



Max Property Group

Your Property Investment Specialists



Max Property Group Series A Equity Round

Version 1.0 - 20221124

ABOUT US

The past 6 years



Founded in 2016 with the set up of property funds in the Netherlands, UK and Germany



AFM exemption in the Netherlands and EU licence application



Almost **€50,000,000** funded in real estate projects and capital rounds worldwide



Max Crowdfund live in Netherlands, Germany, UK and New Zealand



9.500+ users and investors on **Maxcrowdfund.com**



Maximise financial automation software under development



Milestones

Achieved and planned



BOARD OF DIRECTORS



Felix Berkhout

Chief Executive Officer

20+ years of experience in the financial world

Felix started his career at Alex Beleggersbank. He then held the role of general manager at various companies on an interim basis. Since January 2018, Felix was the general manager of EasyBroker BV. From these roles, Felix has extensive experience in business operations in general, and financial regulation in particular.



Patrick Visser

Business Development Officer

25+ years of real estate experience

Patrick is one of the founders of Max Property Group B.V. and its underlying entities, and has been advising the group since its inception. He has over 30 years of entrepreneurial experience and has founded and led several organizations, most of which have been sold for profit to grow under different management.



Organization Chart Max Property Group

28-11-2022



Activiteiten van deze entiteiten worden afgewikkeld, waarna entiteiten uitgeschreven worden. Vastgoed Max Property Deutschland B.V. reeds verkocht. Max Property Investment Group LTD wordt aangehouden voor eventuele toekomstige activiteiten in de UK.

MAXIMISE MISSION

Providing software solutions to problems faced by financial service providers

Why?

The financial services market is one of the largest and oldest in the world. Our experience has shown that there is room for improvement through technological innovation.

How?

With Maximise software, Max Property Group is able to offer tailor-made solutions for its users.

What?

Financial automation software for all possible financial service providers. The software is being developed as a multilingual, multi-currency and multi-jurisdictional system.

OUR PARTNERS

Strategic partners for services

- Creditsafe
- Sum & Substance
- Mangopay
- InterGiro
- Currency Cloud
- EuroCrowd
- Facet
- Acarius
- Munte Immobilien
- Property Mastery Academy
- Swedish Wealth Institute

OUR CUSTOMERS

Potential Markets for Maximise

- Crowdfunding platforms
- Fund managers
- Property developers
- Private and corporate investors
- Institutional investors
- Asset managers
- Financial advisors
- And more...



WHAT IS MAXCROWDFUND.COM?

Max Crowdfund™ is a cross-border real estate crowdfunding platform

The platform operates under the exemption of the Dutch Authority for the Financial Markets (AFM)

- ✓ Close to €50M raised since launch in 2020
- ✓ Published projects from the Netherlands, Germany, Belgium, United Kingdom and New Zealand
- ✓ Over 4.000 active investors
- ✓ ECSP licence application submitted and AFM confirmed it is complete

PROBLEMS FOR INVESTORS

Historical and current barriers for investors



Limited access

- Larger more experienced investors dominate the best deals
- The market is not concentrated on one platform



Ticket size too high

- Getting started in most funds has high entry level
- Owning your own real estate often requires just as much investment



High costs

- Legal, banking, transactional and administrative costs run high due to a lack of automation



Lack of transparency

- Difficult to access historical information on deals
- Funds often report non-transparently and irregularly



Complexity

- New investors have to deal with complex materials and difficult transactions and have to prepare their own reports for tax returns

PROBLEMS FOR DEVELOPERS

Current and historical challenges for project developers



Financing

- Institutional financing e.g. from banks is increasingly unavailable
- Obtaining and retaining private investors is difficult



Paperwork

- Private investors require regular and transparent reporting
- Payments to investors create an administrative burden



Time

- Finding your own investors requires valuable time
- Applying for financing from banks is a lengthy and timely process



Compliance

- Know Your Client (KYC) and Anti-Money Laundering (AML) are required by law
- Unusual transactions must be identified and reported



Country specific

- Financing projects abroad combines all of the previous problems

THE SOLUTION

Max Crowdfund



Accessible

Investment level from €100
(or local equivalent)



User-friendly

User-friendly platform with a
digitalised and
automated structure



Flexible and modular

Adaptable to a variety of
circumstances



Fully automated

User onboarding (KYC,
KYB & AML), payment
distribution, reporting, etc.



