

Building New Age

- Politics
- Governance
- Businesses
- Institutions
- Talent
- Networks
- Enterprises
- Capabilities





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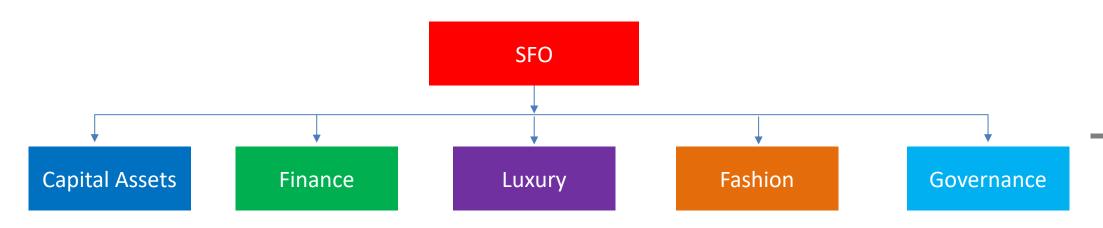
NEITHER SEKHON FAMILY OFFICE NOR ANY AFFILIATE OF SEKHON FAMILY OFFICE IS AUTHORIZED UNDER INDIAN SECURITY LAW'S DIRECTIVE ON ALTERNATIVE INVESTMENT FUND MANAGERS ("AIFM DIRECTIVE") AS OF THE DATE OF THIS PRESENTATION AND THE AIFM DIRECTIVE WILL NOT APPLY IN ITS ENTIRETY TO SEKHON FAMILY OFFICE OR ANY AFFILIATE OF SEKHON FAMILY OFFICE FOR THE FORESEEABLE FUTURE. HOWEVER, THE MARKETING OF INTERESTS IN A FUND TO GLOBAL INVESTORS MAY LEAD TO THE APPLICATION OF THE AIFM DIRECTIVE'S TRANSPARENCY REQUIREMENTS, AS WELL AS TO ADDITIONAL REQUIREMENTS IMPOSED BY INDIVIDUAL STATES.

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SEKHON FAMILY OFFICE'S INVESTMENT PROFESSIONALS HAVE NOT WORKED TOGETHER TO RUN A PRIVATE EQUITY FUND.







Sekhon Family Office | Focus Areas

- Wealth
- Luxury
- Fashion
- Hospitality
- Retail
- Commodities
- Industrials
- Infrastructure

- TMT
- Blue Economy
- Mobility
- Space
- Real Estate
- Energy
- Health/Wellness
- Credit

- Public Equity
- Private Equity
- Funds / Hedge Funds
- Free Markets
- Governance
- Impact Investing
- CSR Foundations
- Sustainability

SFO engages in a broad range of investment activities and has the flexibility to invest in a wide variety of asset classes. SFO has offices located in New York, Ocala and Mumbai.

MISSION - The purpose of SFO is to make investments that consistently generate superior absolute risk-adjusted returns over the long-term. We evaluate investment opportunities by utilizing multi-disciplinary frameworks of analysis to generate thoughtful and robust investment theses. We are motivated by an intense curiosity to grasp the underlying truths that govern financial markets and economic behavior. We note that these truths may be contrary to the consensus view, but we believe that our discipline as independent thinkers will allow us to identify these truths and secure long-term success. Throughout the organization, we share a common desire to be the best at what we do, and we believe this never-ending pursuit of excellence has intrinsic value independent of any economic benefit that we may receive. Finally and most importantly, we conduct all business with the highest level of integrity, honesty and discipline.

EXPERIENCE

SFO

REPUTATION

STABLE CAPITAL BASE









SFO's main operating centers are in Geneva, Singapore, Nassau, Dubai and Shanghai. We also operate through service centers, representative offices and branches throughout the world.



AGlobal Business

SFO's activities along the global supply chains and physical presence throughout the world provide detailed insights into the nature of the marketplace locally, regionally and globally. Such information supports our ability to identify and capture opportunities and enhances our business profitability.

Wherever we operate we establish long-term partnerships based on transparency and mutual respect. We aim to share expertise, provide training and build local capabilities so that our trading and investments deliver benefits to the people, communities and businesses we partner with and serve.





