



HFB Benchmark, Inc. (HFBB)

Premium Student Dedicated Apartments

HFBB Executive Summary

June 2017

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Introduction

HFB Benchmark, Inc. (HFBB) will offer a higher quality of student housing in real high standard apartments at a competitive price.

"We are not student pods" (miniature rooms in large hotel like structures, the typical room found in Purpose Built Student Housing)

An opportunity to invest in emerging student accommodation markets in prime cosmopolitan city center locations across Europe

European Student Accommodation + Prime City Center Locations

Core Values - Due Diligence - Fiduciary Duty - Experience - Reliability

Company Overview

HFB Benchmark, Inc. (HFBB) purpose is to create value by leveraging diversified property holdings with above average rental yields and high occupancy rates.

Our goal is to develop a portfolio of modern, premium student accommodations located in prime central locations in university cities across Europe.

Our strategy is to acquire severely discounted properties in major European cities with emerging student housing markets - fully refurbish the assets into modern flats - and generate a highly profitable revenue stream by dedicating rentals primarily to international university students seeking premium student housing.

The Company will target properties discounted between 30%-70% from current market value from off- market resources and High Street Banks. The Company seeks to acquire between 10-15 properties per year, producing 8-12 furnished flats per asset, per year. Each flat will consist of a minimum of 3-4 units producing a target goal of 1,000 student housing units over a 3 year period.

There is a growing imbalance in supply and demand for student housing and occupancy rates in student halls are at 100% during the academic year.

Vision

A Top Provider of Student Accommodation in Emerging European Markets

Mission

Rent high quality apartments, primarily to international university students

Develop new innovative products and strategies in the field of property technologies

Provide strict fiduciary duty for our stakeholders and business partnerships

Develop 1,000 High Standard Apartment Rooms Over the Next 3 Years

Objectives

Creating an Investor Model with a goal of 20% ROI in Year 1

Maintain a minimum 90% occupancy rate throughout the year

Using the model to obtain €20M Leveraged Collateral Financing

Fund development expansion to 1,000 units by year 3

Increase annual ROI to minimum +50% by year 3

VINTAGE YEAR - 2020

Legal Structure and Ownership

Fully OECD Compliant

Incorporation

HFB Benchmark, Inc.

International Business Company

Dually Incorporated December 14, 2015

Registered Domicile - Mahe, Victoria, SC

Representative Office - Barcelona, Spain

Representative Office - Gothenburg, Sweden

Company History

Startup Founded - December 14th, 2015

Secured Banking SBA - February 23rd, 2016

Launched Beta Websites - April 1st, 2016

Created Beta Social Media - April 25th, 2016

Room Request Within 24h - April 26th, 2016

Raised Initial Seed Funding - August 4th, 2016

Completed Research Phase - February 1st, 2017

Start Initial Coin Offering R&D - April 15th, 2017

Published ICO White Papers - June 15th, 2017

Launched Pre-ICO Website - June 15th, 2017

Location

Leading acquisitions, "Investor Model" MVP, Barcelona, Spain.

Problem Statements

A growing supply & demand imbalance in emerging student housing markets has student halls at 100% occupancy, leaving as many as 2/3 of the students without accommodation, leaving them the frustrating task of finding rooms on their own, with little or no help from the universities.

Students are not happy with the housing situation, they feel frustrated with the process and the lack of assistance when it comes to finding appropriated student accommodations.

Student Accommodation is the #1 University Student Complaint in Barcelona.

There is a growing supply & demand imbalance in emerging European student housing markets

There is a high demand for quality student accommodation

Lack of options for quality student housing.

Little or no help from the Universities.

No easy way to find ideal living quarters.

Number 1 university student complaint.

Our Solution

HFBB will provide a simple, all-in-one solution for student housing - online booking; search, reserve, pay online from anywhere.

Providing a one-stop shop for secure, quality accommodation, - Easy online access from any mobile around the world, simple reservation and payment solutions, check availability, amenities, roommates, etc.

all online - property technologies (focus emerging student housing markets)

High standard apartments for dedicated rentals to qualified university students

Provide rooms in real high standard apartments, not student pods.

Easy online platform to search location, amenities and availability.

Book rooms and pay online from anywhere around the globe.

Comfortable rooms, convenient locations and more social freedom.

Live with other students, not locals.

Competition

There has been relatively little investment in the sector in Spain until recently. The Student Hotel bought 600 beds from Melon District in Barcelona in 2015. Outside of the university beds, RESA (8,300) and ALUNI (4,784) are the main private operators, while Threesixty has a number of schemes and developments in Barcelona and Madrid totalling over 1,530 beds under the Nexo Residencias brand.

