



# FARALDA CRANE I & II

**Unearth the Extraordinary**



Faralda I Background - Faralda II front Artist Impression

## Faralda Crane II- (Co)Investor Pitch Introduction

The existing Faralda Crane One (with the red parts) enjoys a strong international track record in the Hotel, Corporate & Music Industry. Together with the Second and new development Faralda Crane II they'll form the creative and international centre for the Corporate sector, and particularly the Music industry.

Faralda Crane I Amsterdam has established a proven international track record within the Hotel, Corporate and Music industries, validated by long-term partnerships, recurring premium clients, and global media reach.

Faralda Crane I & Faralda Crane II are not conventional marketing platforms — they are rare, globally visible landmark assets with exceptional exposure and monetisation power. Beyond brand value, Faralda delivers a healthy and scalable ROI — upsell for a highly selective inner circle of stakeholders.

Capacity is structurally limited, creating natural scarcity, pricing power, and sustained demand. We deliberately limit participation to a small group of strategic Stakeholders and partners who strengthen each other internationally, ensuring alignment, network leverage, and long-term value creation.

Faralda Crane I has already transformed Amsterdam's skyline and earned global recognition as an iconic destination for Creatives, Corporate leaders, and the Music Industry. With the arrival of Faralda Crane II, the impact will be unprecedented. The two monumental heritage cranes will form a single, powerful institute and platform for Corporate & Music Industry.

Faralda I is not a dream, but an iconic, profitable, and internationally recognised development. The second crane, Faralda II, is already fully owned and will rise at the same location. For partners in the Corporate and Music industries, this expansion is extremely attractive. These national heritage cranes are exceptionally rare; opportunities of this kind do not return.

Both cranes are iconic landmarks with a powerful international presence. They strongly appeal to top-tier Corporate leaders and Music industry professionals. Since inception, Faralda has collaborated exclusively with a curated group of globally leading premium brands. Participation is highly selective, as capacity is strictly limited — making the platform truly exclusive. For selected leading premium brands, Faralda Crane is a distinctive, internationally recognized platform for Marketing, Acquisition, and Sales. Together, both cranes are uniquely suited for inspiring Private sessions and invite-only Corporate and Music events.

### FARALDA CRANE HOTEL AMSTERDAM

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# FARALDA

# CRANE I & II

Faralda Crane II introduces a State-of-the-Art professional recording studio, built to the highest international standards. (Boardroom) meetings, Creative retreats, Strategic brainstorming, Live and recorded streaming, Brand activations, Product and Music launches. High-end video and photo productions.

Faralda is a Private – Invites platform and breeding place for a selected group who seek to be indulged and inspired: Faralda Stakeholders & Partners, Music Industry, world-leading DJs, acclaimed artists, international premium brands/ entrepreneurs, free spirits and open-minded, and everyone who values luxury and privacy.

As with Faralda Crane I, stakeholders are involved: premium brands with a demonstrable international track record. In addition to the group of Stakeholders, exclusivity in the development is granted to a select number of Partners from the Music industry.

The financial return is proven and healthy, and the international exposure is unparalleled: the cranes are both a status symbol and an investment. Faralda Crane Hotel operates in the upper segment of the luxury market and features three high-end suites located at the top of the crane. The indicative overnight rate per suite is approximately €1,000. Based on current occupancy levels exceeding 1,000 overnight stays per year, a gross annual revenue potential of up to approximately €1 million may be achievable.

At present, the principal revenue stream is derived from Corporate and Music-related activities. Consequently, the upsell potential associated with the proposition below is considered substantial, subject to market conditions and operational performance

The Phase I financing requirement is €750,000, allocated to staffing, the construction of two new suites, and the initiation phase of Faralda II (demarcation and storage costs). Phase II covers the full restoration and redevelopment (VO – DO – Realisation) Faralda is open to a Loan with Equity Kicker for Phase I (€750K) and an Equity Kicker for Phase II (PM - €3.5M). The projected profit, based on the budget, is potentially substantial. There is leverage. Faralda only has three suites (one suite is already 33.33%).

The Equity growth is attractive to Investors. Therefore, we are critical about who we involve in Faralda Crane Hotel. Stakeholders, the premium brands involved, are not Shareholders. There is no "dilution." Therefore, we are only open to parties that fit Faralda's profile. "If it doesn't fit, it doesn't work." Interested prospects are presented to the Advisory Board.

## Summary:

- Globally iconic, ultra-scarce asset with proven profitability, extremely high ADR, and zero competition.
- Cross-industry platform combining luxury hospitality, premium events, and a world-leading music ecosystem.
- Scalable exponential growth with Faralda Crane II (fully owned), doubling suite capacity and expanding studio/event infrastructure.
- Unmatched brand equity & global media exposure, attracting premium brands, A-list DJs, UHNW individuals, and corporate partners.
- Strong investor returns: 4% up to 8% + bonus, equity/convertible options, stakeholder guarantees, and long-term asset appreciation.

Please contact if you would like to learn more and explore participation.

