



TLC  
Wellness  
Estates



COVID-19 has taught us to build adaptability and resilience into our offerings to withstand future shock world events.

We think it's the chance to offer something extraordinary.

*Introducing*

TLC GLOBAL WELLNESS BRANDED ESTATES, A SUSTAINABLE WELLNESS TOURISM CONCEPT THAT OFFERS A CREATIVE AND POWERFUL ALTERNATIVE TO THE CHALLENGES OUR INDUSTRY CURRENTLY FACES.





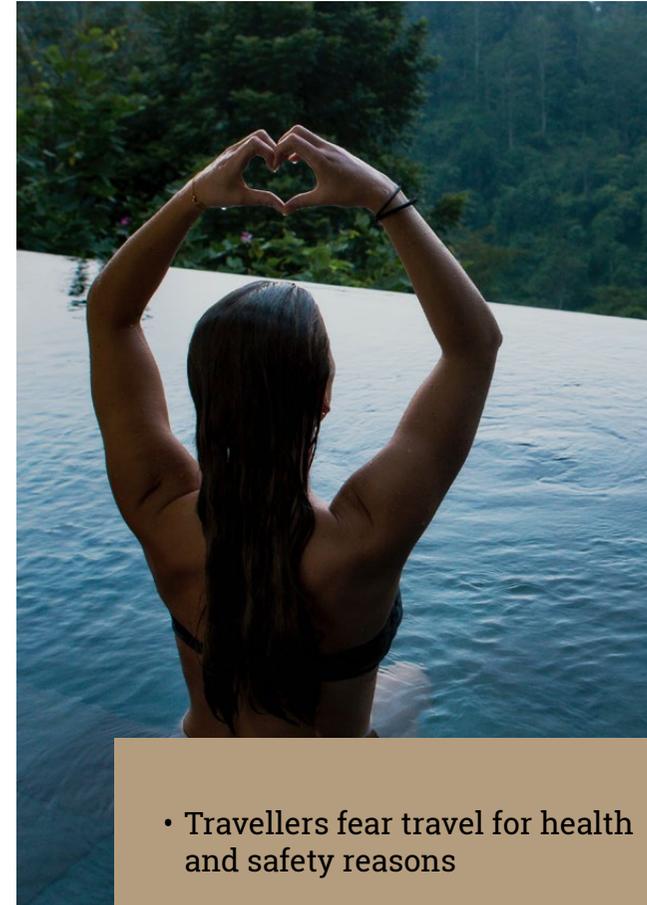
## Let's usher in the future of hospitality.

Life and travel have changed irrevocably. The pandemic has caused the world to pause and reflect and, in some cases, just grind to a halt. It's never been more important to ensure we run sustainable operations.

*Now is our chance.*

While well-being has been a trend for several years – evidenced by many hotels and resorts combining their offerings with a spa and various treatments – the true potential of Wellness has been rarely explored. But even before Covid-19, Wellness Travellers were dictating a new type of experience.

Can you afford not to open the door to the global shift shaking up our industry?



- Travellers fear travel for health and safety reasons
- Working from home, the balance of their lives has changed
- Virtual conferencing has virtually chopped business travel by 40%\*

\* SOURCE: SOURCE REQUIRED, NOT IN PRESENTATION

# Traditional thinking is dead.

Destination Wellness Branded Estates are global properties with High-Net-Worth Individual owners and a divided form of use rights. Private home and villa owners are welcome into the "Pink Diamond Collection" representing the ultimate epitome of luxury.

It's a disruptive concept that's set to overturn many notions and hard-kept beliefs in hospitality. But then, these are times of radical change that require thinking that's firmly focussed on a better future.

Given the exponentially growing trend in Wellness Travel, this concept will grow fast.

**More importantly, it will give your property a competitive edge in the market.**

# Disruption is alive and well.

**Incremental Revenues Opportunity**

Lifestyle Single Journey

**Holistic Wellness Pop-Up**

TLC - UK 20 years' experience

**Estate Designed with Global Brands**

+Cassia partnership

**Sustainable World Map Exposure**

Harmony Golden Ratio

## *Pink Diamond*

An exclusive selection of private homes and villas representing the epitome of luxury with Wellness being central to the traveller's experience.

This is our point of differentiation - a business model built on our ability to book per customer journey and include our Wellness Journeys.