Product Overview

A quality student living experience with complete independence.

Premium Apartments Dedicated for Student Rentals.

Real High Standard Apartments, not Student "Pods".

Peer Grouping - Live with other students, not locals.

Utilities included, on site bike storage and laundry facilities.

Product Features

Comfortable Accommodations

Convenient Locations

Spectacular social freedom!

Utilities Included

On Site Facilities

Peer Grouping

Free WiFi/High Speed ADSL

Product Revenue Model

High standard apartments at a reasonable price

Silver standard/450 euro per month

Gold standard/550 euro per month

Platinum standard/650 euro per month

*Prices vary based on location, room sizes and amenities offered.

9/12 mo. standard lease, 6 mo. special circumstance

***10% discount for Pre-pay and Referral Program

SBA'S with local student program operators

Product Marketing

Advertise through online portals, Social Media Marketing, word of mouth and referral program

Building our own online web portal and unique brands -

HappyFlatsBarcelona.com, Advertise through the many free classified

online portals (for example, international portals - craigslist.com, and local market sites - idealista.com in Spain), Social Media Marketing (Facebook, Google+, Instagram), word of mouth, referral program and SBA's with university related websites, trade shows and social events.

Book online, by calling or visiting the office in person.

Target Market

International university students, Erasmus students, graduate university study programmes, local university students who seek quality over price

Global student mobility increasing -Growing market for 2020 vintage year, sustained growth through 2025 and beyond

Europe boasts the highest number of students from overseas.

European universities attract 1,400,000 international students annually, compared to 750,000 in North America and 437,000 in Asia. Europe dominates the globe in respect of attracting international students, yet the provision of purpose-built accommodation is 10 years behind that of the UK and US in its maturity. Demand, however, is similar to the UK and US market. There are currently 13.4 million students in Western Europe of which over 7 million live away from home. Europe's student population is growing rapidly. It is a major recipient of internationally mobile students who are forecast to reach eight million by 2025.

With global student mobility increasing, and European institutions actively recruiting more non-EU students, purpose-built student accommodation comes into its own. Private student housing operators providing a one-stop shop for secure, quality accommodation, may find themselves with a commercial edge

Barcelona (city) - 170,000 students with 11,000 purpose built rooms.
Barcelona Students - In 2015, about 33,000 students, approximately a quarter of them international, applied for places in local residence halls, given the total number of places available is 11,000, it becomes clear that only a third of the students in Barcelona can be accommodated.

Trend - Governmental 2015-2020 "Strategy for the Internationalization of Spanish Universities". The programme's objective is to attract as many international students as possible to Spanish universities through a set of measures, including easing the visa regime for international students and bilinguisation of courses - 1 in 5 courses taught in English by 2020.

Sustainable Competitive Advantage

Smart Leverage Strategy - Leveraging Assets for Exponential Growth in Rental Revenues and Asset Values

Smart Structure* - Provides geography risk protection (clusters), more diversity of locations, easier management, product risk protection (Seg. Cell), easier liquidation, avoids Gov't "red-tape" - current regulatory problems of purpose built housing and short term rentals, avoids pitfalls of "student pod" investments, faster development speeds with unlimited outsourcing resources (plus hire/fire based on performance)

*Apartment Cluster Strategy - easier to manage, diversity of location, geography risk protection.

*Segregated Cell Structure - faster developments, higher liquidity, product risk protection.

*Real Bank Certified Apartments (not student pods) - multi-use, sell or

rent to anyone, mortgageable assets, avoid student "pod" pitfalls.

*Student "Dedicated" Rentals - avoids Government "red tape" and circumvents bidding process for large "purpose built" developments.

*Local Price Negotiator - many years developing local market connections and SBA's allows us to secure lower prices on comparable assets.

Local SBA's - Price Negotiator Business Connections

Higher Gross Margins (smart structure - use of SPV, offshore asset protection holding companies and jurisdictions, turnkey and outsourcing for lowest price competition ex. hire/fire performance based)

Business Model and Strategy

See: interactive Business Model Canvas:

<https://canvanizer.com/slideshow/wjBLas7jVtEQD#/>

Our Aim

Our aim is to provide shareholders with regular, sustainable and growing long-term dividends, together with the potential for capital appreciation over the medium to long term.

