

# Le Cloud

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## A World Above

- Tourism Investment Opportunity

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 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.

**'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 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.



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.

# 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.

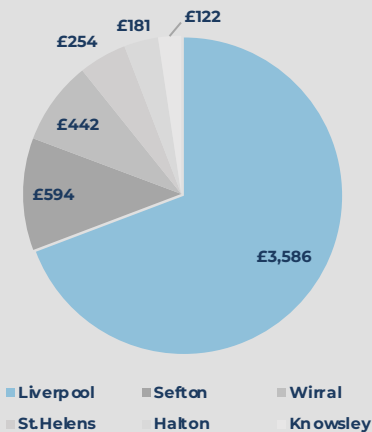


### As a destination it is ideal for:

- 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):

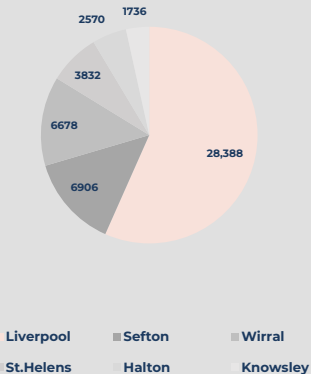


Source: STEAM 2022

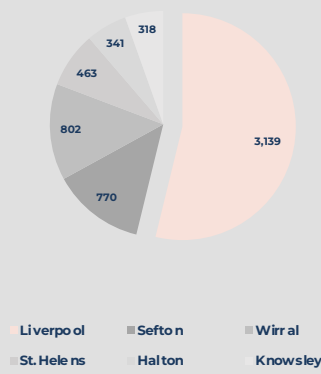
### LCR Overall Number of Visitors (Volume) 55.94m

#### Liverpool City Region breakdown:

##### Day Visitors (000s)



##### Staying Visitors (000s)



### Business Trips by Overseas and GB Visitors.

Top Towns by Overseas Visitors		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](#)

# 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
<b>Total Revenue</b>	<b>4193</b>	<b>4349</b>	<b>4513</b>	<b>10401</b>	<b>10506</b>	<b>33962</b>
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
<b>Total variable costs</b>	<b>1046</b>	<b>1071</b>	<b>1232</b>	<b>2634</b>	<b>2663</b>	<b>8646</b>
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
	<b>528</b>	<b>553</b>	<b>581</b>	<b>1035</b>	<b>1060</b>	<b>3757</b>
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
<b>Net Distributable Profit</b>	<b>1991</b>	<b>1585</b>	<b>1578</b>	<b>5000</b>	<b>4207</b>	<b>14361</b>

- 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** - 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.

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

**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 .

# Seeking £1.5m Initial Investment to Achieve This



## 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.

# 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

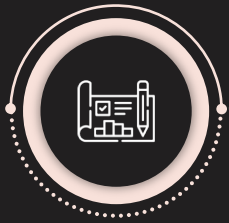


## **Iain Limond**

Development & Strategy

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

# 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**  
With UK exclusivity for 30 locations, a detailed commercial plan in place to FY30, underpinned with building blocks aligned to the KPI's of the business.

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



## 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.

