

storylines°



The Market & Opportunity

SUMMER 2024

[CONFIDENTIAL] © Storylines Inc.

TABLE OF CONTENTS

1. Company Overview
2. Brand Positioning and Vision
3. The Market & Opportunity
4. Investment Thesis

“

I wenty years from now you will be more disappointed by the things you didn't do than by the ones you did.

So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore.

-Mark Twain

COMPANY OVERVIEW





**STORYLINES REPRESENTS THE INTERSECTION OF
LIFESTYLE, TRAVEL & LUXURY REAL ESTATE.**

*A new model for luxury living that provides access to an
integrated ecosystem of unique experiences.*

**The initial project is a residential maritime concept
offering consumers a globally traveling community at sea.**



INTRODUCING...

MV Narrative

VOYAGING in 2027



OUR FLAGSHIP PROJECT

Specifically designed as a home to a community of global adventurers. The vessel has a contemporary luxury feel, with world class environmental status, spacious functional living areas, revolutionary health protocols and advanced sanitation equipment. Engineered to exceed city living.

226M

Length

78,500

Gross Tonnage

530

Luxury Residences

87%

Balcony Units

1340

Max
Passengers

1000

Average
Passengers

504

Crew
1:1 crew cabins

1:2

Crew: Guest Ratio
(average)

OUR VALUE PROPOSITION



YOUR HOME ON THE SEA

Each residence is custom designed and fully furnished to feel like a home...not a hotel.



A COMPLETE LIVING ECOSYSTEM

Including a hospital, school, fitness facilities, garden, post office and more.



TRAVEL SUSTAINABLY

Green LNG dual fuel with onboard power generation.



EXCLUSIVE ITINERARY

Continuous circumnavigation with leisurely stays in ports of call.



IMMERSIVE EXPERIENCES

Unique shore excursions to see different cultures like never before.



A RARE INVESTMENT OPPORTUNITY

High rental & resale values are anticipated for our residents.

SNAPSHOT

UPON LAUNCH:

Storylines redefines the life at sea experience by blending the comfort of home with the thrill of continuous global exploration on a luxurious residential cruise ship.

GOING FORWARD:

Storylines is charting a course towards a future where global exploration and community living converge on a fleet of residential ships and on-land experiences; creating a world where travel knows no bounds and every destination feels like home.



\$338M

TOTAL SALES *

207

TOTAL UNITS SOLD

\$45M

EXPECTED CUSTOMER PAYMENTS**

\$2.3M

AVERAGE SALE VALUE
2022-present

530

UNITS ONBOARD

1,340

MAX PASSENGERS
(1,000 AVERAGE ON BOARD)

50+

AMENITIES

20+

RESTAURANTS & BARS

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

BUILDING VALUE INTO THE FUTURE

**STORYLINE IS NOT A CRUISE COMPANY.
IT'S A LIFESTYLE BRAND.**

Cruising is the just the beginning, and we
are most excited about the opportunities
that our brand and values will carry us into.

Just look at Nobu, Uber, Amazon, Marriott...



storylines^o

**LIFESTYLE.
LUXURY.
COMMUNITY.
EXPERIENCES.**

CORE BUSINESS

RESIDENTIAL VESSELS

LONGEVITY VESSELS

UNIVERSITY VESSELS

OTHER NICHE VESSELS

BRAND EXTENSIONS

REAL ESTATE CONCEPTS

RESORTS & DESTINATIONS

PORTS & TOURISM INFRASTRUCTURE

NICHE VESSELS

FOUNDATION PROJECTS

EDUCATION & TECHNOLOGY

HEALTH CONCEPTS

PHILANTHROPY / IMPACT PROJECTS

OUR VALUES MIRROR THOSE OF OUR RESIDENTS

1. **DISCOVERY** | We discover.

2. **LIFESTYLE** | We digest the life on a lifestyle vessel.

3. **EXPERIENCES** | We experience the globe with luxury itineraries.

4. **PARTICIPATION** | We observe and participate.

5. **CONTRIBUTION** | We contribute.


6. **MINDSET** | We develop new groundbreaking mindsets.