Locations

- o Prime university cities and towns
- o Walking distance to university
- o Close proximity to shops, entertainment and transport links

Buildings

- Smart Buildings using IoT and Prop-Tech
- Medium-sized assets with 30-40 beds
- Bank certified, multi-use, apartment buildings
- High-end concept layout and communal facilities

Customers

- International students
- Graduate students
- Local students
- Beyond first year of study
- Upper quartile by rental spend

Smart Structure

- Low cost, Turn-key Outsourcing Strategy
- Apartment Cluster Strategy
- Segregated Cell Structure
- Real Bank Certified Apartments (not student pods)
- Student "Dedicated" Rentals (not purpose built)
- Local Price Negotiator
- One Stop Shop

Optimising Value

Our Business Model delivers value by building a portfolio of properties, through acquisition of debilitated assets and development of modern apartments, to offer premium university student accommodation.

Buildings

We optimise the value from our buildings through:

- o direct let model;
- o active operational management;
- o employment of appropriate leverage;
- o standardised design specifications that are high quality but robust; and
- o creating clusters of assets in cosmopolitan and capital cities to facilitate economies of scale and operational benefits while ensuring each building retains its individual character.

Investment Strategy

Our strategy is to focus on acquiring and developing premium, direct-let student accommodation assets which are centrally located in prime university cities in emerging European markets and which meet the needs of both international students and a more mature customer base.

Development of an Operating Platform to Optimise Value

Develop our own online operating platform to provide marketing, management and maintenance services to our operating portfolio. This will be an internal, centralised platform for our marketing and financial

control functions, run online and which will connect our entire portfolio of operating properties, in order to optimise cash and operational management as well as present a consistent brand when marketing to our customers.

Business Revenue Model

Create "Investor Model" MVP (Minimum Viable Product) to acquire a 10 apartment, 30-40 unit building.

Implement Apartment Cluster Strategy, Segregated Cell Structure, Real Bank Certified Apartments (multi-use, flexible use and easier liquidation)

Use this model for Smart Leverage Strategy to obtain €20M for expansion development funding.

Smart Leverage Expansion Development - 20M, 3%, 10yr - 1,000 units over 3 year period

Healthy 35% of net profits distributed annually, target ROI - 50%-4x's, 3-5 yr. period

Financial Forecast Highlights

Financial Opportunity

Opportunity for consistent high returns with a relatively low risk.

Consistent above average returns - both growth in asset value and steady income.

Healthy 35% distribution of net profits, annual dividend payment.

Investor Model - formation of local Rental Company, leading

acquisitions - single asset (building), 10 apartments, 30-40 units.

Financial Forecast

Target 12% annual ROI (downside)

Tremendous growth through Smart Leverage

25%-4x's annual ROI

25x's cumulative ROI or higher 3 yr.

40x's cumulative ROI next 3-5 yrs.

Management

Experience and Expertise

In today's global economy, we believe trust-based business partnerships have become exponentially important in order to achieve long term success. With +40 years combined experience in the financial services industry, our team provides the type of world-class stewardship and reliability that allows our business partners and strategic alliances to rest assured they are always in good hands with HFBB.

Core Team

Mr. Bertil Olsson, Director, Finance

Mr. Olsson has served more than 30 years as an executive level auditor for PricewaterhouseCoopers, the largest and most trusted financial service firm in the world. Having spent over three decades, across diverse industry sectors, he provides the Company with true world class stewardship. His experience includes several positions as a trusted advisor and board member for a large pension fund. He is one of the

most trustworthy individuals in the world today who has spent his entire employment history looking after other people's money and finances.

Mr. Ismael Peregrina, Director, Operations

Mr. Peregrina has spent over 10 years building important connections in the local area real estate market. He is an entrepreneur with a strong business acumen who possesses an array of key strategic business alliances in both the residential and commercial property markets. He brings a wealth of valued experience in the field of social media marketing and a keen insight into new emerging technologies. Well known to all of his colleagues as a fierce yet fair negotiator who is a very trustworthy individual, holding a very successful investment track record.

Mr. Karl Scholler, E.I.R., Research and Information

Mr. Scholler has developed his career in private equity and venture capital for over 20 years. He has vast experience in the financial services arena, specialising in private asset protection and legal tax reductive offshore structures through use of special purpose vehicles (SPV's). He has more than 15 years experience in the venture capital arena performing strategic analysis and policy design for new business ventures. He has gained a deep understanding of the Student Accommodation Industry spending the past 5 years researching the Barcelona student property market.

Turn-key Strategy

A highly streamlined consortium effort of experienced financiers and established local business operators, outsourced to fully licensed and insured developers, top end firms and experts with proven track records.