



INVESTMENT MEMORANDUM • KOH SAMUI, THAILAND

KAIF 2.0

A cliffside mini-resort in Chaweng: restaurant, bathhouse, SPA, gym and family leisure
in one premium ecosystem

• ABOUT THE PROJECT

Why this project is interesting to investors

- Multiple revenue sources within one location: SPA, restaurant, bathhouse, events, sport and a kids' centre.
- An existing KAIF brand and accumulated hospitality operating experience.
- A long-term model — the lease is structured for up to 15 years.
- Diverse target audiences: tourists, expats, local residents, families and the premium segment.
- High guest monetisation through combined services and cross-selling within the complex.
- A scalable concept: KAIF 2.0 is built not as a single restaurant or SPA, but as a full lifestyle destination on Samui.



1 • ABOUT THE PROJECT

A premium wellness hub built on the existing KAIF brand

- An expanded premium wellness and hospitality complex on Samui: spa sauna, private sauna, panoramic restaurant, evening lounge, gym, kids' zone, terrace
- A 1.7-rai plot (1,664.5 sqm) on a cliff — ocean and sunrise views, and the whole of Chaweng in sight
- A long-term 9–15 year lease — the island standard, giving the investor medium-term stability
- The management structure includes a Thai partner — legal safety and simplified permitting
- The project scales an already-operating KAIF brand (Samui + Phuket) rather than starting from zero — a real track record since 2023 is included

\$2,000,000

INVESTMENT REQUIRED (± 15%)

28–29%

ANNUAL ROI

4–5 years

PAYBACK PERIOD

80 / 20

INVESTOR / MANAGEMENT TEAM SPLIT

4.9 ★

GOOGLE RATING, 1,000+ REVIEWS

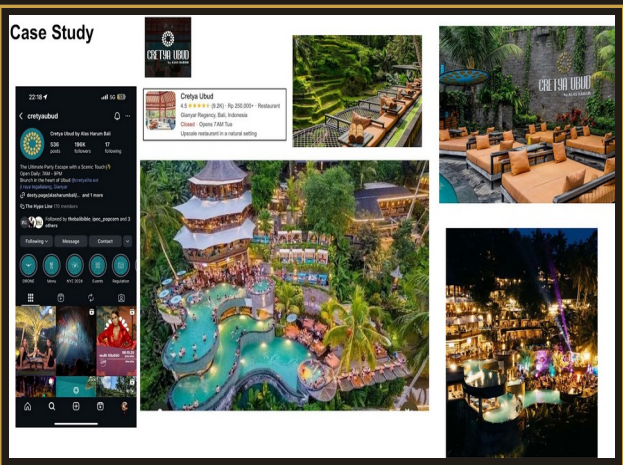
2 • POSITIONING FORMULA

Two proven models, combined into one

PILLAR 1

Restaurant · Day Club · Events

Modelled on Cretya Ubud (Bali) — 196K followers, 4.5★ (9.2K reviews)



PILLAR 2

Sauna · Steam · Gym · Hydrotherapy

KAIF Jungle Club & Spa's own bathhouse DNA



RESULT

KAIF 2.0

- An ecosystem of 6+ revenue streams
- The only all-in-one complex on the island
- Cross-visit synergy between zones
- Year-round operation, not a seasonal format

*Photos are used as functional references (what the space does), not as design references

3 • VISUAL REFERENCE

Tree Bay Clubhouse, Phuket — reference for the terrace



Tree Bay Clubhouse

134 posts 10.9K followers 0 following

Restaurant

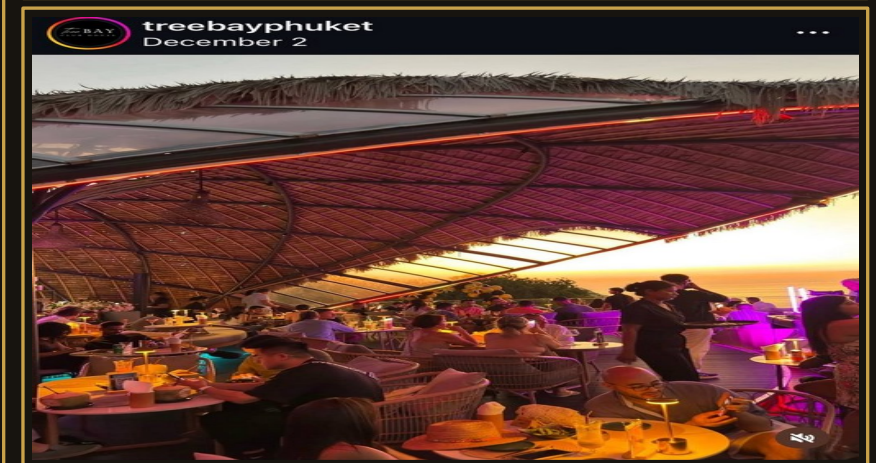
Get the best of what Phuket has to offer with Tree Bay Clubhouse. 🍷

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The island's “power spot”: guests never need to leave

KAIF 2.0 occupies the niche of a premium wellness hub with a signature atmosphere and gastronomy — a “mini-resort” format within one complex. Core positioning: a place people travel to for emotion, a state of being, and atmosphere.

1. Ocean-view location + multi-functionality

No other venue on the island combines a restaurant, bathhouse and SPA in one place at this level — covering guest needs 360°

2. The island's largest bathhouse complex

A 50 sqm sauna, individual steam rooms, a large hammam, a salt infrared sauna — nothing else matches this scale or quality

3. An ecosystem of 6+ directions

Every guest generates revenue across 2–4 different areas in a single visit: restaurant, bathhouse, spa, sport, events, kids' centre

4. Year-round operation

Wellness and bathhouse services aren't season-dependent like beach and club venues — 12 months of stable traffic

5. High check size and visit frequency

The bathhouse and restaurant are the strongest drivers of repeat visits: guests return 1–4 times a week

6. A VIP segment and private formats

Individual steam rooms, a VIP sauna, retreats and wellness weekends attract a premium audience

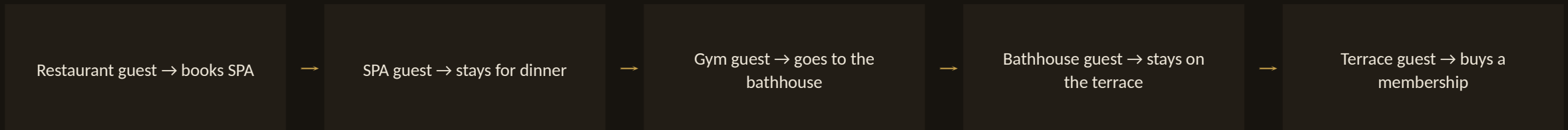
7. A unique atmosphere

KAIF isn't just services — it's a “state” that's hard for competitors to copy

5 • COMPETITIVE ADVANTAGES

The synergy effect across directions

The island already has good saunas, standalone SPAs, restaurants and gyms — but all operate as single-format venues. KAIF 2.0 combines everything and creates a new type of product.



This increases average check size and conversion at every step.

No direct competitors

with a comparable scope of services — a new type of product on the island

Strong brand recognition

KAIF already has a reputation for quality service and high emotional value

Distinctive architecture

A combination of views, water, stone, wood, glass and light — a marketing asset that drives organic reach through guest-generated content

Infrastructure for children

Most premium wellness venues aren't adapted for families — KAIF 2.0 captures this large unmet demand on Samui

Seven independent revenue streams

1. Restaurant and terrace

High average check, stable daily footfall, strong sunset traffic, high beverage margin

2. Bathhouse complex

Steaming, VIP programmes, group rituals, memberships, event sauna — one of the highest-margin segments

3. Wellness SPA

Massage, skincare programmes, detox days, sound healing — minimal seasonality, stable revenue

4. Gym

Memberships, personal training, workshops — low cost base, stable sales

5. Events and private hire

Birthdays, corporate events, weddings, photoshoots, themed parties — one of the highest-yield segments

6. Kids' centre

Entrance tickets, children's activities and events

7. In-complex retail

SPA products, premium oils and cosmetics, branded KAIF merchandise, healthy drinks

Bottom line: a single ecosystem of rest, health and emotion, operating year-round, attracting a high-spending audience, with a strong revenue multiplier from income diversification.