Sekhon Family Office | Investment Thesis



Attractive Market Fundamentals

Globally Recognised Portfolio of Brands in Key

- Secular growth in target markets
- Competitive advantages resulting from historical investments and irreplaceable footprint
- Fragmented market
- Largest customer base
- Unique, multi-format international operator of strongly branded products / services
- Iconic assets and brands that are recognised globally
- Diversified portfolio balanced by geography, attraction type and customer demographic

Multiple Growth Levers

Geographies

Expansion opportunities through tapping sizeable and underpenetrated markets (e.g. in China)

Partner of choice for third party IP owners to create branded concepts

Strong Free Cash Flow Generation

Strategic Partnership Between Equity Owners with Comprehensive **Knowledge of the Asset** and Industry and Management

Efficient net working capital profile and increased cash flow visibility from presales strategy combined with ability to defer capex support sustainable cash conversion of ~70%

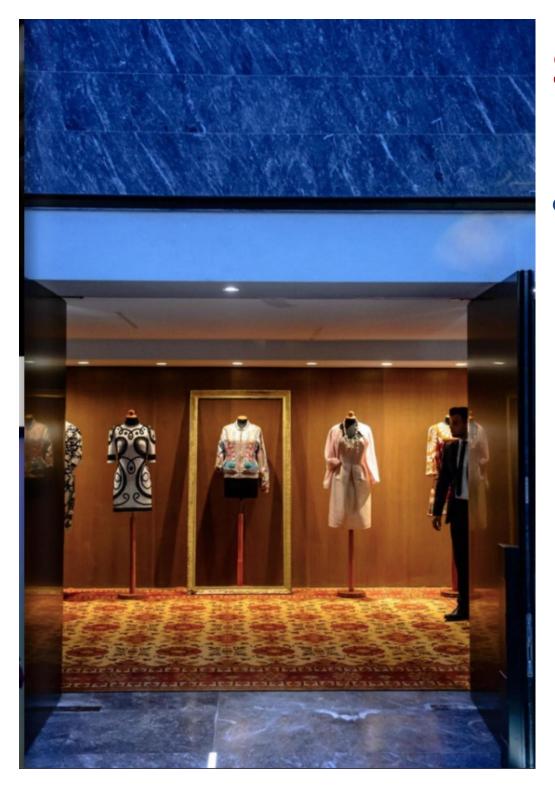
- Highly capable and experienced management team backed by the Sekhon Family Office
- Experienced investment, risk management and infrastructure personnel with extensive depth and breadth across asset classes
- Global network and reputation as a preferred investor which provides access to unique investment opportunities
- Permanent, stable capital which allows us to invest for the long term.
- We consider investment risk principally in terms of the potential for permanent loss of invested capital. A thorough understanding of risks for each investment that we make is central to our process. We strive only to make investments that meet our strict risk / reward criteria. This disciplined investment approach is a fundamental part of our firm's method of managing risk.

Risk Management



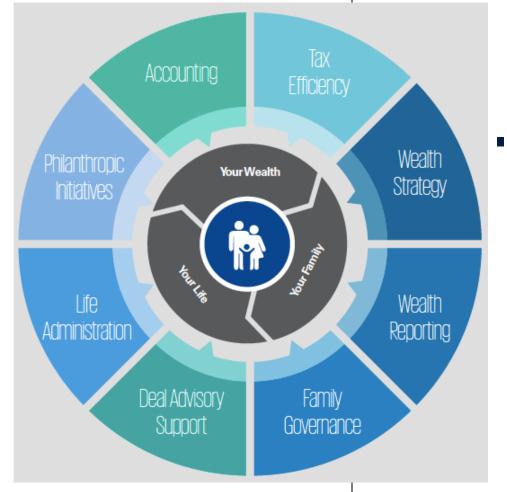
Sekhon Family Office | Governance Team

- Family businesses are unique. Surrounding each decision you take, there are strong family values that often make the path difficult.
- Sekhon Family Office understands the dynamics of a successful business and will work with you to provide tailored advice.
- And it's not just about business we'll support every member of your family at every stage of their lives.
- The consortium of investors understand the needs of the business and are taking a long-term view, to ensure the longevity of existing assets and drive growth
- Equity Owners with In-depth Knowledge Of The Business And Operations Due To
 Previous Ownership and a Long-term Focus
- Equity Owners with Strong Sector Knowledge and Expertise
- The Consortium has a long history of acquiring companies together
- Highly Experienced and Diverse Management Team Backed by Equity Owners with In-depth Knowledge of the various sectors in which we hold Companies



Sekhon Family Office

Building Better Investment Portfolios
For preserving wealth over generations
Global Transformational Investments Partners



We partner with family offices to help them reach their most important goals



- Sekhon Family Office's dedicated team leverages the resources, relationships and insights to help family offices achieve their objectives across a full range of private and public markets.
- SFO understands the inherent complexities that come with managing extraordinary wealth. We provide cutting-edge technology that helps you make the decisions that will matter for decades to come.