**Globally, Wellness Travellers outspend regular tourists by 53%. Domestically, they spend 178% more.\*\***  
**The opportunities are staggering.**

- Global Wellness economy was valued at US\$4.5 trillion in 2018\*
- It continues to outpace the growth of the global economy
- In 2017, the wellness tourism sector reached US\$639.4 billion\*
- It's projected to grow by an average of 7.5% annually across the globe, between 2017 and 2022 \*\*

*A chance to create real value.*



**18% of all global tourists will be wellness travellers by 2022.\*\*\* And they won't be looking for your steam room.**

- Wellness travellers spend 1.8 times more \*
- Wellness helps create more delighted travellers, which keeps them coming back
- Health travellers spend 7 times more \*
- Wellness travellers tend to stay longer or use more in-house services

\* SOURCE: GLOBAL WELLNESS INSTITUTE

\*\* SOURCE: GLOBAL WELLNESS INSTITUTE ESTIMATES, BASED UPON TOURISM INDUSTRY DATA FROM EUROMONITOR INTERNATIONAL, ECONOMIC DATA FROM THE IMF, AND GWI'S DATA PROJECTION MODEL

\*\*\* SOURCE:

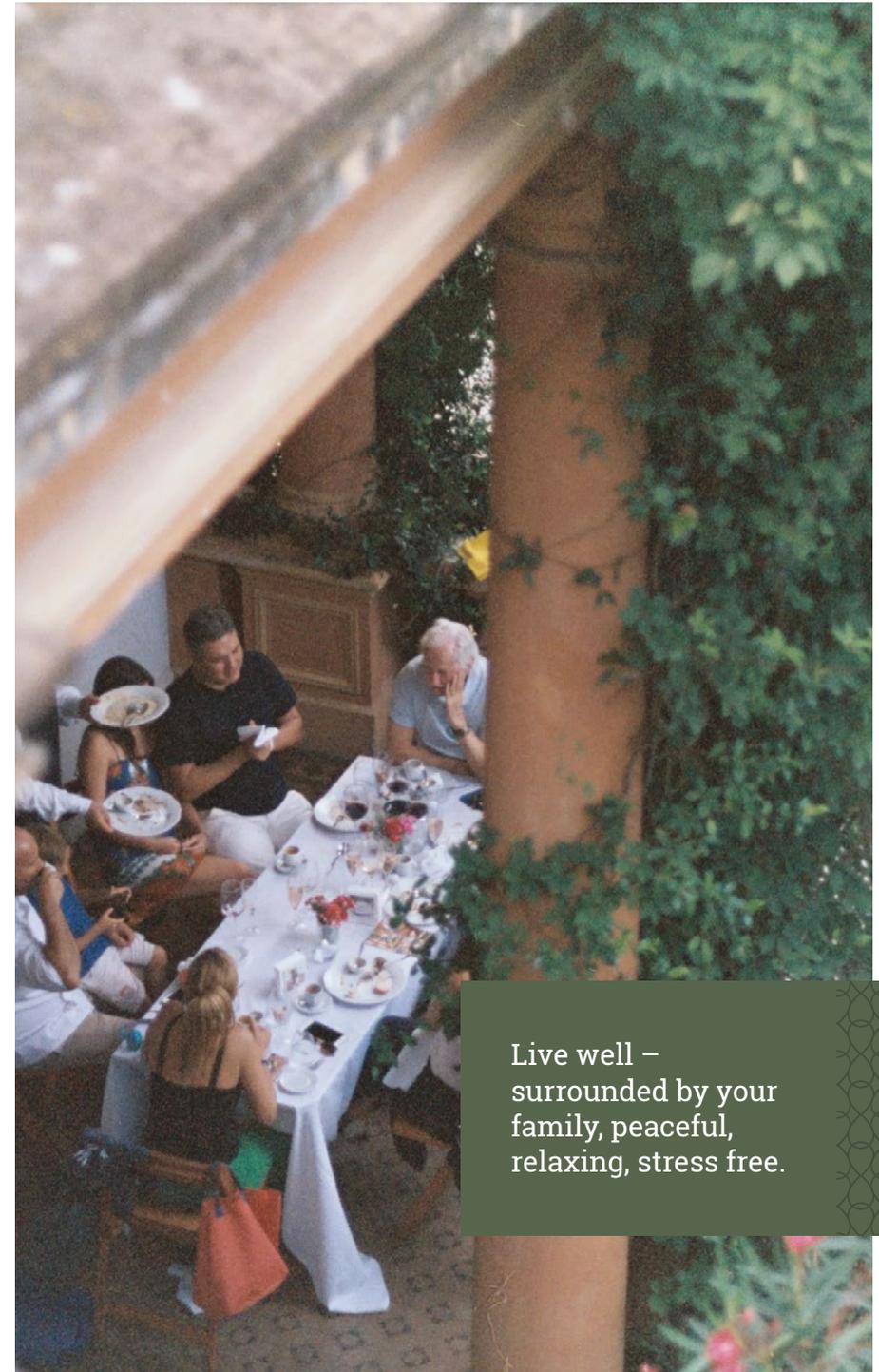
WE NEED TO CONFIRM  
ALL REFERENCES MADE  
ON THIS PAGE