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


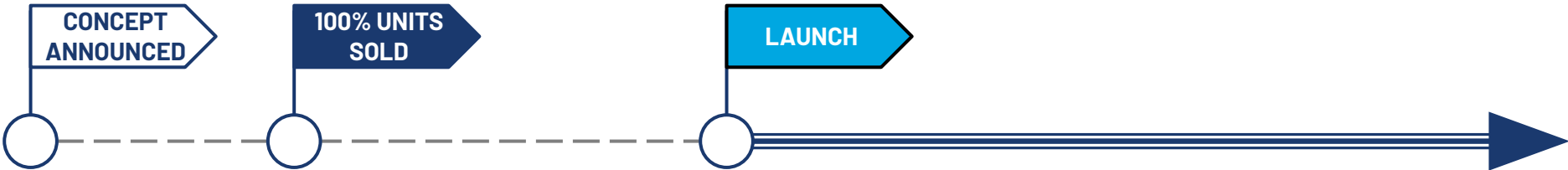
8. **GLOBAL CITIZENSHIP** | We're citizens of the world.

REPEATABLE VESSEL MODEL


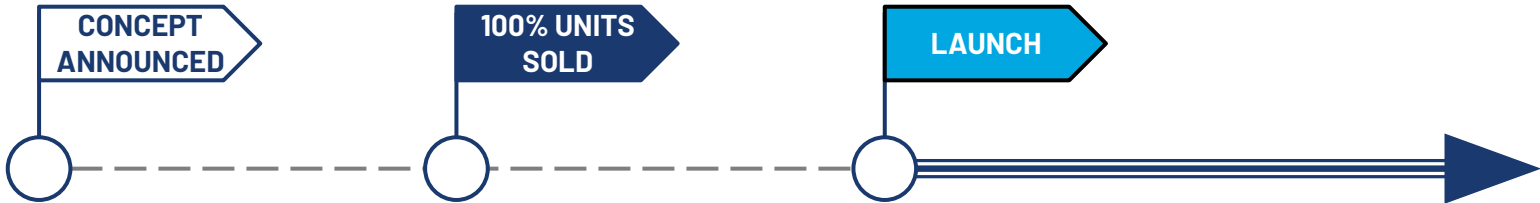
High cash flows enable rapid expansion into differentiated maritime concepts



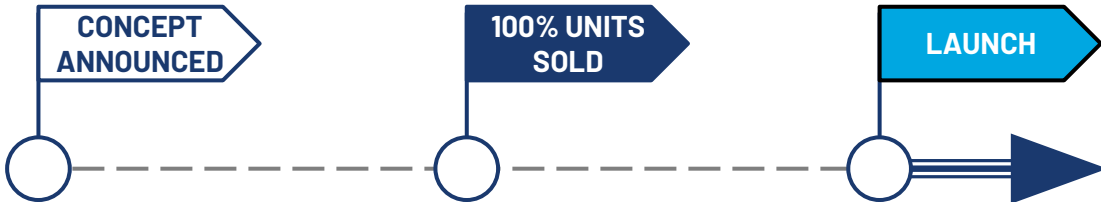
THE "MV" NARRATIVE
Residential



<VESSEL NAME>
<Vessel Type>



<VESSEL NAME>
<Vessel Type>



STORYLINES IS AN EXPERIENTIAL LIFESTYLE COMPANY

A new model for luxury living and membership offering that provides access to an integrated ecosystem of unique experiences to maximize wallet share of the HNWI via partnership network.



THE MARKET & OPPORTUNITY



INVESTMENT THESIS

1

**DIFFERENTIATED PRODUCT AT THE INTERSECTION OF
LUXURY REAL ESTATE, TRAVEL & EXPERIENCES**

2

LARGE & GROWING MARKET DRIVEN BY HIGH-VALUE CUSTOMERS

3

HIGHLY ATTRACTIVE, DIVERSIFIED AND DE-RISKED BUSINESS MODEL

4

PROFESSIONAL MANAGEMENT WITH TRACK RECORD OF EXECUTION

5

MULTIPLE PATHS TO EXIT TO MAXIMIZE VALUE

WHY NOW?

