

GIOIA VILLAGE

Eco-Luxury · Longevity · Regeneration · Homestead Ownership

A regenerative Zona Blu™ ecosystem.

Three ways to participate

Platform Early Entry

Ecosystem
ownership and
future expansion
exposure

Project SPVs

Asset-level
investment
opportunities with
targeted returns

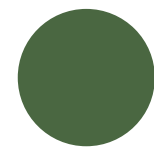
Homestead Participation

Asset-backed ownership
financing integrated into
the village ecosystem

Platform entry is open now. Project SPV and Homestead participation launch through Phase 1 activation.

The Location Advantage

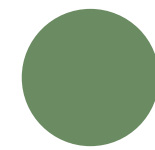
Region Lazio, Italy: Strategically positioned between major destinations and situated on the edge of the Abruzzo, Lazio, and Molise National Park



Rome & Naples

~90 minutes

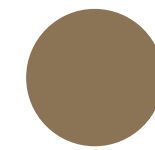
Major international
gateway cities



Mediterranean coast

~60 minutes

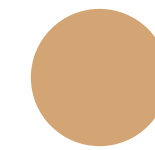
Premium coastal
tourism corridor



Abruzzo National Park

~20 minutes

UNESCO-listed
natural reserve



The region

combines historic hill
towns, nature tourism,
gastronomy, and
wellness retreats.

- Undervalued heritage village in a high-demand tourism region
- Central Italy wellness corridor, growing at +12% CAGR
- No integrated longevity village ecosystem exists in this region
- Infrastructure access without urban density is the ideal regenerative location

THE OPPORTUNITY

A \$1 trillion market with no integrated destination.

Wellness tourism, longevity living, and intentional community are converging.
No single destination combines all three. Italy's \$100B wellness market by 2030

● WELLNESS TOURISM

\$1T

Global Market 2025

\$1 trillion in 2025, growing at 9–10% annually. Italy leads European wellness growth at +12% CAGR and draws 65M+ international visitors each year. Fastest-growing wellness market in Europe

● LONGEVITY ECONOMY

+12%

Italy Wellness CAGR

High-net-worth individuals aged 40–70 are the primary demand drivers, seeking nature-based health experiences rather than sterile clinical settings.

● INTENTIONAL LIVING

40–70

Age Target Demographic

Demand for nature-integrated, intentional community living is structurally growing. Affluent individuals seek genuine belonging, not resort products.

Experiential Travel Shift · No integrated longevity village ecosystem exists in Central Italy · Gioia Village™ is the first of its kind · Intentional Living Demand

THE PROBLEM

A Broken Market Ready for Integration

Three broken categories, one integrated solution.

Wellness, longevity, and eco-luxury exist in isolation. No destination combines all three with ownership and community. Gioia Village™ is the answer.

Wellness Is Disconnected

Consumers navigate separate solutions for health, fitness, and mental wellbeing, with no unified experience.

Longevity Feels Institutional

Anti-aging solutions feel medical and sterile, lacking the warmth and holistic approach people desire.

Eco-Luxury Lacks Integration

Sustainable luxury exists in silos
Hospitality, ownership, agriculture,
and community remain separate
products



THE ASSET

44.4 hectares.
€1,430,000.

LOCATION

Frosinone, Italy

Heritage structures · natural springs · multi-layer asset

PROPERTY SIZE

44.4 Hectares

Vineyards and olive groves included · No zoning claim.

ACQUISITION COST

€1,430,000

Compromesso signed · Below market value

STATUS

Asset Secured

First casitas identified · Subject to technical due diligence in progress

*Redevelopment of a historic village into an integrated longevity, hospitality, and residential ecosystem. Gioia Village™ integrates multiple operating components into a single €20M phased project, with early revenue and multiple entry points for investors. **FEATURED PROPERTIES***

The Solution: Five Integrated Components

A living Luxury Zona Blu™ Ecosystem,

Five integrated components. Each generates operating income and long-term asset value.

