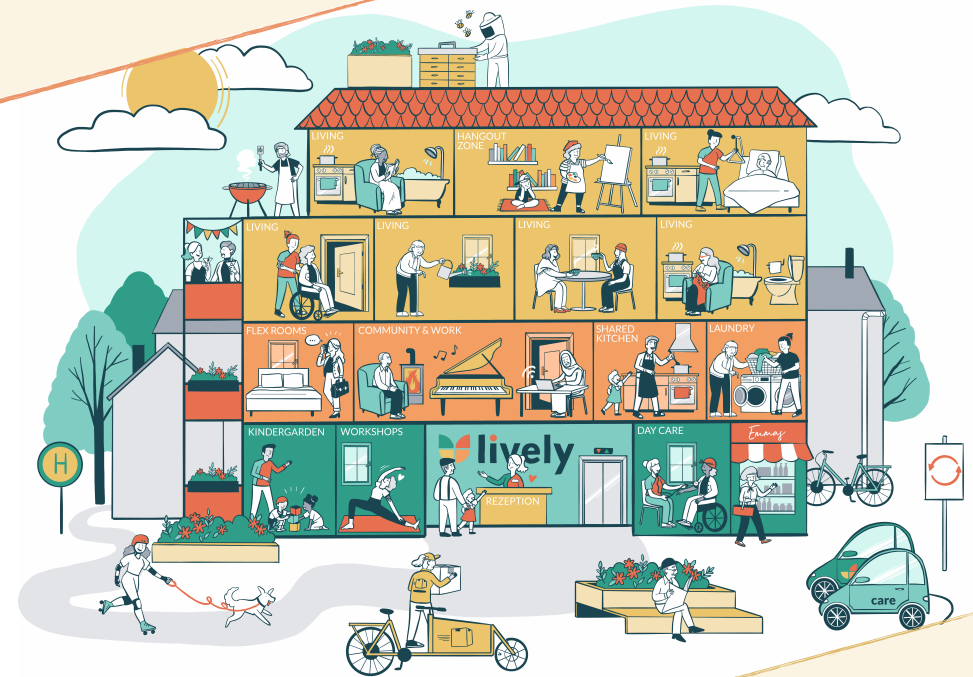




*The New Way
of Living*



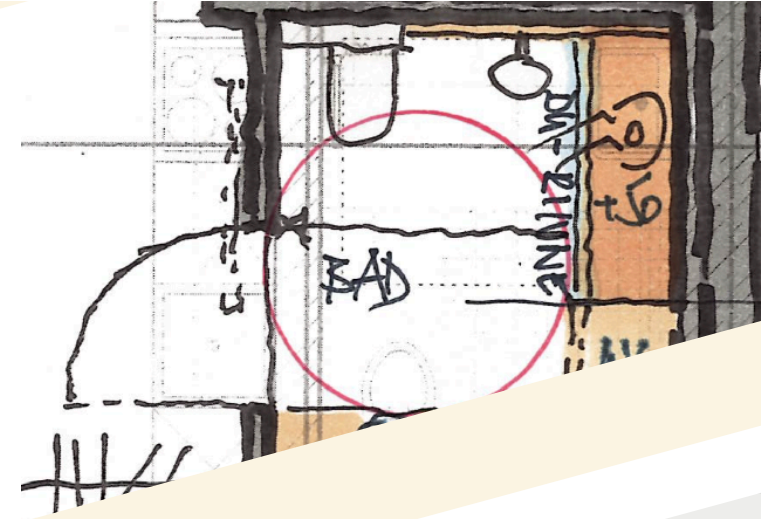
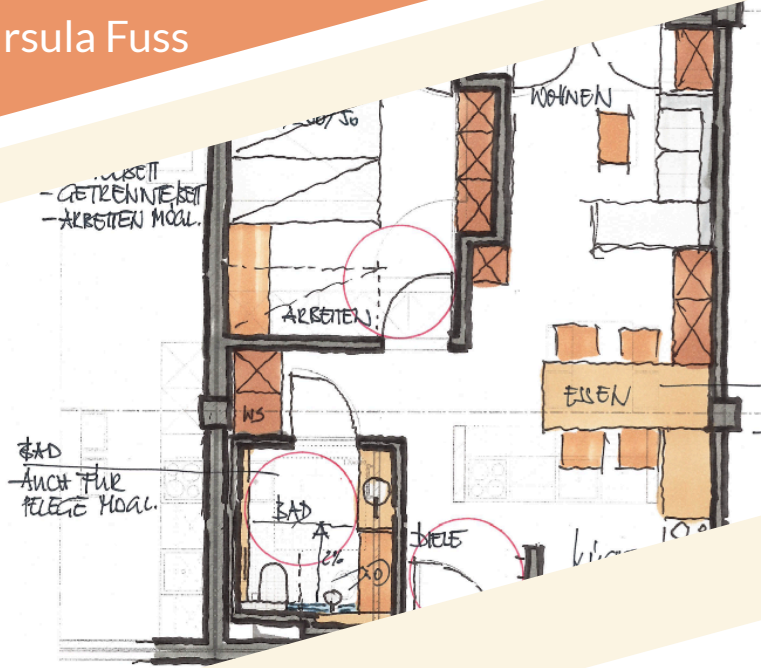
**Our vision is to enable the elderly
to enjoy a better quality of life.**



Serviced Co-Living for Seniors

We create a form of housing that people want for their old age -
independent living in one's own home.

lively - Serviced Co-Living for Seniors
© 2021



A holistic operator concept
From care level 0 to 5.

