

FARALDA



CRANE

Collaboration Partners & Stakeholders

Private – Invites Only.

Our three imaginative suites and the legendary studio on top of the Crane are exclusively reserved for the very top of the market. Our customers are a select group who seek to be indulged and inspired:

Stakeholders & partners, world-leading DJs, acclaimed artists, international premium brands/ entrepreneurs, free spirits and open-minded, and everyone who values luxury and privacy.

Our capacity is simply limited. That's why we are selective. We offer a Unique and Exclusive experience your customers want. We collaborate and share the Crane with a small, carefully curated group of partners. We're offering our selected partner, exclusivities, VIP privileges, an attractive financial return, and bespoke incentives.

- Access to a curated list of unique VIP privileges.
- 15% commission per booking (max. € 15,000)
- Complimentary Crane overnight stay after five bookings
- Preferred access to the Studio Club during the CraneSessions events.
- And many more (check here)

VIP offer for Customers- Relatives

- A suite on top of the Crane.
- Private Jacuzzi
- Champagne on Arrival
- Delicious Breakfast served in-suite
- Well-stocked Minibar
- Selection of Wines, Beers & Soft Drinks
- Cheese Platter / Bites & Bytes
- Priority Booking Access
- Private Direct Check-In

Let yourself be surprised by this gigantic, monumental icon on the banks of the IJ in Amsterdam. Private – Invites Only. Join the Crane, and let's meet. I'll personally guide you around. This collaboration comes with no obligations, is free of charge, and has no hidden costs. If it doesn't work, it doesn't work. We collaborate only as long as our partners benefit. Please note: This proposal is personal.



FARALDA CRANE HOTEL AMSTERDAM

FARALDA



CRANE

Unearth the Extraordinary

Why Private - Invites Only?

Since its inception, Faralda has collaborated with a select group of leading Premium Brands, Stakeholders, Partners, and our VIP customers. Our mutual services both target the highest segment of the market. We only choose brands that share our core values, brand identity, and target audience.

With only three luxury suites and the legendary music studio at the top, our capacity – and therefore the number of collaborations – is limited. This makes the marketing value for our partners unparalleled.

Faralda serves guests in the highest segment of the luxury market. Our services are tailored to a niche audience and set at an unparalleled level — think: 24/7 security, personal hosts and butlers, limousine service, private dinners by (Michelin) star chefs, and even private jet and helicopter tours.

Because of this positioning, mutual brand synergy is essential in any collaboration. Many (international) premium brands have even become official Faralda Stakeholders. In exchange for goods or services (reciprocity), they are allowed to use the Faralda Crane as a platform for their marketing activities.

That said, you don't have to become a Stakeholder to collaborate. Our hotel, corporate and music-related activities are already widely acclaimed. If your customers align with the **Faralda profile** — entrepreneurs, creatives, and free spirits — we would be delighted to collaborate.

Your customers deserve something extraordinary. And the reason is simple:

Our capacity is already extremely limited. That allows us to be highly selective. We'd much rather invest in a select group of carefully chosen partners than spend excessive commissions on platforms like Booking.com.

Surprise your client with a personal Faralda Incentive Package — a once-in-a-lifetime overnight stay with full VIP treatment.

How does it work? Book directly only via: faralda.com/hotel Ask your VIP code and make your request final. Use the code we give after approval. Your relatives receive full VIP treatment. You get paid immediately after the booking.

If you have questions or would like to experience the Crane yourself, we'd love to welcome you for a personal introduction and a glass of champagne, on top of the world.

With appreciation,

Edwin Kornmann Rudi

CEO- Owner Faralda Crane Hotel

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Attachments:

Appendix Barterdeal

FARALDA CRANE HOTEL AMSTERDAM

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www.faralda.com info@faralda.com Tel.: +31207606161
Faralda Exploitatie BV IBAN: NL38 INGB 0006 1470 99 Swift code: INGBNL2A VAT nr: NL 85 288 9379 B01
Chamber of Commerce: 58133437

FARALDA



CRANE

Benefits Terms & Conditions

Booking amount excludes VAT, tourist taxes and additional add-ons

This offer only valid for direct bookings via Faralda.com using the unique partner code

We apply our General Conditions- Manual

This offer is available for a limited time of max. 6 months after written approval by Faralda and Partner

This offer cannot be combined with other promotions.

The collaboration and offers are Personal and Non-transferable.

*The agreements between Faralda and the Stakeholder are recorded in a Barter Agreement and Appendix, in which the reciprocity of goods and/or services to be exchanged by both parties is defined.

Stakeholders may offer the Faralda VIP Benefits as an incentive to their own leads and prospects.

The Barter Agreement shall remain valid for a period of two (2) years.

It is strictly Personal and non-transferable.

Unless otherwise agreed in writing, each benefit may be claimed only once.

Any deviation from the foregoing provisions shall require the prior written consent of Faralda.

We apply our Faralda's General Terms and Conditions and Manual, which form an integral part of this agreement.

Availability & Applicability:

Benefits are available upon request, subject to availability and applicable charges. Faralda shall make reasonable efforts to provide these Benefits; however, certain services may not be available or may be subject to delays. No rights may be derived from the provision of Benefits.

Eligibility & Validity

Benefits are exclusively available to Faralda VIP Guests and Stakeholders. Faralda VIP Guests are defined as returning guests, Stakeholders, and officially appointed Faralda relations.

The Benefits described herein are granted with priority access and preferential rates. They are valid for a maximum period of two (2) years, commencing upon signature and approval by the legal representative of Faralda Exploitatie BV, the Stakeholder, and the designated VIP.

All Benefits are strictly personal and non-transferable.

Nature of Benefits

Benefits may include promotions, discounts, privileges, and incentives. Some VIP Benefits are available on demand and may require an application process. While many Benefits are offered free of charge, certain Benefits may be subject to additional fees. A confirmation including applicable charges will be sent via email.

General Conditions

The provision and use of Benefits are governed by: The General Terms and Conditions of Delivery and Payment. The Manual of Faralda Exploitatie BV (filed with the Amsterdam Chamber of Commerce under number 58133437) The terms set out in this document

Access & Use

The Crane is private property and not open to the public. Entry is by personal invitation only.

Access is granted exclusively to holders of a personal access card.

Bookings & VIP Packages

Bookings are confirmed only upon full payment, written assignment, and formal allocation. Faralda VIP Guests will receive a unique code granting access to VIP packages. These packages are not valid in combination with other offers or promotions. Each Faralda VIP Package is valid for one (1) year from the date of the first stay.

Right of Refusal

Faralda reserves the right to amend, refuse, or revoke Benefits at its sole discretion.

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