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

LUXURY REAL ESTATE

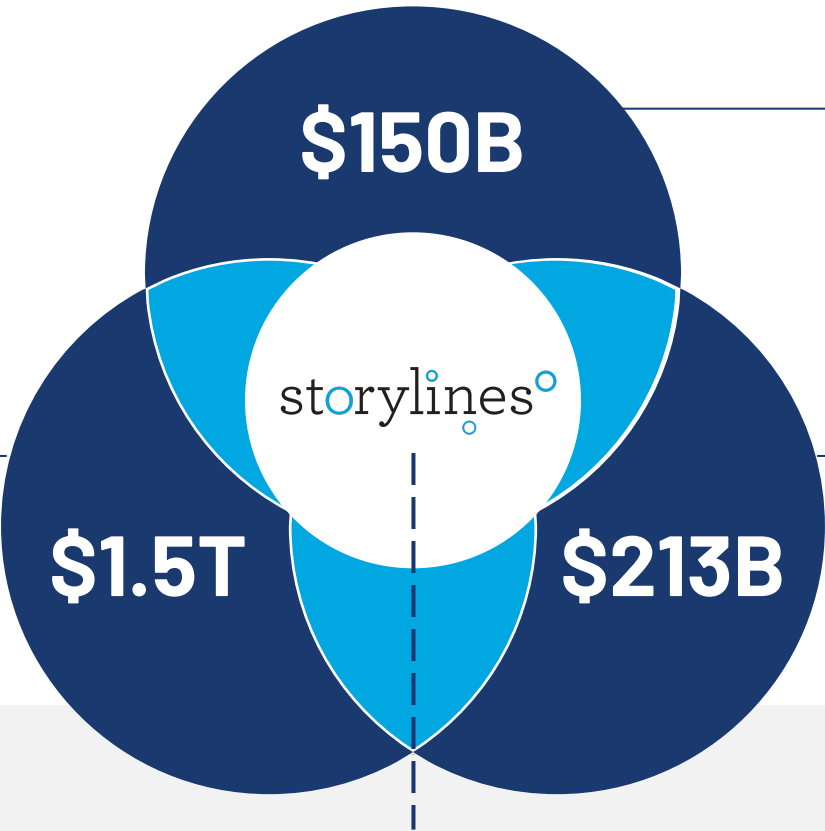
The all-inclusive, experiential and branded luxury real estate segments are driving growth

LUXURY TRAVEL

Strong demand for unique, exclusive, and personalized experiences

LUXURY HOSPITALITY

Demand for hyper personalization with all-inclusive amenities, such as; wellness, culinary experiences, and “white glove” concierge.

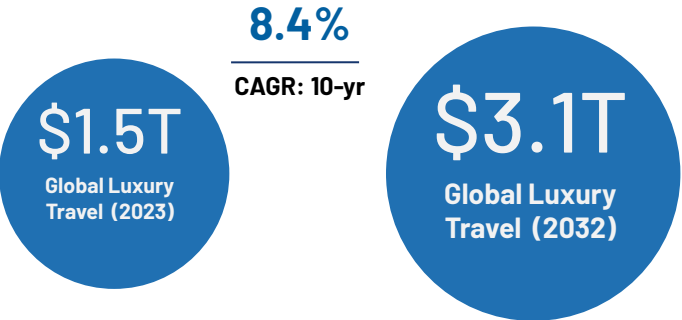


Storylines is creating a new luxury travel market – a bespoke global lifestyle.
This unlocks latent consumer demand.