KAIF 2.0 — a multi-functional wellness hub on the heights

Combines a view restaurant, unique bathhouse spaces, sport and kids' zones into one ecosystem.

- | | | |
|----|---------------------------------------|--|
| 01 | Restaurant and gastronomy | Panoramic kitchen, evening lounge, a sunset bar overlooking all of Chaweng |
| 02 | Two-level ocean-view terrace | The key visual and emotional centre — the complex's main traffic driver |
| 03 | Bathhouse and wellness complex | The largest and most technologically advanced bathhouse infrastructure on Samui — 5 elements on the following slides |
| 04 | Wellness SPA | Personal treatments, massage, detox programmes — a complete day of recovery |
| 05 | Events | Retreats, VIP hosting, wellness weekends — 24/7 monetisation |
| 06 | Kids' space | A separate enclosed building — safety, quiet, independence from the main zones |
| 07 | View gym | A full line of cardio and strength equipment, a studio with a mirrored wall |

Restaurant and gastronomy with a view



- The heart of the complex — an enclosed panoramic restaurant on the hill's best viewpoint
- The focus is on atmosphere, gastronomic pleasure and experience, not just the food
- A place guests come to spend time: sunsets, music, panoramas, a distinctive energy
- An evening restaurant with live music — romantic dinners, business meetings, events
- A VIP room for private events and tastings
- Average check $\approx$ 1,200 THB per person

Two-level ocean-view terrace



- The project's key visual and emotional centre — the space that drives the bulk of foot traffic
- A bar terrace for tourists — the complex's highest-traffic area
- A mass-visit destination: lower average check than the restaurant, but higher volume
- Photo and video content for social media — an organic marketing effect
- Visual reference: Tree Bay Clubhouse, Phuket (see reference slide)

Bathhouse and wellness complex — the largest on the island

The largest and most technologically advanced bathhouse infrastructure on Samui, built to premium resort standards. Five elements form a complete cycle: deep heat → contrast → recovery → relaxation → an atmospheric finish.

1 A 50 sqm clay view sauna with a wood-fired stove

2 Individual VIP steam rooms

3 A large hammam of classical architecture

4 A salt infrared sauna

5 A contrast block: ice pools, hot baths, dousing

This format doesn't exist anywhere else on Samui and creates an unprecedented competitive advantage, attracting a premium audience and generating stable year-round revenue. Uses: birthdays, private parties, corporate events, recovery programmes.

A 50 sqm clay sauna and VIP steaming

1. A large clay view sauna (50 sqm) with a wood-fired stove

- The complex's centrepiece — a 50 sqm view sauna with a premium-class wood-fired stove
- A deliberate choice: soft, rich “live steam”, classic and signature steaming rituals
- A distinctive wood aroma and deep heat — an emotionally powerful space
- Panoramic windows overlooking the island, evening lighting, an architectural statement
- A unique guest attraction and driver of organic marketing

2. Individual VIP steam rooms

- Private rooms for individual steaming rituals, designed for premium-segment guests
- Full privacy
- A higher average check
- Personalised programmes with a steam master
- High conversion into repeat clients

Hammam and salt infrared sauna

3. A large hammam

- An enlarged hammam built to classical architecture
- Marble platforms
- Even heating via a steam chamber
- Zones for scrubs and traditional treatments
- Expands the service line-up and extends the guest's stay in the complex

4. Salt infrared sauna

- A separate room with combined therapeutic effects
- Gentle infrared heat
- Salt panels for respiratory therapy
- Relaxing ambient lighting
- Attracts a wellness audience and creates an additional traffic stream

The recovery contrast block

One of the most emotional and shareable elements, driving strong organic traffic and a modern wellness effect.

Ice pools

Dedicated pools held at a constant low temperature. Used for contrast recovery, post-workout protocols, and immune and vascular effects. They generate distinctive content — guests actively film these moments.

Open hot baths with a view

Located in the outdoor part of the complex with a panoramic island view. One of the most photogenic zones, used after the sauna and hammam rituals.

Contrast dousing

Manual and automatic ice-dousing systems complete the heating cycle — a traditional element of Russian bathhouse culture that reinforces the steaming effect.

The relaxation zone and the complex's overall value

- After hot and cold treatments, guests move to relaxation zones
- Quiet chill-out spaces, loungers, soft lighting and music
- View decks for resting
- These extend guest dwell time and overall satisfaction — directly driving repeat visits

THE COMPLEX'S OVERALL VALUE

Deep heat → contrast → recovery → relaxation → an atmospheric finish

This format doesn't exist anywhere else on Samui and creates an unprecedented competitive advantage, attracting a premium audience and generating stable year-round revenue.

The large wellness SPA



- Personal treatments, massage, facial and body care
- Detox programmes and therapeutic formats
- Integrated into the overall concept: guests come not just “to the bathhouse” but for a full day of recovery
- Audience: SPA guests, those staying in villas/apartments, tourists and locals
- A high share of walk-ins and bookings from villa guests

A VIP bath with a separate entrance and SPA zone



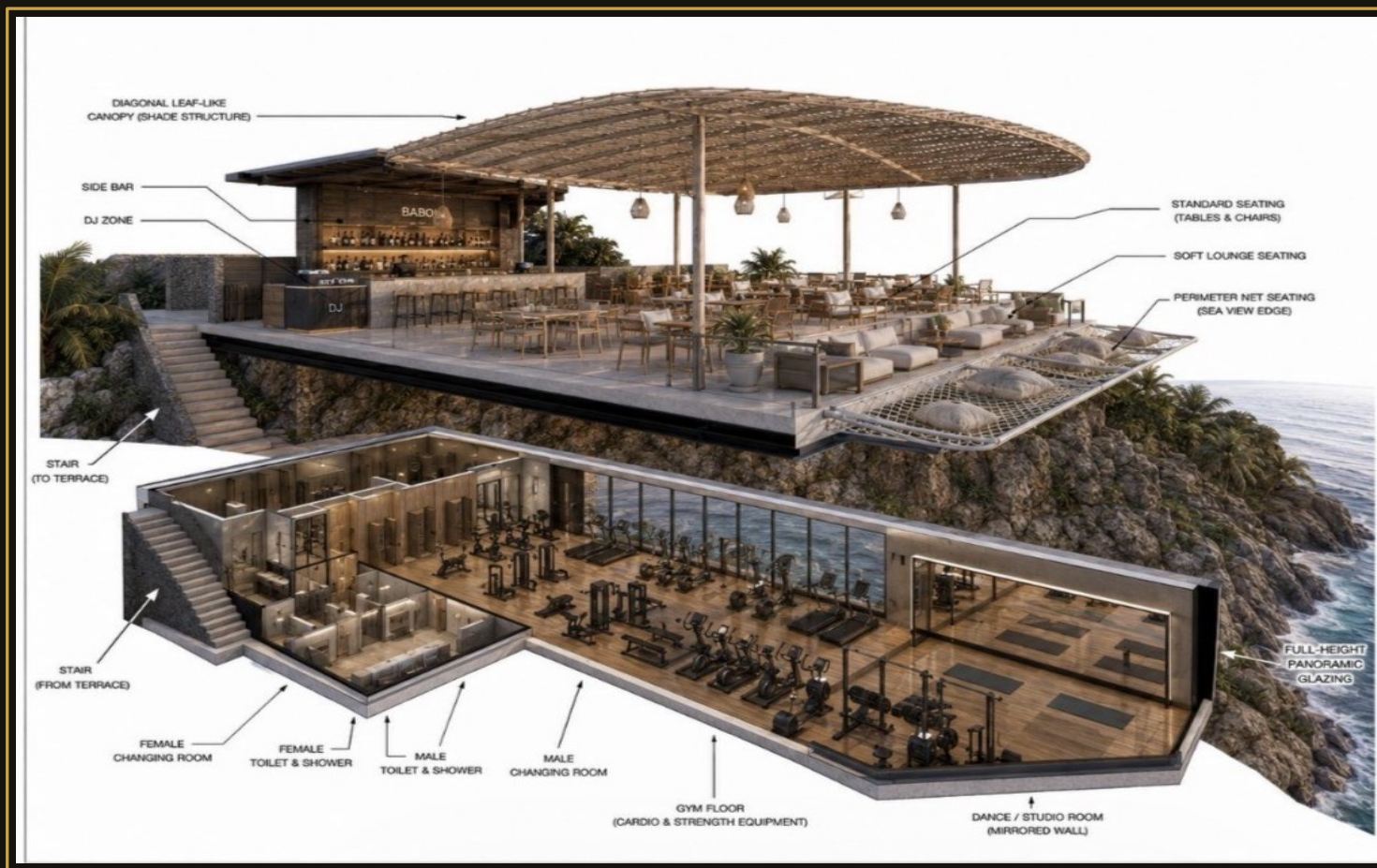
- A standalone VIP bath with its own entrance and full privacy
- Its own SPA zone with massage, steaming and wellness treatments
- Several relaxation zones that can be hired separately or combined
- Hourly hire with flexible packages for different group sizes
- Private events: birthdays, corporate events, closed events and parties
- Additional revenue: SPA, F&B, steaming, massage and event services
- Advantages: a high average check, privacy, flexible utilisation and multiple income sources

