unavailable) is a highly-talented millennial in the realm of A.I., VR and AR (Virtual & Augmented Reality) who is capable of coordinating the R&D of the A.I. department with procurement and programming of AR/VR headsets and gathering of Intel to identify our potential UHNWI members. He will oversee the acquisitions and programming of VR Headsets under the direction of the CEO and CBDO.



MD (Maritime Director) – Pending: He/She will have strong international experience as a “Blue Water” Captain with a significant amount of time logged on ‘crossings’ and charter. He/She will be in charge of supervising all surveys for acquiring vessels, ongoing and annual maintenance for every vessel in the fleet and maintaining constant contact with all vessels and the Captains. He/She will work directly with the CEO (who will cover for him initially) on determining cruising grounds, and Crew training. He/she will coordinate Crew rotations, vessel maintenance, provisioning the fleet, and assist with survey’s and vessel refit work.



Rotary-Wing/Cruising Advisor, Mark Elliott- Mark is one of the most respected superyacht brokers internationally. He had worked as a captain & helicopter pilot for over 25 years & he then moved ashore to work as a superyacht broker and consultant. Mark has seen and done it all; he was the real captain depicted in the Leonardo De Caprio film “*The Wolf of Wall Street*” in the featured Med storm where they were rescued, among other experiences. (acceptance pending final funding).
iyc.com/services-overview



Influencers – Digital Influencers with luxury brand experience will be employed to develop cutting-edge social media support with search engine optimization & Luxury Branding of Bespoke’s message to UHNWI Millennials looking for exciting superyacht adventure with safety and luxury. Written blog posts & personal Influencer marketing works because of the high amount of trust that social influencers have built up with their following and these valuable marketing assets will be supplied by RELEVANCE Digital Marketing of Monaco as they work on developing our luxury brand.

ADDITIONAL SERVICES -

Marketing and developing the “BL” Brand
RELEVANCE Digital Marketing - Monaco
relevance.digital.com

Private Aviation Services
(for those few that may possibly request additional assets–*NetJets.com*)

Seaplane Management for the 2-‘amphib’ seaplanes for logistics and charter –
Tropic Ocean Airways

Jet Charter Management for the ‘G280’/‘G450’/G550
pbifbo@jetaviation.com

International Concierge Services:

The Pure Entertainment Group –
<http://pureonline.com>

Black Tie Travel –
<http://blacktietravel.com>

PROFESSIONAL ADVISORS – for every form of legal challenge –

US General Council



Matthew E. Ross, Esq., LEED AP Member

Matt is a seasoned business attorney, now operating his own practice. Formerly with Jennings, Strouss & Salmon, PC, the firm leveraged its resources regionally and nationally. Matt is now operating from his own private offices in Washington, DC and has earned LEED professional accreditation, a leading professional designation; he has a strong international reach through professional relationships that he has developed throughout the international legal community and is a motivating force behind our initial business development.

US Maritime Council **Jeffrey W. Cox, Esq., Maritime Law Specialist**



Jeff spent ten years working as a yacht broker in South Florida for some of the most well-respected firms. Jeff loved the yachting industry, and for years he could not justify leaving the yacht brokerage industry to study law. As Jeff became more familiar with larger yachts, he began to recognize the opportunity to combine his industry background with a carefully planned legal education. During and following law school, Jeff had the honor of working and being trained at one of the oldest and most well-respected law firms in South Florida – Alley, Maass, Rogers & Lindsay, P.A. After a few years he started his own practice, Cox & Associates, PA, and he has remained loyal to committed to serving his clients ever since

International Counsel – **Dennis Hellier, Esq. - Greenberg Trauig Law** – In addition to the legal counsel that BESPOKE will have on retainer there will be another major south Florida law firm involved in the development of the membership documents and that will be able to make meaningful introductions in Nassau for required legal representation, good banking relationships, and our potential Admin Office Manager. All of these are required in the Island Nation of Grand Cayman. Dennis Hellier, Esq., and his son, Mark Hellier, Esq., of the Greenburg Trauig Law Firm of Miami are forecast to act as our business consultant as well as the authors of our member-related subscription document.

European Maritime Council Benjamin Maltby., Consultant Barrister – for those pending Euro-acquisitions) -



Jurisdiction: England & Wales, and International waters of the Mediterranean. Benjamin has over 17 years in legal experience with superyachts, yachting and with luxury asset law, specializing in finance, construction and purchase, and operational matters including taxation, insurance & employment. He also advises in relation to private aviation and art. He will represent *Bespoke* in most closings and legal activities in the Med. Benjamin's impressive client base includes some of the most prominent and prolific superyacht owners, finance providers, yards & suppliers.



