



**FREEDOM BAY**  
**ST LUCIA**

**LUXURY HOTEL, SPA RESORT**  
**PRIVATE RESIDENCES**

**Key Information**  
**Fractional Hotel Villas**



## FREEDOM BAY ST LUCIA

LUXURY HOTEL, SPA RESORT  
PRIVATE RESIDENCES

Freedom Bay is located in Malgretoute on the warm west coast of St Lucia, an island of unparalleled beauty. The island is the 'undiscovered' gem of the Caribbean yet has it all – mountainous terrain, rainforests, coral reefs, eternal sunshine, a hospitable culture and an established global infrastructure with direct flights both from the UK and the US.

A LUSH 77 ACRE PRIME SITE  
AT THE FOOT OF THE  
ICONIC PITONS OF ST LUCIA



*Front to a four - bedroom villa*

## WHAT WE OFFER AT FREEDOM BAY



- A world class, low density, eco-luxury beach resort on the tropical island of St Lucia
- Luxurious living through iconic design and exemplary service
- A lush 77 acre prime site at the foot of the iconic Pitons of St Lucia
- Development of an international branded five-star hotel with
  - 29 detached one and two-bedroom hotel villas
  - An exclusive private residential estate comprising three and four-bedroom super luxury villas and 94 various sized apartments
- Fractional Ownership scheme to suit both investors and lifestyle buyers
- 25% discount on front-line Phase 1 hotel villas
- Operated and managed by award winning Six Senses Resorts and Spas Group
- Projected annual income from 10%
- A UNESCO World Heritage site
- Mortgages available subject to status



# EXPERIENCE PARADISE AT FREEDOM BAY

## The Resort

The luxurious resort is located, uniquely, within a UNESCO World Heritage site at the foot of the iconic Pitons. This prime site has lush tropical forest with endemic birds and trees and a white sandy beach within its own bay. The topography undulates upwards from the beach offering impressive views of Petit Piton, Soufriere and the Caribbean Sea.

## The Development

The resort development includes an international branded five-star hotel with 29 detached one and two-bedroom hotel villas, an exclusive private residential estate of 50 three and four-bedroom super luxury villas and 94 various sized apartments, all with hotel concierge service.

## The Hotel

The five-star hotel facilities will include three restaurants, lair, library, chill-out and cocktail bars, epicure deli, marine jetty, rainforest spa and a wellness centre, tennis club, diving school and a natural waterfall.

## The Private Residences

These luxurious residences will each include a private infinity swimming and reflecting pool, access to the beach, private gardens, outdoor showers and dining areas, concealed service quarters, entertainment patios and the most up-to-date home technology.



Front to a three - bedroom villa

## Key Eco-Lux Features

- Sustainable building materials from local sources
- Electric buggy to shuttle guests around the development
- Food to be sourced from local growers and producers
- Spa treatments to include native berries, leaves, plants and other natural sources
- Structures to be LEED Platinum certified
- Water recycling and rainwater collection
- Solar panels
- Natural ventilation design



*Three - bed villa typical master bedroom*



*One - bed villa typical master bedroom*



*Front to a one - bedroom villa*

# SIX SENSES RESORTS AND SPAS

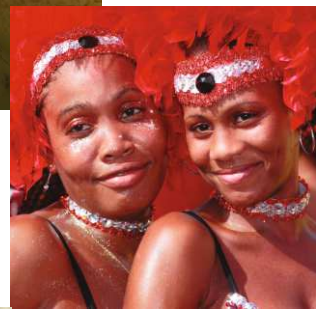
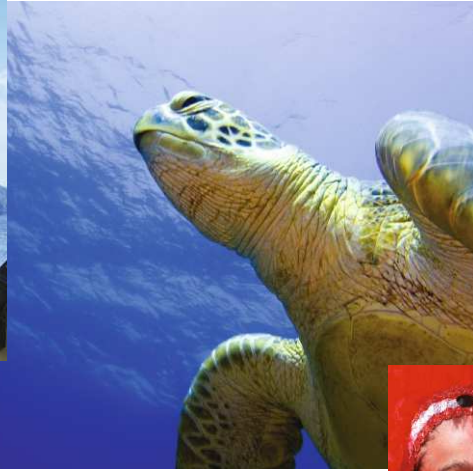
Freedom Bay has secured, subject to contract, the award-winning five-star operator Six Senses Resorts and Spas Group on a 30-year renewable management arrangement. Six Senses Resorts is a highly respected international brand synonymous with luxury sustainable vacations.

