

Le Cloud

A World Above

- Information Memorandum
- Q2 2025

Le Cloud - Registered company in the UK - 13536152



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Our Goal/The Business Concept – Section 1



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.

- **Appendix 01 – Flying Cup Dubai – Financing a 2nd Aerobar in Dubai – Flying Passion**
- **Appendix 02 – Correspondence with CEO - Liffort Las Vegas**



Le Cloud has secured exclusive rights from Aerophile SAS to introduce their patented, architectural and technological innovation to the UK for over 5 key tourism destinations including London, Liverpool, and Bristol.

- **Appendix 03 – Aerophile Exclusivity Agreement**
- **Appendix 04 – General Information Aerobar**

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



Las Vegas AREA15 Liffort Reveal raw (youtube.com)



Our Goal/The Business Concept – Section 1



A further key pillar is securing the correct sponsorship partner for this iconic structure.



Le Cloud has teamed up with BDS Sponsorships, one of the UK's leading sponsorship consultancies with previous projects including the London Eye and London Cable Car, to explore the best option for our first Aerobar.



Expected sponsorship income is anticipated to be in the magnitude of £1.25m over a five-year period.



BDS' assessment of sponsorship opportunity for Liverpool One Gardens shows strong annual revenues

Sponsors of current locations selected for local resonance



"We are excited and proud to be an integral part of this team in offering a uniquely elevated platform for sponsorship that will impact on such a huge number of people in the city below" I believe, subject to obtaining the right location ,and gaining approval from the local authority for a sponsor's name to be prominently displayed, then a sponsorship sum of £250,000 pa for a five year term is a reasonable financial expectation."

Richard Busby – CEO BDS Sponsorship

Our Goal/The Business Concept – Section 1



Le Cloud is in advanced discussion to secure their first location within the UK, with Liverpool One Gardens 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.



Le Cloud has teamed up with Kallaway Limited, a leading PR agency that has expertise in launching world-class national attractions such as The Shard in London.



Collaboration with Fever, one of the largest event booking platforms, Tour Guides, Tour Operators, Cruise Lines, Social Media Influencers, Meetings & Incentive Operators and local businesses will attract local, national and international visitors to Le Cloud.

“Le Cloud’s magic is in the combining of the thrill of the ride, the elegance of champagne and the stillness of floating outdoors above the city.

“Le Cloud is the anthesis of a crowded building-based viewing experience. It enables guests to sit, relax and engage with each other as they take in the city and the environment around them from new heights.

“Nothing quite like Le Cloud exists in the UK and the brand’s arrival will provide an exciting new addition to the country’s leisure sector. LeCloud will be particularly attractive to urban destinations as it offers a fresh new selling point for visitors and locals to experience the city.

“We are excited to be LeCloud’s PR partner and bring our expertise in launching world-class national attractions to the brand.”

**Will Kallaway, Managing Director,
Kallaway Ltd.**

Key Partner Aerophile – Section 2



“Le Cloud has a brilliant team with all the skills needed to make this project come true, we at Aerophiles are more than seduced by the business model they have developed and would be more than happy to help them developing it worldwide”

Jerome Giacomoni – CEO Aerophiles



Aerophile SAS is a French company specializing in building and operating tethered helium balloons and Aerobars.



Founded in 1993 by French engineers, Mathieu Gobbi and Jerome Giacomoni, they have become the world leader in the field with more than 100 balloons sold in 40 countries including France, Dubai, Malaysia, Singapore and the USA.



It is now a proven concept that utilises tethered gas balloons to serve as an eco-friendly tourist attraction, providing visitors with an incredible experience whilst minimizing environmental impact.



Aerophile - Tethered Balloon World Leader



One of their most recent and spectacular projects, seen globally, was providing the helium balloon featured during the opening ceremony of the 2024 Summer Olympics in Paris.



Le Cloud has secured exclusive rights from Aerophile SAS for 30 locations throughout the UK and are delighted to be partnering with them for our 1st location in Liverpool along with our second site planned for London in 2027.



Appendix 03 – Aerophile Exclusivity Agreement



Appendix 04 – General Information Aerobar

Proven Concept – Section 3

Panoramic, iconic locations across five continents with a proven track record in generating positive EBITDA from the first year.

Case Study 1 – Flying Cup

First Aerobar in the Middle East located on JBR beach, the busiest beach in Dubai:

- Opened to the public in March 2018 with over 150,000 happy visitors within the first two years of operation
- Positive EBITDA from first year of €175k
- 30% growth in sales in 2019 vs 2018
- EBITDA second year increased three-fold delivering €484k
- 10% growth in sales 2020 vs 2019 (pre-Covid)
- Appendix 01 – Flying Cup Dubai – Financing a 2nd Aerobar in Dubai – Flying Passion
- “We were the first in the world to open an aerobar, the Panorabar at Futurescope, which immediately became our group’s most profitable business. So, we asked Aerophiles to produce a 16-seater version (12 seats at Futurescope), to turn it into a real cash machine. We then had the Panorabis at Parc Asterix, followed by the Flying Cup in Dubai, and we are currently finalising our fourth in Abu Dhabi. And it won’t be the last.
- Mancenys Georgges-Alexandre, CEO Colina Capital Limited

Case Study 2 – Liftoff

The First Aerobar in North America is located in Area 15 immersive, arts and entertainment district in Las Vegas:

- Opened to the public in February 2022
- Positive EBITDA from first year of \$600k
- Appendix 02 – Correspondence with CEO – Liftoff Las Vegas
- Take a look at other Aerobar locations worldwide follow the links below:
- [en-aerobar-2023-08-31-compressed.pdf \(aerophile.com\)](#)
- [brochure-aerobar-2023-05.pdf \(aerophile.com\)](#)
- [Aerophile - Discover the Aerobar the first flying bar](#)

Market Overview – Section 4

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.

