



# Retirement Villages Asia (RVA) EXECUTIVE SUMMARY

CORPORATE INFORMATION	
Founded:	Singapore, 2006
Industry:	Hospitality
Product:	Retirement Community
Staff:	6 PTE

KEY MARKET STATISTICS	
MY, SG, ID, IN, KR	5%
CN,TW	5%
HK, JP	10%
DE,AT,CH	12%
Rest of world	2-3% per country
Total addressable market:	Average 3-4% per country

FUNDING STRATEGY	
Funding Stage:	Seed
Capital Raising:	US\$160M
Use of funds:	To be used for land purchase
Investment to date:	US\$150,000
Pre-money value:	\$1B
Next funding \$:	Not required
Next funding date:	Not required

PRODUCTS	
Pool Villas	From US\$2,2M
Cottages	From US\$1M
Apartments	From US\$550k
Garden Apartment	From US\$600k
Rent	From US\$1k p.m.

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Retirement Villages Asia: the first high luxury Retirement Community with full 5-Star services in Asia – to be built in Iskandar/Malaysia, close to Singapore.

**Problem:** The world is aging. Today, in the developed countries, 15% of the population is elderly – by 2030 some countries will reach 25% of the total population. For that situation none of the countries are prepared with Senior Living communities.

**Solution:** RVA will be the first Senior Living communities provider in Asia and use its knowledge as an advantage to develop and run the first Luxury Independent Living community in Malaysia: targeting wealthy retired customers from Malaysia, Singapore, China, Japan, India, South Korea and European countries.

– The first Village is a **Golf Course community** (2 courses - 18 & 9 holes) with about 2,000 units: Golf Villas, Golf Cottages and Apartments in low-rise buildings. All units will be built on lots larger than in any other community in Malaysia. This village targets customers willing **to own** a unit.

– Another village, targeting customers willing **to rent**, features another 2,000 units. All Villages will be operated like a 5-Star Serviced Hotel. Owners and tenants have full service options, included Assisted Living Services when required.

Both Villages are fully gated and feature a unique food village with many dining / entertainment options. The Community will be developed in Iskandar, Malaysia.

**Market:** The **Golf Village** is targeting wealthy clients from Malaysia, Singapore, China, India and Europe. The **Rental Village** is targeting European retirees looking to live in a rental unit all year round or only to bridge the cold months in Europe. Beyond Malaysia, RVA is actively looking to duplicate the concept in Thailand, Indonesia and potentially the Philippines.

**Competition:** A retirement community is planned about 100 km southwest of Kuala Lumpur (high-rise project not targeting wealthy customers). In Iskandar, another development with small apartments is also targeting seniors. We will establish RVA as a state of the art community, with top service and European quality standards.

**Customer Acquisition:** We will use Real Estate agent networks globally, in addition to social media, relevant print advertising in magazines, webinars and on-site seminars. The marketing strategy is global since our target population is scattered in many countries.

**Fund raising:** Purchase negotiations for the land are ongoing. RVA is seeking to raise US\$ 160M for purchasing 1,616 acres of prime land in Iskandar, 15min away from Tuas/second link to Singapore. The land has the required permits and will bootstrap the Gold Course Community, the food village and the first phase of the Rental Village.

## Financial Projections in Mio.US\$

	2013	2014	2015
Total Revenue	976	707	526
Total Cost and Expenses	701	536	400
Net profit	274	169	124
Operational expenses	2,6	3,1	3,7
Employees (FTE)	300	520	780
Clients – new only	1722	1397	814
Revenue per client	0,583	0,603	0,830

## Management Team:

**Norbert Jacobsen – CEO & Founder:** Senior Manager with 26 years of experience in IT in companies like DEC, 3Com and Cisco Systems in Europe and Asia – managing business up to US\$500M per annum.

**Peter Baines – CFO:** A financially trained professional with extensive international experience in senior management roles with Fairmont Raffles Hotels International.

**Iannis Hanen – CTO and CMO:** Senior Executive with 15 years experience in US and Asia

**Loise Jacqueline – Corporate Legal Counsel:** Qualified lawyer with several years of experience in Europe and Asia.