They have an exemplary reputation for contemporary chic luxury, unparalleled service and eco friendliness. Their 26 resorts and 41 Six Senses spas are mostly in South East Asia and the Middle East and the company has a growing European presence. This will be Six Senses' first resort in the Caribbean and Freedom Bay will set a new standard for sustainable luxury in the region.

As well as operating the hotel, Six Senses Resorts will manage the Freedom Bay spa and the private residences. Services offered by Six Senses will include in-house catering, event arrangements, delivery of food and beverages, laundry service and general housekeeping, as well as rental management service to those owners who wish to rent their property.

Six Senses is synonymous with superlative yet natural luxury and pride themselves on bringing sustainability to the high-end resort market.





# ST LUCIA

## SIMPLY BEAUTIFUL AND WELCOMING

The tropical island paradise of St Lucia is the perfect haven for romance, adventure and home to some of nature's most precious natural beauties. Unblemished landscapes and perfect scenery make St Lucia the consummate location for a luxurious resort such as Freedom Bay and everything it has to offer.

The island offers an active and healthy outdoor lifestyle for all interests. Its mountainous terrain, rainforest and waterfalls will be 'seventh heaven' for walkers and mountain bikers. Stunning beaches abound and St Lucia is a diving paradise where both beginner and experienced divers and scuba divers will enjoy the beautiful variety of coral, sponge and marine life.

Alternatively take a horseback canter along the beach, go deep-sea fishing, dolphin and whale watching, kite surfing, sailing, zoom around the bay on a jet-ski, play a game of tennis or just sip a local cocktail as the sun sets below the horizon.

For golfers the island offers fantastic championship golf courses with excellent facilities.

Indeed St Lucia has a busy sporting and cultural calendar that sets the pace for a vibrant social life all year round. From the parades on Independence Day in February to the Atlantic Rally for Cruisers, the world's largest transoceanic race in December.

Other highlights include the St Lucia Jazz Festival, one of the premier jazz events of the world and, of course, the greatest show on the island's schedule is the annual Carnival in July - a vibrant and colourful extravaganza spanning an entire month.

St Lucia's cultural mosaic is enriched by its African, English and French heritage and this is evident in its language, governmental system, historic monuments, music, literature, art and cuisine.



# ACHIEVE YOUR PROPERTY INVESTMENT GOALS IN ST LUCIA

## PROPERTY INVESTMENT POTENTIAL IN ST LUCIA

- The same opportunities and luxuries as Barbados, ***but at a fraction of the price!***
- Properties are on average between 40% and 60% cheaper than their Barbadian equivalent
- The World Bank recently placed St Lucia in the top 30 countries in the world to invest in – the only CARICOM (Caribbean Community and Common Market) island to make the list
- A stable government who have and will continue to invest heavily in tourism and infrastructure
- In 2008 / 09 that investment was US\$56.3m, part of a recent significant year-on-year increase of 4.7%
- Year round tourism has continued to grow by 2.2% a year since 2007
- High occupancy levels in five-star resorts for 2008 / 09 remain at around 80%
- Average occupancy at Freedom Bay forecast at 67% and average room rate of \$1,016. *HVS Study 2010*
- Clients benefit from 50% of this revenue and of the 25% discount available for Phase 1 purchasers
- Assuming a very conservative growth of 5% for property prices in St Lucia and a five year investment period, ***the IRR for this investment would be an excellent 17%***
- **Investors in Phase 1 of Freedom Bay will benefit from a 25% discount on front-line hotel villas and with interest in fractions expected to increase with the launch of the hotel investors can look to benefit from inherent capital growth.**



25% DISCOUNT  
AVAILABLE  
FOR PHASE 1  
PURCHASERS

# OUR GLOBAL PARTNERS



## The Developer – Whitton International

Led by the well-known global property entrepreneur Robert Whitton, Whitton International's mission is to design iconic five-star resort hotels and residences in the most enviable locations in the world promoting the principle of sustainability, multi-use, conservation, connectivity, safety, social responsibility and the creation of a community that shares the values and traditions of the local area.

Freedom Bay is such a destination and will offer investors who enjoy the very best in life a never to be forgotten experience of an environmentally sensitive development offering privacy, accessibility and exclusivity in architectural design and location.



## The Realtor – Whitton Best

Whitton Best is the leading global property company specialising in luxury fractional ownership sales and distribution with exclusive properties and resort developments around the world. Whitton Best was formed to combine the strengths of Whitton International with the Best Group to meet the growing demands of high net worth individuals looking to source and invest in the world's most exclusive properties.