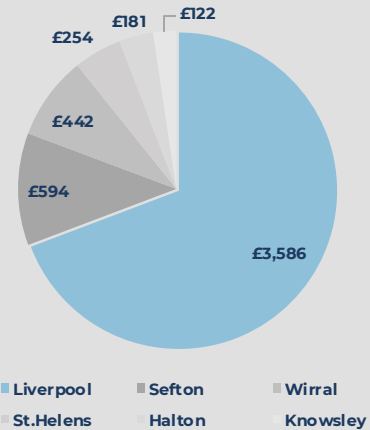


As a destination it is ideal for:

- 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):

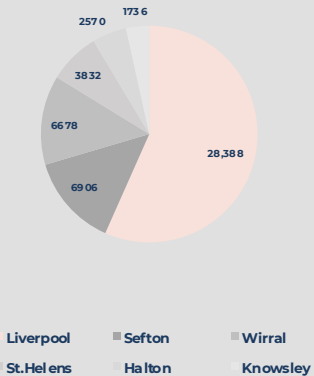


Source: STEAM 2022

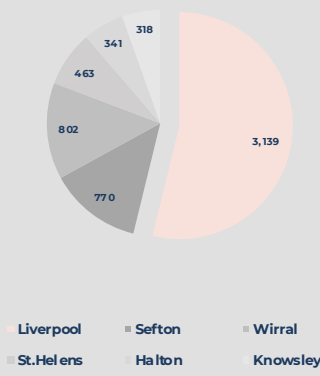
LCR Overall Number of Visitors (Volume) 55.94m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



Business Trips by Overseas and GB Visitors.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town / City	Visitors (000s)	Town / City	Visitors (000s)
London	1,141	London	3,217
Manchester	148	Birmingham	823
Liverpool	124	Manchester	670
Glasgow	52	Bristol	318
Edinburgh	52	Leeds	294
Oxford	35	Liverpool	255
Birmingham	34	Newcastle	248

Source: IPS 2022 Visit Britain

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](#)

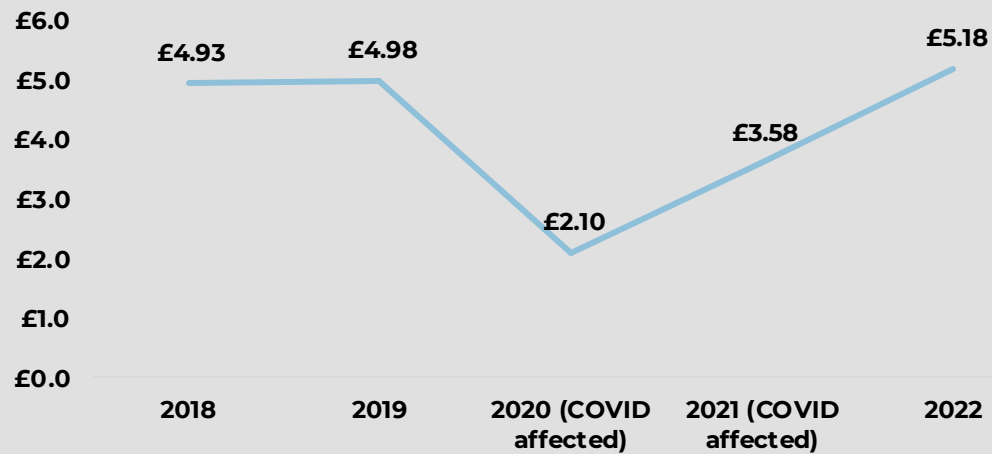
Market Overview – Section 4



Liverpool continued:

LCR is expected to continue an upward trajectory. The success of hosting the Eurovision Song Contest, the Open Championship, the Grand National Festival and other major events has continued to strengthen the visitor economy for the city and immediate area. City's Tourism Sector Continues to Bounce Back - Liverpool Express

LCR Overall Tourism Value (£bn)



Liverpool City Region Events & Attractions

Top events Attendance 2022

• Top Free Events

- Liverpool River of Light - 150,000
- Red Ball project - 125,000
- Southport Food & Drink - 35,000
- Visible Viral - 21,130
- Chinese New Year (Liverpool) - 20,000

• Top Paid Attractions

- Grand National - 139,209
- Liverpool International Music Festival – 85,000
- Creamfields – 70,000
- Southport Flower Show - 50,000
- Southport Air Show - 32,000

Source: [Tourism-Data-Summary-July-2023.pdf \(growthplatform.org\)](#)

Top Attractions Attendance 2022

• Top Free Attractions

- World Museum - 669,694
- Museum of Liverpool - 606,926
- Maritime Museum - 520,328
- Liverpool Cathedral - 502,501
- Tate Liverpool - 405,488

• Top Paid Attractions

- Knowsley Safari Park - 553,272
- Echo Arena - 533,000
- Mersey Ferries - 370,699
- Philharmonic Hall - 301,578
- Beatles Story 191,282

Source: Annual Visitor Attractions Survey

Market Overview – Section 4

Liverpool proposed Aerobar Location:



Since opening in 2008, Liverpool ONE has played a major role in the physical, economic and social renaissance of Liverpool.