Melissa Tomkiel, JD, BESPOKE Aviation Consultant & Attorney as required -

Rotary & Fixed-Wing Aviation Attorney and Director of Amphibious Logistics – Melissa has an aviation-law degree, and she owns “*Fly the Whale*”, she is also the President of BLADE's Division of Fixed Wing Services in NYC, the primary charter agent for the affluent Wall Street and hedge fund crowd between NYC and the Hamptons every summer. (Pending funding and invitation) Additional Intel available on Melissa at flythewhale.com

Accounting Services – The international big three accounting firm **DELOITTE** will provide BESPOKE accounting, Strategic Advisory, and tax-services –

Deloitte will provide accounting & advisory tax services to the Bespoke Lifestyles International Corporate offices in Grand Cayman and will assist Bespoke in its international growth. Deloitte needs no introduction as they are recognized internationally as one of the ‘Big Three’ accounting firms in the world and will assist BESPOKE with a regional branch in the Caribbean and wherever required internationally. Their Jacksonville & Miami, FL offices will be in charge of accounting.

Employee Incentives & Member/Staff Perquisites...

BESPOKE will incentivize their employees with the Bespoke International model:

- All employees will be offered stock ownership and paid a premium to industry standards
- Crew will work 3-weeks on and 1-week off for R&R to provide the maximum productivity
- The superyacht industry generally employs Crew primarily from the UK, Australia, and South Africa, so BESPOKE will develop internal training for interested US citizens.

MARKETING & SALES – Branding through AI, with VR & AR D-4 Headsets –

BESPOKE targets ultra-wealthy millennials and Gen ‘Z’ professionals who have many options and minimal time and are not easily accessible by traditional print ads. To accurately reach this 1/10th of 1%, BESPOKE will use D4 Headsets with AI, VR, and AR technologies. Our CTO will identify pre-qualified-member-targets for our offering through an A.I. gathering of appropriate-potential-member Intel. Once identified and pre-qualified, the UHNWI target will receive a special hand-delivery of a pre-programmed D4 Headset with VR & AR capabilities. The headsets are loaded with videos, marketing data and enhanced visual effects to show our ‘eco-adventure’ superyacht luxury lifestyle. BESPOKE prospects will be fully immersed in the optical pleasures of casual Island cruising, 5-course dinners, adventures in paradise settings, historical Ports of call, water sport adventures, personal submarine explorations, visiting distant ruins, and heli-skiing via the ship’s private luxury helicopter. These experiences are brought to them in larger-than-life fashion with everything imaginable except the smell of the ocean .



The D4 Headsets used by BESPOKE are of high quality and come with easy-to-use instructions, this ensures repeated viewing. The expense and quality of these headsets mean they will be passed on through UHNW families and Family Home Offices. Once the target experiences the quality optics and effective approach, it is forecast that they will share it with family, friends, and their co-workers, greatly expanding exposure-market-reach, and BESPOKE member sales success. These headsets will be pre-programmed to share with potential

members at international yacht shows, luxury auto shows, onboard cocktail receptions, international high-end aviation & charter shows, and all occasions where BESPOKE engages in marketing. Due to the quality of the headsets, and the 120-degree field of view of each Virtual Reality headset, these effective marketing tools will have a ‘pass-along-life’ that is assured to be shared among UHNW families and in professional office gatherings.

BUSINESS EXPANSION – 5-year Growth Strategies –

BESPOKE will provide an eco-adventure, luxury platform for millennials and Gen “Z” UHNWIs, offering an elite superyacht luxury lifestyle members-only club forecast to disrupt the traditional superyacht industry internationally.

Growth in 2024 will be with *Bespoke Lifestyles US* for the initial three divisions. We forecast *Bespoke Lifestyles Europe* for 2025, followed with *Bespoke Lifestyles Asia* in 2026. The 5-year forecast will allow for even slower growth than we are projecting with the ability to expand to all 3-divisions in the next 3-4-years, with a forecast sale of BESPOKE within 5 years of operations.

10-FACTS CONTRIBUTING TO *BESPOKE'S* SUCCESS...

#1. THE TIMING – The Covid-19 pandemic has altered the way UHNWIs consider everything, as they now realize they are just as vulnerable as others. Despite having private jets or jet cards, they lack a guaranteed safe passage with luxurious virus-free lodging, exciting eco-adventure options, and 5-star services. BESPOKE offers all of this on our superyachts, in luxurious safety far from any contagions. The timing is perfect for our UHNWI target market to experience the ultimate in ‘eco-adventure’ luxury and safety for their families and friends with BESPOKE.

#2. THE OPTICS – As the country recovers from a major economic slowdown, most UHNWIs are sensitive to the optics of their excessive wealth, especially with so many millions of individuals struggling to survive. The last thing most UHNWI's want is to draw attention to themselves, and having a huge superyacht behind their waterfront estate or in their marina is something many now wish to avoid. BESPOKE offers a discreet and luxurious alternative for UHNWIs to enjoy the superyacht lifestyle without drawing unwanted attention that may put them at risk.

#3. THE NEW DEMAND FOR ‘ECO-ADVENTURE’– as the younger members of the UHNW arena is so focused on exciting ‘eco-adventure’ this is now the ideal time to launch. Millennials and Gen “Z”, often referred to as the "UBER" Generation, seek sustainable luxury adventures tailored to their preferences. They are reshaping luxury market values, prioritizing sustainability and inclusivity over traditional notions of status and prestige with heli-skiing, Antarctic and Arctic adventures, and there is now a ‘Eco-Adventure’ club membership at the highest level for them.