1 Casa di Gioia™

- Central hospitality hub driving guest experience, community, and primary revenue activation
- Casa di Gioia renovation: 14 premium units (2 penthouses, 4 apartments, 8 rooms)

2 Gioia Zona Blu™

- Wellness and longevity layer: spa, biohacking, diagnostics, memberships
- Increases guest value, retention, and premium positioning across the ecosystem

3 Gioia Village™

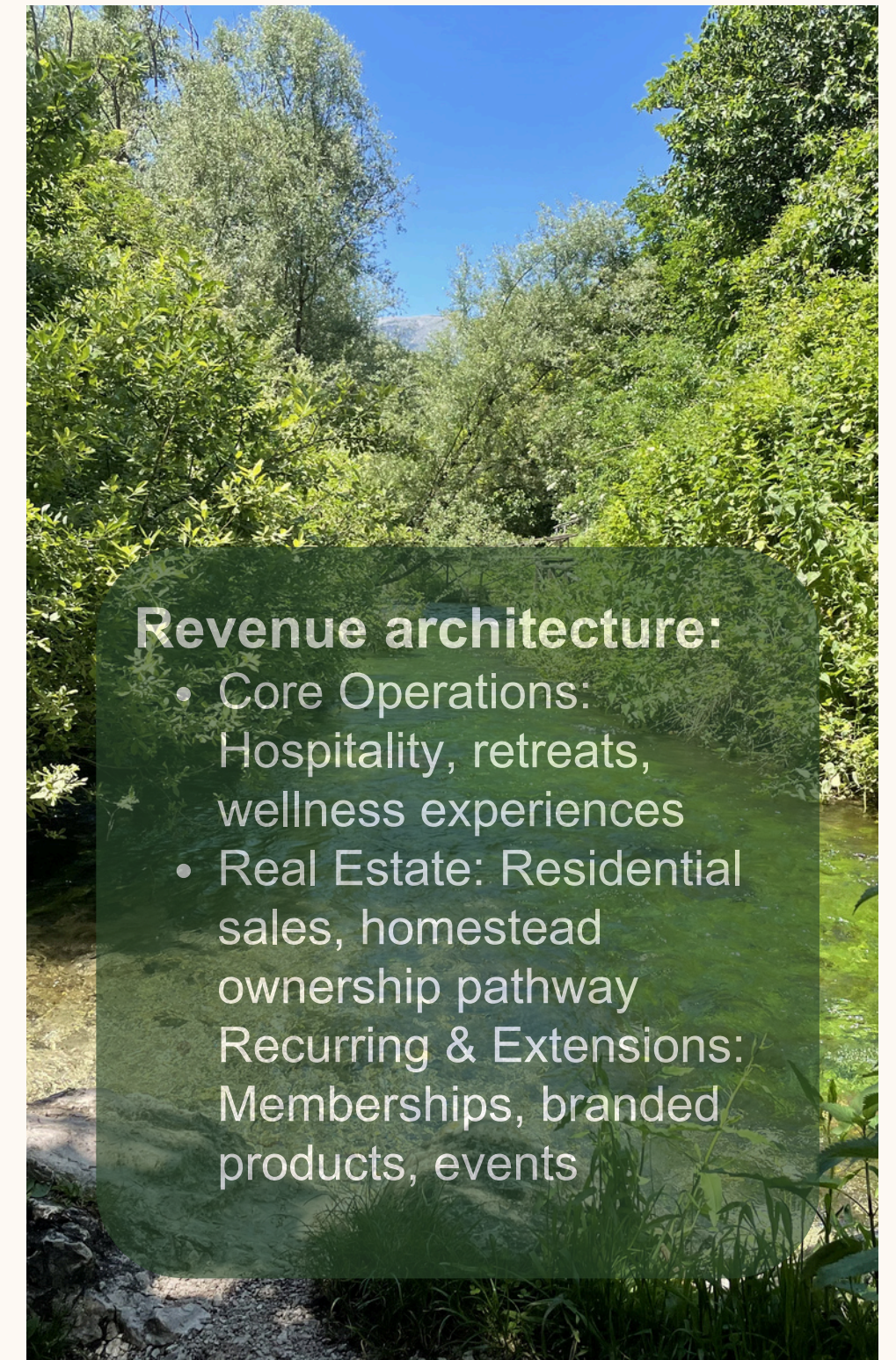
- Boutique suites and casitas for retreat guests and short-term stays
- 15 village units: the residential hospitality heart of the ecosyste

