



BLISSFUL
REAL ESTATE & ASSET MANAGEMENT

INVESTMENT PITCHDECK

CURRENT SITUATION

Inflation is currently over 15%, meaning that money, whether you keep it in a savings account or cash at home, is worth 15% less than it was at the start of the year. In this context, **even the best interest rate offered by a bank does not cover the degree of devaluation**, which means that, day by day, you lose a part of the capital you have accumulated.

For this reason, more and more people are turning to capital protection opportunities, but until now, truly beneficial projects were accessible only to those with **large and very large capitals**.



PRESENT SOLUTIONS

Investors with smaller available sums who still want to protect their capital and generate long-term gains have turned to the **real estate sector**, which, at least in the recent decades, has been considered **a way to preserve value**.

But even here the possibilities are quite limited, with two options available: either investing in a property, as a **single investor**, which generates rental income, as usually happens in big cities, or **investing in a real estate complex** that generates returns of 7%-10% per month, **too small a percentage to be really profitable in the long term**.



HOW DOES IT WORK?

Within The Circle, Blissful operates as a company in which capital is put to the test by associates, capital which in turn **generates profit** following the construction of tourist real estate complexes.

For investors, it is an opportunity to both protect their capital and multiply it at the same time by supporting Romanian tourism.





What Blissful brings to the market is the **integrated approach** to create a true **premium experience for tourists**, always with fair prices, which do not fluctuate according to the season, and which combines all the services and facilities necessary for a memorable trip. In addition, it solves the most common challenges encountered in the Romanian tourism sector.

THE ROMANIAN TOURISM

Although Romania has, from a geographical point of view, everything it needs to become an important place of interest for breathtakingly beautiful nature, various types of tourists landscapes, from mountains to sea, and varied and rich resources - after 1990s, the social, economic and political context no longer facilitated the development of tourism in Romania.

Currently, tourism in Romania faces problems such as:

- a decrease in demand both domestically and from foreign tourists,
- an outdated product,
- low standards in the provision of services, which do not meet the requirements of tourists,
- a lack of adequate marketing services,
- too high prices compared to the quality of services,
- a lack of adequate infrastructure,
- prices that fluctuate according to supply and demand.



TOTAL OF
TOURISTS IN
ROMANIA
9,370,232

9%

Foreign tourists
842,823



WHY DON'T TOURISTS COME TO ROMANIA?

- Lack of transport infrastructure and accessibility
- Lack of accommodation conditions according to standards
- Lack of a complete experience, from accommodation to complementary activities and events