Wellness at home.

*Creating the experience*

Wellness travellers care about the ramifications of their tourism. If you don't meet their requirements, they won't visit you.

- Stay well – well-being and health conscious
- Live well – surrounded by your family, peaceful, relaxing, stress free
- Invest well – our business model offers timeshare to invest



Live well –  
surrounded by your  
family, peaceful,  
relaxing, stress free.



DESTINATION WELLNESS  
BRANDED ESTATE MODEL

## Create a home away from home centred around Wellness.

We are an innovative management and commercial company providing incremental revenues through lifestyle holistic wellness journeys for the high-net-worth individual. Our world wellness task-force can support your business or asset to reset and become well-being centric.

We deliver this within gated branded estates, integrated with the Harmony Quality Mark accreditation that puts your destination on the Sustainable World Map.



BASED ON INITIAL  
INVESTMENT

- Residences sales installment payments to provide majority of funding
- Real estate capital gain
- Land appreciation
- Return on Investment estimated at 180%



BASED ON CONVERSION MODEL OF  
AN EXISTING ESTATE

- Site analysis, feasibility study, Head of Terms
- TLC submit an operator agreement
- TLC is an alternative to a traditional real estate product
- With minimum investment per unit and no requirement for debt, the returns for the project are infinitely superior to the traditional property model in hospitality.
- TLC's operation can be partially outsourced to any number of reputable management companies as can the cleaning & maintenance, clinic and restaurant side of the business
- An estimated annual income of USD 60 million based on 35 units module

Offering a unique Wellness experience, personalised to individual travellers' requirements, lies at the heart of our offering.

Our Wellness Pop-up crafts a Wellness journey by weaving any combination of the following into their stay:

- Cosmetic
- Therapeutic
- Wellbeing
- Nutrition
- Medical
- Beauty



#### À LA CARTE SERVICES

### Excellence with Confidentiality

- TLC Beauty Box
- Chinese Medical Assessment
- Western Medical Assessment
- Vitamin Infusions
- Chiropractic Therapy
- Cosmetic Acupuncture, Naturally young
- Weight Management
- Aromatherapy
- Massage
- Reflexology
- Physical Assessment
- Guided Physical Workout
- Botox Treatment
- Filler Treatments
- Skin Re-hydration
- Peeling
- Hair Stylist, celebrations, weddings
- Stress Consultation
- Fertility Support
- Genetic Diagnostics
- Emergency Health Needs

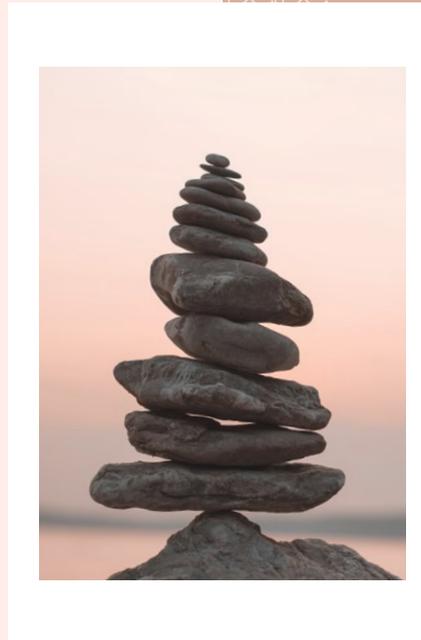


## Harmony. It's what makes us unique in a world of unsteadiness.

- Our Wellness Branded Real Estate enjoys solid partnership
- We're backed by the Harmony Wellness Quality Mark in Sustainable Tourism
- Aligned with HRH Prince Charles' Harmony Institute
  - Academic partnership



