Le Cloud

A World Above

- A Premium Floating Bar Concept for the UK’s Top Tourism Cities – Backed by a Proven Global Model



Le Cloud - Registered company in the UK - 13536152

LeCloud is a Flying Bar Concept

Le Cloud is a revolutionary flying bar concept that combines iconic British locations with top-quality food and drink to deliver a unique, sophisticated, gastrotourism experience.

The bar is suspended beneath a helium balloon that elevates through an open-air structure offering clear views from its highest point before sustainably sourced food and beverages are served to guests including a range of thoughtfully chosen champagnes.

With more than 15 iconic structures across 10 countries with a 16th under construction in Glendale, Arizona, "Aerobars" have a proven track record in generating positive EBITDA from year 1.

Le Cloud holds a long-term, contractually secured UK license from Aerophile SAS for over 5 key tourism destinations, with renewal and transfer provisions in place to support long-term growth and de-risk exit as well as full ownership of the UK tower assets.

Le Cloud's agreement includes rights to operate, market, and develop sites independently, including during a sale or investor exit.

'Panoramic skyline experience' Liftoff opens at Las Vegas' AREA15 (youtube.com)



Las Vegas AREA15 Liftoff Reveal raw (youtube.com)



Our Experience Targets Tourists and Residents

LeCloud targeting three key tourism groups

- **Domestic Tourists (Day Visitors and Overnight Stays)**

Liverpool attracts millions of day visitors and domestic tourists each year, particularly during the spring and summer months (**Q2** and **Q3**). Drawn to unique experiences that offer something beyond typical sightseeing.

- **Local Residents (Night-time Economy and High-Spending Locals)**

Liverpool's night-time economy is strong, with locals frequenting the Liverpool Royal Albert Dock area for bars, restaurants, and events. With LeCloud's positioning as a premium option for local residents, especially couples or groups looking for a high-end night out, it has a unique appeal amongst locals.

- **Families and Educational Groups**

Families and school groups are a significant segment, especially during holidays and school trips. Our child-friendly options make LeCloud appealing for educational visits and family outings, particularly during peak holiday seasons.

Le Cloud is in advanced discussion to secure their first location within the UK, with Liverpool Royal Albert Dock being our preferred option.

The goal is to offer an affordable, entertaining and safe way for guests to enjoy a unique and truly uplifting experience with friends and family.

The business concept is unique and differentiated and is based on successful operations internationally

It is scalable, with our plan to introduce our 1st aerobar to Liverpool during 2026, 2nd to London in 2027 and a 3rd targeted for opening in 2028.

Liverpool has a £5.18bn Tourism Economy

First Le Cloud Location – Liverpool

Liverpool City Region **(LCR)** benefited from a recovering tourism economy during 2022 with £5.18bn delivered to the local economy through 55.9 million visitors.

Data from STEAM 2022 demonstrated that Liverpool was the fifth most visited city in the UK during 2022 for International visitors and fourth in England for domestic visitors during 2019, (latest data available).

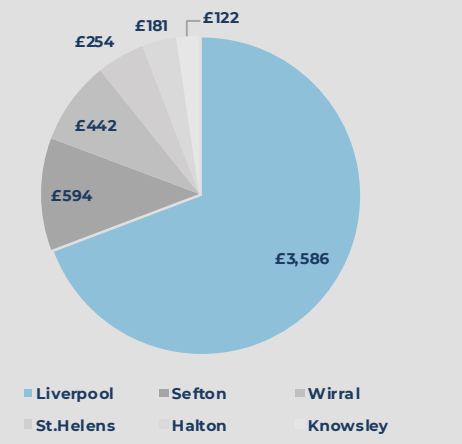
The Tourism economy for LCR employs circa 40,000 through direct employment and a further circa 12,000 through indirect employment.

As a destination it is ideal for:

- Short-break escapees
- Festival, cruise, sports and event visitors
- Business trips for international and domestic visitors
- Visitors looking for a real, distinctive and personal experience of one of the UK's iconic cities.