#4. THEIR PEACE OF MIND – This superyacht luxury lifestyle program comes with no added responsibilities for UHNWIs, who are already engaged with many responsibilities and have so many vacation homes that their time is limited. Their only requirement is renewing membership annually. No headaches with repositioning, with Crew issues, maintenance, operations costs, or internal family conflict over re-fitting, re-decorating, or replacing their vessel. This is a new form of worry-free multiple-superyacht ownership. They can now enjoy luxury without the hassle!

#5. THE COST OF OWNERSHIP – Those costs they avoid by not buying their own superyacht – the vessels that BESPOKE will have in their fleet will average between \$25M to \$50M+ for the initial 50-meter to 70-meter superyachts, and it can be \$50M to \$100+M for the much larger 50-meter to 100-meter Mega-Yachts. There will be an additional \$3M-\$8M+ in annual OpEx from Crew salaries, fuel, slip fees, insurance, maintenance, and ongoing operations. Superyachts come with very high price tags, and surprise expenses that this exclusive membership will avoid!

#6. THEIR SAFETY – In this era of contagions, UHNWIs can stay virus-free by flying privately in a ‘BESPOKE AIR’ sanitized jet, avoiding interaction with the general public. A sanitized executive helicopter or amphibious aircraft will await their arrival at the airport, continuing their safe passage by reducing contagion touch-points and exposure to personal danger all the way to their remotely located luxury vessel. Once aboard the luxury vessel that is continually sanitized there is daily temperature monitoring for all guests and Crew. Onboard medical and security support is provided by an X-Special Forces Medic/Warrior serving as Chief Medical Security Officer & RN/Stewardess, ensuring 24/7 safety from both violence and contaminants for all onboard. Enjoy the ultimate in luxury and safety with BESPOKE.

#7. THEIR PRIVACY – What better way to avoid contact with others and enjoy private holidays with your immediate family or friends than on a superyacht? This luxury water-born 5-star hotel offers dining, multiple types of eco-adventure, and excitement without risking interaction with anyone outside your select party, thus eliminating exposure to kidnapping and all other issues. Members will choose Eco-Holidays without worrying about traffic, crowds, or the challenges that come with public spaces.

#8. THEIR VALUABLE TIME – how can they make the most of their most valuable possession? Scheduling their time onboard via the proprietary BESPOKE phone app or the Bespoke Lifestyles Concierge Team (available 24/7/365) that identifies what vessels will be cruising in which destinations ahead of time as they book their exciting luxury agenda well in advance of their cruise. Every superyacht and mega-yacht will be “Touch-&-Go” helicopter compliant. “Grand Caravan 208B-EX” amphibious seaplanes will be capable of land on runways or on water providing our members the assurance that their time coming to their Holiday and returning home will be not only expeditious...but safe, and efficient in luxurious comfort.

#9. THEIR INVESTMENT – Membership with BESPOKE is liquid and flexible. BESPOKE maintains an active secondary market and offers members the option to pay a premium for a guaranteed return of their membership fee plus their ‘Pay-back Rider’ on a specified future date. Unlike charter fees, which are gone once paid, membership provides the opportunity to enjoy luxury superyacht holidays without wasting money, while retaining the value of membership for generations. The Safeguard Loyalty Cash Refund Program allows BESPOKE to guarantee the return of 100% of the membership fee on a specific date. Our membership is generational and transferable like any other asset in an estate. Members will enjoy the ultimate in luxury and flexibility with BESPOKE.

#10. THEIR (MEMBERSHIP) ACQUISITION – By utilizing A.I. data gathering and targeting pre-qualified member-prospects via high-quality, pre-programmed, AR/VR-Headsets, BESPOKE will effectively pin-point market to the highest level of pre-qualified members. The message of our luxury lifestyle members-only program will be selectively shared via headsets with an extended ‘pass along’ lifetime. BESPOKE’s CTO will utilize AR and VR technology in major international boat shows, exotic car shows, and luxury events. A selective media campaign will provide the UHNW arena with awareness of our presence. In addition to traditional marketing, actively employed luxury market influencers and our ***RELEVANCE Digital Marketing*** campaign will utilize contemporary forms of marketing to reach millennial wealth.

FORECAST FLEET...with a combination of Superyachts and Mega-yachts –

BESPOKE’s elite members-only program offers a growing ‘eco-fleet’ of luxury vessels, including a Euro-style Superyacht, an Ice-Class Explorer Yacht, and a long-range-all-oceans Expeditionary Yacht. These offer 6-9 cruising alternatives annually to members and guests, with a Touch-&-Go helipad on each vessel. Every vessel hosts a crew of 12-26 professionals to pamper Bespoke members. The following list of maritime assets is what BESPOKE forecast for their launch.