Between 2008 and 2023, the 42-acre retail and entertainment destination has generated £4.1bn in economic activity, played a key role in a 24% growth in the value of the city's visitor economy and supported thousands of jobs



Le Cloud is in advanced discussion with the landlords of Liverpool ONE with the reinstated Liverpool One Gardens our preferred option.



Le Cloud favours this destination for its Aerobar because:











- Liverpool ONE is one of the most visited leisure and retail destinations in Liverpool
- Benefits from a retail, cultural, and a food & drink offering within the destination which Le Cloud would complement.
- Great diversity of customers: all ages, many nationalities and varied purchasing power
- Active hub day and night

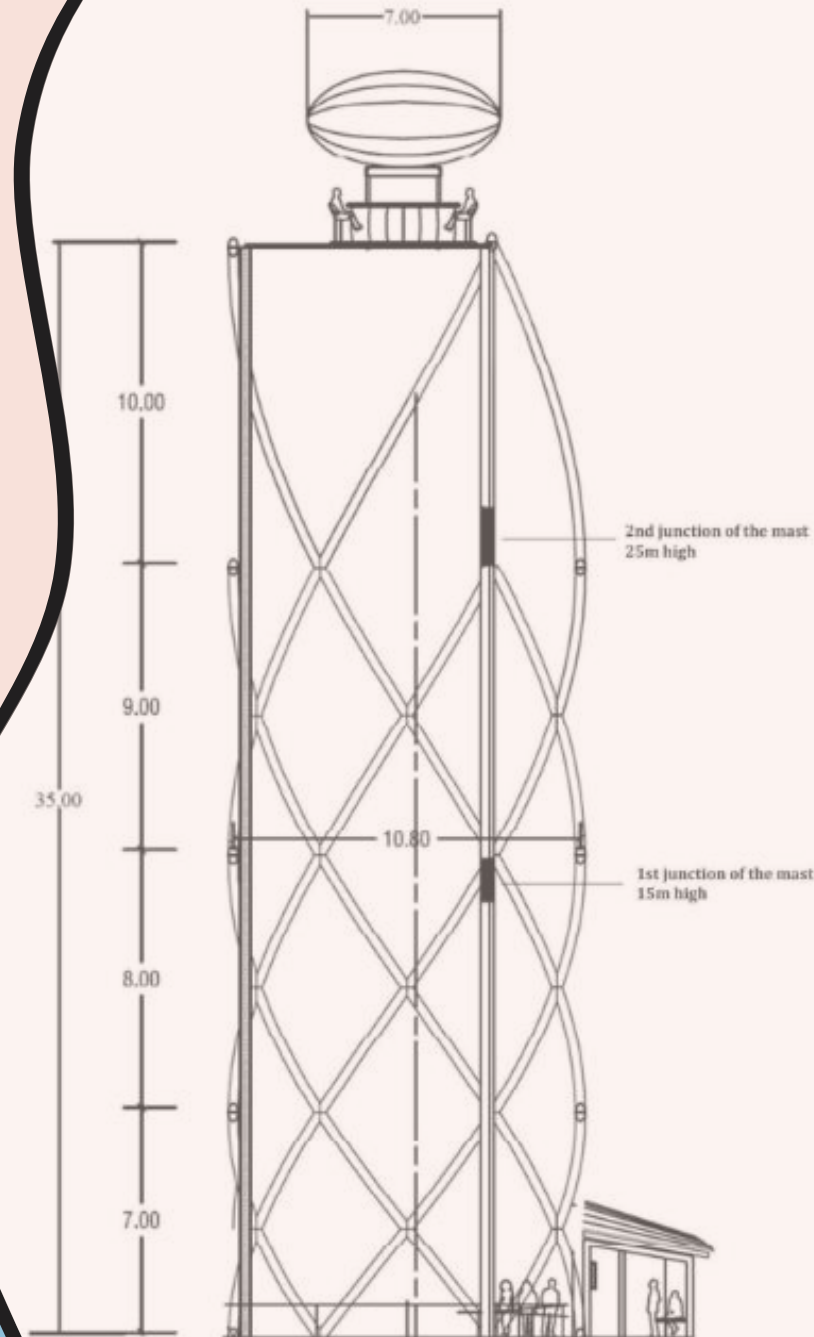


[Home – Liverpool One](#)

Technical Requirements Section 5

Technical Specification:

-  **Structure** : is composed of 12 helix that cross clock and counter clockwise.
-  **3 Masts** support the rails that allow the carriages to ride the gondola to the top at 35 meters high.
-  **Gondola** : allows 16 passengers seated on a rotating gondola to appreciate the view while suspended 35 meters high in the air.
-  The operator placed in the centre operates the gondola with a wireless remote control, offering refreshments and commenting on the view. •
-  **Balloon** : gives passengers the impression of flying in the sky. A pressure system is incorporated to keep it pressurized.
-  **Elevating System** : 3 electrical winches controlled by 3 frequency controllers raise the carriage into the rails. All the mechanisms are noiseless and hidden from view under pit covers.
-  An electrical cabinet monitored by a PLC and controlled by touchscreen rules all the command and secures the ride.
-  An emergency power supply and an emergency control box can be used to make a manual descent to the ground.
-  No more electricity consumption than an elevator
-  **Mobile structure** - adapted to the requirements of the UK Market City Market where feedback from Landlords sees a mobile structure as positive in securing a location - more agile - easier for planning application



Technical Requirements Section 5



Infrastructure Requirements:

- Conforms to the European standard EN13814 and certified in China by the CSEI TUV approved
- 100% designed and made in France
- International patented
- Base of the Tower itself is 150m²
- Space including our small ground structure would be 400m²
- Space needed during building/assembly of Tower is 800m²
- Access to the building site for delivery of materials
- Need access to linking into sewerage/waste, water, electricity – alternatively to be able to install



Health & Safety:

- The ride is piloted by a safety PLC, each monitor has an encoder for safe ascension.
- All passengers are seated in a comfortable chair secured with a safety seatbelt.
- Each carriage has a parachute system to stop the descent in case of a cable break.
- An auxiliary generator provides the power required to lower the bar in the event of a loss of power.