**BLISSFUL FULFILLS
ALL THESE CONDITIONS!**

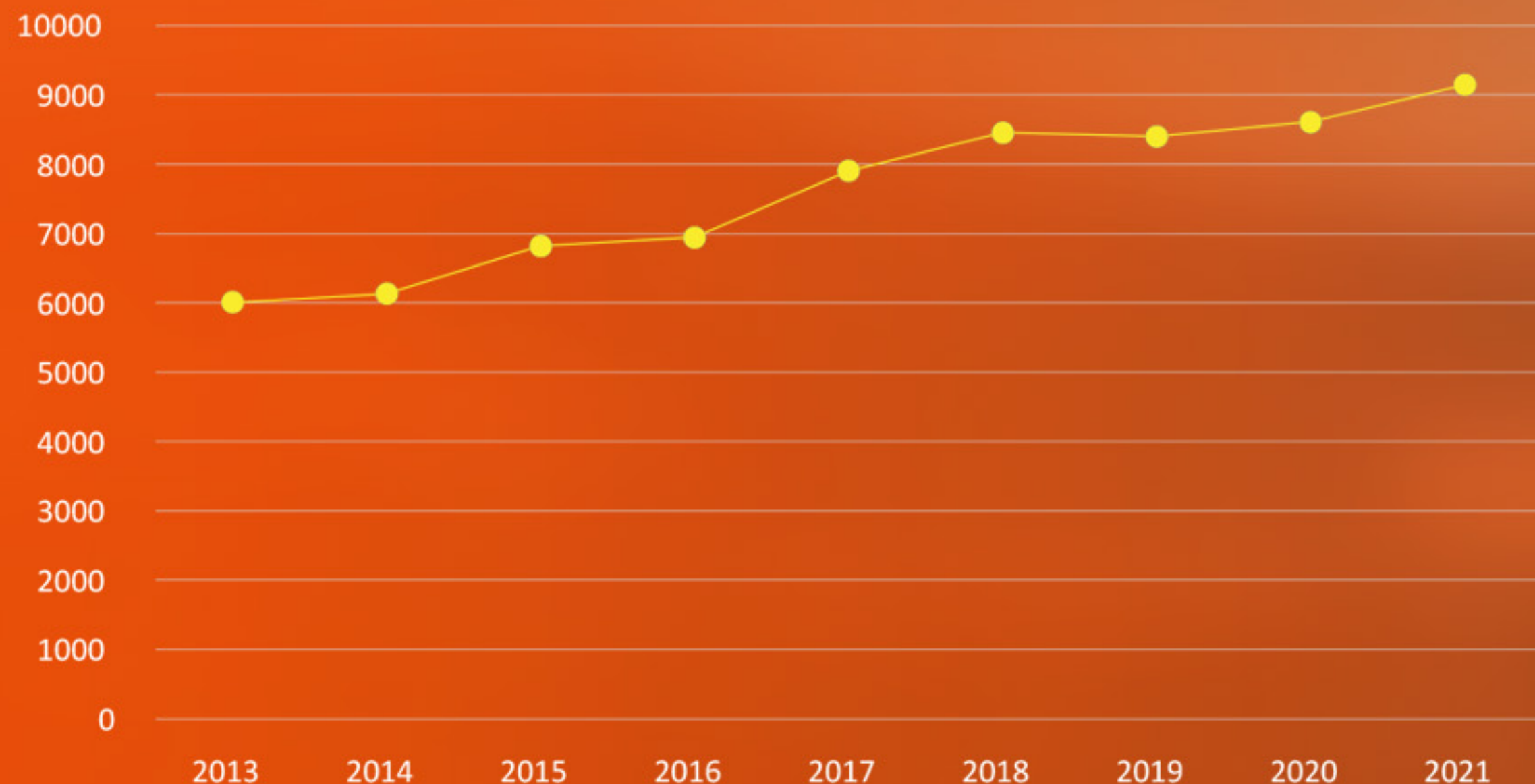




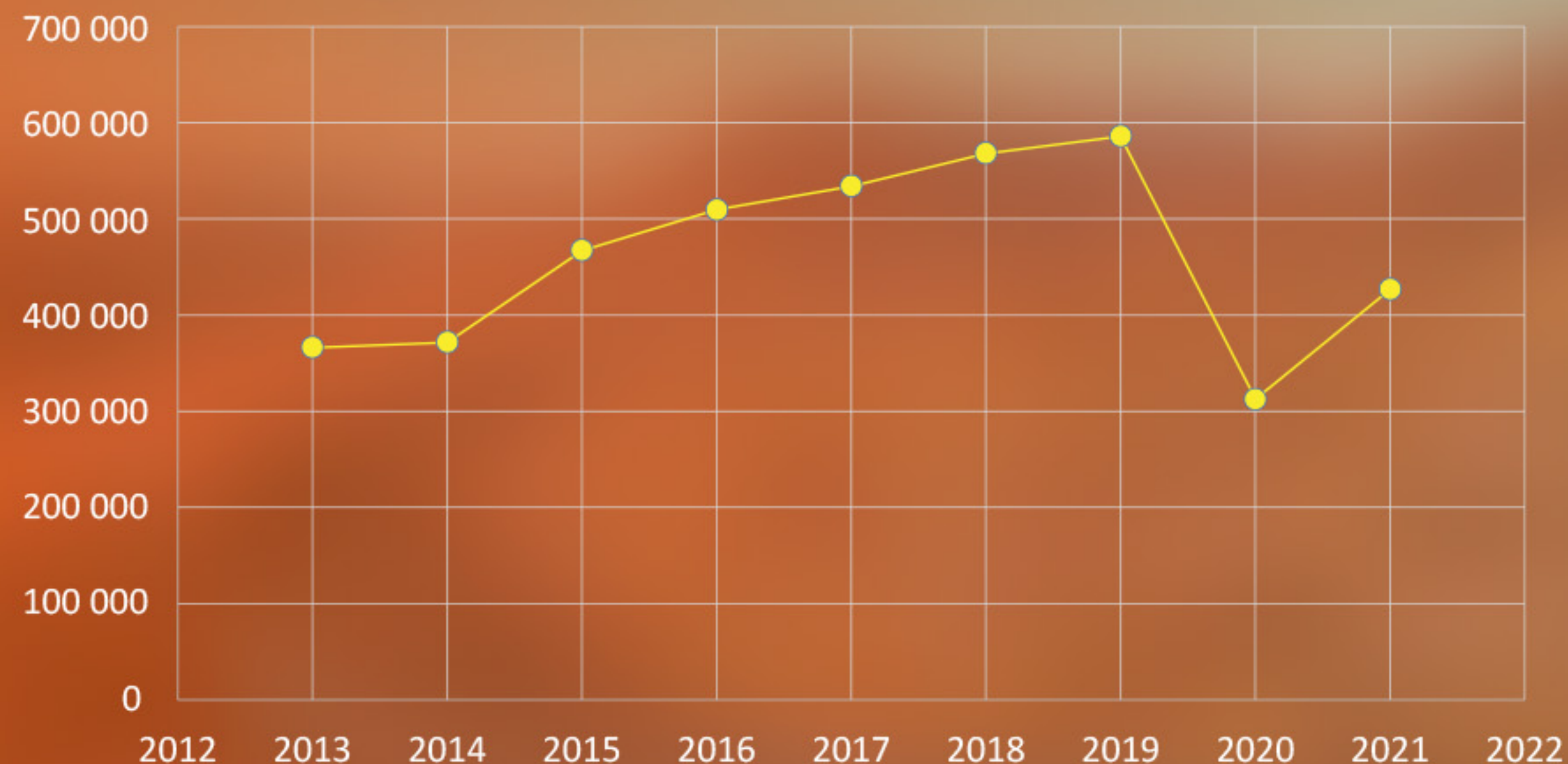
HUGE DEVELOPMENT POTENTIAL

TOURISM SITUATION IN ROMANIA

Accommodation units



Tourist arrivals



All these figures show a poor development of tourism, where the demand far exceeds the supply. Although the values fluctuate from year to year, the demand remains significantly increased in relation to the supply, to which are added the poor accommodation conditions, which do not meet the tourists' demands.

Source: [statistici.insse.ro](https://www.statistici.insse.ro)

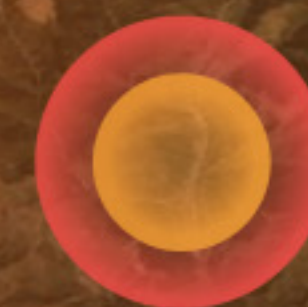


TOURISM IN DOFTANA VALLEY

Although the tourist potential of Doftana Valley (Valea Doftanei) is immeasurable and offers the possibility of development in the medium and long term, contributing at the same time to the regional economy by creating new jobs in the tourism sector (in the Valea Doftanei commune, out of the over 3 thousand people able to work, over a third represents the Unemployed population), currently there is still much room for improvement.

The current situation limits the development of tourism by:

- a lack of a sufficient number of accommodation units,
- a lack of organized activities for tourist groups,
- restricted access to restaurants and hospital services,
- a lack of access to diversified modern facilities.



VALEA
DOFTANEI



The goal of Blissful is to create a new concept of tourism, an integrated one that meets the needs of tourists and investors at the same time. In addition, our mission is to provide the opportunity to experience adventure in the true sense of the word, in the middle of nature, with easy immediate access to all related activities, without resorting to third parties.