4 Gioia Homestead™

- Mortgage-free ownership path: €150K casita · 8-year structured financing · no bank
- Premium residential lots and custom eco-luxury homes for long-term residents

5 Gioia Terra™

- Regenerative gardens, vineyards, olive groves, and botanical experiences
- Farm-to-table gastronomy · certified organic production · agriturismo revenue



Revenue architecture:

- Core Operations: Hospitality, retreats, wellness experiences
- Real Estate: Residential sales, homestead ownership pathway
- Recurring & Extensions: Memberships, branded products, events

How the ecosystem is experienced: ● Vision ● Mission ● Philanthropy ● Stay ● Learn ● Invest

COMPETITIVE LANDSCAPE

No competitor combines all.

Gioia is the only destination integrating longevity programming, hospitality, real estate ownership, and regenerative agriculture in a single village ecosystem.

BRAND	POSITIONING	PRICE POINT	GIOIA DISTINCTION
Palazzo Fiuggi	Wellness & Medical Spa · Clinical approach	€630–€3,500+/stay	Integrates: community living, homestead ownership, regenerative agriculture
Six Senses	Sustainable luxury · Sensory experiences	€800–€1,800/night	Integrates: longevity programming, real estate ownership, cultural rootedness
Lanserhof	Medical longevity · Urban & clinical	€1,200–€2,500/stay	Integrates: nature immersion, village community, belonging
GIOIA VILLAGE™	Living Luxury Zona Blu™: own · belong · return	€500–€1,800+ (Yr 6)	Unique, no competitor combines all

Key Differentiator: Gioia is the only destination that combines Luxury Zona Blu™ longevity programming, hospitality experiences, real estate ownership, and regenerative agriculture within a single living village ecosystem.

Six revenue streams & one integrated revenue engine.

Each stream reinforces the others, increasing revenue per guest and reducing dependency.

Revenue baseline: Year 3 (First Operational)

€3,900,000

Operational maturity: Year 5 (Stabilization)

€7,500,000

Ecosystem at scale: Year 10 (Full Maturity)

€14,255,750

● Accommodation EUR 639K → 2.33M

29 units across Oriental House (14) and Village Casitas (15).
ADR EUR 250 at launch, EUR 650+ at maturity.

● Spa & Wellness EUR 657K → 2.56M

Longevity Spa serving resident guests and external day visitors.
Programs, memberships, and treatments.

● Restaurant & F&B EUR 2.19M → 5.20M

Farm-to-table restaurant using estate produce. 50 covers/day at launch, scaling to 75 at maturity.

● Retreats & Programs EUR 97K → 1.75M

3-day, 7-day, and 14-day immersive programs. Corporate residencies. Distributed via Venue Retreat partnership.

● Retail & Memberships EUR 37K → 128K

Branded estate products: skincare, olive oil, and wine. Recurring wellness memberships for local and regional members.

● Real Estate Early + Long-term

Homestead financing installments from investor-funded casitas.
Entry contributions and future residential lot sales.

Phase 1 is open. Each phase funds the next.

Each phase activates revenue and reduces risk.

Phase 1	Year 1	Phase 2	Yr 1-2	Phase 3	Yr 2-3	Phase 4-5	Yr 3-5
<p>€5M Platform Raise · €1M Early Entry Tranche now open</p> <p>Acquisition & Activation</p> <ul style="list-style-type: none"> ● Property acquisition finalised ● Italian SRL incorporations complete ● Permits initiated via Fausto Cirelli ● First retreats on land ● Homestead pre-sales begin ● Agricultural operations launch 		<p>Phase 1 deployment</p> <p>Core Build</p> <ul style="list-style-type: none"> ● Infrastructure development ● Oriental House renovation begins ● B&B activation at lower ADR ● Venue Retreat partnership live ● Homestead entries expanding 		<p>Phase 2 SPV raised</p> <p>Operationa Launch</p> <ul style="list-style-type: none"> ● First casitas open ● Year 3 revenue: EUR 3.9M ● Longevity Spa operational ● F&B restaurant open ● Revenue ramp begins 		<p>Phase 2+ SPVs</p> <p>Stabilisation</p> <ul style="list-style-type: none"> ● Full ecosystem operational ● Year 5 EBITDA: EUR 2.0M ● DSCR: ~4.2x (€5M · ~6% · ~20yr) ● Distributions commence ● Bank debt introduced 	

Phase 1 is self-contained and activates early revenue · Phase 2+ SPV raised after Phase 1 revenue is proven, at higher valuation with less dilution.