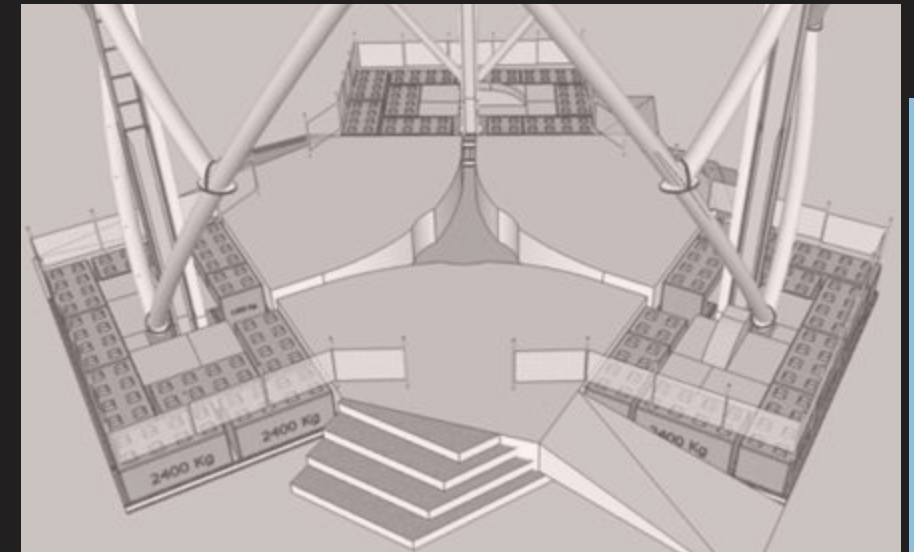
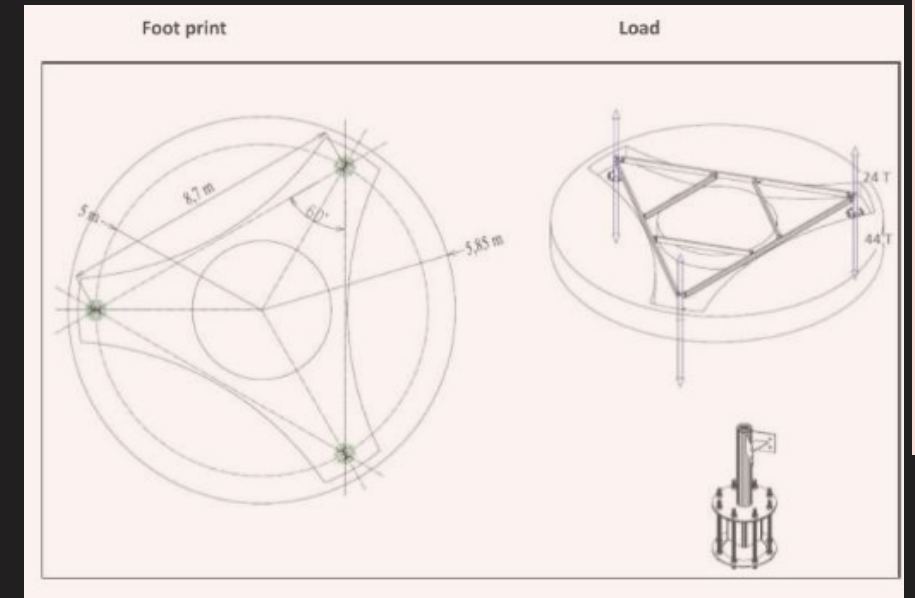
Security:

- The relevant security on site will be determined by the requirements of the venue.
- We will have 2x Operators and a manager on site, with additional security as needed, and extra is stipulated by the location.



Lighting:

- Le Cloud is visible by day and night, it comes with its own lighting customised to our requirements.
- Depending on the location we would need to see what additional lighting on the ground would be needed.
- We would have lighting around our ground structure which houses a ticket office, storage, toilets, office and a waiting area.
- Any additional lighting would depend on the location and the requirements of the relevant council.



Financial Forecasts – Section 6

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	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 Forecasts set out the first five years of trading of Le Cloud post installation year (year 0).
- The initial 3 years reflects the trading of tower number 1 - which will be based in Liverpool - this is the first aerobar based in a city centre - for which there are substantial and significant advantages namely :
 - **Higher footfall** - due to its central location higher visitor numbers are ensured - it will be a destination venue for Liverpool.
 - **Fewer closed days** - 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 closures 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.
- Le Cloud is able to achieve sponsorship income and included BDS Sponsorship in the team - one of the UK's leading sponsorship consultancies who can explore additional options for Le Cloud.

Commentary and Notes: 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 .