[www.tlchealthtravel.co.uk](http://www.tlchealthtravel.co.uk)



## Perfectly balanced with experience and high-profile contacts.

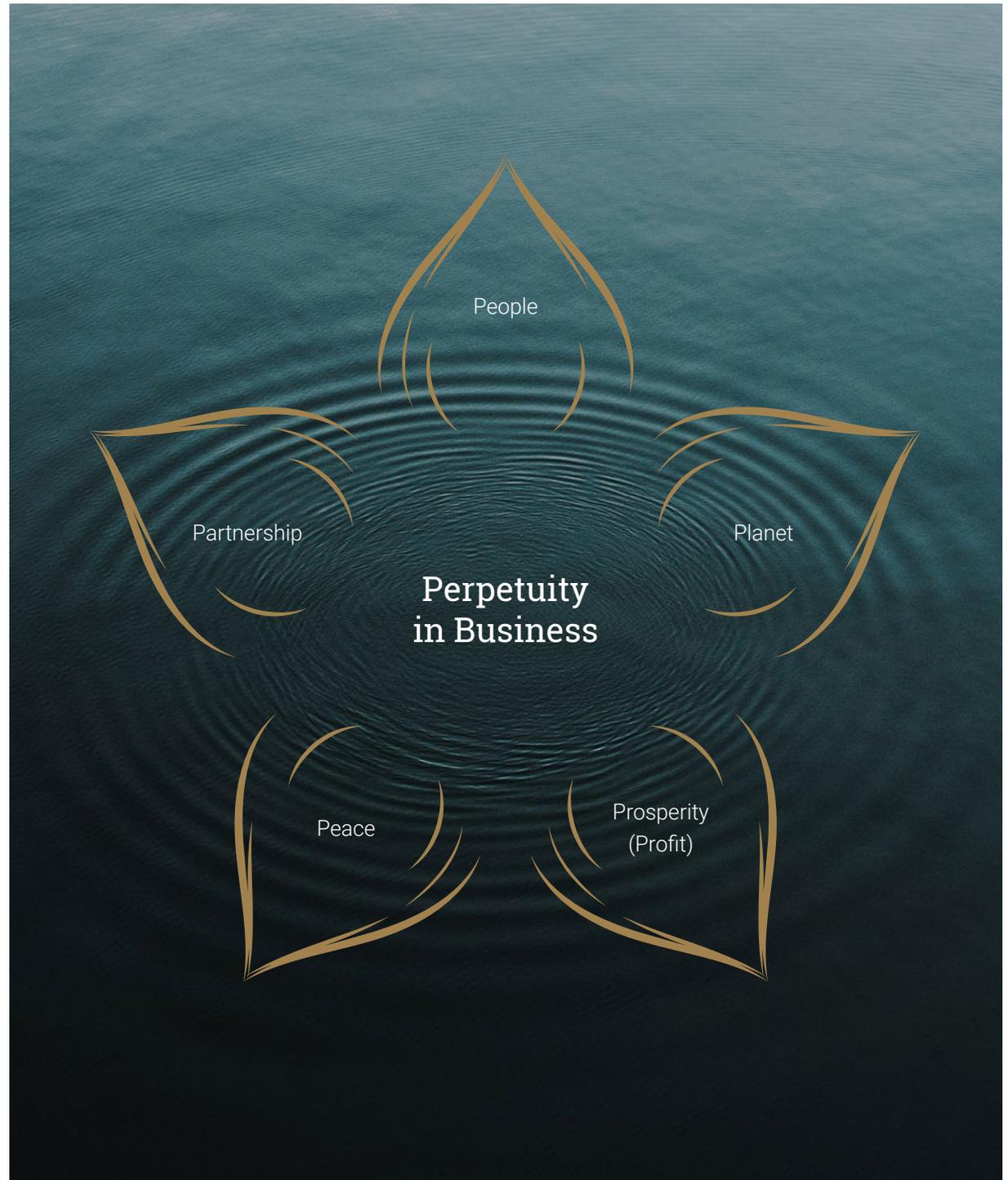
- We've been delivering Wellness Travellers to luxury hospitality and spas since 1998 in the Gulf and Asia
- Over 5000 direct commercial contacts
- Marketing and media experience across gulf with established links with UK and GCC
- We are both a commercial sales operation as well as integrated marketed strategy business
- Access to VIP GCC high net worth women

The next normal is one that has been with us all along: sustainability.