## The Hotel Operator – Six Senses Resorts and Spas Group

The company has secured, subject to contract, the award winning five star hotel operator Six Senses Resorts and Spas Group on a 30 year renewable management contract. Six Senses Resorts is a highly respected international brand synonymous with luxury sustainable holidays and has an exemplary reputation for contemporary luxury, unparalleled service and eco friendliness.

Six Senses operates 26 resorts in six different countries worldwide.



## The Architect – Richard Hywel Evans

Freedom Bay has been designed by the award-winning architect Richard Hywel Evans, a specialist in beach-front design and in bold, stylish resort architecture. His recent projects include the Prickly Way Waterside and the Mount Hartman Bay Estate, both in the West Indies, and developments in the Maldives, Seychelles and the UK. The team and its partners are located in London, the US and St Lucia.

# PURCHASING THROUGH FRACTIONAL OWNER

## A unique product for investors - what is being offered?

- An opportunity to invest in a Six Senses Resort hotel suite in Freedom Bay, St. Lucia's most exclusive world class resort at the foot of the Pitons
- An opportunity to purchase a fraction of a property and benefit from a rental programme supported by one of the strongest resort and spa hospitality brands, Six Senses Resorts
- A unique flexible usage plan to allow clients a choice between using your hotel suite or renting it through Six Senses Resorts. Clients could be enjoying free holidays or a strong income opportunity
- **EXCLUSIVE FOR PHASE 1 PURCHASERS: Phase 1 investors will have the opportunity to invest at a 25% discount off opening prices and with a guaranteed exit strategy**

## How does it work?

- Clients purchase a share of a freehold hotel suite direct from the developer
- Each hotel suite is registered at the land registry in St. Lucia and your ownership is protected by a UK trust
- Each hotel suite is divided into 18 fractions, with each owner entitled to two high season weeks of rental income usage
- Six Senses Resorts will manage and operate the hotel suite when it is not occupied by the owner

A Client's purchase entitles them to two specified weeks in the calendar and there are two options to consider:

- Rent out both of your weeks through Six Senses Resorts. The hotel operator will share 50% of the rental income with clients and will retain the balance to pay the maintenance charges and operation costs
- Use your hotel suite for one week and rent out the second week. Clients will not have to pay a maintenance charge as Six Senses Resorts will cover this cost from the rental income. In addition, clients can expect to earn a 25% share of any income generated through their hotel suite when rented out

