

The Stratosphere



Marketing and Sales Overview



The Product

Dubbed the tallest building in Africa, a unique and ultra-luxury 5-Star hotel and apartment residence in the most exclusive and picturesque location in Nigeria, comprising 336 hotel suites and and 368 apartments offering panoramic sea views. An architectural masterpiece, as befitting such a jewel in the crown of Africa.



The Stratosphere

OVERVIEW

Tallest building in Africa

Sixty floors

Sky lounge

336 suite 5-star hotel

368 luxury apartments

Prices btw \$400k - \$2.5m

Private spa and health club

80ft swimming pool

24hr concierge, doormen and staff

24hr private electricity generation

24 hr private water supply

Medical Clinic

Helipad

Restaurants

Riverside boulevard and arcades





The Stratosphere



EXCEPTIONAL FEATURES AND AMENITIES

The Apartments

From elegant two bedrooms to sumptuous four bedroom penthouses .

Marble baths and surround

Floor-to-ceiling windows offering expansive panoramic views

Polished maple hardwood floors

Kitchen features high-gloss cabinetry with granite countertops

Individually controlled air conditioning system

House phone connecting to concierge desk, security office, health club, parking garage and valet service.

Apartments pre-wired for telephone, Direct TV and high-speed internet service.



The Developer

Silverbird - with demonstrable track record in real estate development, international partnerships and marketing.

New malls
planned for
Abuja, Port
Harcourt and
Ikeja

Galleria

Miss World and
Miss Universe
beauty
pageants

Partnerships with
Coke, Nu Metro and
International retailers

Marketing
Expertise

Radio and
Television

Management of
high profile events



Target Audience



**Nigerians living
abroad**



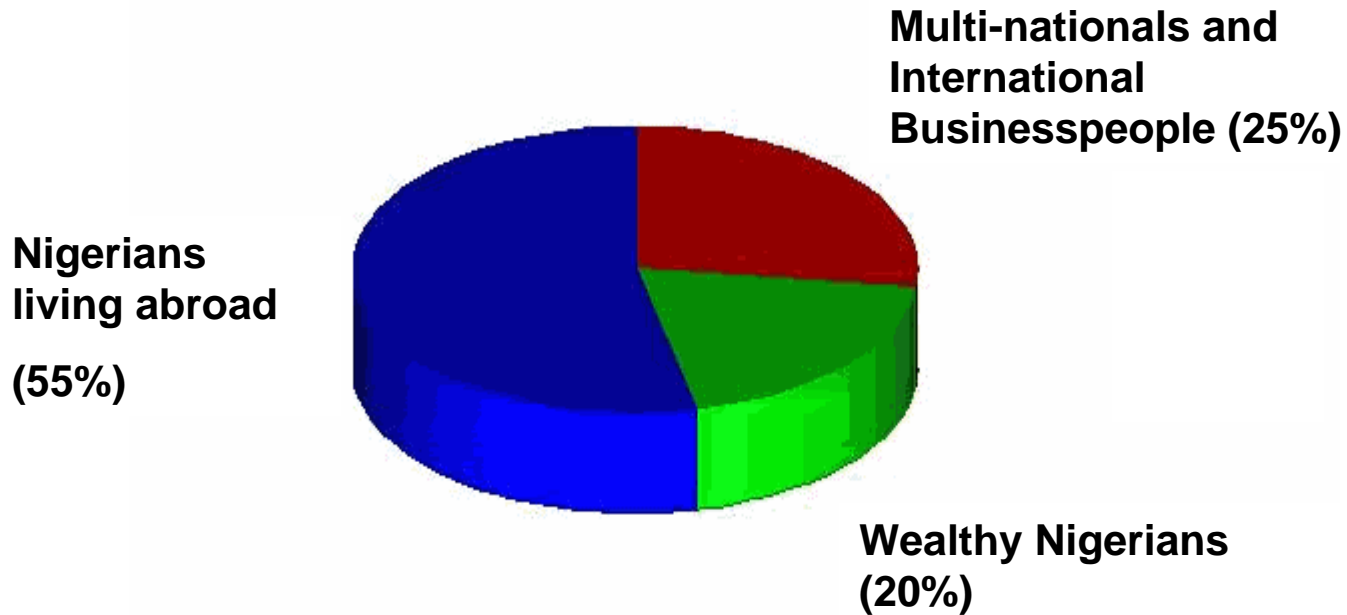
**International
businesspeople &
Multi-nationals**