Kids' space



- Housed in a separate enclosed building — safety, quiet, independence from the main zones
- A multi-level play space adapted for children of different ages
- A play maze, ball pit, interactive light-up floor, rope-net drop/climb
- A separate room for birthdays and workshops
- Most premium wellness venues aren't adapted for families — KAIF 2.0 captures this demand
- Parents use the spa/restaurant while children are occupied — a higher check per family

A view gym with panoramic glazing



- A full line of cardio and strength equipment
- A studio with a mirrored wall for group classes
- Separate changing rooms and showers (female/male)
- Full-height panoramic glazing with an ocean view
- Audience: local residents and long-stay guests, 2-5 workouts a week

The KAIF app — the island's first digital wellness hub

Booking every service

Table, steaming, massage, gym, kids' room, villas — all in one app, with no extra load on staff

A single guest profile

Visit history, memberships, bookings, personalised wellness recommendations

In-app payments

Balance, no-queue payment, membership, cashback — reduces card-processing fees

The KAIF marketplace

Cosmetics, branded merchandise, bathhouse oils — an additional revenue stream

Push marketing

Reminders, personal offers, invitations — higher LTV and more repeat visits

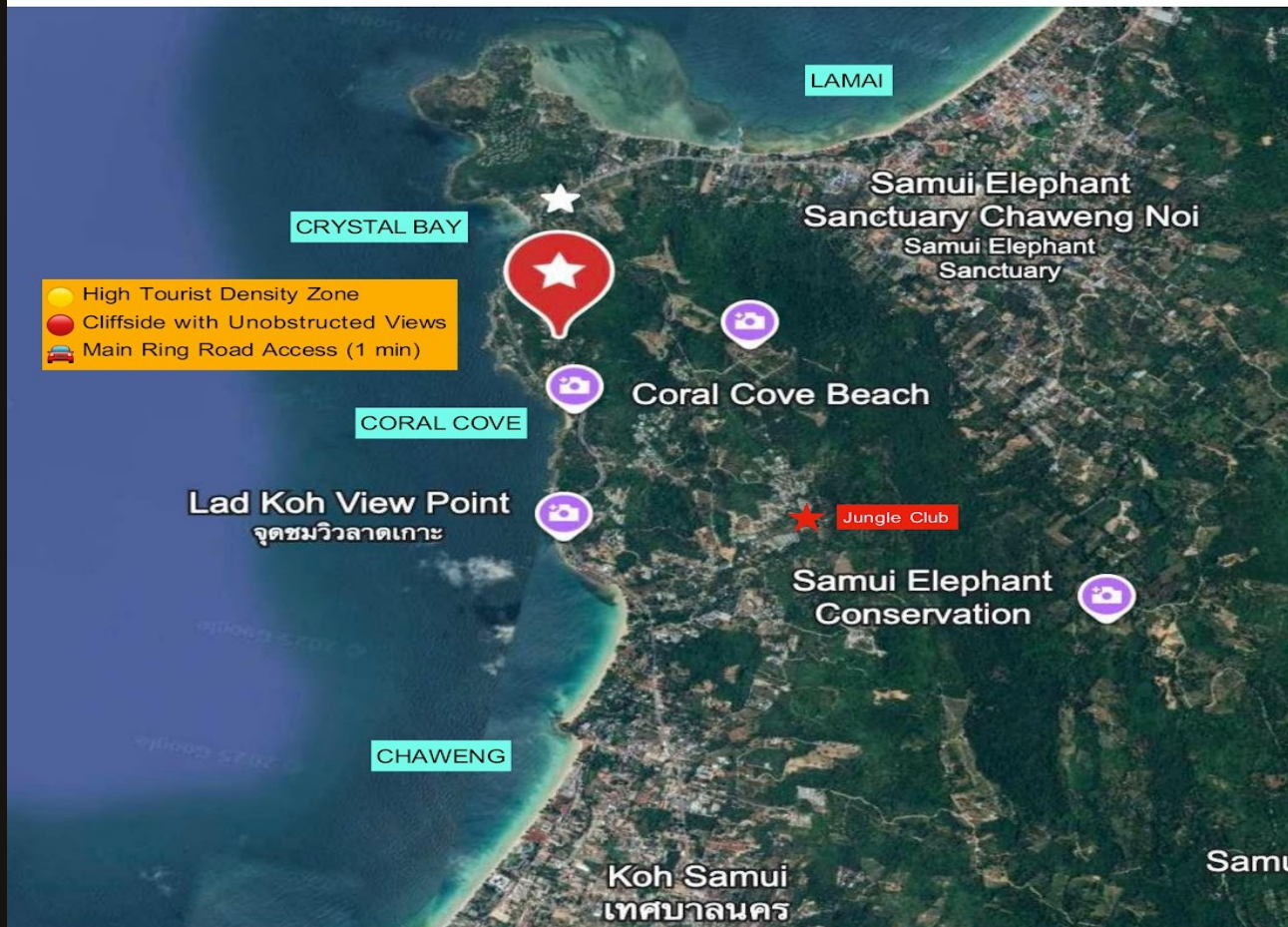
A loyalty programme

Bronze / Silver / Gold / VIP — perks, early access, a personal wellness concierge

Financial effect: more repeat visits and higher LTV, lower operating costs, additional marketplace revenue, automated guest flow across zones.