## What are the construction dates?

Construction commences Q2, 2011

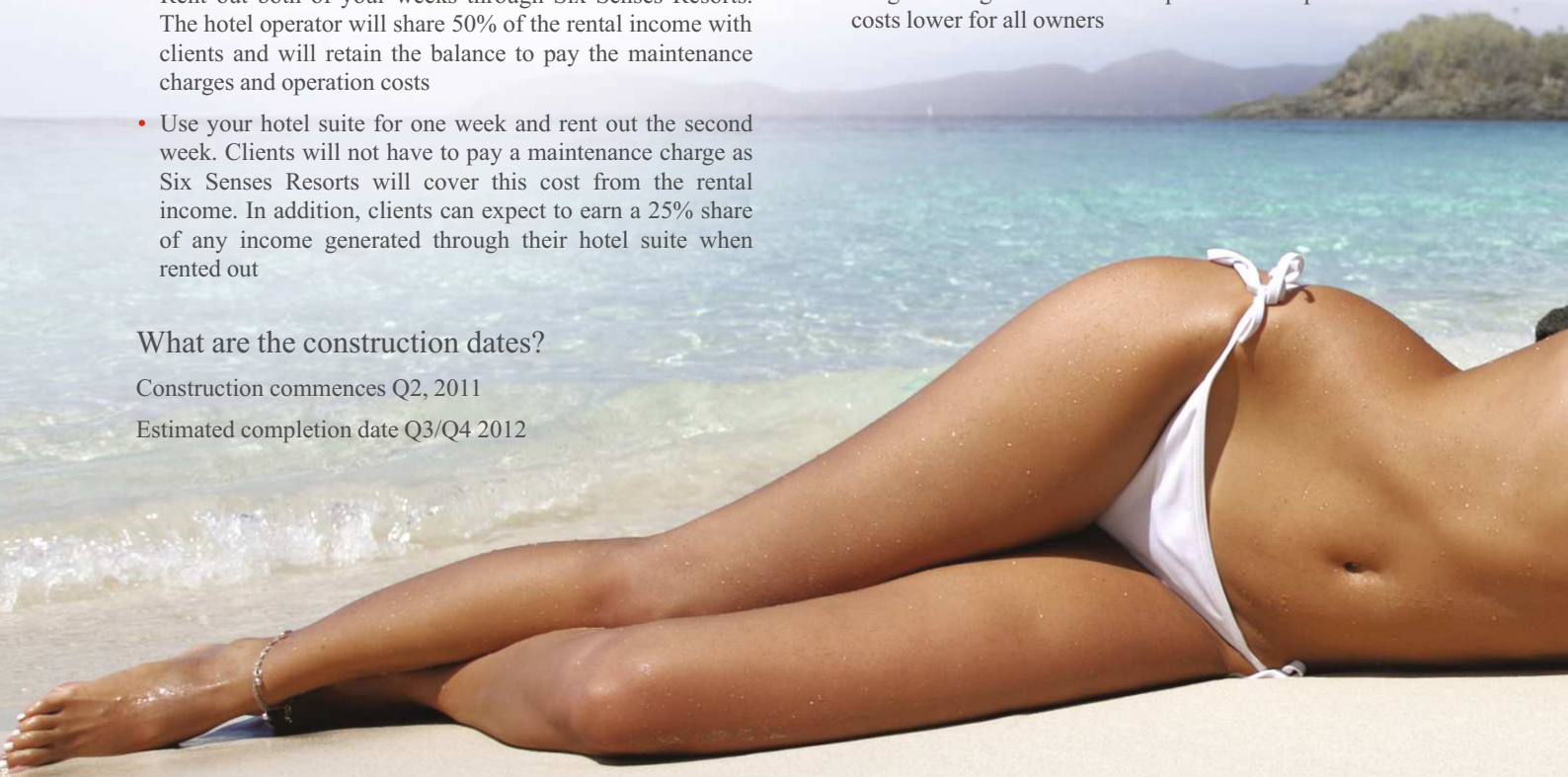
Estimated completion date Q3/Q4 2012

## The legal framework?

- The Freedom Bay ownership scheme operates under the established framework of UK and EU legislation
- Each individual owner will be provided with a Purchase Agreement and an Ownership Certificate, evidencing their rights to the property and fraction they have purchased
- **A UK Trustee is being appointed to administer the scheme and to provide enhanced consumer protection to all buyers**
- Each individual hotel suite will be registered to the Trustee for the benefit of fractional owners
- The Trustee operates under a Deed of Trust and is obliged to maintain the property free of encumbrance for the benefit of the fractional owners
- A management company will be appointed to maintain and operate the properties and the resort
- The terms of the management company, as well as the rights and obligations of each owner with respect to usage and maintenance charges, will be described in the Management Agreement

## What is the usage calendar?

- Each fractional owner is entitled to two weeks in a specified hotel suite. The two weeks are specified in your Purchase Agreement
- If Clients wish to use another property for their holiday, or if they wish to visit at a different time of the year, an exchange programme will be available
- The operator retains 16 of the low season weeks in each property. This period is used for maintaining the resort and for generating income for the operator to keep maintenance costs lower for all owners



### What about re-selling?

- Investors in Phase 1 of Freedom Bay benefit from a developer sponsored exit strategy
- The developer has agreed, for a limited number of units, that they will undertake to re-sell one fraction for every four new sales in subsequent phases at the full opening price
- With interest in fractions expected to increase upon the launch of the hotel and with Phase 1 units having the most advantageous location in the resort, investors in Phase 1 will look to make a beneficial return upon re-sale
- Phase 1 units are priced around 25% lower on a per square foot basis than units in subsequent phases. **An early bird investor would therefore look to benefit from this inherent capital growth**
- Additionally, the developer has an option to buy the unit back in the future, with the owner benefiting from the capital growth

### The Purchase Process?

The purchase is a fully transparent transaction and purchasers will receive comprehensive information including:

- Property and fraction value
- Full property specification and images
- Product contracts
- Payment schedule

In order to purchase a client will have to sign and return a contract pack and a deposit is payable on signature. By signing the purchase agreement a buyer is legally committed to completing the purchase in line with the payment schedule on the contract.

