

44.4
HECTARES5
PILLARS€5M
CURRENT PLATFORM PHASE8–11%
TARGET IRR

GIOIA VILLAGE™

Destination Retreat | Lifestyle Resort | Longevity Ecosyste.

Executive Summary

Early-entry allocation: €1M (preferential terms at initial platform formation)

Platform-level investment opportunity with phased development and early revenue activation

Investment Highlights

- 44.4-hectare land ecosystem with heritage assets and development rights
- Platform investment through GioiaWinvest™, controlling land, brand, and development
- Diversified revenue across hospitality, wellness, retreats, and lifestyle real estate
- Phased development model enabling early activation and long-term value creation
- Positioned within high-growth wellness, longevity, and regenerative living markets
- Integrated ecosystem model differentiating from traditional luxury hospitality concepts
- Participation at platform level across underlying development projects

Target Market

- Wellness Travelers seeking transformational retreat and longevity experiences
- Longevity Seekers focused on preventative health and lifestyle optimization
- Lifestyle Buyers seeking regenerative real estate and community living
- Corporate Groups hosting executive retreats and leadership programs.
- Eco-luxury travelers

Market Opportunity

Segment	TAM	SAM	CAGR
Wellness Tourism:	\$651B	\$8.2B	9.9%
Longevity Market:	\$44B	\$2.8B	12.5%
Luxury Hospitality:	\$115B	\$1.4B	8.2%

Total Addressable Market (TAM)

\$651B+ wellness travel economy

Serviceable Addressable Market (SAM)

\$12.4B premium wellness and longevity destination segment

Financial Summary

- Land & Heritage Acquisition: €1,430,000
- Total Development: €20M
- Current Platform Phase: €5M
- Early-entry allocation: €1M (preferential terms)
- Projected Revenue (Year 5): €7.5M
- Projected Revenue (Year 10): €14.2M
- Projected EBITDA (Year 5): €2.0M
- Projected EBITDA (Year 10): €3.8M
- Target Return: 1.7x – 2.0x MOIC | 8% – 11% IRR

Use of Funds (Initial Phase)

Land & Heritage Acquisition 7%
 Master Planning, Design & Permits 11%
 Initial Construction & Asset Development 52%
 Hospitality & Retreat Activation 10%
 Operational Setup & Early Revenue Infrastructure 10%
 Contingency & Reserves 10%

Execution & Development

Execution is led through a combination of local Italian development partners, technical specialists, and structured operational oversight across construction, hospitality, and land management.

We support the project with on-the-ground expertise, ensuring disciplined execution from development through operations.

GIOIA VILLAGE™ operates at the intersection of hospitality, longevity, and regenerative living within a single integrated ecosystem.

Projected Revenue

Revenue Stream	Year 3	Year 5 (Stabilized)	Year 10 (Maturity)
Accommodation	€912,500	€2,452,800	€4,624,550
Spa & Wellness	€657,000	€1,241,000	€2,555,000
Food & Beverage	€2,190,000	€3,321,500	€5,201,250
Retreat Programs	€97,200	€460,800	€1,747,200
Retail & Experiences	€36,500	€62,050	€127,750
Total Revenue	€3,893,200	€7,538,150	€14,255,750

Year 1 focuses on restoration, infrastructure development, and brand positioning. Early-stage hospitality activity is expected to generate additional upside and is not included in the base-case projections.

Executive Team

Gwen Geerinck

Founder & CEO

Expert in leadership, and regenerative living

Cecilia Shepherd

Co-founder, Strategist, Management

Investment & CFO

Cat Lambertini

Co-founder, Investor, Advisor

Wealth management, Business planning

C.J. Davidson

Founder & CEO of Proxy Financial

Board member, strategic financial advisory

Bart Leynen

Founder & CEO Quantum Marketing

PR Italy & Marketing Strategist

Fausto Cirelli

Geometra

land surveying, project & compliance management.

Core team supported by local technical and development partners

The GIOIA Ecosystem

GIOIA VILLAGE™ is structured as a layered platform designed to support long-term asset development and diversified revenue streams. GioiaWinvest™ operates as the holding entity, overseeing capital structure, investment strategy, and asset governance.

At the platform level, Casa di Gioia™ defines the brand positioning and experience framework, while Gioia Village™ serves as the flagship destination where the ecosystem is activated through hospitality, wellness, and regenerative living.

At the operational level, the ecosystem expands across hospitality, longevity programs (Zona Blu™), land stewardship and agricultural production (Casa di Gioia Terra™), and lifestyle real estate (Gioia Homestead™).

Together, these elements form an integrated system where hospitality, wellness, land, and residential living reinforce one another to generate diversified long-term value.

Revenue Streams

The Gioia platform is structured to generate diversified revenue across multiple integrated verticals and capital cycles.

Core Operations

Hospitality & Wellness

- Boutique accommodations (Suites & Casitas)
- Longevity spa treatments and wellness programs
- Retreat programs and immersive experiences
- Food and beverage experiences (restaurant and events)

Real Estate

Community Development

- Gioia Homestead™ eco-luxury residences
- Premium residential lots within Gioia Estate™
- Long-term lifestyle ownership within the Gioia ecosystem

Recurring

Ecosystem Extensions

- Wellness products and botanical product lines
- Retreat training and certification programs
- Farm-to-table products and regenerative agriculture
- Community memberships and lifestyle experiences

Competitive Positioning

GIOIA VGIOIA VILLAGE™ operates at the intersection of eco-luxury hospitality, longevity wellness, and regenerative living.

Unlike traditional hospitality or standalone wellness retreats, the project integrates hospitality, wellness, land stewardship, and residential participation within a single ecosystem.

This model combines short-term experiential revenue with long-term asset value creation.

Next Steps

Access to the current platform phase is limited.

Investors interested in participating in the €5M phase, including the €1M early-entry allocation, are invited to request full access to the private investor materials and schedule a direct conversation.

Contact: www.gioiawinvest.com | Gwen Geerinck | mail@gioiawinvest.com |

WhatsApp: 0032 490 403 298

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