

Crystal Lagoons in a nutshell



Champions Group is one of the dominant multinational business conglomerates with a wide portfolio that includes real estate, lifestyle, leisure, media, cloud computing, marketing, data services, and many more. Established in 1990 by the Subhakar Rao family has emerged to become one of the most pace-setting business enterprises.

Champion Infratech, our **Real Estate Division** has swiftly become a successful venture by providing an unsurpassed benchmark in the construction of residential and commercial projects. Some of our notable projects are **Bren Champions Square, Poorvi Champions Heights, Champions LG Green County, Champions Ranch** and we are setting to launch 75 acres of residential mix projects.



About Crystal Lagoons

Crystal Lagoons, a leader in innovation and technology, has developed proprietary and patented pioneering sustainable technology.

As a technology company at our core, we provide a license to our Intellectual and Industrial Property and to our proprietary water quality services, protected as trade secrets. We have secured worldwide protection and are continuously developing new solutions.



OUR STORY

Crystal Lagoons founder Fernando Fischmann dreamed of having an idyllic beach with turquoise water akin to the Caribbean at the center in his real estate development, San Alfonso del Mar.



THE PROBLEM

No technology existed that would allow him to build a large artificial waterbody and maintain it at high transparency levels.



THE SOLUTION

Fernando Fischmann developed and patented a state-of-the-art concept and technology that allows crystalline lagoons of unlimited sizes to be built and maintained at very low cost anywhere in the world.



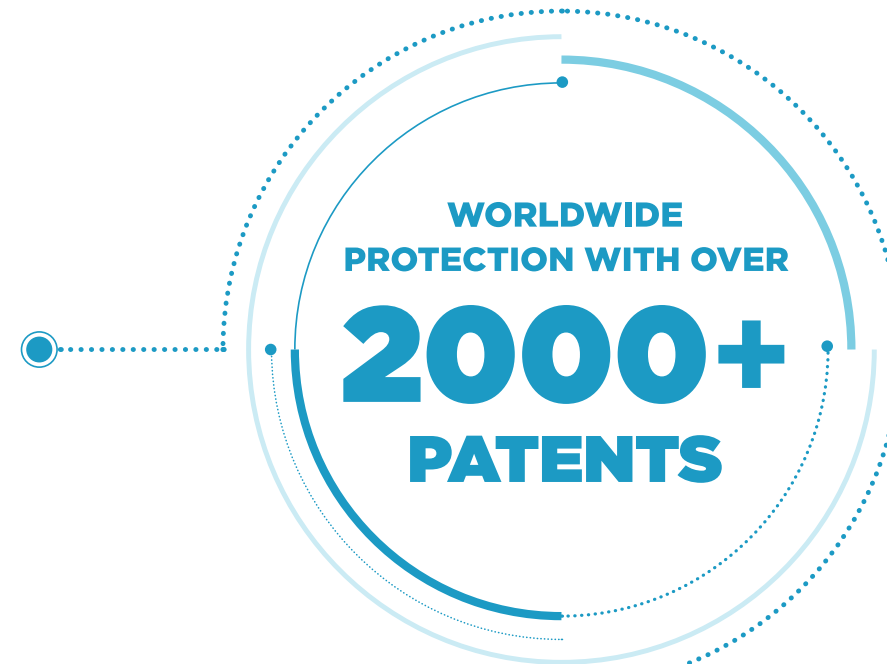
NOW

Crystal Lagoons is a multi-national company with over 2,000 patents in 190 countries and over 1,000 **projects in different stages** across the globe. Its signature turquoise water lagoons surrounded by palm trees and white sandy beaches are transforming cities worldwide into tropical paradises.

The Technology

Crystal Lagoons is a world leader in innovation and technology with over 10 years of experience.