LCR Overall Tourism Value £5.18bn

Liverpool City Region breakdown (£m):

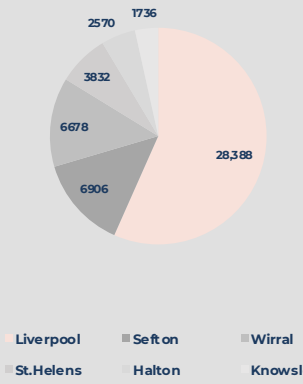


Source: STEAM 2022

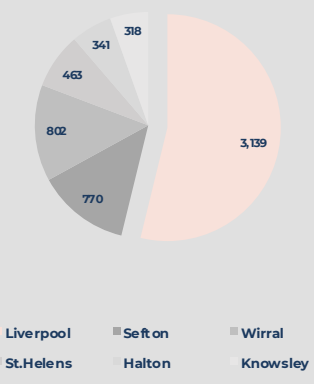
LCR Overall Number of Visitors (Volume) 55.94m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



Business Trips by Overseas and GB Visitors.

Top Towns by Overseas Visitors

Town / City	Visitors (000s)
London	1,141
Manchester	148
Liverpool	124
Glasgow	52
Edinburgh	52
Oxford	35
Birmingham	34

Source: IPS 2022 Visit Britain

Top Towns by GB Visitors

Town / City	Visitors (000s)
London	3,217
Birmingham	823
Manchester	670
Bristol	318
Leeds	294
Liverpool	255
Newcastle	248

Source: GBTS 2019 Visit Enaland

- Source: Tourism-Data-Summary-July-2023.pdf (growthplatform.org)
- Tourism figures on the rise in Liverpool City Region | Growth Platform

We're Projecting £33.9m Revenue in Five Years

Profit and Loss first 5 years

£'000s	year 1	year 2	year 3	year 4	year 5	TOTAL
Revenue						
Ticket sales	3127	3283	3447	7937	7938	25732
Secondary sales	752	752	752	1612	1698	5566
Private hire	114	114	114	302	320	964
Sponsorship	200	200	200	550	550	1700
Total Revenue (Net of VAT)	**4193**	**4349**	**4513**	**10401**	**10506**	**33962**
Variable /direct costs						
Purchases (food and beverages)	758	770	918	1785	1799	6030
Agency commission and royalties	250	263	276	746	755	2290
Private hire (food and beverages)	38	38	38	103	109	326
Total variable costs	**1046**	**1071**	**1232**	**2634**	**2663**	**8646**
Net Revenue	3147	3278	3281	7767	7843	25316
Overheads						
Staff costs	378	403	431	735	760	2707
Marketing and PR	150	150	150	300	300	1050
	528	**553**	**581**	**1035**	**1060**	**3757**
Gross Profit	2619	2725	2700	6732	6783	21559
Fixed costs	560	560	560	1171	1171	4022
Loan Interest	68	52	36	18	3	177
Net Profit Before Tax	1991	2113	2104	5543	5609	17360
Corporation Tax Provision	0	528	526	543	1402	2999
Net Distributable Profit	**1991**	**1585**	**1578**	**5000**	**4207**	**14361**

- The initial 3 years reflects the trading of tower number one, based in Liverpool - this is the first aerobar based in a city centre - benefiting from:

  - **Higher footfall** - due to its central location higher visitor numbers are ensured - it will be a destination venue for Liverpool.
  - **Fewer closed days** – with >300 annual trading days, closures will be minimal compared to other aerobars around the world - many being sited in parks which experience seasonal closures **lasting months** - while there will be closures due to wind and weather, these are minimal by comparison
  - **Premium positioning** - unlike aerobars in theme parks that target families with short rides and soft drinks, the Le Cloud aerobar is positioned as a premium champagne bar with a food offering.
  - **Higher ticket price justification** - the city centre location and premium experience cater to a different demographic with greater spending power.

- Revenue has four sources:
  - Ticket sales
  - Secondary sales - Digital photographs, additional food /drinks and souvenirs
  - Private hire
  - Sponsorship

Avg. Ticket Price	£35.31
Seating Capacity	16
Flights per Day	24
Trading Days (p.a.)	314
Revenue / day	£13.35k (Y1)

Commentary and Notes:

FIRST FIVE YEARS OF TRADING POST INSTALLATION YEAR (YEAR 0), ALL ASSUMPTIONS - TICKET PRICE ,CAPACITY, CLOSED DAYS ARE THE RESULT OF STRONG ANALYSIS OF THE MARKET , COMPETITION AND INSIGHTS AND ADVICE FROM OTHER TOWERS WORLDWIDE .

With a Clear Roadmap and Burn Controls

Roadmap and Revenue Sensitivity Analysis

Roadmap looks to build and operate three sites in five years.

Sponsorship provides a key and differentiated funding source.

Positive cashflow model will provide excess capital for growth.