FORECAST ASSETS FOR THEN FIRST 2-DIVISIONS... pending acquisition –

Bespoke Lifestyles Palm & Bespoke Lifestyles LA



Alson Shipyard ‘Eco’-
Expedition Mega-yacht
“Kogo”

(Jan/Feb 2024)

HYBRID DIESEL-ELECTRIC & ICE-CLASS HULL

235’3” / 2006 / 7-Staterooms / 14-guests
7,000 nautical mile range / Crew of 22
“Asking \$62.5M / **Offer <\$55M**
‘Ice-Class’ Hull and full SCUBA diving
compressor facilities and ‘T&G’ Helipad
Charters **\$500K** p/wk++

SUMMERS – ALASKA (via Canada’s Inside Passage) OR SOUTH AMERICA & POLYNESIA / WINTERS – Maldives & Antarctica



WIDER YACHTS / ‘Eco’-
Explorer Superyacht “Stern”

(Feb/March 2024)

HYBRID DIESEL-ELECTRIC PROPULSION

165’ / 2018 / 5-Staterooms / 12-guests
5,400+ nautical mile range / Crew of 12
“Asking” \$29.4M / **Offer <\$27 Million**
Bow ‘T&G’ Helipad & big Beach Club
Will charter for **\$325,000++** per week w/
Submarine & an interior swimming pool.

SUMMERS-THE MED / WINTERS – THE CARIBBEAN



Piriou Shipyard - “Ice-Class” &
Sustainable ‘Eco’-Expedition
Mega-yacht “YERSIN”

(March/April 2024)

HYBRID DIESEL-ELECTRIC WITH ICE-CLASS HULL

251.3’ / 2015 – 9-staterooms for 18-guests
with extra scientific research support staff
12,000 nautical mile range / Crew of 24+
“Asking \$66.8 M / **Offer <\$57.5 Million**
Certified Helipad/Charters-\$550,000 p/wk

SUMMERS – ARCTIC & SKANDINAVIA / WINTERS - ANTARCTICA & NEW ZEALAND



SUMMERS - MED & AEGEAN SEA / WINTERS – CARIBBEAN

Benetti / Euro-style luxury
‘Axe-Bow’ superyacht

“11.11”

(April/May 2024)

EXTREMELY-POPULAR CHARTER SUPERYACHT

207’ / 2015 – 6-staterooms for 12-guests
5,000 nautical mile range / Crew of 16
 “Asking” \$49.6Million / **Offer <\$45 Mil.**
 “Touch-&-Go” Helipad on her bow.
 She charters @**\$775,000** p week++ and
 “11.11” has a huge charter following!



SUMMERS –ARCTICA SOUTH AMERICA / WINTERS – AMAZON & SOUTHERN CARIBBEAN

Cosmo / ‘Ice-Class’ Explorer
Superyacht “I NOVA” (May/June 24’)

HIGHLY-MANUVERABLE-WITH ‘ICE-CLASS’ HULL

164’ / 2013 – 6-Staterooms for 12-Guests
5,500 nautical mile range / Crew of 12
 “Asking” \$20.6 M / **Offer <\$19 Million**

Needs crane on Toy Deck-refit to create
 T&G Helipad / Charters at **\$250K**/wk+
 *



SUMMERS – IN GREEK ISLANDS / WINTERS IN THE BAHAMAS

Perinni Navi ‘Vitruvian’Eco’-
Expeditionary Superacht

“Exuma”

(June/July 2024)

SHALLOW-DRAFT ISLAND ECO-EXPLORER

164’ / 2010 – 5-stateroom / 10-guests
6,500 nautical mile range / Crew of 9

‘Asking’ \$19.5M / **Offer <\$18Million**

Reinforce Bow for ‘T&G’ Bow Helipad
 Charters at \$250K per week++ & carries
 her own “Aqua Jeep” in bow garage...

FORECAST ASSETS FOR THE THIRD US -DIVISION... pending acquisitions

Bespoke Lifestyles NYC



SUMMERS – MED / WINTERS – CARIBBEAN

Pride Shipyard Mega-yacht

“*Illusion Plus*”

(July/August 2024)

290' /2018 / 8-Staterooms / 16-Guests

5,000 nautical mile range / Crew of 25“

Ask” \$77.8M / **Offer <\$72 Million+/-**

“Touch-&-Go” Helipad on the bow

Charters at **\$1,000,000** p/week++



SUMMERS – THE MED / WINTERS – THE CARIBBEAN

Yachtly Shipyard Mega-yacht

“*Elements*”

(August/September 2024)

262' / 2019 / 12-Staterooms / 24-Guests

5,000 Nautical mile range / Crew of 30

“Ask” \$112M / **Offer <\$100 Million+/-**

SOLAS-built with Bow “T&G” Helipad

Charters at **\$1,225,000** per week ++



SUMMERS – NORHERN EUROPE / WINTERS – THE MALDIVES AND INDIAN OCEAN

Oceanco Shipyard Mega-yacht

“*Tranquility*”

(September/October2024)

300'3" /2014 /11-Staterooms /22-Guests

6,000 Nautical mile range / Crew of 31

“Ask” \$112M / **Offer \$100 Million+/-**

“Ice-Class’ with a Certified Helipad

Charters at **\$1,100,000** per week++

FORECAST SUBMERSIBLES & WATER / LAND TOYS

The Ultimate 3-Man *Triton 1650-3* Luxury Submersibles



The TRITON 1650/3 LP is one of the world's lightest & most compact three-passenger subs. Featuring a single lift-point and a footprint similar to just a pair of jet skis, it is ideal for the deployment from any superyacht. A pilot & two passengers can spend a full day enjoying the nearly 360° views of the subsea world at depths up to 1,650 feet. This luxury Sub has A/C as well as heat combining the sleek yet practical design of their Superyacht series with all the mission flexibility of their Professional models. These luxury

private submarines are available on the secondary market for anywhere \$1.5 million to \$3 million, with larger models for a pilot and up to 6-guests costing somewhat more...