## PHASE I: € 750,000

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# FARALDA CRANE I & II

Loan + Equity Kicker

## Purpose of Investment Phase I:

The capital will be used to accelerate and optimize key strategic goals:

- Allocated to staffing,
- The construction of two extra new suites + Construction of a Glass Dome/Pyramid Suite on top of Faralda Crane I (permit for modified UPD fire safety already granted by the Municipality of Amsterdam).
- Initiation phase of Faralda II (demarcation and storage costs).
- Restoration, maintenance, and transportation of Faralda Crane I.

## Investor Participation:

€750,000 in a single tranche or up to three investors, each investing € 250,000

All returns, and equity interests are allocated pro rata.

### 1. Loan Terms (Phase I)

- Term: 7 years
- Annual Return: Up to **8%**, consisting of:
  - 4% guaranteed annual interest
  - +1% incremental payout per €100,000 net profit, capped at an additional **4%**
- Repayment:
  - Interest paid annually
  - Principal repaid at maturity, unless otherwise agreed
- Prepayment: Allowed without penalty following written notice
- Use of Proceeds: Restoration, redevelopment, operational expansion and capital expenditures relating to Faralda Crane I & II

### 2. Equity Kicker (Phase I)

Investors receive:

- 10% Equity in Faralda Crane I
- 35% conditional Equity in Faralda Crane II

Equity rights allocated pro rata.  
Final terms documented in the Shareholders Agreement.

## PHASE II: € Est. € 3.500.000 – PM Equity Kicker

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# CRANE I & II

## Purpose of Investment Phase II:

Phase II covers the full restoration and redevelopment (VO – DO – Realisation).

### 1. Development Structure (Phase II)

- Faralda Crane II is already 100% privately owned by Edwin Kornmann Rudi
- Complete planning, restoration, and redevelopment details are provided in a separate development dossier
- Phase II begins upon unconditional permit approval from the Municipality of Amsterdam
- Phase I investors will be granted a negotiated interest and/or participation in Faralda Crane II
- Additional stakeholder guarantees will be required in the form of deposits

### 2. Guarantees & Participation (Phase II)

To strengthen the financial position and reduce investor risk:

#### Stakeholder Deposits & Sponsor Contributions

- Premium international stakeholders contribute deposits, goods and services.
- Deposits act as guarantees for financiers and investors
- Formalised through Barter Agreements
- Stakeholders receive two years of exclusive platform access

#### Tax Advantages

- Attractive tax benefits depending on investor profile and jurisdiction value

#### VIP Stakeholder Benefits

- Investors benefit from the VIP Stakeholder Incentive Program (see appendix)

### 3. Equity Contribution (Phase II)

- Faralda Crane II will be contributed as Equity
- The full development dossier will be contributed as part of the investment structure

## Financial Strength & Upside Potential:

Independent parties have previously submitted bids valuing Faralda Crane I at **€ 7.5 million**. This valuation was established *before* the planned expansion and capacity increase. Faralda I already demonstrates robust financial health:

Current cashflow comfortably covers interest obligations while providing additional room for upside.

Investors are presented with transparent financial fundamentals, including Revenue and EBITDA performance of Faralda Crane I over the last 2 years. The corporate and music activities of the existing Faralda Crane I have exceeded all expectations. Demand for events was immense, yet Faralda could not accommodate it due to limited capacity. As a result, hotel operations did not receive full priority. With Faralda II, capacity will be doubled from two to four suites.

Phase I financing is therefore used to invest in professional staff and the creation of two additional suites. Hotel capacity will effectively be doubled.

- **Occupancy rates** Events demonstrating proven market demand
- **Pro forma metrics** reflecting the upcoming improvements:

## The Unique and Highly Attractive Investment Opportunity

[Click here for more USP](#)

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# CRANE I & II

## 1) Scarcity = structural value

- Unique, non-replicable object (monumental crane in A-location Amsterdam).
- No competing supply → protected market position.
- Scarcity supports pricing power and stabilizes value in the long term.

## 2) High revenue per m<sup>2</sup> (superior yield)

- Very limited capacity, but very high ADR (~ €1,000+).
- Therefore high revenue per room / per m<sup>2</sup> compared to traditional hotels.
- Asset is small, but financially efficient.

## 3) Dual revenue-engine (hotel + events)

Faralda is not a monoline hotel, but a hybrid model:

- Luxury suites (overnight stays)
- Corporate & Music studio (events, brand activations, private sessions, livestreams)

→ Multiple income streams from one object, which spreads risk and increases upside.

## 4) Media & marketing asset (brand platform)

For investors, Faralda is also:

- An internationally visible marketing platform
- High earned media & social exposure without large advertising costs
- Strong attraction for premium brands → partnerships & co-branding

This makes it worth more than “just” a hotel: it is a brand-asset.

## 5) Protected positioning (not mass market)

- No dependence on mass tourism.
- Focused on a select, affluent target group + corporate + music industry.
- Less sensitive to price pressure in the broader hotel market.

## 6) Monument status = long-term value

- Heritage value + iconic skyline position.
- Comparable to landmark-assets that structurally increase in value.
- Difficult to replicate → sustainable asset value.