- The full analysis of the forecasts together with assumptions used in the preparation of the above is set out in detail in Appendix 07 – Financials
- The Financial Forecasts cover the first 5 years of trading following year 0 - the installation and commissioning of Le Cloud tower number 1 at the chosen Liverpool location with a second tower coming into operation. In year 4 and during year 5 (not shown) a third tower will be installed and commissioned for operation to commence in year 6.
- Revenue has four sources:
 - Ticket sales
 - Secondary sales - Digital photographs, additional food /drinks and souvenirs
 - Private hire
 - Sponsorship

Please refer to Appendix 07 – Financials, for detailed forecasts

Financial Forecasts – Section 6

Consolidated Cashflow for the six years to 31st July 2030 .

£'000s	2025	2026	2027	2028	2029	2030	TOTAL
RECEIPTS	£	£	£	£	£	£	£
Gross Revenue		5031	5219	5416	12480	12607	40755
Investor Loans (Equity Loans)	1650						1650
Bank Loan	1000						1000
TOTAL RECEIPTS	2650	5031	5219	5416	12480	12607	43405
PAYMENTS							
Cost of F& B		910	924	1101	2141	2158	7235
Agency commissions and royalties (8% of revenue)		250	262	276	746	755	2291
Cost of hire F&B		46	46	46	123	130	392
Staff costs		376	401	431	734	759	2703
Marketing & PR (ongoing)		180	180	180	360	360	1260
Fixed costs		581	581	581	1204	1204	4153
Corporation Tax payments		0	263	528	534	973	2299
VAT payments/receipts	-74	452	664	586	1359	1621	4609
Startup costs	2684	0	0	2724			5408
Repayment of bank loan	40	321	321	321	200		1203
Repayments to investors		550	550	550			1650
TOTAL PAYMENTS	2650	3668	4195	7325	7404	7963	33206
Net cash inflow/-outflow	0	1363	1024	-1909	5076	4644	10198
Balance brought forward	0	0	1363	2387	478	5554	0
Balance carried forward	0	1363	2387	478	5554	10198	10198

Notes and Commentary

- Full analysis of the cashflow payments and receipts is set out in Appendix 07 – Financials and reference is made to specific items in these notes and commentary .
- Initial funds in year 0 are being raised from Investor Loans /Equity and a Bank loan which is based on the collateral of the Sponsor Contracts
- In year 0 - 2025 the start up costs of £2,566,790 relates to the manufacture, installation and commissioning of aerophile tower number 1 together with all ground works included . The full analysis and timing of tower number 1 is set out in Appendix 07 – Financials
- In year 3 - 2028 the costs of tower number 2 and its location of £2,723,512 are financed from retained cashflow .
- The funds required for the first tower is planned to be raised through a mixture of equity and loan finance. The cashflow demonstrates the ability and option to repay the equity finance by the end of the third year of trading and the loan is scheduled to be settled by the end of year 4 .
- The loan will be leveraged on sponsorship contracts which are to be sourced through BDS Sponsorship Limited .

Our Customers – Section 7

Case Study 3 – Flying Cup Dubai

- **Instagram/Facebook**

- More than 40,000 followers on social networks
- More than 200 posts (videos, photos, etc)
- Several thousand views on some videos

- **Influencers**

- Visited by numerous regional and global influencers
- Delivered increased visibility of Flying Cup for tourists visiting Dubai
- Used by the Dubai National Tourist Board to promote the city

- **Appendix 01 – Flying Cup Dubai – Financing a 2nd Aerobar in Dubai – Flying Passion**

- **Flight Experience @ Flying Cup, Dubai | Wander with Mel (youtube.com)**

fever



Le Cloud Capitalises on Three Driving Forces Behind UK Tourism Growth

Experience Economy

- Tourists are increasingly seeking unique and immersive experiences which Le Cloud delivers

Sustainable Tourism

- Tourists are demanding eco-friendly attractions

Digital Connectivity

- Location fame and unique content angles are driving social media fame
- Le Cloud has an “in principle” agreement to work with Fever Up - the world’s leading live-event discovery platform.
- Utilising deep social media targeting, data-driven CRM and hyper-optimised paid searches, their platform helps millions of people every week discover the best experiences in their cities.
- Le Cloud will partner with Fever Up for their marketing, ticketing and reporting capabilities.



Discover the best Events in your City and Book Tickets | Fever (feverup.com)

Our Customers – Section 7

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 ONE 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.

We do this via:

● Domestic Tourists (Day Visitors and Overnight Stays)

Marketing through hotel partnerships, city tourism boards and via digital marketing aimed at visitors planning trips to Liverpool with LeCloud a “must-do” experience with its unique combination of views and gastrotourism.

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

Promoted as an exclusive local experience, leveraging social media campaigns, influencer partnerships, and collaborations with popular local venues. Additional Limited Time Offers for special occasions (anniversaries, celebrations) driving repeat visits.

● Families and Educational Groups

Our tailored packages for families and schools, including price-relevant group pricing. Collaborations with local schools and educational bodies will position LeCloud as both an educational and recreational outing, driving footfall during Q2, Q3, and Q4.

Our Customers – Section 7

Sustainable Tourism Sustaining A World For All TO Admire



Sustainable Sourcing

Produced in France; reducing freight miles.

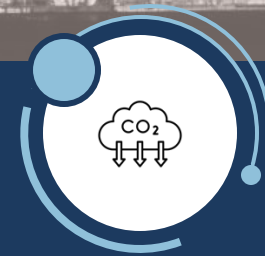
- French structures, with steel production CO2 captured at chimney or fully offset
- Traceable produce; including Terra Vitis vineyards, blending organic and artisanal production



Fairer Access

To visits and employment for communities and schools.