6-Man *Triton 3300-6* Luxury Submarine

The main reason why the 3300-6 has room for so many passengers is because of what Triton claims to be the world's largest spherical acrylic pressure hull. Accessible via a large hatch in the rear, the vessel's cabin has comfortable ergonomic seating for a pilot and five other adults. The hull is also basically one giant transparent bubble giving guests a completely unobstructed view no matter where you're seated. Enhancing this is an array of six 20,000-lumen LED lights that will illuminate everything in the sea water around the vessel with many of the creature comforts of her mega-yacht 'Mother Ship'.



The Ultimate 'amphibious-Jeep-style' "*Panther*" WaterCar



The new "Panther" WaterCar, an exotic amphibious vehicle by California WaterCar Company, entered production in 2013. Based on the compact Jeep SUV design, it's made of lightweight steel and fiberglass. It reaches top speeds of 85 mph on land and 45 mph on water. The top model, similar to the second-generation Acura MDX SUV, has a 3.7L V6 engine producing 305 HP. It can double as a tender for larger Euro-style Megayachts and Expedition Megayachts, adding to the toy garage for our UHNWI

member's, though direct supervision by our Crew is required due to insurance regulations...

The Ultimate ATV: “**BigBo**” – for our Mega-Explorer/Expedition Yachts



The “**BigBo**” ATV is a reliable land and amphibious exploration vehicle, designed for those who value safety and comfort. Developed over several years, it has a fundamentally new design. It can take guests from a ‘Mother Ship’ to explore virgin forests, tundra, or uninhabited jungle islands in full comfort and safety. Its huge ‘high-flotation’ all-terrain tires keep it buoyant between the Explorer Mega-yacht and land, where it is almost ‘unstoppable’.

“**BigBo**” is more than just a universal ATV and swamp-going amphibian on low-pressure tires. It’s a comfortable off-road vehicle, snow and swamp-going vehicle, and amphibian vehicle with an automated shift gearbox-based Sherp analogue. The oversized wheels keep her afloat and help to propel her to land where there is virtually no terrain that is unpassable other than vertical. The vehicle was designed for those who love pristine nature, as well as fishing and hunting in remote areas of the planet. Only those vessels with ample ‘toy storage’ space will carry this asset.

Reaching such places is often made possible only with special off-road transport equipment – amphibious marsh buggies capable of overcoming high barriers and deep-water obstacles. With its unique suspension and interior, “**BigBo**” is a dream rover that can take up to eight members and guests on exciting, supervised shore excursions to places where few have ventured before. The “**BigBo**” will launch from the mother ship and propel passengers to land for extensive adventure and exploration.

The Ultimate ‘Carry-on’ Aviation Toy –



The **ICON ‘A5’** is a new high-wing, amphibious monoplaner that combines fun and functionality. With a light carbon fiber airframe, retractable undercarriage, and a 100 hp Rotax 912 iS engine, it seats two in a 46-inch-wide cockpit. The ‘**A5**’ is designed for ease of use, with features like foldable wings for easy transport using Icon’s custom-built amphibious trailer. Fully amphibious, the A5 turns any lake into an airport. Priced around \$359,000, the “**Icon A5**” redefines the concept of a “Water Toy”. With a crew member holding a ‘Sports Pilot’

License, it offers fishing, diving, and multiple other delights for our members and guests. Though she is limited to a (Crew) Pilot and 1-passenger this asset can be utilized to coordinate custom fishing and diving expeditions for 2 without having to reposition the ‘mother-ship’.

This **Icon ‘A5’** is an aviation “toy” with a 427-mile nautical range, capable of taking off and landing on a 640’ grass or hard runway, or an 840’ waterway. With a max speed of 109 mph, it’s the perfect addition to any toy box. Our members will have access to multiple play areas that would otherwise require relocating the ship or a full-time helicopter. Plus, the new Icon “safety shoot” provides extra safety for the pilot and passenger if in trouble when reaching distant fishing or diving locations.



AVIATION – LOGISTICS, CHARTER & MANAGEMENT

BESPOKE recognizes that our members expect nothing less than the highest level of service. Due to that we will be introducing our elite form of aviation logistics with ‘**BESPOKE AIR**’, designed to provide seamless access to their superyachts. This service is not just about luxury, but also about ensuring the safety and health of our members by minimizing exposure to contagious touch points and personal threats during their travels. Moreover, we respect that our members’ time is their most valuable asset, and our services are designed to help them to make the most of it.