WHY INVEST IN BLISSFUL:

- **In-App Marketing**

Marketing spending will be constantly optimized to the maximum, with a very low cost per acquisition thanks to the in-app notification system. Each tourist will need to use the app to get access to the rented accommodation, which means that they will later be able to receive push notifications directly in the app, as well as recommendations and/or personalized offers based on their history. They will also be constantly updated on the activity to keep them coming back whenever they want, as well as testing the next Blissful locations.



- **Increase in land value**

By developing the real estate complex, added value is created for the surrounding community, it increases the economic value of the area and, implicitly, that of the land as well. Once the tourist potential is discovered, the area will become an important tourist attraction, which will bring more and more visitors and, implicitly, investors. Therefore, the land that is currently undervalued will implicitly increase in value.

- **Diversification and expansion opportunities**

In the warm season, the fixed accommodation spaces will be complemented by mobile homes located within the complex, for tourists who want a romantic experience with their partner. The accommodation also offers access to the garden, which means more benefits at lower prices.

- **Safe construction and custom design**

The properties within the resort will be created by experienced professionals, whom the results of their previous projects recommend. Furniture will be custom-made according to the Blissful standards. Each construction has a lifespan of 65 years and is made in a modular system. The foundation on piles ensures increased resistance in case of earthquake or other natural calamities, and, thanks to the design system, each house is built within 90 days from the actual start of construction.





● Periodic memorable experiences

The Blissful concept has the mission of creating memorable experiences for all the people who choose to stay here, alone or as a couple. That is why, in addition to the permanent facilities, one-time activities will also take place periodically: live cooking shows hosted by celebrities, specific seasonal activities or activities that capitalize on the tourist potential of the area.

● Premium facilities

Each complex will offer top-class accommodation services and will include its own or partner restaurants, as well as easy access to areas with highly developed tourist potential, as well as local tourist attractions (viewpoints, slopes). Through the smart living system, each person who will rent the building will have total control over it, to feel exactly at home.