Wealthy Nigerians



Target Audience



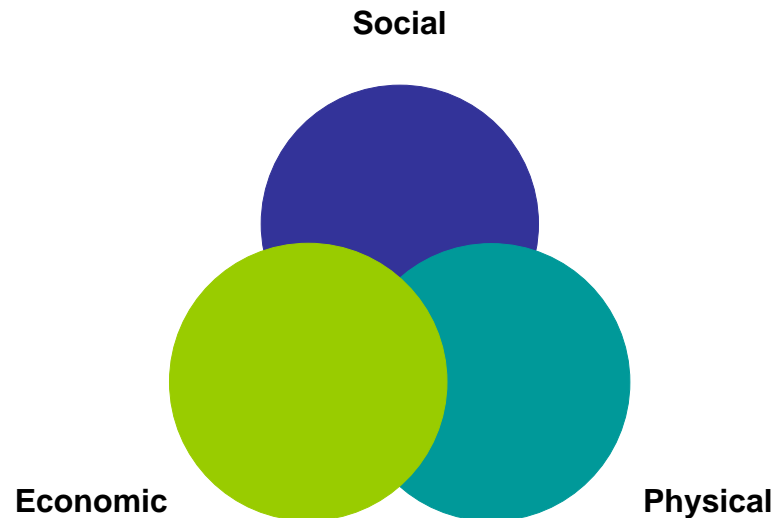


Matching Product and Audience

Social – desire to own exclusive property in native homeland

Economic – investment purposes

Physical – access to functional daily utilities providing stress-free living and added security.



Pricing Schedule

| Type | Floor | Type | Units per floor | Total Units | Unit Area per Apt (sq ft) | Total Area per Floor (sq ft) | Price per Unit (\$) | Price per sq ft |
|----------------------|----------|-------------------------|-----------------|-------------|---------------------------|------------------------------|---------------------|-----------------|
| Luxury Apartments | 9 to 12 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 400,000 | 308 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 450,000 | 316 |
| Luxury Apartments | 13 to 16 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 440,000 | 338 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 495,000 | 347 |
| Luxury Apartments | 17 to 20 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 484,000 | 372 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 544,500 | 382 |
| Luxury Apartments | 21 to 24 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 532,400 | 410 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 598,950 | 420 |
| Luxury Apartments | 25 to 28 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 585,640 | 450 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 658,845 | 462 |
| Luxury Apartments | 29 to 32 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 644,204 | 496 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 724,730 | 508 |
| Luxury Apartments | 33 to 36 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 708,624 | 545 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 797,202 | 559 |
| Deluxe Apartments | 37 to 40 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 814,918 | 627 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 916,783 | 643 |
| Deluxe Apartments | 41 to 44 | 2-bed, 2 bath + den | 4 | 16 | 1,300 | 5,200 | 896,410 | 690 |
| | | 3-bed, 2 bath + den | 4 | 16 | 1,426 | 5,704 | 1,008,461 | 707 |
| Penthouse Apartments | 45 to 48 | 4 bed, 2 1/2 bath + den | 4 | 16 | 1,726 | 6,904 | 1,800,000 | 1,043 |
| | | 4 bed, 2 1/2 bath + den | 2 | 8 | 2,000 | 4,000 | 2,500,000 | 1,250 |
| Penthouse Apartments | 49 to 60 | 4 bed, 2 1/2 bath + den | 4 | 32 | 1,726 | 6,904 | 1,800,000 | 1,043 |
| | | 4 bed, 2 1/2 bath + den | 2 | 16 | 2,000 | 4,000 | 2,500,000 | 1,250 |



Market Comparisons

- Case 1: Banana Island Condominium Developments (high end condominiums, pool, tennis courts, squash courts)
 - **Range of sale values: \$350k to \$1.2m**
 - **Range of rental values for the average 3 bedroom: \$60K-\$70K per year.**
 - Presales: successful
 - Vacancy rate is currently approaching zero for the completed developments
- Case 2: Victoria Island luxury condominium developments (high end condominiums, pool, tennis courts, squash courts)
 - **Range of rental values for the average 3 bedroom: \$45K-\$60K per year.**
 - Vacancy rate is currently approaching zero for the completed developments



Marketing Strategy

General Marketing – dedicated website, partner websites, television, radio, newspapers, property journals, word of mouth

Targeted Marketing – mail shots (letters, eMail and eNewsletters), brochures, personal contacts, word of mouth