- Employment and apprenticeship opportunities within the community
- Fairer access social goals for schools and local organisations
- Community engagement projects and volunteering practices



Committed Outcomes

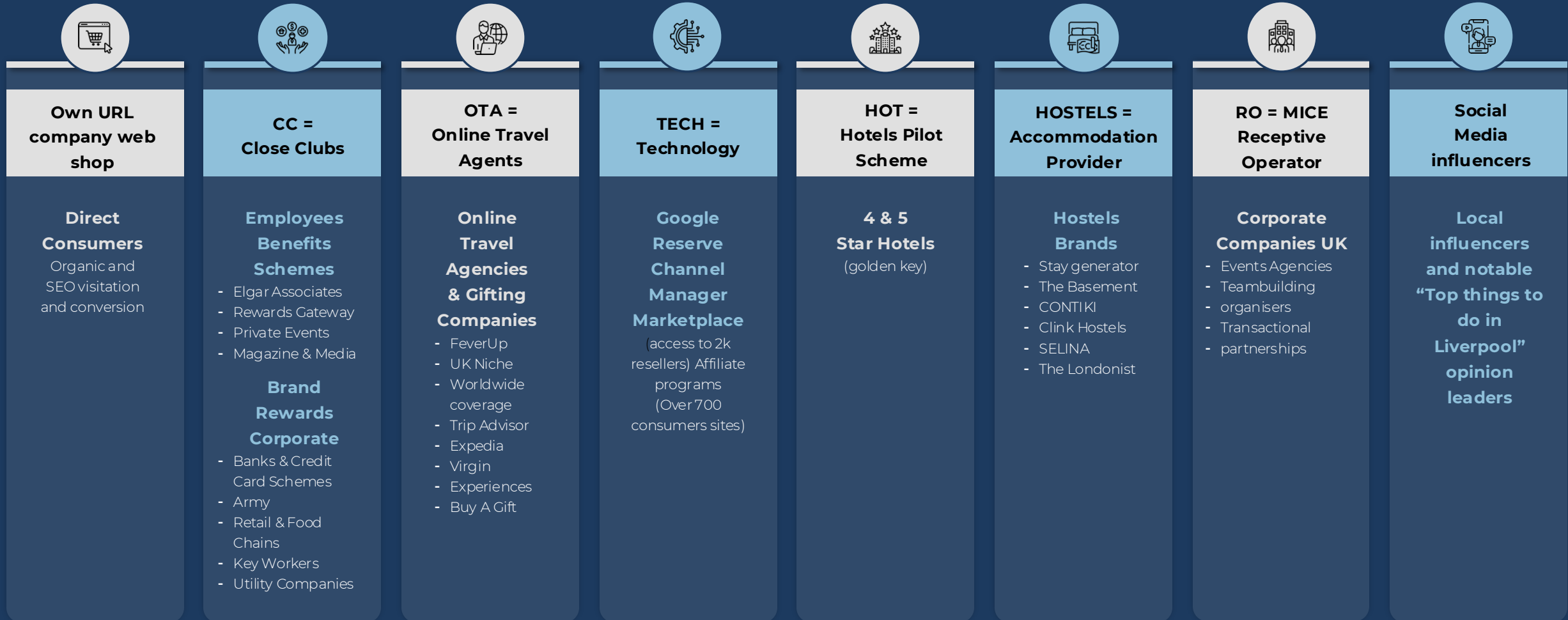
To low-carbon practices and UN Global Compact

- Low-carbon energy gondola, rechargeable battery power and LED lighting
- Sustainable consumption, following Circular Economy framework commitment; 100% recycled plastic and waste management
- Commitment to three UNGC principles in Y1 and five more after