A strategic position between two tourist hubs

Strategic location



Prime location between Samui's two main tourist hubs (Chaweng/Lamai)

- 12 min to Chaweng Beach (hotels, restaurants & nightlife)
- 8 min to Lamai Beach (hotels, restaurants & nightlife)
- 4 min to Crystal Bay (popular beach spot)
- 2 min to Coral Cove Beach (popular beach spot)

Destination-Ready Land Plot (1 Rai+)

- Cliffside estate with 180° panoramic sea view
- Well positioned, good road access
- Elevated & leveled for easy build-out
- Utilities & access road already in place

A 210° panoramic ocean and sunrise view

210 Panoramic Sea View with Ocean Sunrise



Cliff Edge View



NEW Big terrace
NEW POOL

Entire Chaweng

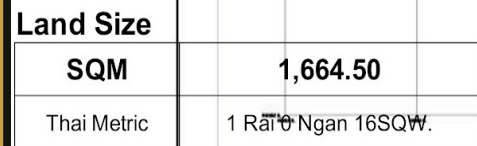


Topographic site plan

1,664.5 sqm

LEASE

9-15 years



The new plot is four times larger, and cheaper per sqm

	Old KAIF	New KAIF (2.0)
Area, sqm	400	1,664.50
Key money	—	3,000,000 THB
Deposit	—	2 months
Rent per month, THB	100,000	300,000
Price per sqm, THB	250	180.23

27.9% cheaper per square metre — even though the plot is 4.2× larger in area, with a cliff-edge view that the old site never had

Design references: wood, stone, light



A complete guest transport ecosystem

1

Car and bike parking

Layout designed for peak evening demand, lighting, CCTV, a separate covered area for motorbikes

2

A free shuttle transfer

30–45 minute intervals by day, a heavier schedule in the evening; on-demand pickup via the KAIF app, priority for VIP guests

3

Golf carts for on-site transfers

Available 24/7 on request for villa guests, families with children and SPA guests with service packages

4

Strategic value

Full access even without a car → removes barriers, boosts visit conversion and the sense of premium service

Seven demand segments — part 1

1. The KAIF wellness-SPA complex

- Couples and small groups of tourists + high-earning local residents, aged 30–50
- 60% foreign tourists, 40% Russian-speaking (of which ~10% are Thai nationals)
- Repeat rate: 30–40% return more than once a year; locals 2–6 times a year
- Motivation: relaxation, post-travel recovery, wellbeing
- Channels: word of mouth, Instagram, TripAdvisor/Google, travel agencies

2. The evening-atmosphere restaurant

- Locals and tourists aged 28–55 — above-average spending power
- Average check ≈1,200 THB/person
- Repeat rate among local guests: 40–55% a year
- Motivation: live music, romance, family dinners, business meetings
- Channels: Google Maps, Instagram, local blogs, accommodation partnerships

Seven demand segments — part 2

3. The high-footfall view terrace

- Tourists of all nationalities, aged 18–45, mixed gender
- Traffic in high season is 1.5–2× higher than low season
- A mass-visit destination — lower check than the restaurant, higher volume
- Motivation: photo/video content, light drinks, panoramic views

4. The (small, view) gym

- Local residents (often male) + long-stay tourists, aged 20–50
- Locals: 2–5 workouts a week; tourists: 2–6 over the length of their stay
- Motivation: staying in shape, comfortable conditions, the view
- Rates fit the spending power of the local and long-stay audience

Seven demand segments — part 3, and the market

5. Kids' space

Families with children aged 5–14. Parents use the spa/restaurant while children are occupied. Repeat rate: 50–70% a year with a good activity programme.

6. Events and gatherings

Couples, families, long-stay guests aged 30–55. Rental occupancy on Samui ≈50–60% a year. Motivation: comfort + investment appeal.

7. Add-on services: massage

SPA guests, villa guests, tourists and locals. A high share of walk-ins from villa guests. Motivation: quick relaxation and recovery.

MARKET BENCHMARKS

- 2023: the island welcomed over 3.5 million guests, roughly split between domestic and international tourism
- 2025: air passenger arrivals exceeded 1.1 million in the first 4 months, and recovery continues
- Repeat-tourist share in Thailand has historically run 59–66%; average villa occupancy on Samui ≈55% a year

Takeaway: a mix of high-spending tourists and local residents with different visit motivations, in a recovering market with a high degree of loyalty.

A direct comparison with the island's two leaders

The Jungle Club — 4.3★, 6,111 Google reviews · The Cocoon Viewpoint — 4.7★, 8,160 Google reviews

Parameter	Jungle Club	Cocoon Viewpoint	KAIF 2.0 (project)
View	Panorama, jungle + sea	Cliff edge + ocean	Cliff edge + unblocked sunrise + all of Chaweng
Access	Dirt road, difficult	Good access	Direct paved road + drop-off, 300m from the beach
Design	Wooden rustic + thatch	Modern tropical bamboo	Tropical meets jungle charm
Revenue/day	~300–500k THB	~300–500k THB	~500k THB/day (target)
Experience	Casual-chill	View restaurant, design-led	Restaurant + Wellness + Beach Club vibe
Cuisine	Thai/Western mix	Asian-Western fusion	Asian + Mediterranean + Russian + Healthy
Drinks	Basic cocktails	Instagram cocktails, wine, smoothies	Signature cocktails + wine, juices, smoothies
USP	Hammocks + jungle vibe	Architectural drama + DJ	View, atmosphere and wellness together
Plot size	1 Rai, 400 sqm built-up	400 sqm	1,664.5 sqm

Strengths outweigh the risks

STRENGTHS

Strengths

- An operating KAIF brand, 4.9 rating
- A uniquely large bathhouse complex
- An ecosystem of 6+ revenue streams
- Year-round operation

WEAKNESSES

Weaknesses

- A high share of CAPEX on renovation (49%)
- Dependence on a single location
- A new format requires educating the market

OPPORTUNITIES

Opportunities

- Samui tourist arrivals above 2019 levels
- Expansion via the Thai partner
- The mobile app and membership programme
- Entry into the Chinese market

THREATS

Threats

- Seasonality of tourist flows
- Growing competition on the island
- Rising cost of materials and equipment

We're not starting from zero — we're scaling a proven model

- A proven track record — 6 full-scale businesses launched on Samui and Phuket
- An established base of loyal guests — KAIF has become a destination over several years
- A financial model built on real data from operating venues (KAIF Samui, KAIF Phuket, Cocoon Viewpoint)
- A strong team with experience in joint launches — operations, service, marketing
- A formal Thai partnership — simplified permitting, trust from local authorities