Ecosystem of investors and projects worldwide

Users can access capital and
projects from every corner of
the globe



Transparent

Operates on blockchain technology for
full transparency and future trading of
assets



REVENUE MODEL MAX CROWDFUND

Application and publication fees, charged in advance for due diligence and marketing purposes, plus a 2.5% success fee deducted from principal disbursement

Financed projects

Transaction fee of 0.5%* charged to both buyer and seller. (if allowed in the country)*

*This only applies when a bulletin board is present

Payment of amount collected minus costs & Establishment of security on behalf of investors



Borrowers pay a monthly administration fee of 0.06% of principal, plus 0.5% on incidental payments such as a dividend or profit distribution*

Periodic interest & repayment

Investors pay a monthly administration fee of 0.1% on the outstanding amount, deducted from periodic payments and 0.5% deducted from incidental payments

EXPLOSIVE GROWTH

The value of the real estate market has grown to €326.5T in 2022

FORBES: "Real-Estate crowdfunding continues to be a dynamic and ever-evolving industry, growing to an estimated \$3.5 billion in 2016. By 2025, the crowdfunding industry is anticipated to be valued at more than \$300 billion and online real estate marketplaces are primed to capitalize on that explosive growth."

50	19 100m	1 069m	313m
EUR P2P Platforms	Total Funding (€)	Last 90 Days (€)	Last Month (€)
9	1 018m	114m	33m
GBP P2P Platforms	Total Funding (£)	Last 90 Days (£)	Last Month (£)
2	262m	32m	11m
USD P2P Platforms	Total Funding (\$)	Last 90 Days (\$)	Last Month (\$)
Platforms: 975	Data Partners: 71	Total Funding: €22,170.05m	Last 90 Days: €1,302.97m
		Last Month: €380.74m	

sources: <https://p2pmarketdata.com/p2p-lending-equity-worldwide-statistics/> (Sep-2022) + The total value of global real estate | Savills Impacts / (Sep-2022)_

COMPETITION

Specialised real estate crowdfunding platforms are relatively new and small. Non-specialised platforms currently have the largest share of the market. Most are only active in their local market and the platforms are often only available in one or few languages. Below is an overview of the leading competitors:

Regio	Nederland	VK	Duitsland	Rest van Europa	USA
<u>Niet- gespecialiseerd</u>	  geldvoorelkaar.nl	 	 	  	 
<u>Gespecialiseerd</u>	 CROWDBRICKS 	 Property Moose 	   	  	  

SERIES B - 2023

A Series A equity round was started during 2021, in which €4.25 M was raised.

MPG is preparing a Series B round for 2023 at a minimum valuation of €50 M.

Milestones to achieve for the Series B round:

- ECSP licence*
- Maximise live*
- EU live
- UK live
- NZ live
- AUS live*

*The above goals have not yet been achieved

SERIES B - 2023

€4,250,000 raised, representing 14.16% of the total shares. A new equity round is expected to be held in 2023.

Dividend: First dividend of €0.08 (3.07%) expected in 2022 and €1.61 (702.43%) in 2025*.

Exit: Acquisition or listing in 2026 with forecast value increase of 64.39% at the end of 2025*.

Potential: Real estate crowdfunding is growing very fast, and it is still relatively in its infancy. A total of 22 Trillion transactions have taken place in Europe alone². The expected volume for online platforms is \$300B in 2025 (Forbes).

Strong foundation: Group operational in 2 of the top 4 crowdfunding markets in Europe (UK & DE)¹. Raised over €33M for own real estate funds, of which 0.00% defaults.