Roll Out Roadmap – FY26-29

	Key Milestones		Financial Impact			
Year	Milestone	Town / City	Spend	Cash Inflow	Investments & Loans	Total
2026	Launch	Liverpool	£6.3m	£5m	£2.6m	£7.6m
2027	Planning / Build	London	£4.1m	£5.2m	-	£5.2m
2028	Launch	London	£7.3m	£5.4m	-	£5.4m
2029	Launch	Third City	£7.4m	£12.8m	-	£12.8m

- Our fund raising provides the capital not only to acquire our tower but to assemble it on site and test it and then run the business at start up levels.
- At no point, subject to a complete lack of income in year 1, will there be a cash burn out as the forecast costings and flexibility of cash management has been very prudent and enables the company to run positively within the limits of its facilities.

Revenues are forecasted at a 69% operating capacity

Considers factors including weather and seasonality

Across the years to FY29, a 20% reduction in trading remains sufficient to cover all costs and loan repayments

Seeking £1.5m Initial Investment to Achieve This



Nature of Initial Investment Opportunity:

- Le Cloud is making available 15% of the equity in return for an investment of £1.5m for achievement of the business objectives set out in this document.
- Site #1 funding milestone is aligned with securing planning and confirmed partner/sponsor contributions to de-risk drawdown.
- The equity will be ordinary shares ranking pari passu with all existing shares.
- Subscribers may be eligible for the Enterprise Investment Scheme (EIS) for which the company has been given advanced clearance therefor.



Alternative to Initial Equity Investment:

- Le Cloud will issue Unsecured Convertible Loan Notes ('CLN') for amounts up to £1.5m.
- CLN enables early investors to benefit from discounted equity pricing ahead of next valuation event while minimising dilution during site confirmation phase.
- The CLN will carry an interest rate of 12.5% p.a.
- A repayment date of capital with accrued interest will be set at 48 months from issue.
- Prior to the 48th month (Maturity), the CLN will automatically convert into the highest class of share of a qualifying fund raise, merger or an exit event at a conversion price which will be 20% less than the share price determined on one of these events.
- On or after Maturity, the CLN will, at the choice of the Investor, either be repaid, together with the interest that has accrued, or convert at a price which is 20% less than the relevant share price set by an independent valuation (in the absence of any conversion events above).
- We are open to structured equity investment for cornerstone investors.

Experienced Founders and Tier-1 Delivery Team



EMMANUELLE SPRIET

Co-Founder / CEO

Ran own business for 15 years; award-winning and market-leading DMC with circa. £10m revenue



MATHIEU SPRIET

Co-Founder / Supply

Six years property management experience and 11 years in tourism industry. Masters in Real Estate Services



STEFANO FRIGERIO

Operations

Co-Founder and Owner at Champagne + Fromage and ex. Global Director at Unilever



Bryan Kemsley

Finance and Accounting

Director of a firm, 35+ years of accounting, auditing, and advisory expertise



CRAIG NEALE

Brand & Marketing

Marketing leader for Harry Potter, Sky and Aston Martin. 21st Most Influential Person in UK Social Media. Scaled UK Tourist attraction to £242m annual revenue.



Peter French

Finance & Investment

Corporate Finance leader with 20+ years across acquisition and sale, start-up and scale- up businesses. Ex. PWC and PKF Partner



Iain Limond

Development & Strategy

Director, business leader and Board Advisor with over two decades experience within the travel and tourism sector

Join LeCloud in a World Above

PROVEN

Concept Across The World

With more than 15 iconic structures across 10 countries, Aerobars are a proven concept; consistently delivering positive EBITDA from year one.

Le Cloud elevates this further, targeting a London flagship and prime city centre locations as well as a hospitality offering designed for the experience economy.

COMPLETE

Commercials and Team

Contractual UK rights for up to 30 sites secured from Aerophile SAS, with structured provisions to support long-term growth, brand autonomy, and transfer during future investment or exit events.

Le Cloud's leadership team demonstrates a confident balance of experience and expertise within the Travel & Hospitality industries.

CLEAR

Investment and Exit

Clear investment strategy in place with options to exit Phase One FY26 or Phase Two FY30.

Immediate raise of £1.5m for convertible loan notes in Le Cloud which benefits from both EIS and SEIS schemes.

READY

Contact For Detailed Info

Contact for more information and a full investor memorandum.

Including detailed financials, key partners, technical specifications, additional locations and next steps.