4.9 ★

GOOGLE MAPS, 1,000+ REVIEWS

6

HORECA PROJECTS LAUNCHED

3 years

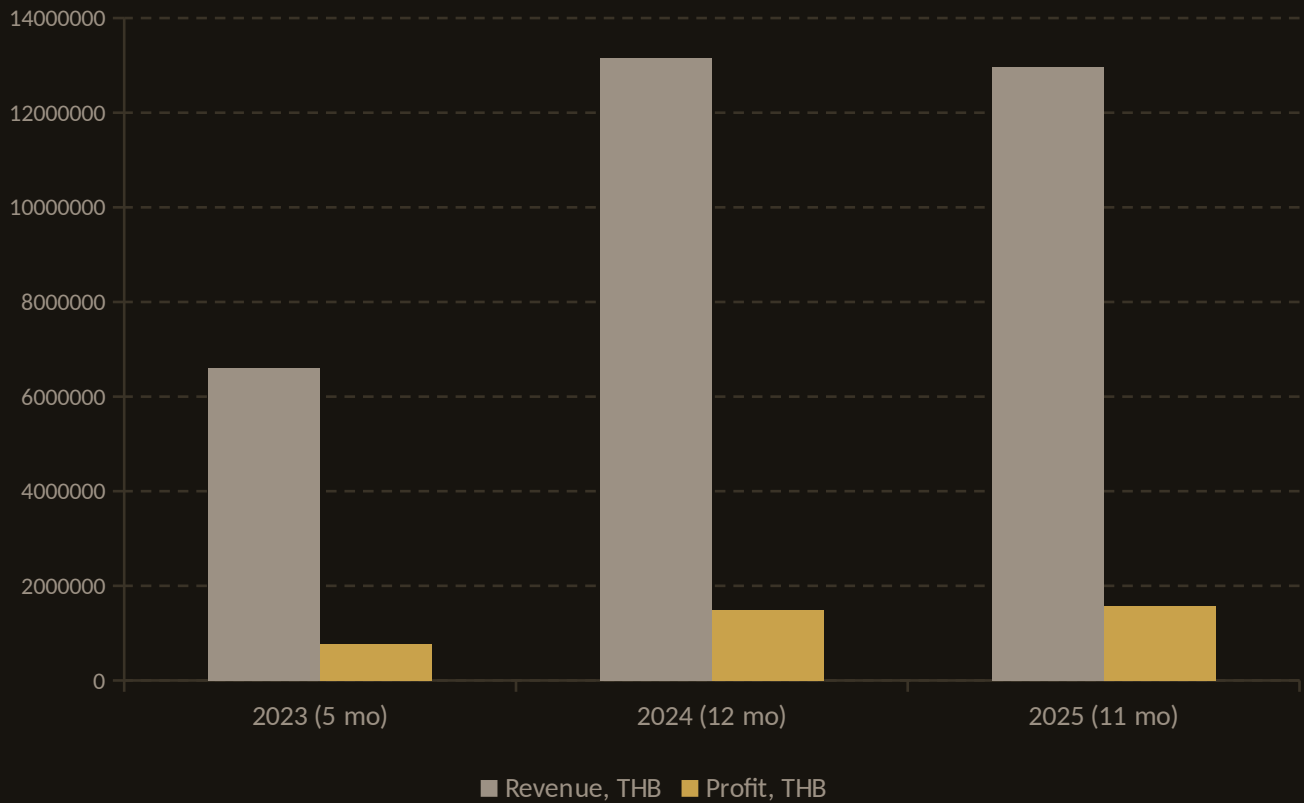
KAIF AS AN ESTABLISHED BRAND ON SAMUI

4

ACTIVE SOCIAL PLATFORMS (IG/FB/TG/TIKTOK)

KAIF Samui has been operating and profitable since 2023

The starting investment in the operating KAIF Samui was 6,000,000 THB. Below are actual results, not a forecast.



3,825,862 THB

CUMULATIVE PROFIT OVER 27 MONTHS (~\$116,251)

63.8%

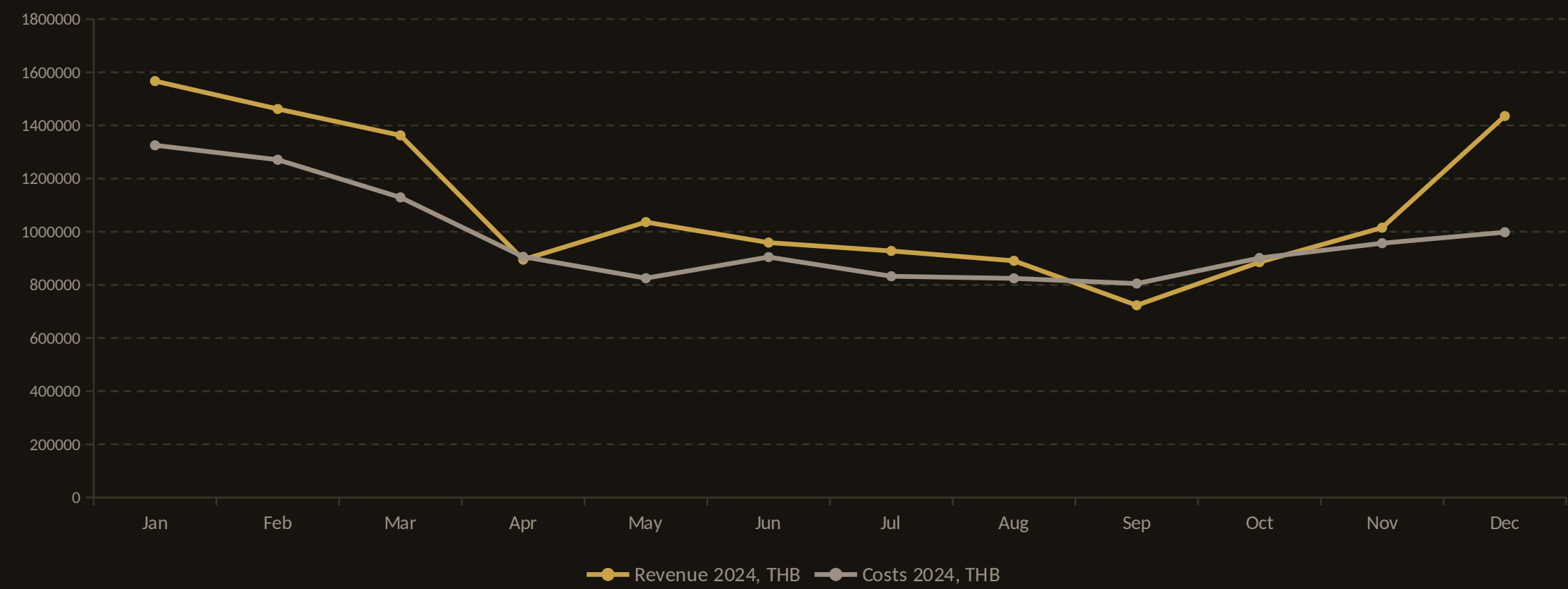
CUMULATIVE RETURN ON THE 6,000,000 THB STARTING INVESTMENT

~28%

AVERAGE ANNUAL RETURN — NEARLY MATCHING THE KAIF 2.0 FORECAST (27.8%)

KAIF Samui's real-world history validates the KAIF 2.0 financial model — it isn't just a theoretical projection.

2024 month-by-month trend — seasonality is visible



Revenue peaks in January and December (high season); dips in September (low season). This exact seasonality is built into the KAIF 2.0 financial model through the high/low season split.

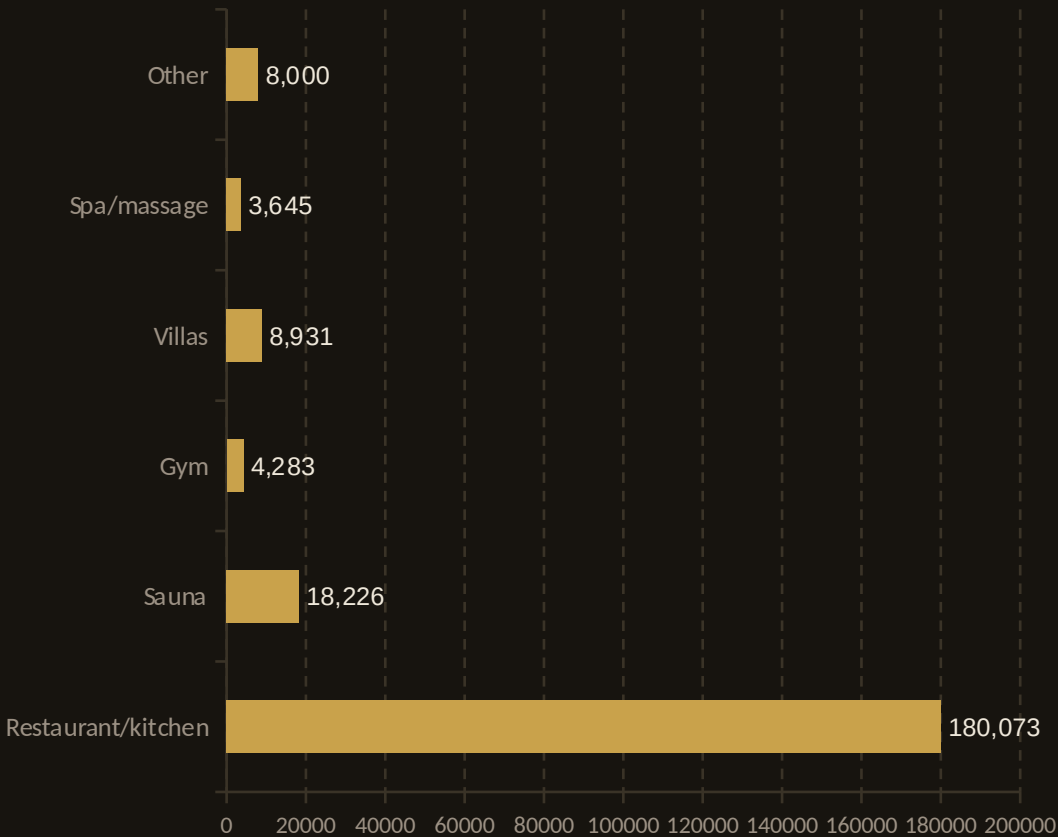
Revenue by season — both currencies

	Low season	High season
Revenue / month (USD)	\$152,057	\$232,534
Revenue / month (THB)	5,005,700	7,655,000