Structure & Investment Pathway

A dual structure separates platform ownership from project execution, providing clarity, flexibility, and risk control.



This structure allows each project to stand independently while benefiting from the broader Gioia ecosystem.

Value Creation & Entry Phases

Early participation combines access to initial cash flow activation with exposure to full platform value creation across all development phases.

Year 1

Early Platform Entry Initial Activation

Platform Holding Company

- €5M platform phase
- Early entry now open
€100K = 1% (10 first LPs)
- Land secured + platform structure

Entry before full valuation recognition with existing production and initial cash flow in place

Year 2

Development & Revenue Expansion

- Construction + expansion
- Hospitality scaling
- Increased occupancy + program revenue
- Execution **risk decreases**
- Land development + expansion
- Foundation **Gioia Zona Blu™**
- **Existing agricultural production** is scaling toward ~7,000 L olive oil and ~5,000 bottles of wine within 2–3 years, driving revenue growth across the ecosystem

Revenue growth + operational validation

Year 3+

Full Operations Stabilization & Scale

- Full ecosystem operational
- Revenue stabilized (Year 5+)
- Platform value compounds across all active SPVs and income streams

Yield + asset appreciation

Execution

Expertise & Local Operations

- Local development lead: Fausto Cirelli (geometra/architect) (permitting + execution)
- Construction partners selected
- Casa di Gioia™ pre-development initiated (design + planning)
- Operational setup for hospitality activation in progress
- Existing contractor discussions / quotes in progress
- Agricultural operations active with approved production

Early revenue activation:

- Existing production of ~ 4,000 L olive oil & 500 bottles of wine/year
- Homestead participation model (early capital inflow)
- First casitas (rental income)
- Retreat and hospitality activation

Existing production and secured development create an active foundation from day one

Capital Deployment Linked to Value Creation

The €20M project is executed in phases.

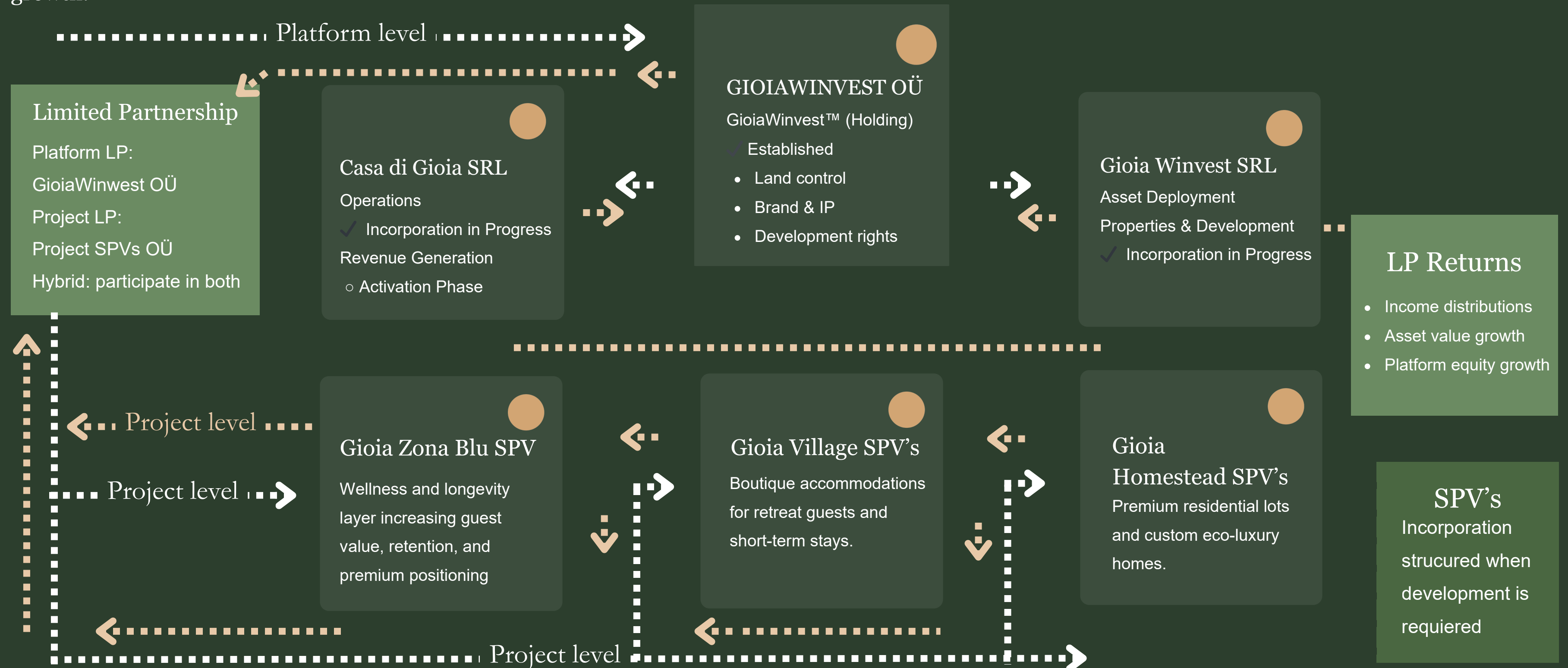
The current platform raise activates Phase 1, where value is created, and risk is reduced."