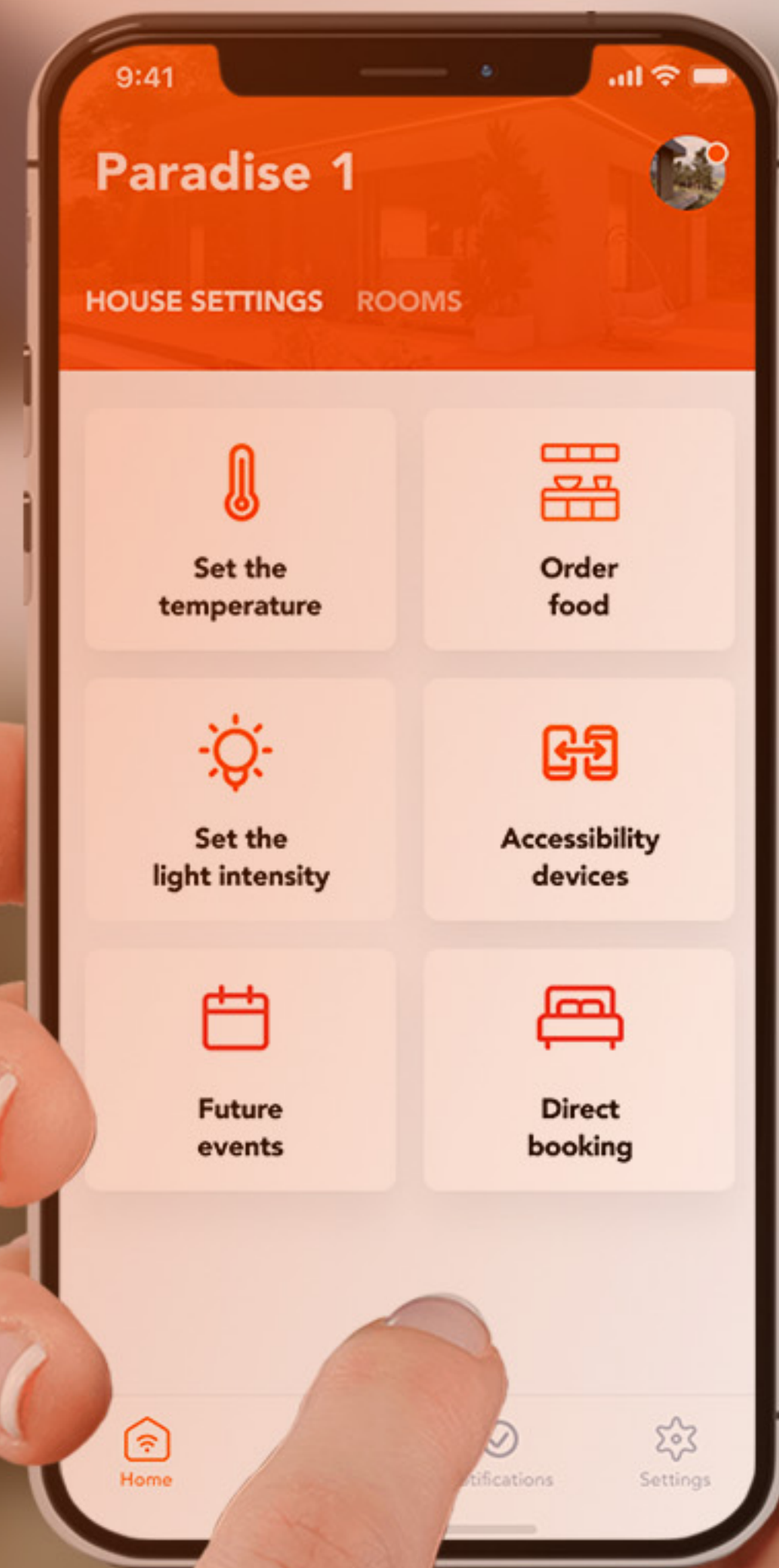
BLISSFULL APP

FOR BLISSFUL RESORT:

- In-app marketing
- Direct notifications
- Personalized recommendations
- Special offers
- The latest updates
- In-app bookings

FOR USERS:

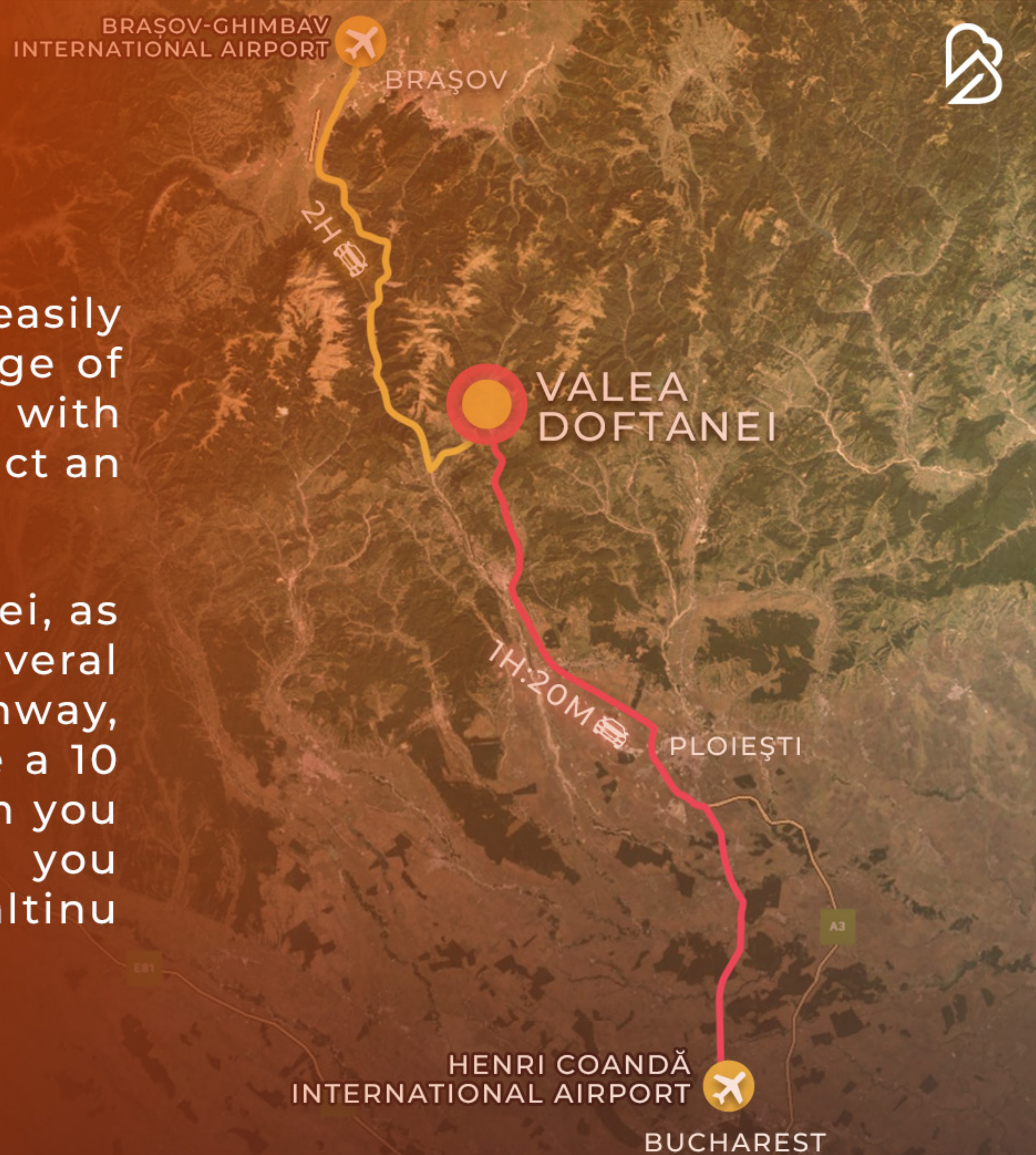
- Loyalty options
- Personalized offers
- Transport services
- Control of environmental conditions (light, temperature, security)
- Order at the restaurant
- Shopping through the app