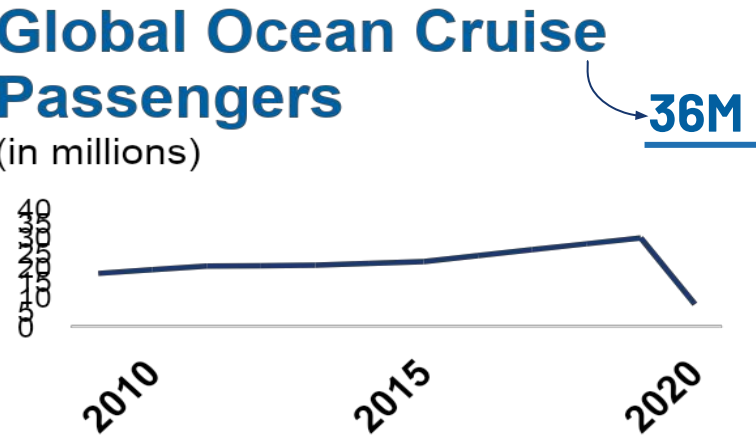
THE RESURGENCE OF GLOBAL TRAVEL

Fueled by a near-insatiable curiosity for novel experiences

Demand for Global Luxury Travel is Driving Sustainable Market Growth



The Global Cruise Industry’s Rising Demand Reached an All-time in 2023



Source: Cruise Lines International Association Note: Forecasts for 2023-2024

The Global Luxury Cruise and The Global Yacht Charter Markets Showing No Signs of Slowing Down



Source: Bain & Company, Deloitte "The Future of Luxury Travel"

“Luxury consumers affirmed interest in the new ultra-luxury segment with a passionate desire to experience unconventional voyages and expeditions.” – Bain Luxury Report 2023

THE GLOBAL LUXURY CONSUMER

The growth in the number of HNWIs worldwide is driving aggregate wealth resulting in increased spend for investment into luxury experiences vs material goods.

2023 Global High Earning Population and Wealth

	Population	Wealth (USD)
HNW (\$1m-\$5m)	30.2M	\$56.6B
VHNW (\$5m-\$30m)	3.6M	\$35.9B
UHNW (\$30m+)	0.4M	\$41.8B
	34.2M	\$134.3B

“For Luxury Travelers,
The Journey Can Be As
Exclusive As The
Destination.”

- Deloitte, “The Future of Luxury Travel



The Global Adventure Tourism
Market is to reach \$2.0 Trillion
by 2032 at 19.5% CAGR

THE GLOBAL LUXURY CONSUMER

When segmented into “Goods vs. Experiences”, Experiences enjoyed the most growth in 2023 – a key driver in extended excursions and experiential travel.

2023 Luxury Spending Growth (YoY), By Type



“Demand for luxury experiences reached historic highs as consumers, fueled by a sense of longing for social life and traveling, reengaged with luxury beyond products.”

- Bain & Company 2023 Global Luxury Report

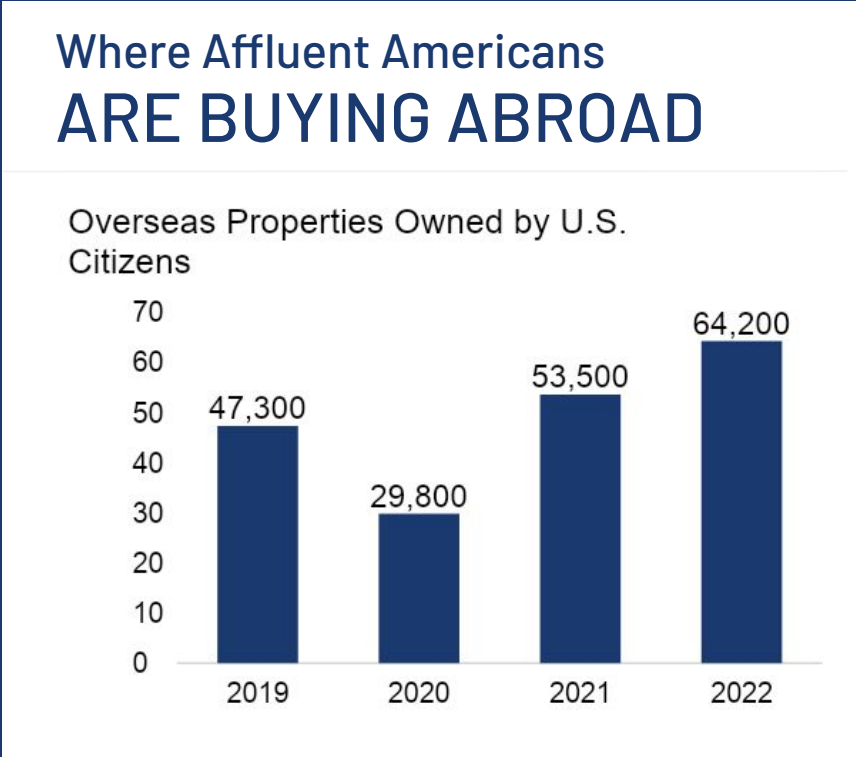
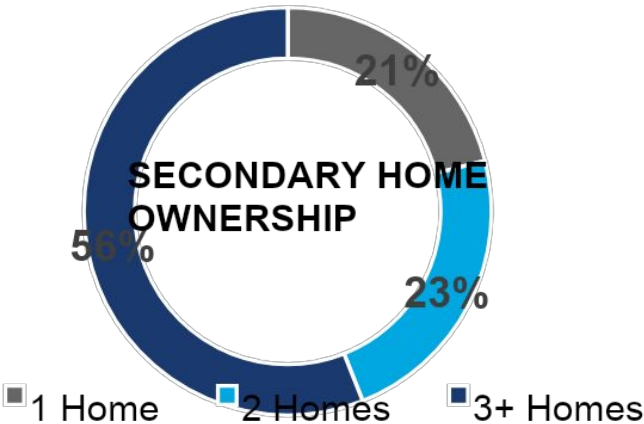
LUXURY REAL ESTATE