Preserving wealth for future generations

Our focus on investing for the long term and our commitment to risk management help family offices to maintain and grow their portfolios.



Maintaining consistent cash flow

In today's low-yield world, we help family offices source higher yields from less traditional income sources in both public and private markets.



Outperforming public markets

We offer unparalleled access to alternative assets that can provide differentiated and diversifying returns.

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Turning Challenges Into Opportunities.

Power & Governance Shaping World Future



How Sekhon Family Office (SFO) Is Helping Nations Build Wealth By Free Markets Based Transformative Governance Models



SFO PURPOSE - Doubling GDP of Continents, Countries, Businesses & Households. - Ranks of GDP in US\$ Tn

- World 91.03
- Asia 34.39
- North America 24.88
- Europe 23.05
- South America 2.90
- Africa 2.49
- Oceania 1.69
- Antarctica N/A



SFO Works With-Our Strong & PowerFul Network

- Global Bodies like WEF, UN, World Bank, IMF and their likes.
- Continent Representative / Trade Bodies like WTO, OECD & their likes
- Country Governments
- Country Trade Commissioners, Embassies etc
- State Governments
- Municipalities
- Family Offices
- All sources of capital like Biggest Sovereign Funds, Private Equity Funds, Growth Funds, Hedge Funds, Stock Exchanges and Credit Institutions.



SFO LISTS-Ranks the world based on a variety of categories

- Premier Level
- Governor / CM Level
- Mayor Level
- County Level or Equivalent Level
- Ministry Level
- Entrepreneur Level
- Business Level
- Individual Level



SFO ECOSYSTEMS- To Deliver Exponential Outcomes

- Free Markets Governance.
- Balanced Score Card based action cycle management.
- Sustainability/GRI based Sustainable Development.
- Exponential Technology Driven Growth.
- Meaningful Impact/CSR/Foundation/Wellness.



Family Governance



Every family is different because every family member is different. The mix of unique personalities, personal objectives and family wealth often creates tension. KPMG brings families together, fosters a neutral environment for trusting dialogue, and guides intergenerational unity.



Family continuity: we help family members to transfer wealth and plan the continuation of the family business.



Trust planning: a (family) trust could be the perfect choice when looking towards the future and thinking about the best way to safeguard and share your wealth.



Generational wealth planning: we help prepare the next generation to take control of the family business and/or family wealth.



Day by day support: we can help you to manage all the problems that might crop up and to resolve any disputes.



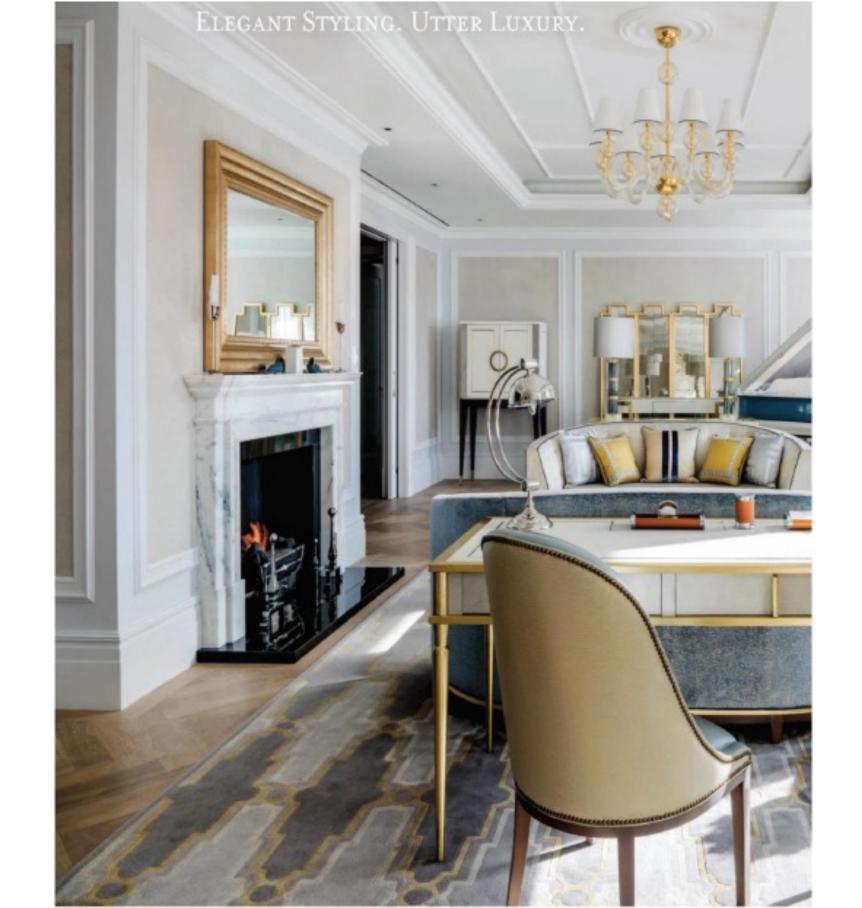
Family business governance:

