



Max Property Group

Your Property Investment Specialists



EQUITY ROUND SHARE CERTIFICATES (MPGS)

**Attention! This investment falls outside AFM supervision.
No license and no prospectus required for this activity.**





MAX PROPERTY GROUP IS ON A MISSION

What mission?

Developing the biggest real estate crowdfunding platform in the world!

Why?

Because real estate investments should be accessible for everyone, not just banks, institutions, family offices and the rich.

How?

By lowering the entry level for real estate investments to €100 and making the investment process fully automated and 100% transparent.

What?

An international real estate crowdfunding platform offering qualified national and international real estate investment opportunities, which is easy to use and translated in all languages.



WHO IS MAX PROPERTY GROUP?

Max Property Group (MPG) was founded in 2016 by a team of real estate professionals with a combined real estate industry experience of over 100 years in the Netherlands, Germany and the United Kingdom.

WHAT HAVE WE ACHIEVED IN 5 YEARS?

- Launched four property investment funds
- Of which two have been liquidated already
- €6M+ raised
- €8M+ property purchased
- Set up the head office in Rotterdam
- Developed Max Crowdfund
- Financial Authorities approval received
- Several investment opportunities funded successfully

PARTNERSHIPS

- Confidon
- Acarius
- Adpublisher
- Munte Immobilien
- Property Mastery Academy
- Swedish Wealth Institute
- Mangopay
- Sum & Substance
- Creditsafe



WHY NOW?



Companies

Real estate developers and individual real estate investors are faced with the fact banks are reluctant to finance real estate.

Alternative financing options are often complex, costly and/or time consuming at the expense of focus on primary business.



Investors

Investors are faced with historically low interest rates, losing money on their savings.

Real estate investments provide a good return with relatively low risk.

Investments are offered with a high entry level and costs, often complex and slow.



INVESTMENT DETAILS

Equity round share certificates: €4,250,000 for 14.16% of the shares. Already collected 2.75M in the months of June and July, 2021. Remaining in the last sales round 1.5M until 31th December.

Dividend: Forecasted dividend of €0.04 (1.42%) in year 1 and €17.56 (702.43%) in year 5*.

Exit: Sell the company or IPO with forecasted value increase of 962% at the end of 2023*.

Potential: Real estate crowdfunding is growing exponentially yet is still in the early stages. Worldwide the real estate investment volume is \$10T. The expected volume for online platforms is \$300B in 2025.

Strong foundation: Group is operational in 3 out of 4 of the top crowdfunding markets in Europe. More than €6M raised for own property funds. Already placed and funded several real estate backed loans.

Extremely scalable: Max Crowdfund is expanding internationally via exclusive partners and already signed agreements with several countries, such as New Zealand, Canada, the UK and Sweden.



INVESTMENT PLAN

- > Maximum raise of € 4,250,000
- > 14,16% of equity
- > Share certificates
- > Yearly yield of 700%+ forecasted in 2025*
- > Exit yield of 962% forecasted *

Use of funds:

- > Expanding the team
 - > Chief Financial Officer (CFO)
 - > Chief Marketing Officer (CMO)
 - > Chief Compliance Officer (CCO)
 - > Marketing and admin staff
 - > Business development staff
- > Continued platform development
- > iOS/Android app
- > Obtain EU license
- > Growth focused on Dutch and EU markets
- > Expansion to surrounding countries
 - > Passporting to other EU countries
 - > Marketing & Operations
- > Expansion inside and outside the EU region via JV's and partners
- > Expand outside the EU region initial focus on growth markets



FINANCIAL MODEL / FORECAST

Financial Model

Summary

In € 000's		2020	2021	2022	2023	2024	2025
Assets		6,006	1,085	1,430	1,768	2,149	2,571
Cumulative funds raised		1,649	18,234	128,811	540,994	1,817,676	5,028,491
Total funds under management		1,649	18,234	125,213	494,506	1,576,812	4,105,291
Total revenues		1,487	2,553	13,638	60,833	208,093	578,385
Expenditure		-885	-810	-4,846	-18,729	-61,328	-168,620
EBITDA		602	1,743	8,792	42,104	146,765	409,764
Interest & depreciation		909	355	212	269	328	395
Corporate taxes		-27	347	2,145	10,459	36,609	102,342
EBIT		-280	1,041	6,435	31,377	109,828	307,027
Closing cash balance		464	5,982	11,853	77,830	162,276	381,142
Projected dividend payment	<i>Actually paid in year + 1</i>		426	5,268	25,260	88,056	245,850
Project # shares (x 1.000.000)		10	12	12	14	14	14
Projected dividend payment	<i>EUR per Share (Certificate) - paid in year + 1</i>		0.04	0.44	1.80	6.29	17.56
Projected EOY share valuation	<i>Based on 8 X EBITDA, in EUR per Share (Certificate)</i>	0.47	1.16	5.86	24.06	83.87	234.15
Projected return	<i>Based on emission price of 2.50 EUR per Share (Certificate)</i>		1.42%	17.56%	72.17%	251.59%	702.43%



WHAT IS MAX CROWDFUND?