| ‘A new normal’ for secondary home buyers as luxury living is redefined demanding experiential, exclusive developments

14.0% of all Global Wealth is Put Toward Real Estate...

...with a high number of (#) of secondary homes and vacation properties for HNWIs with net worth of \$5.0 million+.

HNWIs own more than one property with 56% having 3+ Homes and 23% owning 2 Homes



TOP LUXURY MARKETS 2022

Median Sale Price FY '22	\$2.0 MILLION
(%) Growth (year-over-year)	40.0%

LUXURY RESIDENCES & EXPERIENCES

Comparative offerings are reflected by luxury hospitality, including all-inclusive, personalized service, unique living experience

LUXURY
RESORT
LIVING

NOBU RESIDENCES



CANYON RANCH



SIX SENSES



MARITIME
CONCEPTS

THE WORLD | RESIDENCES AT SEA



RITZ CARLTON YACHT COLLECTION



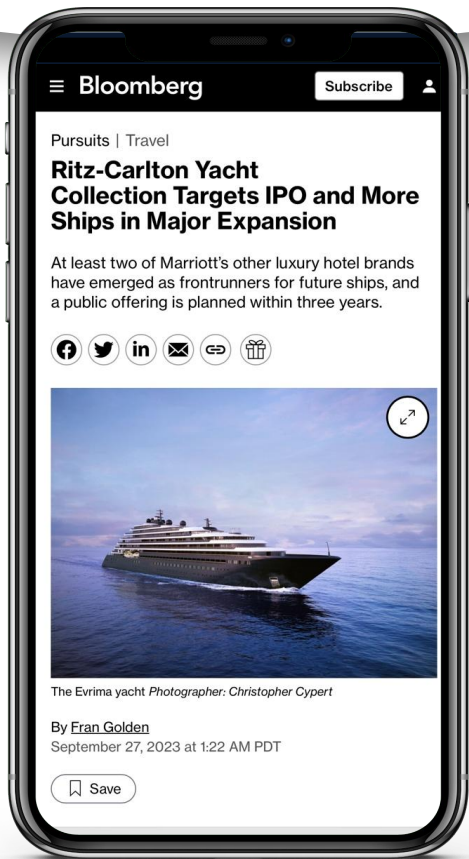
FOUR SEASONS YACHTS



MARKET VALIDATION

“We can’t build ships fast enough.”