we set up and manage robust processes that guide the family in their dealings with one another and with third parties.



Facilitation: we can draw up agendas and attend family meetings to check that all of the family's objectives are being met.

Bonding Generations To Family Values



Wealth Strategy



Ideally, wealth brings you freedom. But many families find that wealth and wealth management add complexity and even stress. KPMG Multi Family Office Monaco, supported by its dedicated professionals and its wealth monitoring and reporting tools, provides independent and objective analysis of investment performance, based on a fee-for-service remuneration.



Independent wealth analysis: allows you to make decisions and fine tune on the basis of independent and objective analysis that also leverages our monitoring and reporting tools.



Risk overview: for risk assessment and asset protection supported by consolidated reporting.

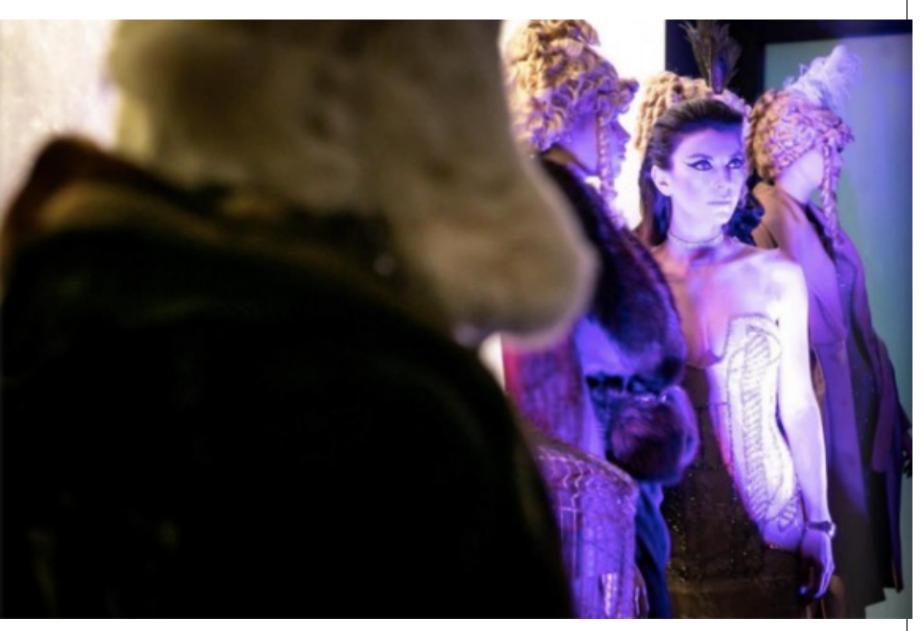


Implication analysis and buy-side strategy: to ensure you consider your ownership structure and all the tax implications before you invest.



Cash flow budgeting: for cash flow projections and management.

Have more control but spend less time.



Life Administration



Multi Family Office administrative support eliminates the day-to-day frustrations of life. Your outsourced financial assistant stays focused on the details so that you are free to experience life rather than having to manage the details yourself.



Calendar management: we can manage the family calendar (business-related events).



Recreational assets: we can keep track of your recreational vehicle maintenance (e.g. planes, yachts, cars).



Payroll: you can rely on us to run the payroll for your employees, domestic assistants, nannies, etc.



Real estate admin: we can help you with the admin for your personaluse properties. e.g. by drafitng rental contracts and assisting with sales and purchases.

Experience Life, don't manage it..



Deal Advisory Support



The value of each deal depends on each professional advisor involved in the complex analysis and negotiation phases.



Market analysis: our team can help you understand consumer and industrial markets dynamics, through strategic options evaluation and appropriate M&A strategy.