Extremely scalable: Max Crowdfund is expanding internationally through exclusive partners and has already signed agreements with several countries, such as New Zealand, Canada, the UK and Sweden.

*Forecast returns based on the Financial Model.

1. 5 Best European Countries for Crowdfunding Platforms | LenderKit

2. Alternative finance volume Europe 2020 by country | Statista

FINANCIAL MODEL / PROJECTIONS

Financial Model

Summary

In € 000's			2020	2021	2022	2023	2024	2025	2026		
Assets			725	5.024	5.112	5.919	7.443	9.989	14.018		
Cumulative funds raised			1.649	11.649	46.649	95.560	374.668	1.307.343	4.031.850		
Total funds under management			1.649	11.649	46.649	92.093	352.467	1.142.896	3.387.246		
Total revenues			253	198	2.683	3.684	20.555	59.146	83.986		
Expenditure			-529	-739	-2.244	-3.929	-6.222	-12.083	-28.299		
EBITDA			-276	-541	439	-245	14.333	47.063	55.687		
Interest & depreciation			289	28	832	930	1.132	1.481	2.043		
Corporate taxes			0	0	-98	-294	3.300	11.395	13.411		
EBIT			13	-513	-295	-882	9.900	34.185	40.233		
Closing cash balance			40	1.986	6.059	5.810	15.964	48.745	79.837		
Projected dividend payment			Actually paid in year + 1			0	1.026	4.122	13.086		
Project # shares (x 1.000.000)			10	12	12	14	14	14	14		
Projected dividend payment			EUR per Share (Certificate) - paid in year + 1			0,00	0,07	0,29	0,93		
Projected EOY share valuation			Based on 8 X EBITDA, in EUR per Share (Certificate)			-0,21	-0,36	0,29	0,14		
Projected return			Based on emission price of 2.50 EUR per Share (Certificate)			-0,11%	-0,39%	0,00%	2,93%		
								11,78%	37,39%		
Net result in different scenario's			revenues	expenditures	2020	2021	2022	2023	2024	2025	2026
Low			70%	75%		-416	195	-368	9.722	32.340	37.566
Projected EBITDA Likely			100%	100%	-276	-541	439	-245	14.333	47.063	55.687
High			150%	125%		-627	1.220	615	23.054	73.615	90.606

QUESTIONS?

Get in contact



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Information contained in this brochure is not an explicit or implicit investment recommendation and is subject to change at any time without notice. You should also base your decision to invest on the Information Document that you can download from our website (<http://www.maxpropertygroup.com/aandelenuitgifte-max-property-group>).

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RISICO'S

Beleggen in MPG aandeel certificaten is alleen geschikt voor beleggers die zich bewust zijn van de risico's die zijn verbonden aan beleggen in nog-niet-beursgenoteerde ondernemingen - en die zich deze risico's kunnen veroorloven.

NO PROSPECTUS

Max Property Group B.V. (MPG) is not an investment or financial institution. We are therefore not supervised by the AFM. MPG meets all the conditions set by the AFM.

There is no statutory prospectus requirement for this issue, but the Information Document has been submitted to the AFM as determined by the AFM. The AFM has not assessed the Information Document.

There is no prospectus requirement, because this concerns an issue of less than € 5,000,000 per year. Article 52, paragraph 2 of the Exemption Regulation from the Financial Supervision Act stipulates that no prospectus requirement applies to such relatively small issues.

WHO CAN INVEST?

The share certificates of Max Property Group B.V. are exclusively intended for investors residing in the Netherlands, for legal entities with their registered office in the Netherlands and for "accredited" investors. By purchasing the depositary receipts you represent that you are qualified to purchase them.

This brochure provides a summary of elements from the Information Document and a general insight. You should also base your decision to invest on the content of the Information Document and other investment documentation that you can download from our website (www.maxpropertygroup.com).