Jim Murren, CEO of Ritz-Carlton Yacht Collection



Canyon Ranch receives additional US\$150m investment from VICI Properties to fund expansion

BY MEGAN WHITBY | 28 JUL 2023

[VIEW COMMENTS](#) | [SIGN UP FOR THE FREE WEEKLY CLADZINE](#)

SHARE THIS STORY

[More news >](#)

PROVEN DEMAND FOR OCEAN RESIDENCES

	Direct Competitors			Indirect Competitors		
Company	storylines°	The World Residences at Sea	VILLA VIE	THE RITZ-CARLTON YACHT COLLECTION	FOUR SEASONS	O·E ORIENT EXPRESS
Ownership Type	Long-term Lease	Ownership	Ownership/Lease/Tickets	Vacation	Vacation	Vacation
Ship Size (units)	530	165	630	149	95	54
Price Positioning	HNW	UHNW	Middle-Class	VHNW	VHNW	VHNW
Long Term Cruise	Yes	Yes	Yes	No	No	No
Global Itinerary	Global	Global	Global	Caribbean & Mediterranean	Caribbean & Mediterranean	Europe, Caribbean & Mediterranean
Experience	Community	Ghost Ship	Lacking Amenities	Confined to Itinerary	Confined to Itinerary	Confined to Itinerary

INVESTMENT THESIS

1

**DIFFERENTIATED PRODUCT AT THE INTERSECTION OF
LUXURY REAL ESTATE, TRAVEL & EXPERIENCES**

2

LARGE & GROWING MARKET DRIVEN BY HIGH-VALUE CUSTOMERS

3

HIGHLY ATTRACTIVE, DIVERSIFIED AND DE-RISKED BUSINESS MODEL

4

PROFESSIONAL MANAGEMENT WITH TRACK RECORD OF EXECUTION

5

MULTIPLE PATHS TO EXIT TO MAXIMIZE VALUE

Disclaimer

- This presentation is confidential and proprietary and is given to you solely on the basis that you will maintain the confidential and proprietary nature and not disclose it to any other party. The presentation is intended to be a general overview and preliminary discussion materials and does not carry any right of publication or disclosure to any other party. This presentation is incomplete without reference to, and should be viewed solely in conjunction with, the oral briefing provided with its presentation. This presentation may not contain all the details and information necessary for you to make a decision or evaluation. You should do your own analysis and diligence and engage your own advisors in making any decision. Neither this presentation nor any of its contents may be used for any other purpose without the prior written consent of Storylines LLC.
- **Forward-Looking Statements:** The information set forth herein contains forward-looking statements. Forward-looking statements include all statements that do not relate solely to historical or current facts, including, but not limited to, statements regarding future operations, financial results, cash flows, costs and cost management initiatives, plans, expectations, projections, timelines, and operational and strategic initiatives, and can also be identified by the use of words like “will”, “may”, “can”, “could”, “should”, “predict”, “aim”, “potential”, “continue”, “opportunity”, “intend”, “goal”, “estimate”, “expect”, “expectations”, “project”, “projections”, “plans”, “anticipates”, “believe”, “think”, “confident”, “scheduled”, or similar expressions and representations. Readers should not place undue reliance on these forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors. Should one or more of these risks or uncertainties occur, or should underlying assumptions prove incorrect, Storylines LLC’s business, plans, prospects, financial condition, liquidity, cash flows, projections and results could differ materially from those expressed in any forward-looking statement. While forward-looking statements reflect our good faith beliefs, they are not guarantees of future performance. Any forward-looking statement speaks only as of the date on which it is made. New risks and uncertainties arise over time, and it is not possible for us to predict the occurrence of those matters or the manner in which they may affect us. Except as required by law, Storylines LLC. expressly disclaims any obligation or undertaking to update any forward-looking statements to reflect any change in its expectations with regard thereto or any change in events, conditions or circumstances on which any statement is based. Past performance information given in this document is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance. This presentation is not and does not purport to be an appraisal of the assets, stock, or business referenced herein. In this document, we may rely on and refer to information regarding our industry and the market for our products and services in general from market research reports, analyst reports and other publicly available information. Although we believe that this information is reliable, we cannot guarantee the accuracy and completeness of this information, and we have not independently verified any of it. Some data is also based on our good faith estimates. The information set forth herein does not constitute an offer to sell or the solicitation of an offer to buy any securities of Storylines LLC., nor will there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such jurisdiction.
- **Disclaimer Regarding Projections:** The financial projections (the “Projections”) included herein were prepared by Storylines LLC in good faith using information believed to be reasonable, all of which is subject to change. The Projections are based on numerous assumptions, including realization of the operating strategy of Storylines LLC.; industry performance; no material adverse changes in applicable legislation or regulations, or the administration thereof, or generally accepted accounting principles; general business and economic conditions; economic, competitive, and general business conditions prevailing at the time the Projections were developed; retention of key management and other key employees; absence of material contingent or unliquidated litigation, indemnity, or other claims; and other matters, many of which will be beyond the control of Storylines LLC.. Any future changes in these conditions, may materially impact the ability of Storylines LLC. to achieve the financial results set forth in the Projections.
- Additionally, to the extent that the assumptions inherent in the Projections are based upon future business decisions and objectives, they are subject to change. Although the Projections are presented with numerical specificity and are based on reasonable expectations developed by Storylines LLC.’s management or advisors, the assumptions and estimates underlying the Projections are subject to significant business, economic, and competitive uncertainties and contingencies. Accordingly, the Projections are only estimates and are necessarily speculative in nature. It is expected that some or all of the assumptions in the Projections will not be realized and that actual results will vary from the Projections. Such variations may be material and may increase over time. In light of the foregoing, readers are cautioned not to place undue reliance on the Projections. The projected financial information contained herein should not be regarded as a representation or warranty by Storylines LLC., its management, advisors, or any other person that the Projections can or will be achieved. Storylines LLC. cautions that the Projections are speculative in nature and based upon subjective decisions and assumptions. Since the Projections cover multiple years, such information by its nature becomes less meaningful and reliable with each successive year. As a result, the Projections should not be relied on as necessarily predictive of actual future events. Such Projections have been prepared by Storylines LLC.’s management and no accountants or independent registered accounting firms have audited, examined, compiled or performed any procedures with respect to any of the Projections.
- The Projections were not prepared in accordance with standards for projections promulgated by the American Institute of Certified Public Accountants or with a view toward compliance with published guidelines of the Securities and Exchange Commission (“SEC”). Instead the Projections were prepared internally by management and their advisers and by their nature are not financial statements prepared in accordance with generally accepted accounting principles (GAAP) in the United States of America. Furthermore, the Projections contain non-GAAP measures (including, but not limited to EBITDA, which represents net income before interest, taxes, depreciation and amortization), which are not based on any standardized methodology prescribed by GAAP and are not necessarily comparable to similar measures presented by other companies and should not be considered in isolation or as a substitute for GAAP measures. The Projections should be read in conjunction with the assumptions and qualifications set forth herein.