Residence

living with bathroom,
pantry & balcony

concierge-service

green areas

common areas

Activity

workshops

personal growth

co-working

co-creation

Community

Care Services

(optional)

care services by conceptually strongly
integrated, external care partners.

Service

(optional)

domestic help

shopping service

social
accompaniment

courier services

„lively is an impressive example of how people will live in the "Third Age" tomorrow: *modern, connected and design-oriented*. Like no other, the founders manage to perceive life in old age more holistically and with a completely new perspective to create innovative living solutions.“

Lars Kilchert, CEO pflge.de

**team &
service**

Cause you're never too old to make new friends and to learn something new.

**safety &
technology**

Cause you're never too old to try out ,the new thing'.

**design &
atmosphere**

Cause you're never too old to live in style.

**activity &
health**

Cause you're never too old to be active, happy & healthy.

COLORFUL

CONNECTED

WARMLY

DIGITAL



THE EMBASSIES

*HOW DO WE
(WANT TO) LIVE ?*



Inc.



MONOCLE

BUSINESS
INSIDER



BILANZ

Handelsblatt

THE EMBASSIES

*HOW DO WE
(WANT TO) LIVE ?*



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Handelsblatt

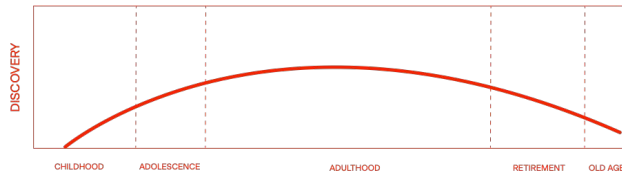
DEMOGRAPHIC & SOCIO-DEMOGRAPHIC SHIFT

Boomer generation are demanding a vastly different experience for their later years

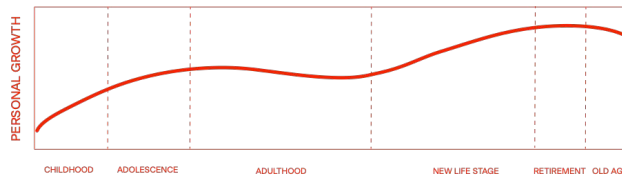
ADDRESSING KEY TRENDS

A shift is taking place

TRADITIONAL VIEW OF LIFE



NEW VIEW OF LIFE



CUSTOMER

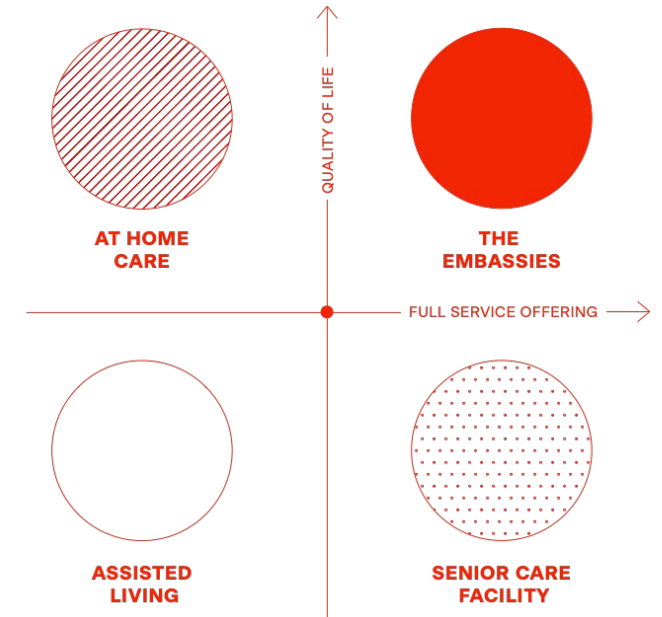
Affluent boomer generation



- Premium lifestyle experience
- Urban context in multi-generational setting
- Self-determination
- *70 is the new 50*

POSITIONING X COMPETITION

Benchmarking against retiring at home (alone)



CO-LIVING FOR THE BOOMER GENERATION

Destination-build for the city

LIVING-AS-A-SERVICE

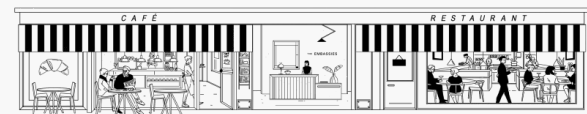
Furnished premium apartments with on-demand services and amenities. For those who value privacy and community. Seamless transitions, self-determined living for independent people.