BESPOKE’s aviation logistics fleet is comprised of Luxury Jets for inter and intra-continental flights, luxury Seaplanes, and helicopters . We forecast owning the first two of these asset classes, with each fixed-wing asset managed by a qualified maintenance and charter provider. Helicopter services will initially be chartered. This strategy allows us to provide first-class service while effectively managing expenses. Members who don’t own their own jets will have access to these intercontinental aviation assets at competitive rates to commercial charter, ensuring a safe, comfortable, and luxurious journey. Our aviation fleet is forecast to include three private jets from GULFSTREAM, a brand known for luxury and performance:

1. **G280**: An economical yet intercontinental jet with 8-10 passengers
2. **G450**: A longer-range jet that can accommodate 12-15 passengers
3. **G550**: The ultra-long-range wide-body jet for 15-19 passengers

It is an established fact that private jet fliers feel more secure as they have more control over the pilot and other staff on the aircraft. This of course is less possible on a membership basis than if they owned the assets individually, but this can be achieved to a large degree. The greatest benefit to BESPOKE members is that they will have access to a fleet of luxury Gulfstream Jets at a discount on commercial aircraft charter fees. They can fly on demand with pre-scheduling as a perquisite to their membership, avoiding all of the CapEx and OpEx expenditures that come with private ownership with the same advantage and structure that they have with their yacht access.

Private jets will allow our members to fly without being recognized or need to deal with crowded airport terminals. Many UNHNWI’s are operating under a corporate banner and business trips involving well-known executives can be conducted in relative secrecy. This is a feature that BESPOKE members will benefit from, a BSPOKE AIR Fleet of private jets via their membership.

Gulfstream-‘G280’



Gulfstream ‘G-280’ is a versatile private jet combining sophistication and functionality. It can carry up to 10 passengers and offers luxurious comfort, with average charter rates at \$5,500 per hour. Its exceptional range of 3,400 nautical miles makes it a preferred choice for UHNWI millennial and Gen ‘Z’ members. Ideal for smaller groups during the winter Caribbean season, it’s a favorite among celebrities for its privacy. The smart ‘G-280’ is not just about safely reaching your destination but also about the journey; we forecast the ‘**G280**’ as their first jet asset.

The **Gulfstream ‘G450’** is a luxury jet with a spacious cabin, panoramic windows, and advanced sound suppression for a serene journey of up to 4950 nautical miles. It accommodates 14+/- passengers, sleeps six, and offers amenities like a conference table, separate seating zones, a full-service galley, and an entertainment center. The average hourly charter rate is approximately \$8,000 USD, with direct operating costs between \$4,250-\$4,350 per flight hour. This results in an average income of \$2,450 per hour in charter service.

Gulfstream-‘G450’



Gulfstream-‘G550’



The **Gulfstream ‘G550’** is a luxury wide-body jet with a range of 6,750 nautical miles and 15-18-passengers. It operates with a 2-3-person crew and has an annual budget of \$3,450,167, translating to an hourly cost of \$6,900 for 500 hours per year. BESPOKE forecasts an income of \$2,365 per hour and net profits of \$946,000 based on 400 hours of charter. The G550 is part of our forecasted fleet of three Gulfstream jets, selected for their missions and popularity in the charter market. These jets will be available for members to access for private charter at a subsidized rate from membership.

Eurocopter“EC-145”

BESPOKE will provide a seamless & luxurious journey for members from their home airport to their superyacht. We primarily use helicopters, like the **Eurocopter ‘EC-145 T2’** (on the right) at charter for +/- \$3,450 per hour, and they are available worldwide. For a typical party of 6-12 guests, one or two helicopters will transfer members and their guests and luggage from the private jet to the yacht and back.



Bell ‘429’ Global Jet Ranger



BESPOKE ensures safe journeys for members, with all aircraft charters billed directly to their credit cards. Members can transition smoothly from luxury jets to helicopters, and finally to their yachts, with assets like the **Bell ‘429’** (left) helicopters charter at +/- \$4,350. All superyachts are equipped with ‘touch-and-go’ helipads for potential 24/7 special deliveries and medi-vac capabilities. This logistics approach ensures safe, luxurious transport while respecting our members’ valuable time.

BESPOKE’s additional ‘fixed-wing aviation asset, the Cessna “Grand Caravan” 208B EX, provides members with the unique experience of accessing these amphibious seaplanes in the Caribbean and Northeast. These assets can depart from any regional airport and land near their luxury vessel, allowing members to board the yacht via extension-floating-docks or to ‘tender-over’ to the Mother Ship. Contracted with “*Tropic Ocean Air*”, the leading seaplane operator of the Caribbean, our aviation support prioritizes safety, security, and time efficiency while promoting the “*BL*” luxury brand.

Cessna “Grand Caravan” 208B EX



With professional aviation management companies operating charter and operations BESPOKE will be able to execute logistics and generate income while offering members competitively priced aircraft access. Members will enjoy safe, efficient travel to their superyachts via Luxury Jet and Seaplane Service at subsidized rates, and ad hoc Luxury Helicopter Service. BESPOKE provide 24/7 concierge services, online reservations, and monthly billing. Membership growth will yield an expanded aircraft fleet and a larger ‘BESPOKE AIR’ Aviation Division through partnerships with other international charter companies from within the luxury aviation sector.