M&A services: we can support you in every phase and step of the M&A process.



Multiple valuations: we can support you in fundamental and multiple valuations (e.g. fairness opinions, appraisals).



Debt and financing strategy: we can advise on debt as well as financing strategy and optimization.



Due diligence (financial and accounting): you can leverage our consolidated due diligence expertise (projection assumptions, sustainable operating margins, 'debt-like' item identification, etc.).



Restructuring and optimization: when companies are in financial distress and face cash shortages, we can assist with financial restructuring and provide advice on how to enhance and optimize cash flows.

Making the complex easy.



Philanthropic Initiatives



For most high net worth families philanthropy is a core value. Sekhon Family Office will help craft a strategy, structure, process and metrics to help you make sure the assets you provide have the impact you desire, leaving a legacy for generations to come.



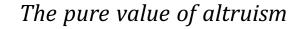
Establishing a family foundation: foundations and non-profit organizations can be an important goal for high net worth families who value altruism.



Donation impact: through proper preparation and/ or monitoring we help you make sure that your donation has the impact you desire.



Foundation strategy, structuring and planning: deciding a strategy, and structuring and planning the foundation, are key steps towards your goals.





Wealth Reporting



Having accurate details of the entire family fortune is essential to forward planning and strategy.



Asset consolidation: to have a bird's eye view of the family's assets, as well as personalized reporting, is an added value - and not an insignificant one.



Performance analysis: we can provide a detailed performance report by aggregating various clusters (analysis by asset class, security, business sector, country, etc.).



Advanced management systems: real-time valuation of your total portfolio can be achieved by aggregating accounts held with numerous financial intermediaries.



Analysis of management costs: we can independently analyze banking fees and taxes on assets - it's important for you to have a full and accurate picture of your investments.



Risk assessment: a complete risk assessment is an essential part of evaluating and verifying the quality of your investments.

See all the family's finances at a glance.























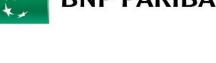


















Private Placement Programs



Dedicated Private Placement Platform (PPP) Desk which covers all 10 types of PPP Programs like - Cash Investment PPP Program, Cash Holding PPP Program, Foreign Currency Swaps (FCS) PPP Program, Monetized PPP Program, Trade Finance Discounting PPP Program, Trade Finance PPP Program, A/R - Factoring PPP Program, A/P - Factoring PPP Program, A/R - Forfaiting PPP Program, A/P - Forfaiting PPP Program, Principal Matched Trading (PMT) PPP Program, Riskless Trading PPP Program, Covered Bonds PPP Program.