PRIVATE MEMBERS CLUB

Ambassadors club with rich cultural programming and other amenities including short-term stay apartments.

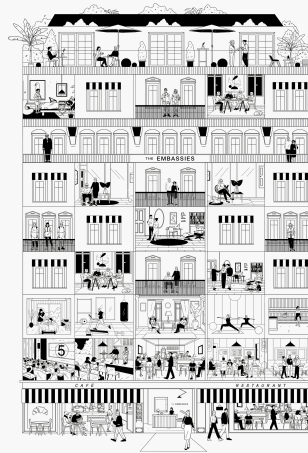
PUBLIC

Bespoke culinary offering, where guests are welcome and neighbors become friends.



REAL ESTATE: BUILDING GLOBAL PORTFOLIO

Long-term lease agreements & residential footprint



*Residential
Living*

GLOBAL PORTFOLIO

PRIME REAL ESTATE

- 6,000 – 15,000 sqm / location
- Vibrant, multi-use area, walkable areas
- Landmark buildings, stand-alone

OPERATOR CONTRACTS

LONG-TERM YIELDS

- Commercial rent contract
- 20-30 year turn-key lease agreements
- Premium rents and yields

STABLE TENANTS

RESIDENTIAL FOOTPRINT

- Long-term letting = residential stability
- Revenues from long-term guarantee rent
- Members-club, F&B additional profit centers



STRONG EXPERTISE IN PLACE-MAKING

Experts in Hospitality, Lifestyle, Brand, Digital

FOUNDING TEAM

Jan Garde, Founder

James Graves, Co-Founder

Henning Weiss, Co-Founder

BOARD OF DIRECTORS

Elena Walder-Schiavone

Dr. Christian Knörle, Porsche

Jan Garde, Chairman

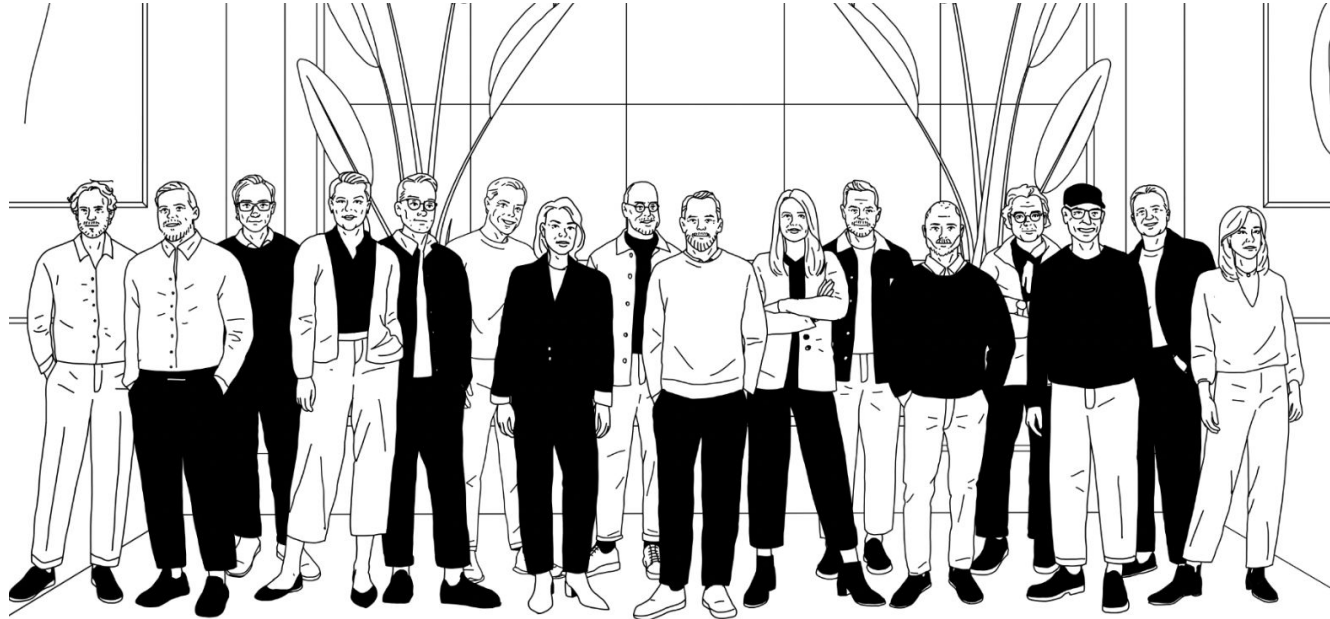
ADVISORY BOARD

Tyler Brûlé

Christoph Hoffmann

David Stewart

Eva Riegel



SHAREHOLDERS



PORSCHE



MONOCLE



Curious?

email: jg@embassies.com

instagram: [@theembassies](https://www.instagram.com/theembassies)



THE EMBASSIES