‘BESPOKE AIR’ will offer members a safe and seamless journey to their luxury vessels. With a competitive pricing model backed by membership sales profits, we will provide easy access to superyachts, cost-effective alternatives to commercial air charters, and a one-stop solution for all transportation needs. Our 24/7 concierge service, coupled with a user-friendly mobile app and website, will ensure a hassle-free booking experience.

The aviation sector is characterized by dynamic shifts in consumer behavior, emerging technologies, and stringent regulatory environments. Recognizing these complexities, this document aims to provide a limited series of recommendations specifically tailored for the BESPOKE AIR Aviation Division.

The suggestions below are categorized into two key areas: Strategic & Operational. They are accompanied by limited explanations to provide context and actionable insights.

Strategic Procedures:

1. Asset Diversification –

This diversified fleet of aircraft will serve multiple customer needs and preferences, thereby expanding market reach. We will Consider investing in different classes and sizes of jets, helicopters, and seaplanes. We will evaluate the market demand and choose assets that align with member requirements.

2. Safety Protocols –

Safety is paramount in aviation! To build trust and ensure the well-being of our members, BESPOKE will initiate a comprehensive safety program. This program will include aviation management company routine safety audits, staff training, and emergency response plans.

3. Member Customization – Different members have different needs. Customized in-flight member experiences will include personalized menus, onboard entertainment options, and cabin configurations. BESPOKE will implement a system to capture member preferences and use this data to offer personalized services.

Operational Procedures:

1. Maintenance Partnership – A reliable maintenance partner can ensure that assets are always in top condition, thus reducing operational hitches. Look for certified maintenance facilities that have a track record of excellence.

2. Commercial Charter Management – Partnering with an experienced charter operator is crucial for BESPOKE AIR. It ensures our aviation assets continue to generate income when not in use for BESPOKE logistics. This strategy not only offsets a significant portion of our annual operational expenses, but also broadens the reach of our luxury “BL” brand, enhancing its visibility and appeal.

3. Real-time Tracking – Implementing a real-time tracking system not only improves operational oversight but also enhances customer experience. This could be integrated into a member app, providing timely updates on flight status.

4. Flexible Booking System – A user-friendly booking system can significantly improve customer satisfaction. Consider implementing features like instant booking confirmations, real-time availability, and easy rescheduling options.

BESPOKE is poised to redefine the superyacht luxury lifestyle industry by integrating three types of aviation support, thereby elevating the “**BL**” luxury brand to new heights via ‘BESPOKE AIR’.

Our innovative approach of subsidizing a portion of these high-end aviation services is designed to be a ‘perk’ for membership, which increases membership and our primary revenue stream. This strategy is in perfect harmony with our commitment to offer extraordinary value to our members while ensuring BESPOKE’s sustained growth and prosperity. A forecast increase in membership from this initiative will significantly boost BESPOKE’s value, justifying the membership price to a potential member and making BESPOKE an even more enticing membership opportunity. In essence, BESPOKE isn’t just providing a service; we’re curating an unrivaled luxury experience that transforms travel, enabling our members to safely indulge in the superyacht luxury lifestyle while simultaneously soaring to unprecedented heights in the realm of luxury air travel.

PROTECTING MEMBERS & GUESTS – Staying safe from Virus & Violence...

The Covid-19 Pandemic and its variants have changed the world. BESPOKE is committed to providing a safe and exciting holiday environment for our members and guests. We will embed an X-Special Forces Medic and a supporting Registered Nurse in every crew to ensure personal safety and preparedness for any health emergency. BESPOKE will establish a formal “Safety Health Protocol” for each vessel and aircraft. Our membership safety will be enhanced, and this added effort will guarantee our members’ health and safety while they are with us. The UHNWI arena now understands that nobody is exempt from these deadly diseases and contagions, and wealth alone will not protect them. BESPOKE will enact measures to guarantee our members and guests that we will fully protect them on their luxury yachting holiday.

- All of our members will have the ability to avoid contamination touchpoints in the airport by flying in their private jet, or one of ours, and then over to our superyacht in either a sanitized twin-engine luxury helicopter or our sanitized luxury seaplanes, both operated by a pilot and a co-pilot as is required by UHNWI insurance policies over open-water..
- Every superyacht will have numerous protocols in place to protect our BESPOKE members & Crew from all known viruses as well as most any other future unknown contagions:
 1. All shoes, coats and removable outer wear will be left at the gangway, the entrance to the passerelle, the swim platform, or on the helipad (depending on how they arrive to the vessel) to be completely disinfected prior to entering the vessel.
 2. Those guests who come onboard will have their temperatures taken (BESPOKE is evaluating a portable misting system) along with the “wand-down” with our portable UV light disinfecting protocol, prior to entering the sterile interior of the superyacht.
 3. Every vessel will have a dedicated ‘Sick Bay’ area (Generally the massage Room/Spa) with independent A/C that can be converted to an ‘Isolation Room’ in case of any virus symptoms appearing in our members, guests, or Crew.
 4. This ‘Isolation Room’ will have an independent air handler that will restrict the air from the ‘Sick-Bay’ from spreading anywhere else in the vessel, and it will be recycled with clean-air at short-term fresh-air intervals isolating any contagions off the vessel.
 5. Should the infection be life-threatening every BESPOKE vessel will have the ability to have emergency medivac services provided via their ‘touch-&-go’ helipad.
 6. The Galley of every BESPOKE luxury vessel will have UV Lamps to eliminate any possible virus in the food prep or ‘plating’ area, thus assuring that our members, guests, and Crew will never be served contaminated food.