Our Customers – Section 7

Le Cloud Distribution – Phase 1

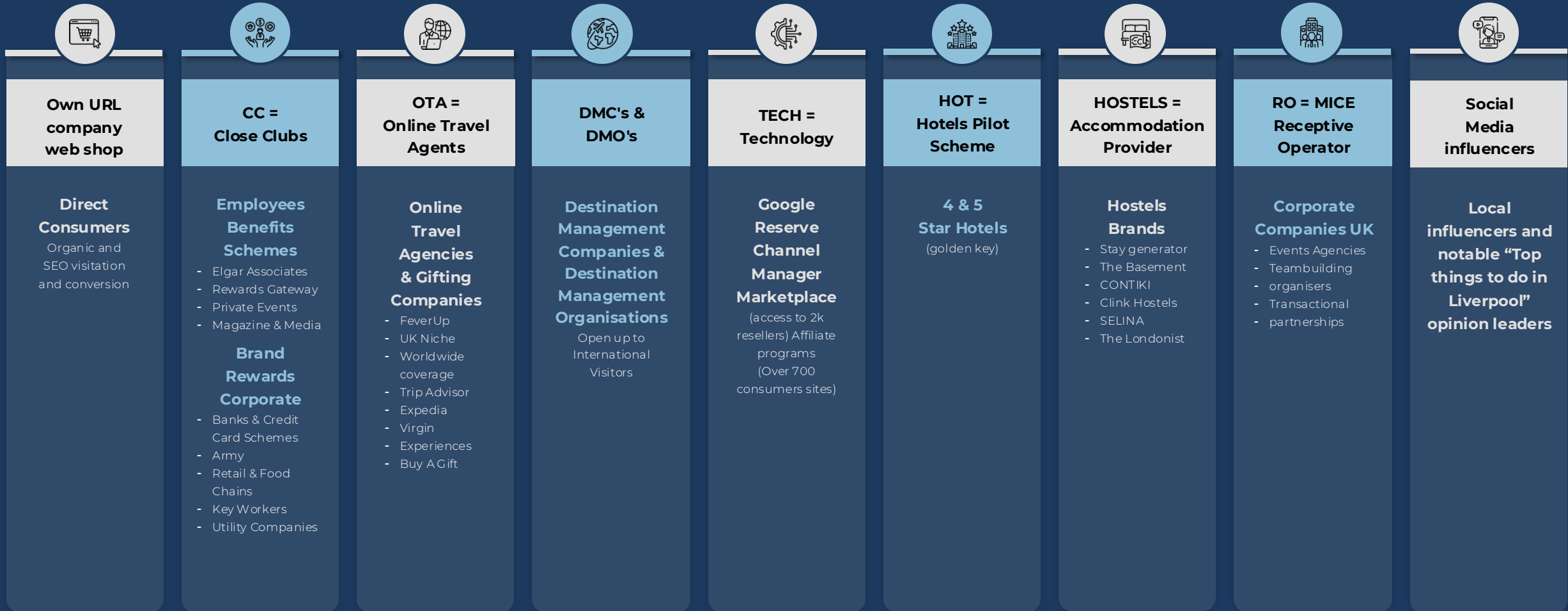
Phase : First 18 Months



Our Customers – Section 7

Le Cloud Distribution – Phase 2

Phase 02 : 18-36 Months



Scalability – Section 8

Le Cloud benefits from a scalable model



We plan on bringing this innovative, world-renowned concept to the UK to further develop tourist hot spots. The 2nd Aerobar is planned for London with the view to launch in 2028 which will be fully funded by our 1st Aerobar.



London benefits from a £36bn tourism sector. Over 2022 the city saw 47.4m visitors coming into the city.



Globally, London is a top tourist location and sits in the top five most visited cities in Europe.



The city has the advantage of a vibrant tourism scene with a combination of domestic, international and business travelers.



Le Cloud is already in advanced conversations with Westminster Council with potentially very exciting and promising locations identified



Appendix 08 – GB & England Domestic Overnight Trips Q4 2023 & 2023 updated



Appendix 09 – Top Towns Historical Data 1999-2022, Source, International Passenger Survey



Tourism in London - statistics & facts | Statista



Inbound tourist visits to London 2022 | Statista



Number of domestic tourist trips to London 2022 | Statista

Scalability – Section 8

Aerobar 2



Le Cloud is already in advanced conversations with Westminster Council with potentially very exciting and promising locations identified.”



For our 2nd Aerobar Le Cloud will engage Marcus Brownlow MRICS of Mares Consulting Limited.



Marcus is an experienced Property Director with a proven track record in diverse property sectors, including food & beverage, A1 food, retail, office and industrial in London.



Marcus has extensive expertise in demographics, new site evaluations, estate management and has broad experience negotiating with various property stakeholders such as landlords, consultants, local authorities, committees and agents.



He has highlighted potential sites at key locations in the city suitable for Le Cloud which include:

- O2
- Battersea
- Canary wharf
- South Thames Riverside
- Kings cross
- Royal Parks (St James/Hyde Park/Regents)



All these locations are well-known central London locations.

- The areas have excellent footfall.
- They all have external open spaces.
- They are visited by tourists and Londoners 7 days a week.
- Many are already hubs for experimental leisure uses and are, by nature, prepared to take a risk on new entrants and ideas in the leisure and F&B sectors.”

‘I am confident Le Cloud will open a site in Central London and provide a fantastic new experience in the vibrant leisure and F&B sectors.’

Marcus Brownlow MRICS - Mares Consulting Limited

Investment Opportunity– Section 9



Nature of Initial Investment Opportunity:

- Le Cloud is seeking to attract initial investment of £1.5m for the purposes outlined in this Business Proposal / Information Memorandum .
- The Directors and Shareholders have resolved that Parties who wish to invest shall be given the following options:
 - Potential investors may wish to subscribe for ordinary shares at the strike rate upon receipt of their application and allotment. Such shares shall rank pari passu with existing ordinary shares currently in issue. It is believed that Parties wishing to subscribe for ordinary shares may be eligible for the benefits of Enterprise Investment Scheme (EIS) for which the company has advanced approval.



Alternatively,

- Unsecured Convertible Loan Notes ('CLN') of up to £1.5m from investors.
 - The CLN attracts an accruing interest rate of 12.5% p.a and has a repayment date of 48 months, from the date of investment, (Maturity).
 - Prior to 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 accrued interest, or convert into the highest class of shares in the Company at that time at a price which is 20%, less than the relevant share price set by an independent valuation (in the absence of any conversion events).
 - On an exit multiple at 5x 2028-2029 forecasted EBITDA, of £4.9m this would value Le Cloud Limited at c.£24.5m. This would provide Investors in this round with a prospective cash return of x2 multiple on net investment.