Cash Monetized PPP



SBLC: Standby Letter Of Credit

BG: Bank Guarantee

SBG: Standby Bank Guarantee



TFPPP: Trade Finance PPP

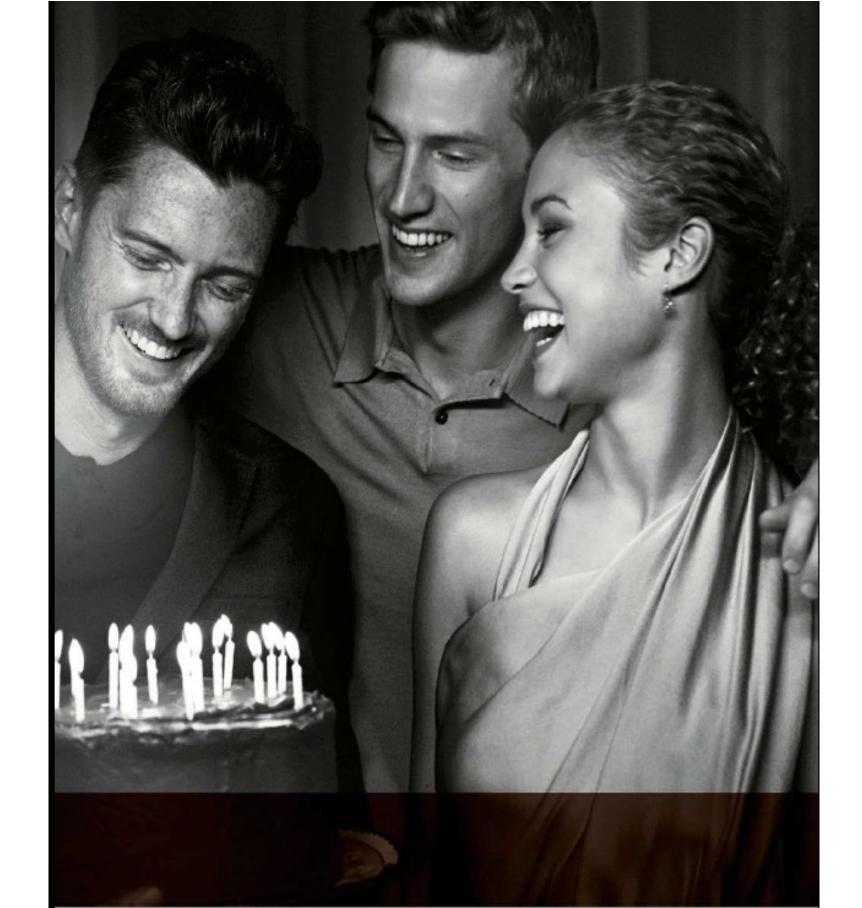
TFD: Trade Finance Discounting



FCS: Foreign Currency Swaps

TFD: Trade Finance Discounting

Off Balance Sheet Financing.



Tax Efficiency



Staying on top of the latest tax changes and opportunities to enhance and preserve your wealth can be a full-time job. We can take that burden away, so you can focus on what's really important.



Tax approach: to ensure that you comply with the rules but only pay your fair share pay the correct amounts in correct locations.



International tax advice: is needed on issues to do with ownership of foreign companies/property or family members living abroad to avoid duplication of tax payment.



Wealth transition:

requires planning to choose the best way to handle the tax burden.



Worldwide tax compliance: requires careful and meticulous work in an increasingly complex and technological environment.

From your current tax situation to taxes for the next generation. Long-term tax planning makes the difference



Accounting



Time is money. Wealthy families need to spend their time on something other than accounting issues.

Sekhon Family Office's accounting support will make your life easier by managing your cash flow and storing all your documents.

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Transparency: so you can keep track of all expenses and revenues.



Reporting: to keep you up to date with cash flow, net worth, portfolio performance, philanthropy, and more.



Reliable timing: so you can be sure that all of your bills are being managed and paid on time.



Secure portal: so you have a safe place to store all important documents (estate plans, tax returns, legal agreements, and so on).

Make your life easier.

Sekhon Family Office | Anything, Anytime, Anywhere Services







"I prefer Sekhon Luxury Collection as it increases my self esteem and provides a sense of belonging."







"The place where Billionaires thrive."



"I prefer Sekhon Luxury Home Collection as it suits my lifestyle and leaves a mark."



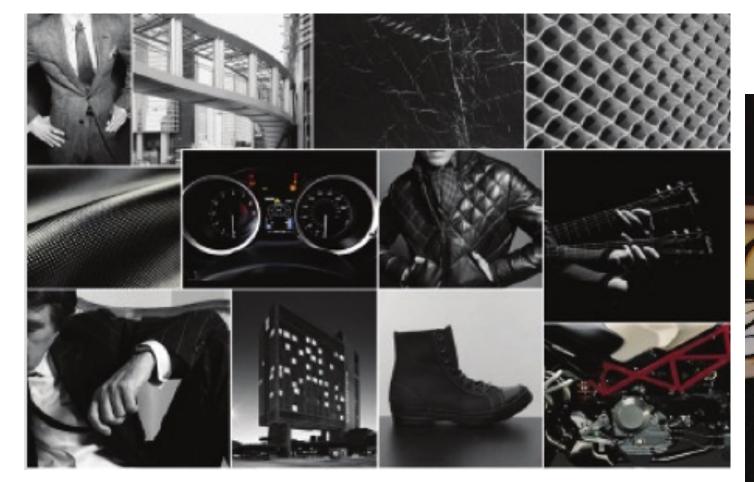




"For those who seek an exceptional home and life."

Sekhon Family Office

"I prefer a Sekhon Fashion Collection as it's a conversation starter, a personal statement maker."