### Payment Schedule?

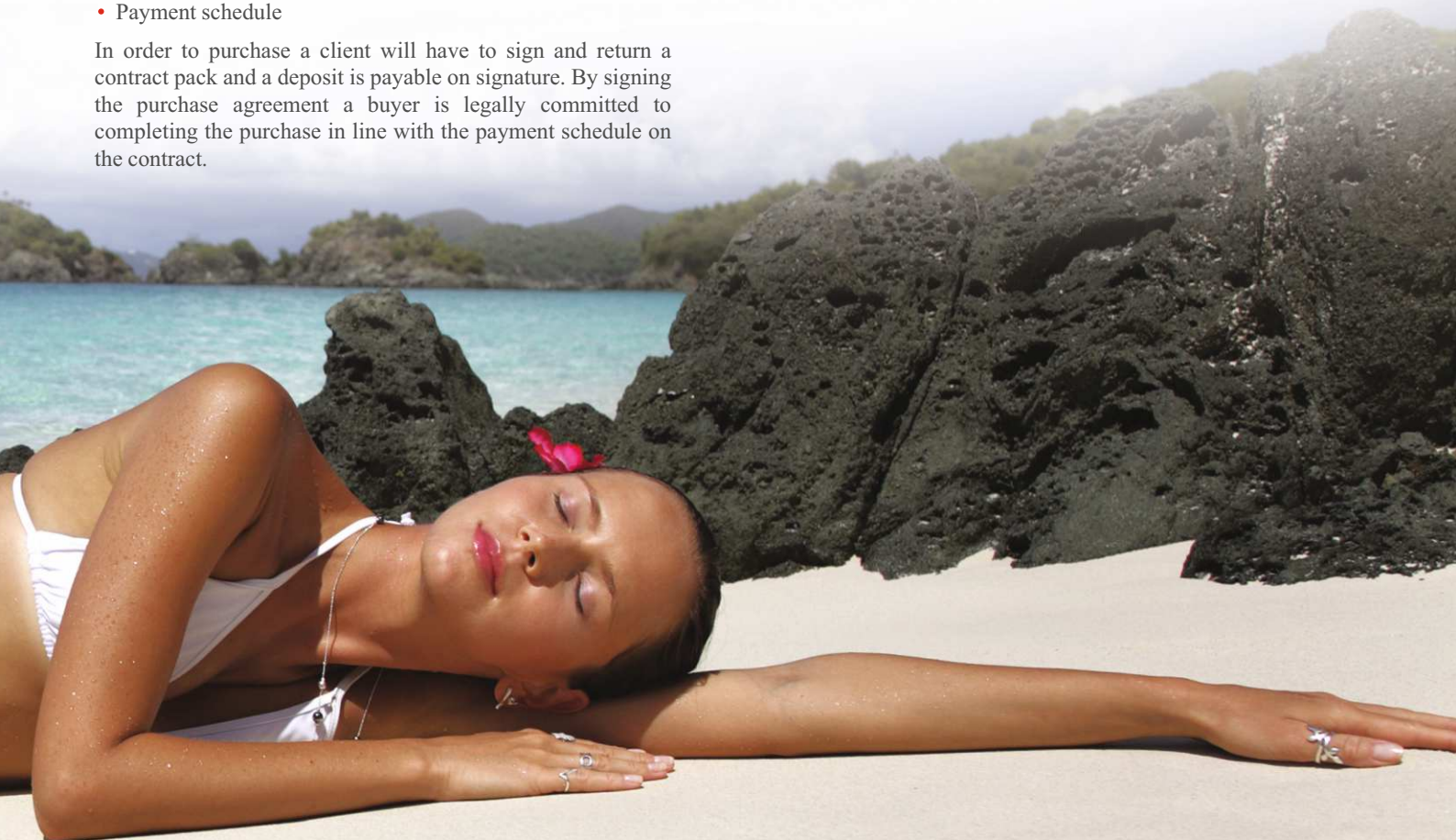
The payment schedule for the property is::

- **Deposit: 20% payable 15 days after reservation**
- **Balance: 80% payable on delivery of the hotel suite, completed, furnished and operated**

Clients may decide to pay the full price upfront into an escrow account. In this case the developer will pay 6% per annum for the full amount deposited.

### Contact us

We trust that we have given you a good idea of the many benefits of investing in the Freedom Bay resort. Please contact us if you would like to arrange a meeting at your convenience or if you just want more information please email us your name, address and contact details to [info@whittonbest.com](mailto:info@whittonbest.com)



FREEDOM BAY, ST LUCIA  
A DESTINATION, NOT A PLACE



LUXURY HOTEL & SPA RESORT  
PRIVATE RESIDENCES

[www.freedombaystlucia.com](http://www.freedombaystlucia.com)

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