7. The interior of every BESPOKE vessel will be continuously cleaned and monitored for any sign of contagion, and the above protocols will be in place for incoming rotating Crew, provisioning, and special deliveries.
8. Crew, Members & Guests will have their foreheads temperature 'wanded' daily by the CMSO or RN to assure the health of the entire vessel, and any elevated temperatures will have individual relocated to isolation 'Sick Bay' or be medevacked if serious,
9. All Crew will be required to pass the *ServSafe®* food 'preparation & serving' food allergy exam (peanuts, et al), for both food and beverage. Crew will also be schooled with the *Ritz Carlton Luxury Service Training Program* to assure '5-star service'!

BEFORE BOARDING ~ everything will be disinfected:



Footwear will be removed on boarding guests. Our "BESPOKE Virus Protocol" plans follow CDC guidelines, with both guests and Crew all practicing normal social distancing and wearing masks while in Port if contaminants are warned of; temperatures taken and regular disinfectant steps will be taken when boarding...

First, outerwear & footwear is to be removed and disinfected on the dock along with Crew and guest baggage:

- If accessing the vessel by helicopter the Crew or guests will leave these items on the helipad deck to disinfect prior to entering superyacht.
- If accessing the vessel by seaplane these items will all be left on the swim platform to disinfect.
- If meeting the BESPOKE vessel in Port the footwear, outerware and all baggage will be left at the gangway or passerelle.
- All exterior wear and carry-on baggage will be thoroughly disinfected by the acting on-duty Crew under supervision of the CMSO.
- If infections are high in the area of cruising everyone accessing the vessel for the first time will be directed through a portable Disinfectant Booth (system) if in place.

Second, temperatures of all Crew and guests will be taken by the RN at least once per day:

- Elevated temperatures or signs of the Virus will put the individual in isolated "Sick Bay" immediately, with preparations for medivac if it appears to be serious.
- As long as there is a temperature or signs of infection they will remain in "Sick Bay" isolated from everyone else with masking protocols put in place for any contact.
- If the symptoms get serious they will be medivacked to the nearest hospital or health care facility within helicopter range of the vessel's cruising grounds.
- All Crew and guests will sign an authorization form when boarding assuring that they will follow the CMSO and the Captain's directions in every regard.

Third, all aviation assets will be sanitized between flights and the Crew will have their own set of safety operating procedures:

- All aircraft will have a wand thermometer packed with their onboard first aid kits
- Aviation Crew will all go through training similar to the superyacht Crews
- Crews will have phone access to emergency care services via a BESPOKE subscription

THE “SICK BAY” – ISOLATION ROOM

Every BESPOKE US vessel will have an “Isolation Room/Sick Bay” with an independent A/C-air handler in a ‘Massage Room’ or ‘Spa’ that can be converted for any contagion cases.



A typical Spa conversion example (seen on the left... Every superyacht will have Covid-19 ‘Quick-Testing Kits’ onboard and if the CMSO determines that a crew member or guest is possibly infected they will be placed immediately into the ‘Sick Bay’. Infected passengers will remain in ‘Isolation’ for the balance of the week, or until they are free of their temperature and symptoms. The ‘Sick Bay’ may be an extra stateroom, ‘Massage Room’, or

any room that can have its own dedicated air handler that will isolate contagions from the balance of the superyacht.

TEMPERATURE CHECKS...forecast to average once a day for gueasts & Crew!

(Yacht Chef having a temperature check...) >

- Temperatures will be taken at least once per day for guests & Crew.
- Raised temperatures are monitored closely for the first 24-hours.
- Consistent elevated temperature will lead to the individual being put in isolation.
- If temperature does not go down and condition worsens patient will be medivacked off vessel to the nearest health-care facility,



BESPOKE LIFESTYLES US forecasts securing the first three luxury eco-expeditionary vessels for *Bespoke Lifestyles Palm Beach* with supporting aviation assets for logistics during February of 2024. The second division to receive funding and superyachts will be *Bespoke Lifestyles LA*. The final US division currently forecast is *Bespoke Lifestyles NYC*. **BESPOKE LIFESTYLES INTERNATIONAL** forecasts launching **BESPOKE EUROPE** - *Bespoke Lifestyles London, Bespoke Lifestyles Monaco & Bespoke Lifestyles Dubai* after establishing **BESPOKE US**. After these first six initial BESPOKE Divisions are established management is considering multiple Far East UHNWI centers: Tokyo, Mumbai, Hong Kong, Singapore, and several cities in the PRC for **BESPOKE ASIA**.



*Regardless of the Bespoke Lifestyles Division,
or the continent that it operates from...
for UHNWI Bespoke Members
Wealth has its privileges!*