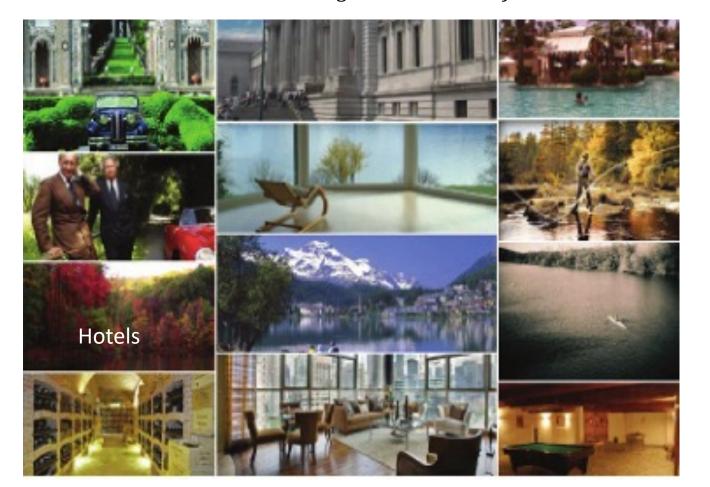






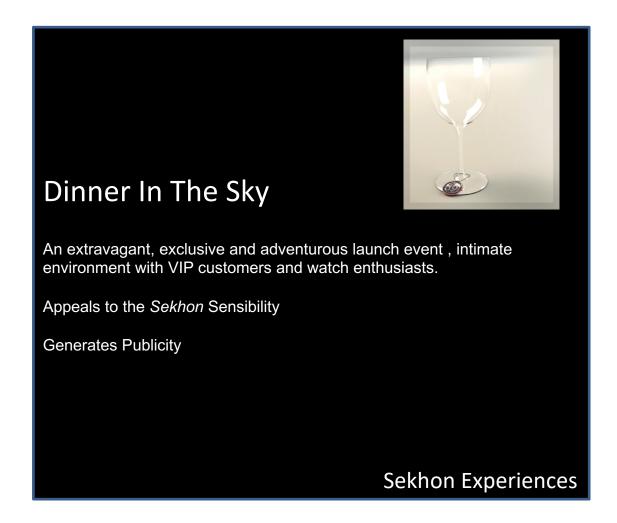
"No matter if your plans are very short notice or if the event is extremely exclusive, SFO will get you access."

"I prefer a Sekhon Collection of Hotels & Restaurant as it gives me the confidence to deliver."