This phased structure reduces early-stage risk by activating revenue during development while building long-term asset value.

Capital & Deployment Flow

Capital flows through the platform into asset-level developments, generating returns through operations, asset appreciation, and long-term platform growth.



Investment Options & Return Profiles

Different ways to participate in the Gioia Village™ ecosystem, depending on risk profile and investment preference.

Platform	Core Asset	Rental	Homestead
<p>Platform Participation</p> <p>GioiaWinvest™ Platform</p> <ul style="list-style-type: none">• "Entry: Now open, €1M early tranche"• "Return: Long-term ecosystem value, no fixed timeline"• Value: ecosystem growth	<p>Core Asset Participation</p> <p>Casa di Gioia™</p> <ul style="list-style-type: none">• Entry: Casa di Gioia™ SPV · 60% Limited Partners / 40% platform• Return: Target IRR: 8–11% · Target MOIC: ~1.7x–2.0x• Value: income + asset appreciation	<p>Gioia Casitas Participation</p> <p>Gioia Village™ development</p> <ul style="list-style-type: none">• Entry: SPV · subject to legal counsel confirmation• Return: Target IRR 8–11%• Value: rental income + asset appreciation · lower development risk	<p>Homestead Participation</p> <p>Gioia Homestead™</p> <ul style="list-style-type: none">• Entry: investor financing per unit• Return: 8-year structured repayment · ~10% IRR• Value: asset-backed · predictable cash flow

Each option allows you to participate in Gioia Village™ based on your preferred level of involvement, timeline, and return profile. Platform equity and project SPV equity are not comparable instruments; they have different structures, different return profiles, and different roles.

Platform Investment Offering

Project Structure Overview
Total Project Value: €20M
Equity Capital: €15M
Senior Debt: €5M

**Current
Platform
Raise
€5M**

GioiaWinvest™ is structured as a 100-share platform, with up to 35% available to external Limited Partners.

Platform Capacity

- Total platform capacity: €6M across all rounds
- 30% of LP pool is now open

Use of Funds:

- asset acquisition
- initial activation
- early revenue generation

INVESTOR BENEFITS

Priority Access

First right to purchase residential lots

Complimentary Stays

Annual retreat credits based on tier

Founder Pricing

Discounts on spa and product lines

Advisory Input

Quarterly updates and strategic input

Early Entry (Phase 1 only)

- **€100,000 = 1%**
- **First €1M allocation**
- **Limited to 10 shares**

Future Platform Rounds

- Remaining allocation up to €6M
- Standard entry: €100K = 0.5%

Target Ecosystem Enterprise Value (Stabilized)

€30M – €35M

Entry at foundation stage before value expansion
Entry after project activation and value creation

Project-level returns: 8–11% IRR. €30–35M enterprise value at stabilization.