Annual revenue (USD)	\$2,227,064
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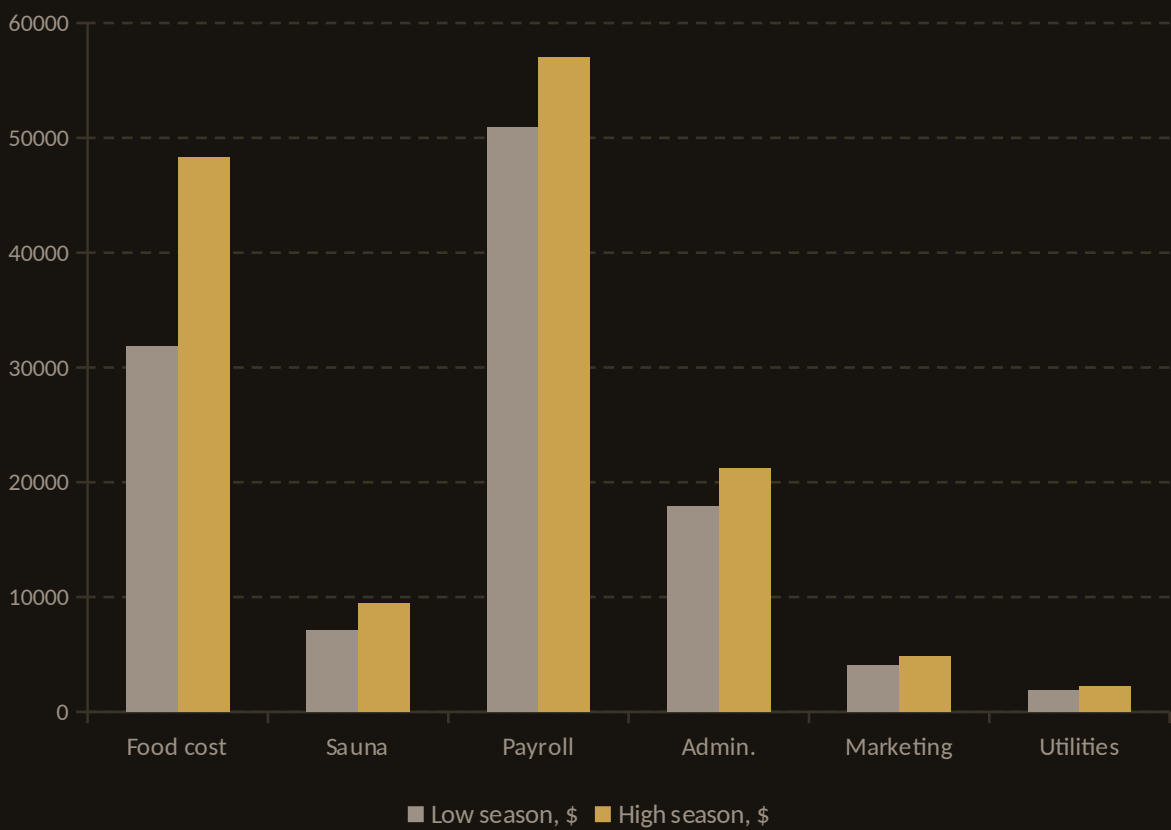
- Nightly villa and apartment rentals
- Restaurant, kitchen and bar — the largest revenue line
- Sauna: entry, memberships, steaming sessions
- Spa and massage, gym memberships
- Hookah, kids' space, events/sub-lets, add-on sales

Largest annual revenue categories, \$



Cost structure and operating profit

Costs by category, \$ per month



TOTAL COSTS

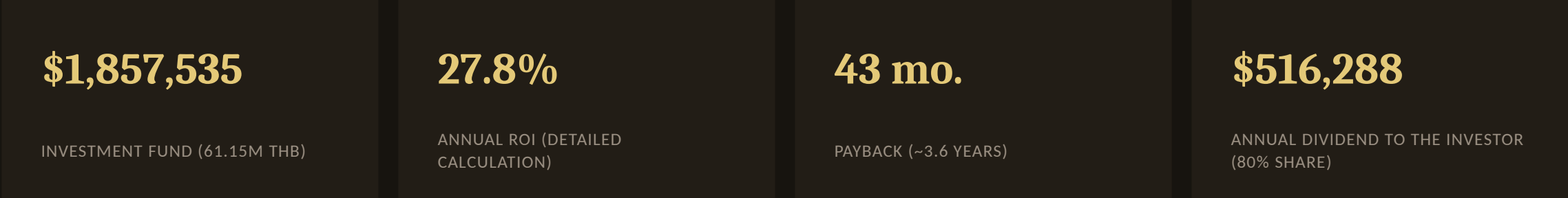
Low: \$113,622 • 74.7%
High: \$142,928 • 61.5%

OPERATING PROFIT

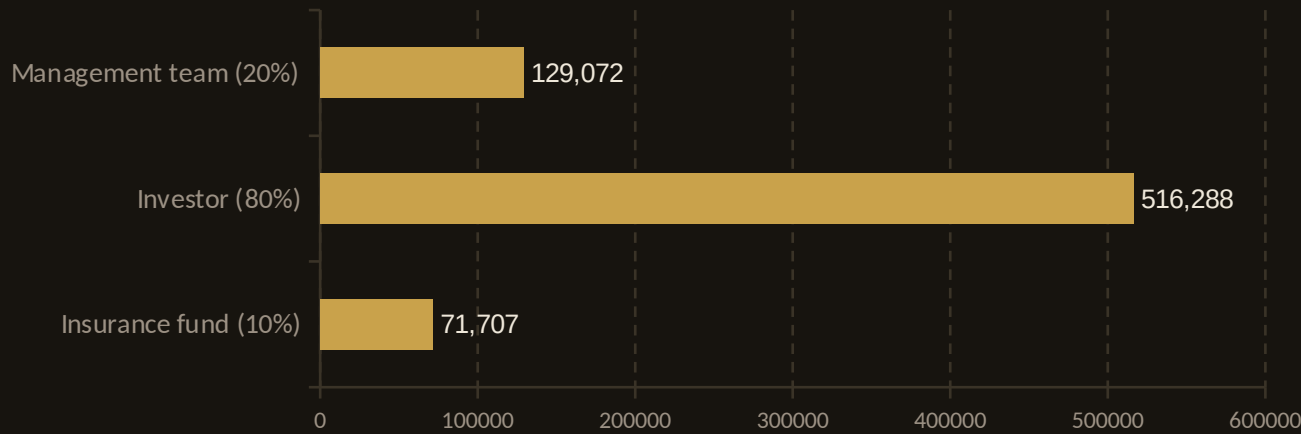
Low: \$38,434 • 25.3%
High: \$89,605 • 38.5%

The largest cost line is payroll (33.5% in low season), followed by food cost. Operating margin rises from 25% to 38.5% in high season through economies of scale.

