

MAX PROPERTY GROUP SERIES-B

“The Perfect Storm”

Unleashing the Power of European Crowdfunding & Cross-border Financial Services

The Perfect Storm – Currently there is a **unique investment opportunity** in one of the fastest growing industries in Europe: **Alternative financing**.

This is your chance to invest in a group that:

- Is about to receive a license to provide alternative financing throughout Europe.
- Has developed its own white-label software solution for financial automation and data processing, which consists of 5 models:
 1. Host and Tenant administration
 2. Automated KYC/KYB/AML onboarding and continuous monitoring
 3. Product creation (which can literally be any product)
 4. Financial transactions
 5. Reporting
- Has a full partner contract with the world’s largest payment service provider allowing the company to provide IBAN’s to their individual and corporate clients.
- Has various white-label clients lined up covering jurisdictions in- and outside of Europe.

The Opportunity: European crowdfunding platforms must be licensed under the European Crowdfunding Service Provider Regulation (ECSPR) (EU 2020/1503) by November 2023. Many will not be able to obtain this license as they will not have the capital or expertise required to obtain. According to Ronald Kleverlaan, Director European Centre for Alternative Finance at Utrecht University, less than 200 platforms are expected to obtain the ECSPR license by the end of the year. According to [CrowdSpace](#) there are currently >500 active platforms in the EU.

This creates a unique opportunity to acquire the alternative financing platforms at a reduced value, since the business will be finished either way.

The group already has an established real estate crowdfunding platform, which is currently awaiting the approval from the financial authorities in the Netherlands, the AFM, for its ECSP license.

The group is also developing a state-of-the-art white label financial automation and data processing software, which will be driving innovation for financial service providers. The global expansion of this product presents significant growth opportunities. The software integrates seamlessly with third-party service providers, and the company is a full agent for one of the world’s leading payment service providers, allowing the software to assign IBAN’s to all registered users, whether individual or corporate. An account can be created in minutes, even company accounts. The company is currently obtaining approval from the Dutch National Bank (DNB) after which the functionalities can be added to the platform.

Background: The group was founded in 2016, established 4 real estate funds in the early years and launches their crowdfunding platform in 2020. To date over €50M was raised for 140+ projects in 4 countries and on the crowdfunding platform has over 10,000 registered users.

The team consists of real estate, finance, compliance and regulated financial services experts and the company employs its own software developers, fundraise analysts and customer services team.

Previous fundraising rounds total around €6M for the expansion of the group.

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Series B details: The company is looking to raise €3.85M now, at a valuation of €50M, with which further development of the software and the first acquisitions of competitors will be financed. After this the group is looking to raise 25M for 25% of the company to finance further acquisitions and expansion into Europe. €5M will be used as operational money and the remaining €20M will be used to acquire EU crowdfunding platforms that will not obtain the ECSPR license.

The first deal has already been agreed, which sees the company obtaining an existing platform in the Netherlands that has been operational since 2015, raised more than €50M and has 1,500 active investors and 2,500 registered users, for €450K. This deal alone will double the size of the existing crowdfunding platform owned by the group.

Based on these numbers we should be able to expand our Assets Under Management (AUM) by more than 10x with a Cost Per Client Acquired (CPCA) of around €300, where each client brings an Average Annual Earnings Per Client (AAEPC) of €500. Below you will find a table with the potential financial metrics using 2023 as year 0.

Exit Strategy: For investors seeking long-term growth, we envision a potential public listing within 3-5 years and preparations, such as consolidating the group into a financial unit and auditing the group's accounts has already started. Additionally, there could be attractive exit options through private sales of individual companies within the group, such as the software company, the crowdfunding platform, etc.

Recap: With the ECSPR license, the DNB approval, the white-label software live in multiple jurisdictions (thus creating a cross-border, fully regulated market place for alternative financing), the company is poised to grow at a rapid pace.

As such the group offers an exceptional investment opportunity. Join us in this exciting investment journey and be part of unleashing the true potential of European alternative financing.

Financial Metrics (as of 2023):

Metric	Year 0	Year 1	Year 2	Year 3	Year 4
Activated loans	€ 5,131,035	€ 53,883,512	€ 169,831,195	€ 533,003,041	€ 1,672,791,867
Total raised	€ 51,761,335	€ 95,627,112	€ 265,458,307	€ 798,461,347	€ 2,376,600,609
Redemptions	€ 2,511,000	€ 35,000,000	€ 53,883,512	€ 169,831,195	€ 533,003,041
AUM	€ 36,114,235	€ 55,532,512	€ 171,480,195	€ 534,652,041	€ 1,615,810,533
Revenue	€ 589,767	€ 1,793,367	€ 7,058,064	€ 21,898,340	€ 67,626,774
Acquisition cost	€ -	€ 499,500	€ 3,557,901	€ 10,701,667	€ 31,853,249
Active investors MCF	2,500	2,500	6,411	19,282	57,393
Active investors acquired	0	900	6,411	19,282	57,393
Average portfolio size	€ 20,705	€ 19,125	€ 20,705	€ 20,705	€ 20,705
CPCM	€ 150	€ 150	€ 150	€ 150	€ 150
CPCA	€ 555	€ 555	€ 555	€ 555	€ 555
AAEPC	€ 235.91	€ 527.46	€ 550.50	€ 567.84	€ 589.15
ROI CPCM	157%	352%	367%	379%	393%
ROI CPCA	43%	95%	99%	102%	106%

Growth potential to show conservative approach in the financial metrics: The numbers of a well-known platform in the USA show the enormous potential of the alternative finance world. Founded in 2013, raised \$5B from approx. 11,000 active investors (approx. 35,000 registered users), where approx. \$2.8B came from retail investors and approx. \$2.4B from (approx. 40) institutional investors, for approx. 14,000 loans.