## 7) Upside potential (Faralda Crane II)

For investors, Faralda I is also:

- Proof of concept for Faralda Crane II.
- Track record + brand = lower risks for further development.
- Potential for scalable upside without losing the exclusive character.

## 8) Attractive for premium partners

Faralda attracts:

- Luxury brands
- International music and creative industry
- High-net-worth individuals

That creates strategic value on top of financial return.

## 9) Return + reputation (twin return)

Investors receive not only financial return, but:

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- Access to an exclusive network
- Reputational association with an iconic project
- Possible synergy with their own brands / businesses

## Closing Statement

Faralda Crane is valued higher because it is a rare, monumental, multi-revenue asset with strong pricing power, international visibility, proven cash flow, structural scarcity, and demonstrable scalable upside — not a conventional hotel operation.

## Disclaimer, Non-Reliance and Limitation of Liability

The information set out above is provided solely for indicative and preliminary informational purposes and does **not** constitute an offer, invitation, inducement, recommendation, representation, warranty, or binding commitment of any kind, whether contractual or otherwise. Nothing contained herein shall be deemed to create any legally enforceable obligation on the part of Faralda Crane Hotel, its affiliates, directors, employees, advisors, or representatives.

Recipients acknowledge and agree that they **may not rely** on the statements, estimates, or projections contained in this memorandum for any purpose whatsoever, including but not limited to investment, financing, or decision-making. Each recipient is responsible for conducting its own independent due diligence, verification, and assessment, including obtaining its own legal, financial, tax, and commercial advice.

Actual results may differ materially from any estimates, assumptions, or projections due to, *inter alia*, market fluctuations, changes in demand, occupancy variability, operational decisions, regulatory developments, financing conditions, unforeseen events, or other factors beyond the control of Faralda Crane Hotel.

No rights may be derived from this memorandum or any part thereof. To the fullest extent permitted by law, Faralda Crane Hotel expressly disclaims any and all liability arising from or in connection with the use of, or reliance upon, the information contained herein.

### Forward-Looking Statements Disclaimer

This memorandum may contain forward-looking statements, including, without limitation, statements regarding revenue potential, occupancy expectations, strategic positioning, and commercial opportunities. Such statements are inherently uncertain and based on assumptions that may prove to be incorrect.

Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expressed or implied herein. Faralda Crane Hotel undertakes no obligation to update, revise, or correct any forward-looking statements, whether as a result of new information, future events, or otherwise.

### Confidentiality

This memorandum and all information contained herein are strictly confidential and intended solely for the recipient. It may not be disclosed, distributed, reproduced, transmitted, or otherwise made available, in whole or in part, to any third party without the prior written consent of Faralda Crane Hotel or its authorized representative.

Any unauthorized disclosure may result in legal action.

### Anti-Assignment Clause

The recipient may not assign, transfer, novate, or otherwise dispose of any rights, interests, or obligations arising from or in connection with this memorandum, whether in whole or in part, without the prior written consent of Faralda Crane Hotel. Any purported assignment or transfer in breach of this provision shall be null and void.

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## No Partnership / No Agency Clause

Nothing in this memorandum shall be deemed to create, imply, or evidence any partnership, joint venture, agency, employment relationship, or fiduciary relationship between Faralda Crane Hotel and the recipient, nor shall any party have the authority to bind or commit the other in any manner whatsoever. Each party acts solely in its own name and on its own behalf.

## Entire Agreement Carve-Out

This memorandum does not constitute, and shall not be construed as, a binding agreement, commitment, or contract between the parties with respect to any transaction, investment, or cooperation.

Any legally binding agreement shall only arise upon the execution of a separate, duly negotiated, and formally executed written agreement between the relevant parties, explicitly stating that it is intended to be legally binding.

## No Waiver Clause

No failure or delay by Faralda Crane Hotel in exercising any right, power, or remedy under or in connection with this memorandum shall operate as a waiver thereof, nor shall any single or partial exercise of any such right, power, or remedy preclude any further or other exercise thereof.

Any waiver must be expressly stated in writing and signed by an authorized representative of Faralda Crane Hotel to be effective.

## Severability Clause

If any provision of this memorandum is held to be invalid, unlawful, or unenforceable by a competent court or authority, such provision shall be severed from the remainder of this memorandum, which shall continue in full force and effect to the fullest extent permitted by law.

The parties shall, where appropriate, replace any invalid or unenforceable provision with a valid and enforceable provision that most closely reflects the original intent.

## Counterparts Clause

This memorandum may be executed in one or more counterparts (including by electronic means), each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.

## Governing Law and Jurisdiction

This memorandum and any matters arising out of or in connection with it shall be governed by and construed in accordance with the laws of the **Netherlands**.

Any dispute, claim, or controversy arising from or related to this memorandum shall be submitted to the **exclusive jurisdiction of the competent courts of Amsterdam, the Netherlands**, without prejudice to Faralda Crane Hotel's right to seek interim or injunctive relief in any other competent jurisdiction.

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