Investor returns



Annual profit distribution (from the 10% insurance fund and dividends)



HOW IT'S CALCULATED

- 10% of profit goes to the project's insurance fund
- Of the remainder: 80% to the investor, 20% to the management team
- Calculated on the basis of 5 high-season and 7 low-season months

A conservative calculation with 1.5–2× growth potential

The financial model is built on average occupancy calculated from actual data at operating venues: KAIF Samui, KAIF Phuket, Cocoon Viewpoint, and a Phuket sports complex — verifiable statistics on footfall, average check, seasonality and costs.

The model reflects performance during a period of STABLE operation — without factoring in growth in the early years. As the brand develops, significant growth is expected from:

1

A rising average check

2

A growing number of guests

3

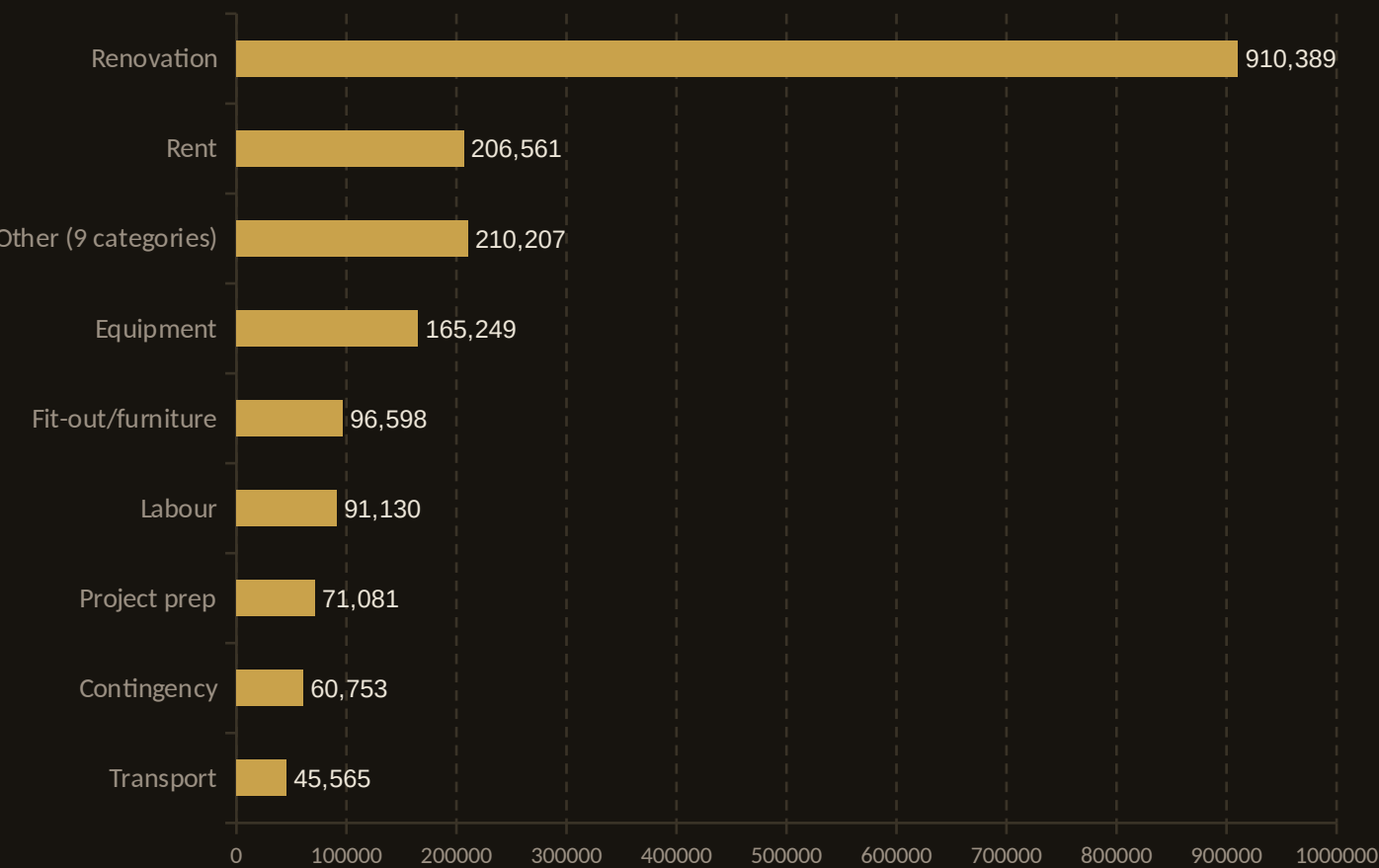
An expanding service line-up

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Economies of scale and cost optimisation

Once the complex reaches full operating capacity (~12–24 months), the projected financial result could be 1.5–2× higher than the base-case calculations.

Investment by category — \$1,857,535



KEY LINE ITEMS

- Renovation and construction — 49.0% (\$910,389), the largest line — reconstruction and new zones
- Rent — 11.1% (\$206,561), covering the construction and launch period
- Equipment — 8.9% (\$165,249): kitchen, sauna, gym
- Fit-out and furniture — 5.2% (\$96,598)
- Labour (installation/set-up) — 4.9% (\$91,130)
- 9 other categories combined (legal fees, decor, tableware, marketing, extra equipment, procurement, uniforms, sound/lighting, delivery) — 11.3% (\$210,207)

Budget breakdown by complex zone

Zone	Amount, THB	Amount, \$
Spa complex	15,840,000	\$481,167
View terrace	10,320,000	\$313,487
Lease terms (key money, deposit, 4-6 mo.)	6,800,000	\$206,561
Villas and apartments	5,800,000	\$176,185
Kids' space	5,720,000	\$173,755
Common areas	2,900,000	\$88,092
2nd parking (bikes/cars)	2,700,000	\$82,017
Contingency	2,000,000	\$60,753
Labour (installation/set-up)	3,000,000	\$91,130
Gym	1,930,000	\$58,627
Reception	1,010,000	\$30,680
Massage	1,000,000	\$30,377
Marketing	1,000,000	\$30,377
Delivery	500,000	\$15,188
Parking in front of the complex	330,000	\$10,024
Legal matters	300,000	\$9,113
TOTAL	61,150,000	\$1,857,535

Seven tranches from signing to launch

1	10,000,000 THB / \$303,767	Lease deposit, company registration, site clearance, architectural bureau advance, parking
2	10,000,000 THB / \$303,767	Payments to construction and sauna contractors, partial furniture and equipment order for the villas
3	10,000,000 THB / \$303,767	Furniture, equipment and decor for the remaining zones, gym inventory
4	10,000,000 THB / \$303,767	Final payments to contractors (construction, sauna, architects), marketing, final procurement
5	10,000,000 THB / \$303,767	Rent for the following period, launch preparation
6	10,000,000 THB / \$303,767	Marketing, launch, staff salaries
7	1,150,000 THB / \$34,933	Final procurement and launch

Tranches can be paid in any convenient form (bank transfer, crypto, cash); each is confirmed by a separate Fund Receipt Act. A detailed budget and payment calendar are prepared within the first month after signing.