● YEAR 3

EUR 3.9M

First Operational

● YEAR 5

EUR 7.5M

Stabilisation

● YEAR 10

EUR 14.26M

Full Maturity

EBITDA BRIDGE: YEAR 10

Segment Operating Profit (before corporate deductions)	EUR 5,813,990
Less: Corporate Layer (14%)	EUR -1,995,807

Normalized EBITDA **EUR 3,818,185**

EBITDA Margin **~27%**

Valuation basis: 7.5x–9x normalized EBITDA at Year 10 stabilization
Value is created through operational performance, not speculation.

Debt Service Coverage:

- Senior debt: €5M · ~6% interest · ~20-year structure · ~€520K annual service
- DSCR Year 6 / Year 10 · Strong debt coverage from Year 6 onward

All projections illustrative. Returns are not guaranteed. Subject to execution, market conditions, and the finalization of legal structure.

INVESTOR RETURNS

Enterprise Value (Base)	EUR 30,000,000
Enterprise Value (Upside)	EUR 35,000,000
Less Senior Debt	EUR 5,000,000

DSCR Year 5 / Year 10

Target MOIC (Base to upside)	~1.7x – 2.0x
Target IRR (Based on 10-year hold)	8–11%

Asset-backed financing. €48K return over 8 years.

A mortgage-free path to village ownership · Runs parallel to the EUR 20M development



● **TOTAL REPAID**

EUR 168,000

Based on 8-year structured repayment

● **PROJECTED INVESTOR RETURN**

EUR 48,000

Per unit over 8 years

● **INVESTOR IRR**

~8–10%

Based on 8-year structured repayment

This model generates early capital recovery, supports asset restoration, and reduces development risk. It operates in parallel with the EUR 20M project, not included in core project valuation. Title held by Asset GioiaWinvest SRL. until final installment; ownership transfers fully to resident on completion.

THE TEAM

Vision. Finance. Strategy.

A team built to execute, not just to design.



Gwen Geerinck

Founder · Vision & Executive Leadership

Creator of the Gioia ecosystem and operator behind its development and execution.

20+ years of coaching leadership retreats, intentional living, and wellness programs across Europe. The originating vision and operating presence behind Gioia Village™.



Cat Lambertini

Co-Founder · Financial Architecture & Governance

CRPS® · C(k)P® · CPFA®

Independent broker and senior wealth advisor at Proxy Financial, Los Angeles. Serves high-net-worth individuals and family enterprises. Oversees financial model integrity and investor governance.



Cecilia Shepherd

Co-Founder · Investor Relations & Strategic Partnerships

International development & investment structuring

Leads international investor outreach, partnership structuring, and capital introduction for GioiaWinvest™. Manages strategic relationships across European and global markets.

ADVISORS & OPERATIONAL PARTNERS

● Fausto Cirelli (Geometra)

Land · Architecture · Permits

Local technical lead for planning, permitting & heritage restoration.

● Venue Retreat

Hospitality Distribution

European retreat network · early booking pipeline · team training.

Proxy Financial /

● Black Book Agency

Capital Markets Advisor

Capital markets advisory · investor network.

● Bart Leynen

PR Italy · Digital Marketing

Brand strategy · digital marketing · local-facing communications.

A Regenerative Investment and A Living Legacy.

Gioia Village™ is a €20M regenerative village ecosystem in Lazio, Italy, structured for performance, built to last.

Phase 1 Platform Participation NOW OPEN for Limited Partners.

CONTACT

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Confidential · For intended recipients only · All projections illustrative · Subject to legal, tax, technical and investor due diligence

- 30-minute introductory call with Gwen, Cat, or Cecilia
- NDA execution and investor qualification
- Access to the private deal room and supporting materials
- Participation structure finalized during onboarding and legal review
- Capital onboarding, reporting, and investor communications