*A new normal.*

The path to true transformation lies in sustainable wellness tourism and companies who put sustainability at their core and inspire people will be the ones who will deliver lasting change.

All positive impacts of Sustainable Wellness Tourism lead to perpetuity in business.



# Reset. Rethink. Recreate.

Let's emerge from this  
pandemic with a new norm:

## *Destination Branded Real Estates*

The current global crisis has  
disrupted every aspect of our lives.  
We prefer to look at it another way,  
as an incredible opportunity.

A time when we can put people  
and planet at the heart of global  
value creation.



## Our wellness management task force.

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**NICKI PAGE** ~ Nicki is a marketing and public relations titan. Her finely honed experience at blue chip corporates like leading advertising agency Saatchi&Saatchi and Marriott Hotels and Resorts is matched by her integrity and sensitivity to global cultures. Her influence has created a network of the foremost decision makers across Arab, South & South East Asian and African nations and she's keenly negotiated the success of world-leading tourism and luxury destinations from Jordan to Malaysia, South Africa to the UAE. Nicki has a deep understanding of promoting worldwide luxury health and wellness resorts; unparalleled insight into the role women have in influencing health, wellness and travel decisions; and an established, trusted business presence in the Middle East that includes a client list of ruling families, CEOs and top companies.



**LEO DOWNER** ~ To say that Leo brings exceptional acumen to TLC Harmony would be an understatement. His experience spans 30 years of managing clinicians and developing health services in the public, voluntary and private sector. He has worked strategically in the improvement of health, wellbeing, and safety nationally and internationally. From General Practitioner Coordinator with the Maudsley NHS Trust to Head of Drug and Crime Reduction in the Government Office for London; as Business Manager for counter-terrorism in the UK Home Office HQ Strategy and International Directorate to Group Director of Business Development and Communications for the Social Interest Group, Leo's innovative and strategic approach, has founded new health approaches, transformed sustainability paradigms, and led government operations and national delivery.



**JEAN-PAUL RIBY** ~ Jean-Paul's immensely varied experience has led him to expertly develop how business tourism and the continuation of sustainable growth is key for a company. He is a C level executive, mentor, project leader and design enthusiast coupled with 35 years in the hospitality sector. For more than 30 of those years, Jean-Paul has been at the forefront of hospitality in emerging markets, driving innovation in South East Asia and searching for the talent to mentor into top future hoteliers. He is actively involved in numerous industry organisations including the International Wine & Food Society, is a contributor to the book EQ & Leadership in Asia on using emotional intelligence to lead and inspire people, and a speaker at hospitality events around the world.



## TLC Wellness Estates

*Jean-Paul Riby*

Founder & CEO TLC Wellness Estates

Call : +84 93 964 40 97

Email : jean-paul@tlcwellnessestates.com

www.TLCWellnessEstates.com

Apart from being an enthusiastic and energetic advocate of wellness tourism Nicki, the founder TLC Wellness Tourism, is a passionate pioneer of the Prince of Wales' Harmony approach to sustainability. Together with her partner, Leo Downer, she has produced the world's first Harmony Kite Mark for Wellness Tourism - the Harmony Golden Ratio. Through it she is aiming to help tourism businesses embrace sustainability and minimise their impact on the environment, something long overdue and for which she and Leo are to be commended."

**Professor David Kirby Surrey | University. Entrepreneurship**

"Interconnected approaches will create a more sustainable world way through embracing Harmony principles and actions. I wholeheartedly support the TOC Golden Ratio thinking and approach. Simply brilliant."

**Nick Campion | Director Harmony Institute | Assoc Professor UWTSD**

"As a materials expert for over 30 years specialising in ad mixture building the tallest and longest and airport developments in the world I applaud the work of TLC and the aspirations for the Golden Ratio to protect people and our planet. Green technology in concrete recipes is continually being upgraded and refined so we in the construction and development phase can align to a world imperative."

**A Page | SIKA Materials Management**

"As the paradigm shift in sustainability permeates across all industries, creating real estate that supports and enhances the search for more responsible ways of existing is a story onto itself. In the ripples of the ongoing pandemic, building stories in our daily lives will now increasingly include the pursuit of a certain harmony that is a good for people, planet and prosperity. Harmony builds sustainable stories."

**Jean-Paul Cassia | Managing Partner**