51 employees — ~\$31,865 per month

Position	Schedule	TOTAL THB/mo	Qty
General manager	5/2	70,000	1
Deputy manager	5/2	50,000	1
Complex manager (Thai)	2/2	100,000	4
Cleaner	2/2	112,000	8
Waiters	6/1	144,000	8
Accountant + finance	5/2	30,000	2
Bartender	6/1	108,000	6
Sauna & spa lead	5/2	30,000	1
Steam master	1/1	30,000	1
Receptionist	5/2	102,000	6

Position	Schedule	TOTAL THB/mo	Qty
Driver	3/3	45,000	3
Hookah attendant	1/1	30,000	1
Massage therapists	6/1	30,000	3
Nanny	6/1	30,000	2
Head chef	6/1	60,000	1
Sous chef	6/1	60,000	2
Gardener	6/1	18,000	1

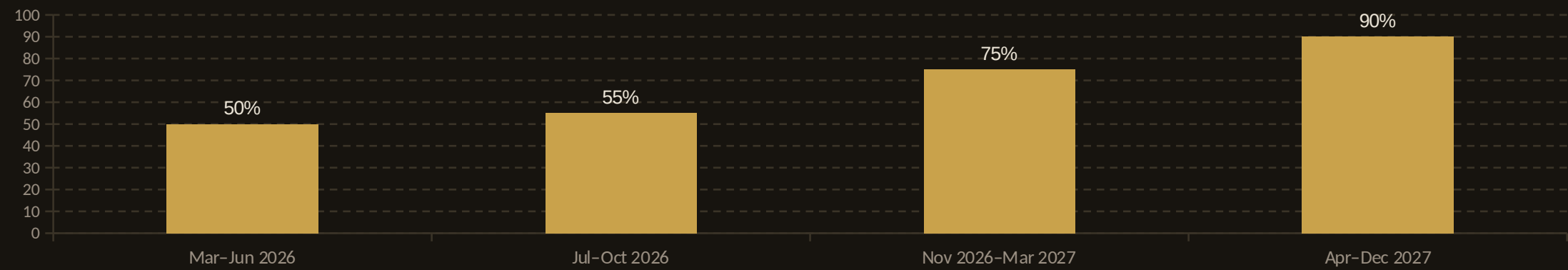
TOTAL PAYROLL: 1,049,000 THB / ~\$31,865 per month · 51 employees

From groundbreaking to full occupancy — 24 months



Total: a standard preparation and launch cycle of ~5-6 months with contractors performing optimally. Opening: March or May 2026.

Occupancy forecast after opening



A multi-channel promotion strategy

Product

Brand book, website, social media, a 3D tour of the complex, loyalty programme

SMM (28+ activities)

Targeted advertising, SEO, influencers and ambassadors, content calendar, mystery-guest checks

Outdoor advertising (12)

Billboards, taxi and airport advertising, hotel partnerships

On-site advertising

Point-of-sale materials, menus, signage, cross-promotion between the complex's zones

Cross-marketing

Partnerships with local businesses, hotels and tour operators on the island

China

A dedicated strategy for entering the Chinese tourist market (WeChat, Xiaohongshu, local OTAs)

Optimisation

Google Ads, landing pages, conversion analytics for every channel

Investment agreement and corporate structure

1. Investment agreement

- A separate agreement between the investor and the management team — standard private investment agreement practice
- Bilingual (Russian/English) with a designated governing version in case of discrepancies
- Remote signing available (scan/electronic signature)
- Fixes: the investment amount, shares, timelines, party responsibilities, exit and force-majeure terms
- Every transfer is confirmed by a bank document + a Fund Receipt Act
- On completion of each stage — a Service Delivery Act with the final amount and confirmation timelines were met
- All addenda, schedules and budgets — as written appendices to the agreement

2. Corporate structure (Thailand)

- Foreigners may own no more than 49% of an ordinary Thai Limited Company
- Base structure: 51% — the Thai shareholder (director), 49% — split between the investor and the management team
- Supporting documents: Certificate of Incorporation, Company Affidavit, Shareholder List (Bor Or Jor 5), Articles of Association

3. Lease agreement

- Options: lease held by the Thai company / an individual / the investor's name
- Registered for terms of 3+ years; a single registration is capped at 30 years

Dividends, insurance and supporting documents

4. Dividends and payouts

- Paid only after financial statements are approved and profit exists
- Transferred to the investor's account with confirmation by a payment document
- Reflected in the company's accounting records

5. Insurance

- Property Insurance
- Public Liability
- Business Interruption (where a carrier is available)

6. Additional legal documents

- Shareholders' Agreement
- Power of Attorney (limited)
- NDA (confidentiality)
- Internal Management Agreement
- Accounting & Audit Agreement

Market and construction/technical risks

1.1 Tourism seasonality	Year-round segments (bathhouse, SPA, sport, kids), engagement with the local community, memberships, an events calendar
1.2 Rising competition	The “all-in-one” niche is hard to replicate, distinctive view-driven design, a loyal base since 2023, continuous upgrades
2.1 Rising material costs	Fixed-price budgets, early procurement, vetted contractors
2.2 Construction delays	A 15–20% schedule buffer, weekly reporting, parallel workstreams
2.3 Engineering system issues	A technical audit before launch, backup pumps and power supply, fire-safety compliance

Operational and financial risks

3.1 Staff shortages	The KAIF Training System, hiring trainers, a retention programme (bonuses, career path, housing), standardised procedures
3.2 Staff turnover	Brand culture, KPI-based incentives, above-market working conditions, a strong management team
3.3 Service quality	Ongoing training, direction-level supervisors, weekly checklists
4.1 Currency fluctuations	Advance procurement, hedging on large payments, local alternatives where possible
4.2 Financial planning errors	A multi-scenario model (pessimistic/base/optimistic), tranche controls, a 5–10% contingency fund

Legal, administrative and reputational risks

5.1 Regulatory changes	Working through local lawyers, regular compliance reviews, a legal structure aligned with regulations
5.2 Land and lease risks	A long-term lease of 15+ years, sub-letting rights, third-party protection, buyout option, a fixed rate, clear title registration
6.1 Negative reviews	Fast resolution of negative situations, a strong front office, a manager on every shift, active social-media engagement
6.2 Guest safety	Clear safety standards, continuous staff supervision, age/health restrictions, cameras and monitoring

Bottom line: every major threat has been assessed, mitigations are in place, and there is a track record of successfully running KAIF Samui — the project scales safely and systematically.

Natural, health and technical force majeure

7.1 Natural events

Rain, storms, power outages. Mitigation: reinforced drainage, backup generators for critical zones, moisture-resistant materials, rerouting traffic to indoor zones

7.2 Health-related restrictions

A recurrence of epidemiological restrictions. Mitigation: a focus on individual services, in-app booking, flexible formats, longer-duration memberships

7.3 Equipment breakdowns

Stoves, pumps, ventilation. Mitigation: redundancy for critical systems, regular servicing, spare parts held in advance, emergency-repair contracts

Administrative, logistical and social force majeure

7.4 Administrative restrictions

Changes to SPA/safety regulations. Mitigation: a 20–30% buffer above requirements, engagement with authorities, transparent accounting, internal audits

7.5 Shipping delays

Especially for equipment from China/Europe. Mitigation: early procurement, suppliers with short delivery cycles, a 30–60 day buffer, 3–6 months of stock on hand

7.6 Social disruption

Staff unavailability, protests. Mitigation: cross-trained staff for cover, temporary-staffing contracts, the ability to operate in a reduced format

Thanks to careful engineering, backup systems, the complex's multi-functionality, a strong IT ecosystem and diversified income sources, KAIF 2.0 is resilient to external shocks and can keep operating even under partial restrictions.

Final deal terms

Investment required	\$1,857,535 (61,150,000 THB); overall programme budget ~\$2,000,000
Form of participation	Investment tranches on a 7-payment schedule, in any convenient form
Profit share	80% to the investor / 20% to the management team, after a 10% allocation to the insurance fund
Return	27.8% annually (detailed calculation), payback in ~43 months (3.6 years)
Land lease term	9–15 years with protective clauses (sub-letting, a fixed rate)
Legal protection	A Thai holding company, a Receipt Act for every tranche, an investment agreement
Opening	March or May 2026 — low season, reaching peak occupancy by the 2026–2027 season

THANK YOU FOR YOUR ATTENTION

Let's discuss the details?

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