An international real estate crowdfunding platform allowing developers and investors to raise money from the public via loans

Companies



- Fast funding from an international pool of real estate investors
- Easy process to request a loan
- Easy to understand automated processes and services at low cost
- Flexible fundraising options



Investors

- Cross-border real estate backed investing starting from €100
- Highly experienced team doing due diligence on the opportunities before approval for listing
- 100% transparent and fully automated processes
- Stable, consistent returns on investments



MAIN MILESTONES

2016

Company founded by a team of real estate professionals with over 100 years experience in the real estate market

2018

- Seed round raised €115,000
- ITO raised €500,000
- Platform development

2020

- AFM exemption received
- Continued platform development
- First real estate backed loans listed and subscribed

2022

- Receive EU license
- Expansion to all EU countries, USA and Mexico
- Continued platform development

2023

- Listing on exchange
- Expansion to the rest of the world
- Continued platform development

2016

2017

2018

2019

2020

2021

2022

2023

2024

2017

- First property fund closed
- Platform research
- 2nd and 3rd funds launched

2019

- Funds moved to Max Crowdfund
- Continued platform development
- MPG Blockchain launched
- AFM exemption application submitted

2021

- Equity round: June & July 2.75MIO capital raised
- October 2021: Start sales 1.5MIO equity left
- Expansion to 5 additional jurisdictions: New Zealand, Sweden, the UK and Canada
- Apply for EU license
- Continued platform development

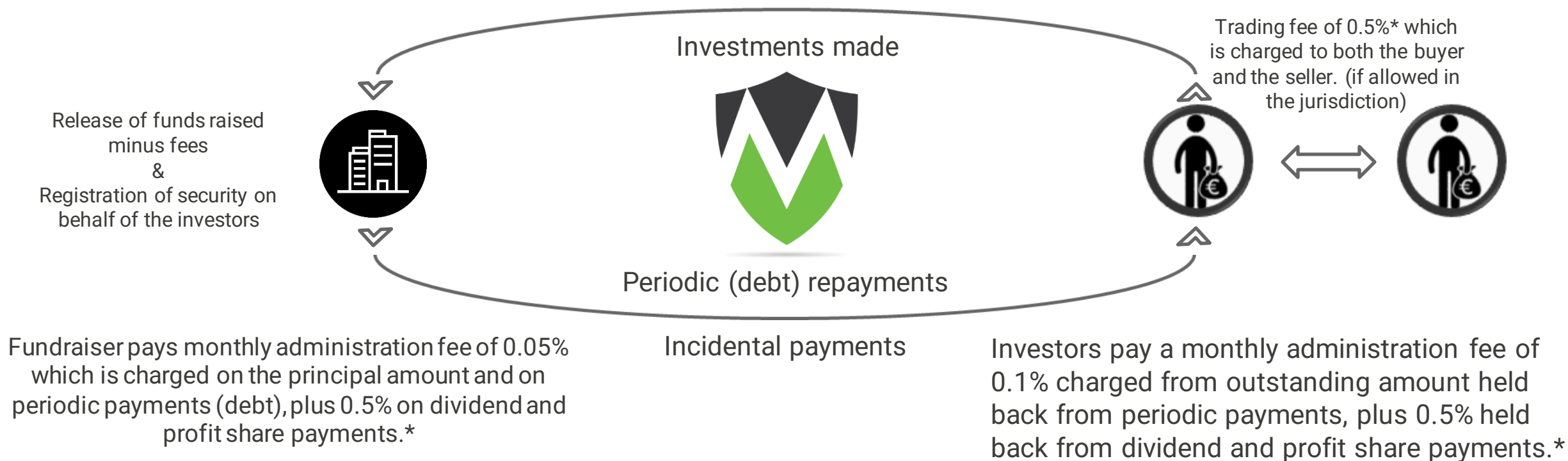
2023

- Expansion to South America, Middle East and Asia
- Continued platform development

BUSINESS MODEL

Project acceptance fee, which is charged upfront to perform in-depth due diligence and marketing, plus a success fee of 2.5% from the amount raised.*

Investors pay a one-off 0.1% on their investment.*



* All fees for fundraisers are exclusive of VAT. All fees for investors are inclusive of VAT.