ACCESSIBILITY

Each housing complex is built in easily accessible areas, whether in an early stage of development or still unexploited, but with diversified resources, which annually attract an increasing number of tourists.

The 1st resort will be built in Valea Doftanei, as it is highly accessible and close to several airports. After a short ride on the highway, coming from Bucuresti-Ploiesti, you have a 10 minutes ride from Campina, during which you can enjoy the beautiful landscape until you arrive: breath-taking mountains, the Paltinu Lake and the specific vegetation.



200€/night
for 3-bed home

150€/night
for 2-bed home

100€/night
for 1-bed home

- **OWN GARDEN (300 SQM)**
- **BARBEQUE & KITCHEN**



- Dedicated management: every resort will be managed by a dedicated team in charge of managing the entire activity within the resort
- Personal development retreat, relaxation in the middle of nature, remote living





- Premium services and accessible prices
- Fireplace, convection heating system, hot water in every house
- Every house comes with a unique view





• **PLAYGROUND**
for kids





- **NATURAL POOL**
with free access for tourists



- **RESTAURANT**
- **LIVE COOKING SHOW**
- **TRADITIONAL FOOD**





- **PARKING INCLUDED**
with transportation services
to and from the resort





SKIJET RIDES
ON THE PALTINU LAKE



RIDES WITH QUADS
LOCATED WITHIN THE RESORT



RIDES WITH THE MTBS
LOCATED WITHIN THE RESORT



**WINTER SPORTS
WITHIN THE RESORT**

THE SOLUTION



BLISSFUL
REAL ESTATE & ASSET MANAGEMENT

Building an all-inclusive complex adds value to the community, which means attracting new investors to the area in the future.

In addition, through diversified access to multiple facilities within the complex, demand will increase among tourists looking for a special experience. Through the hospitality services created within the complex, new jobs will be created and new opportunities will become available for the community. In addition, it will also increase visibility through marketing services, as well as the promotion of tourist attractions in the area.

The complex will also attract tourists through the practice of invariable prices, closely related to the quality of services and thanks to a premium product offered at an affordable price. This way, it will contribute not only to the development of the tourism sector, but also to the improvement of domestic tourism and attracting a market share in terms of foreign tourism.