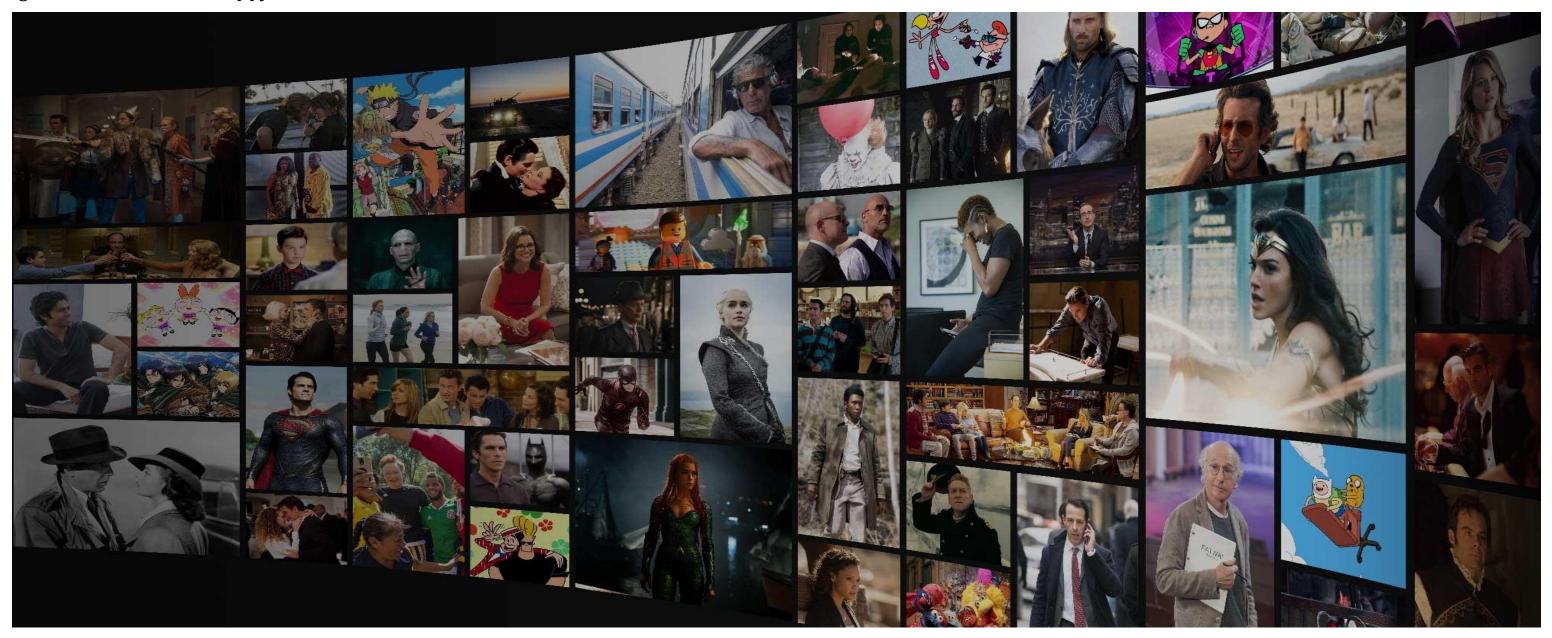




"An invitation only dinner, on a table suspended **50** m above a cultural landmark or city."



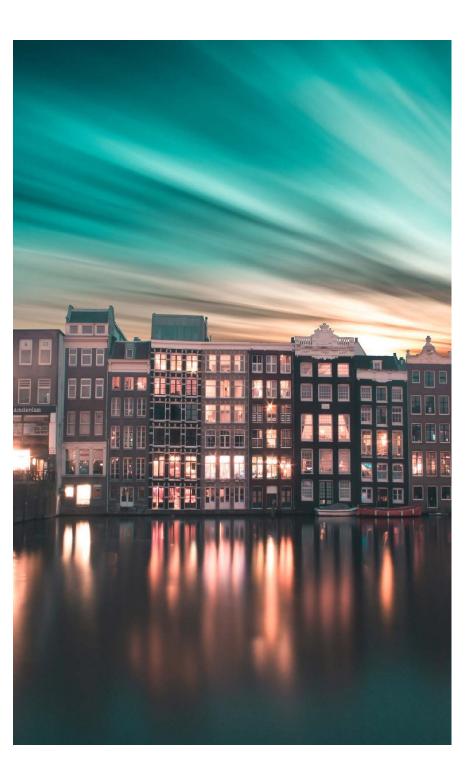
"I prefer Sekhon Media & Entertainment Collection as it helps me enjoy things which make me happy."



"We really make you enter stories with our immersive narratives in news, movies and entertainment."

"I prefer a Sekhon Collection of Summits, Conclaves and Roundtables as it gives me wisdom to excel."





"Top of the mind."



"Best of the Venues"



"I prefer a Sekhon Collection of Experiences as there experience becomes my home."





"To those who travel to live."



"Life is a journey, not a destination"



"I prefer a Sekhon Collection of Celebrity Life Management as it's a force that fuels my passions."



"You can only become truly accomplished at something you love"







"For those who dare to live their passions."

"The passion of a real automobile aficionado is limitless Just as our VIP service."





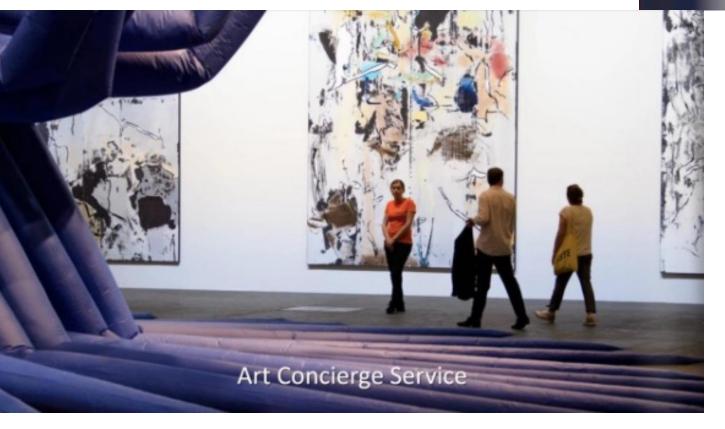




"No matter if your plans are very short notice or if the event is extremely exclusive, SFO will get you access."

"If you really want it, we will make sure that your get it.
There is no request too extravagant. We deliver on time,
every time."





"The art market is complex and we help our clients, navigate it with our experience, our network, and privileged access."



"Flying spontaneously to a beautiful beach for a romantic dinner or inviting your business partners to an exclusive location for a meeting, SFO is by your side to exceed your expectations."

"If you want to develop and fully concentrate on your business, there is one very important thing to consider. The safety of yourself and your family ."





"We understand the value and importance of education. Our experience helps us provide a highly sought after education selection service"

ivate Education



"For your health & well being only the very best is good enough."





Thanks