EXPLOSIVE GROWTH

Professionally managed global real estate investments grew 4.7% from \$8.5T in 2017 to \$9.9T in 2018!

Online real estate investing is still young but growing fast (with double and locally triple digits), much faster than any other form of crowdfunding attracting both existing and new players.

FORBES: *“Real-Estate crowdfunding continues to be a dynamic and ever-evolving industry, growing to an estimated \$3.5 billion in 2016. By 2025, the crowdfunding industry is anticipated to be valued at more than \$300 billion and online real estate marketplaces are primed to capitalize on that explosive growth.”*

43 EUR P2P Platforms	6.675m Total Funding (€)	1.145m Last 90 Days (€)	373m Last Month (€)
12 GBP P2P Platforms	15.728m Total Funding (£)	1.123m Last 90 Days (£)	252m Last Month (£)
5 USD P2P Platforms	66.054m Total Funding (\$)	3.709m Last 90 Days (\$)	50m Last Month (\$)

MAIN COMPETITORS

Specialized real-estate crowdfunding platforms are rather new and relatively small, non-specialized platforms currently taking most of the market. Most operate in their local market, platform available in single or few languages. Our key competitors:

Region	Netherlands	UK	Germany	Rest of EU	US
Non-specialized	 	 	 	  	 
Specialized	  	 	   	  	  



BOARD OF DIRECTORS



Mark Lloyd

Chief Executive Officer

Co-Founder Property Mastery Academy

Mark Lloyd has grown six successful businesses, two of which have been sold on the open market. He owns a property sourcing company which looks for undervalued property deals throughout the United Kingdom as well as Property Mastery Academy, which is a private training, mentoring and seminar giving organisation that educates property investors across the UK.



Anne Visser

Chief Operating Officer

25+ Years Logistical Experience

Anne held several senior managerial positions, including the last 25 years in the role of logistics manager at the SWA in Alphen aan den Rijn. SWA has 500 employees and is the market leader in the production and distribution of B2B promotional displays. Anne has been involved with Max Property Group since its early days and led the purchase, refurbishment and rental of the test case in Rotterdam in 2015.



Erwin van Kekem

Chief Technology Officer

Co-Founder Collin Crowdfund

Erwin has enjoyed a lengthy career spanning over two decades in software development. He was one of the founding partners and drivers behind Collin Crowdfund, currently the largest crowdfunding lending platform in the Netherlands. Erwin is now leading the development of Max Crowdfund and its integration with the Ardor Blockchain-as-a-Service Platform.



HOW TO PARTICIPATE?

- > MPG Share Certificates
- > Annual Yield of 700%+
(from year 5*)
- > Exit Yield 962%
(after approx. year 3-4*)

- > Go to www.maxpropertygroup.com/series-a
- > Watch the investment video, read all the relevant information on the website and read all the investment documents
- > Click on the “PARTICIPATE” button
- > Complete the form including the amount of MPGS you would like to purchase
- > Click on the button “CONTINUE”
- > Follow the instructions on the screen and / or in the payment instructions email
- > Once you have made payment you have to create an account on Max Crowdfund and submit your KYC details
- > Your MPGS will be shown in your account on Max Crowdfund



INTERESTED? PLEASE CONTACT US



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DISCLAIMER

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RISKS

Investing in MPG share certificates is only suitable for investors who are aware of the risks associated with investing in as yet unlisted companies - and who can afford these risks.

NOT A PROSPECTUS

Max Property Group B.V. (MPG) is not an investment or financial institution. We are therefore not supervised by the AFM. MPG meets all the conditions set by the AFM.

There is no legal prospectus requirement for this equity issue, but the Information Document has been submitted to the AFM as determined by the AFM. The AFM has not assessed the Information Document.

There is no requirement for a prospectus, because this concerns an issue of less than € 5,000,000 per year. Article 52 paragraph 2 of the Exemption Regulation on the Financial Supervision Act stipulates that no prospectus requirement applies to such relatively small issues.

WHO CAN INVEST

The share certificates of Max Property Group B.V. are exclusively intended for investors residing in the Netherlands, for legal persons having their registered office in the Netherlands or for accredited investors. By purchasing the share certificates, you declare that you are qualified to do so.

This brochure provides a summary of elements from the Information Document and a general insight. You should only base your decision to invest on the content of the Information Document and other investment documentation that you can download from our website (www.maxpropertygroup.com).