Special Marketing – Seminars, press events



Sales Strategy

Brookview International as lead agent co-ordinating world wide sales

Selected affiliate agents world wide

Marketing and sales office based in London

Individual sales approach

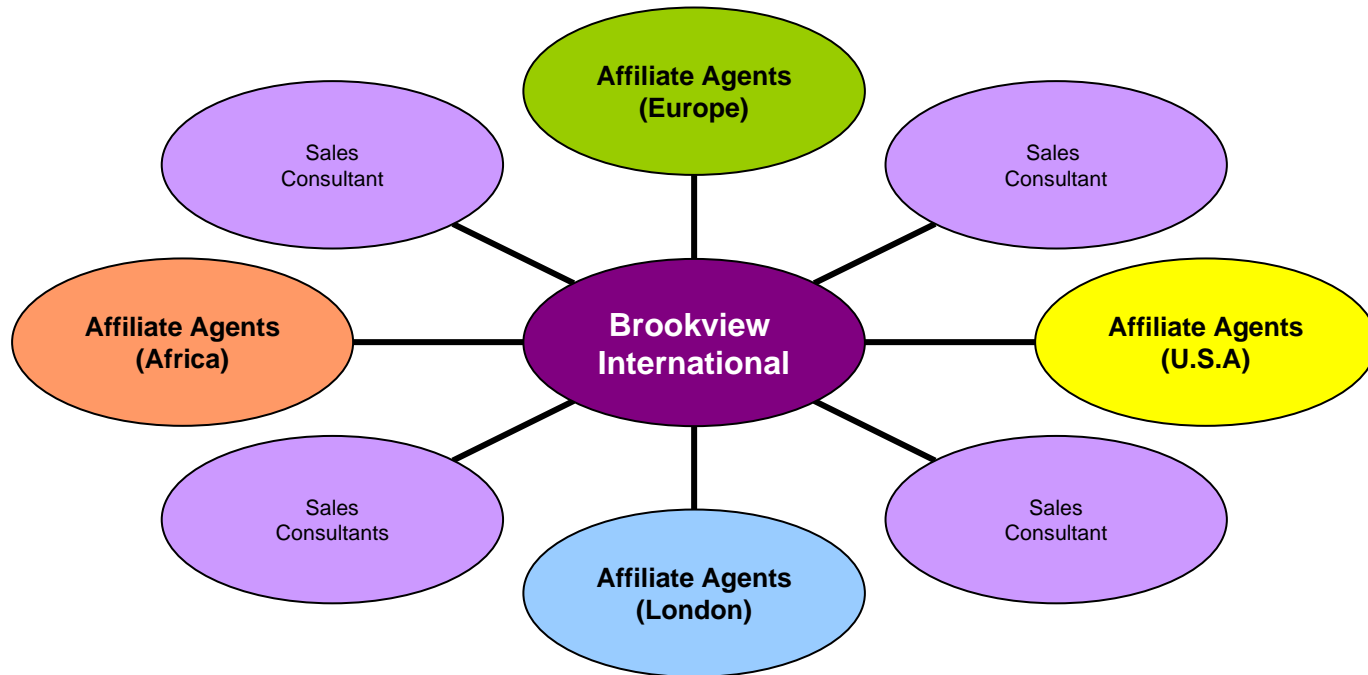
Off-plan incentives

Spread payment plan

3 years 6% net guaranteed income

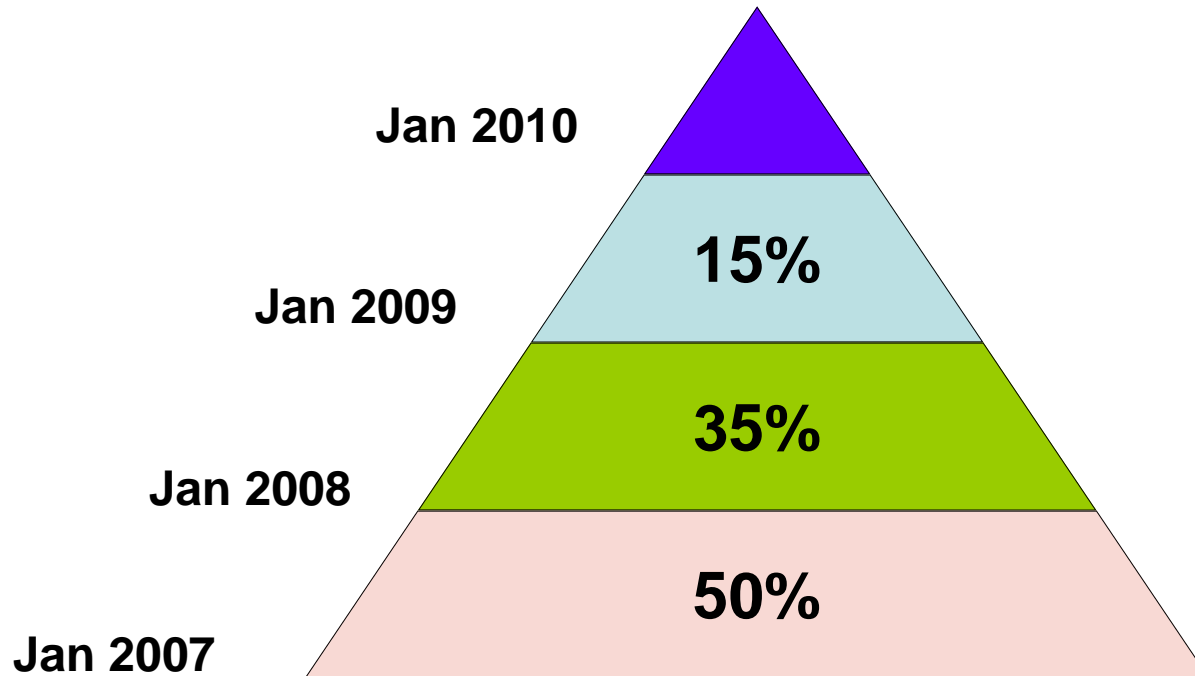


Coordination of International Sales





Sales Forecast



Critical Success Factors

- ✓ First class product
- ✓ Good development finance
- ✓ Efficient marketing
- ✓ Coordinated sales
- ✓ **Creative investor financing**