storylines°

Thank you

Contact:

Alister Punton
CEO

alister@storylines.com

+1 646-768-8334 (USA)

+61 419 521157 (AU/WhatsApp)

Horst Bennin
CFO

horst@storylines.com

+971- 50-587 0219 (UAE/WhatsApp)

+49 -160-9035 4000 (DE/WhatsApp)



LUXURY & EXPERIENTIAL REAL ESTATE

CANYON RANCH

Canyon Ranch says the fundamental purpose of its partnership with VICI is to create a Canyon Ranch Ecosystem by creating additional destination resort locations and wellness clubs in major urban markets and expanding the brand's digital capabilities.

The brand explained that the ecosystem will create a reinforcing network of resorts, clubs and digital experiences where guests can continue to 'deepen their engagement in a well way of life'.

storylines°

Six Senses South Carolina Islands

Six Senses South Carolina Islands is an eco-conscious resort, spa, and residential community

Voted America's Favorite Island for the seventh year running in the 2023 Condé Nast Traveler Readers' Choice Awards, Hilton Head Island will serve as the main entry to the resort and residences, offering a bespoke restaurant and retail outlet. As a gateway to life on the water, it will also serve as a convenient embarkation point for hybrid yacht or electric boats

NOBU RESIDENCES

[]



LUXURY & EXPERIENTIAL REAL ESTATE

THE WELL Bay Harbor Island



NY-based holistic health club The WELL and Miami real estate developer Terra broke ground on THE WELL Bay Harbor Island, a luxe condo and office building designed to optimize well-being.

Slated for a 2025 opening, residents will have onsite access to a state-of-the-art gym, wellness center, meditation studio, organic restaurant, coworking space, sauna rooms, IV drips, and more.