Our Team – Section 10

Driven By A Team With Deep UK Experience



EMMANUELLE SPRIET

Co-Founder / MD

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



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

Appendix – Section 11

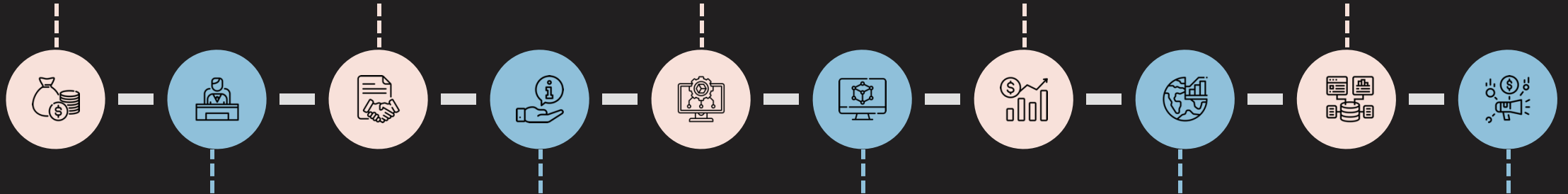
Appendix 01 –
Flying Cup Dubai
– Financing a 2nd
Aerobar in Dubai –
Flying Passion

Appendix 03 –
Aerophile
Exclusivity
Agreement

Appendix 05 –
Simulation 1 -
Liverpool
Aerobar

Appendix 07 -
Business Plan
Financials –
Worksheet –
Revenue & Cost
Assumptions

Appendix 09 – Top
Towns Historical
Data 1999-2022,
Source,
International
Passenger Survey



Appendix 02 –
Correspondence
with CEO - Liftoff
Las Vegas

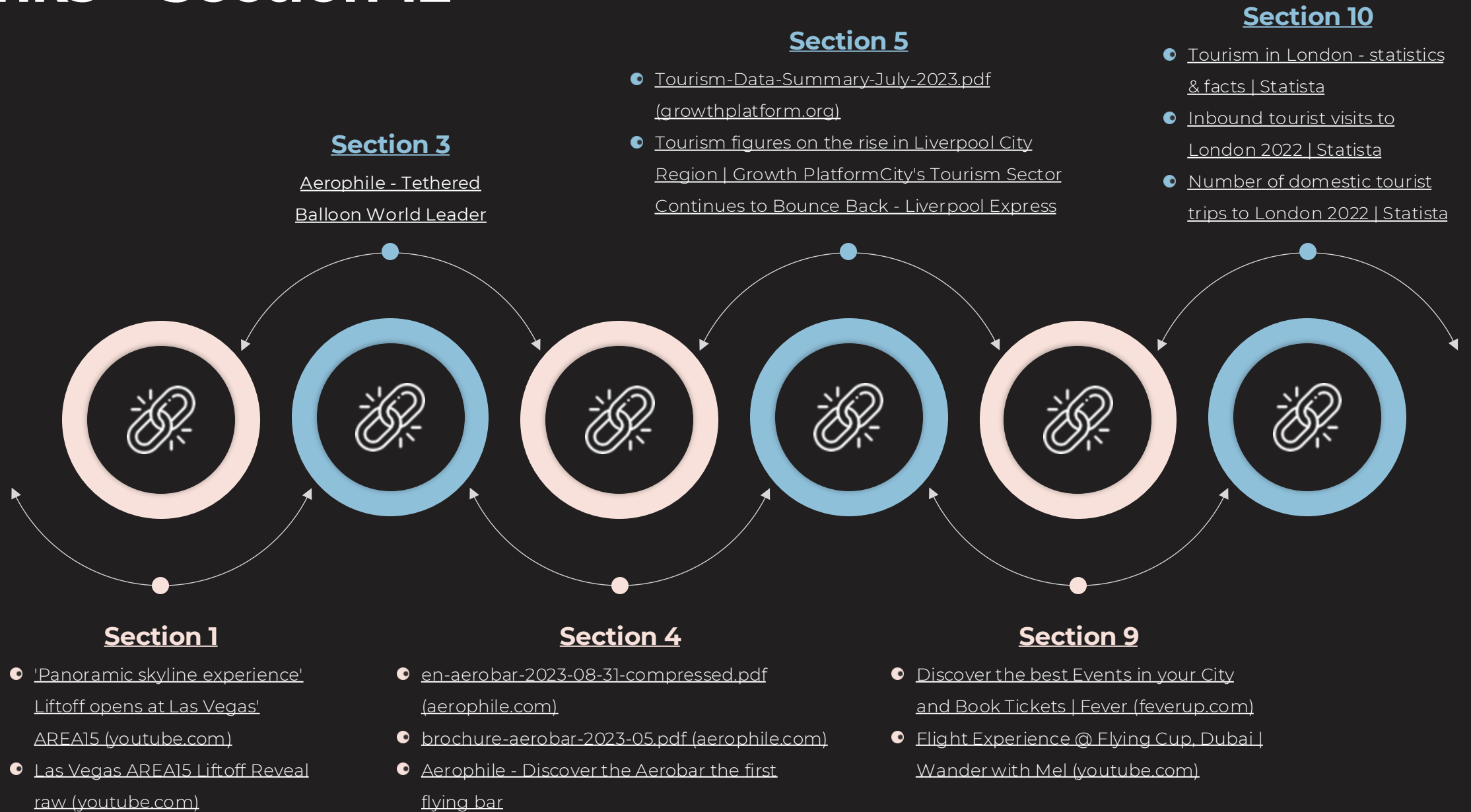
Appendix 04 –
General
Information
Aerobar

Appendix 06 –
Simulation 2 -
Liverpool Aerobar

Appendix 08 –
GB & England
Domestic
Overnight Trips
Q4 2023 & 2023
updated

Appendix 10 –
Key Partner -
Construction

Links – Section 12



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