We have developed and patented a concept and technology that allows developers to build and maintain crystalline lagoons of unlimited size at very low cost anywhere in the world. By licensing the Crystal Lagoons® System and related intellectual property, consisting of patents, trademarks, trade secrets, copyrights, trade dress, and proprietary know-how, developers are able to include man-made lagoons in their projects and access the many benefits granted by our revolutionary business model and technology.



in over 190 countries, as well as trademarks, trade secrets, trade dress, designs, and copyrights.

Globally Awarded More than 22 Worldwide



CHAMPION OF CHAMPIONS

GREEN WORLD AWARDS
ABU DHABI
2022



GOLD MEDAL INVENTOR

WIPO - WORLD INTELLECTUAL
PROPERTY ORGANIZATION OF
THE UNITED NATIONS - 2021



ENTREPRENEUR OF THE YEAR

ERNST & YOUNG
MONTECARLO, MONACO
2009



BEST NEW BUSINESS

GREAT MIAMI'S CHAMBER
OF COMMERCE
U.S., 2015



INNOVATOR OF THE YEAR

GOLD STEVIE® AWARD
ROME, ITALY,
2016



INNOVATION AWARD

AWARDED BY FLORIDA'S
GOVERNOR, RICK SCOTT
U.S., 2014



KEYS TO MIAMI

BEACON COUNCIL
U.S.,
2014



BEST NEW BUSINESS

INTERNATIONAL BUSINESS
LEADERSHIP AWARDS
U.S., 2015



REAL INNOVATION AWARD

LONDON BUSINESS
SCHOOL
UK, 2016



SUSTAINABLE COOLING TECHNOLOGY

GREEN APPLE AWARD
UK, 2016, 2017 &
2021

COMPANY OF THE YEAR

ENGINEERS ASSOCIATION
2012

**THE WORLD'S LARGEST LAGOON
GUINNESS WORLD RECORD**

SHARM EL SHEIKH – CITYSTARS,
EGYPT, 2015

**NATIONAL ENVIRONMENT
AWARD**

RECYCLAPOLIS FOUNDATION
2015

Competitive Advantage

1

Transformation and monetization of underutilized land.

2

Low construction and maintenance costs.

3

The use of any type of water source (fresh, salt, or brackish) and low water consumption.

4

Better cost and resource efficiency vs. other recreational alternatives:

- **100x** less chemicals vs. regular pool technology.
- **2%** of the energy compared to conventional swimming pool technology.
- **30x** less water consumption than a golf course.
- **50%** less than a park of the same size.

5

Revenue and Opportunities:

- **Real Estate Projects:** allows early monetization, increases sales premiums and velocity, all thanks to the competitive advantage granted by our World's Top Amenity™.
- **PAL™ Projects:** allows perpetual year-round revenue generation through ticket sales and multiple commercial income generating activities (hotels, events, concerts, retail, F&B, among others).

Diamante Cabo San Lucas - Mexico



Real Estate Projects

Solé Mia, FL - U.S.

Creates an idyllic beach destination anywhere in the world.

Makes unviable projects feasible by challenging the paradigm of “location, location, location”.

Increase sales price and velocity, adding value like no other amenity.

Increases hotel prices and occupancy.

Provides differentiating edge, reducing competition.



PAL™

The Meeting Point of the 21st Century

Public Access Lagoons™ developments bring turquoise waters and white sandy beaches to the city, generating a new business through ticketed entry to the lagoon and year-round entertainment, including water sports, concerts, weddings, events, trade shows, day clubs, restaurants, retail, and more.



Endless ways to Monetize:

- Entrance & Membership Fees
- Beach: Family, Activities & Entertainment
- Wedding Peninsula™
- Events Esplanade: Corporate Events, Food Halls & Trade Shows
- Music Dome & Amphitheater: Concert & Day Club
- Advertising, Sponsorship & Naming rights
- Restaurants & Retail
- Water Sports & Cabana Rentals

Master PAL™ Licenses Available Worldwide

A Master PAL™ Agreement consists of an exclusive partnership with a local partner for the development of multiple Public Access Lagoons™ projects in a region.

Perpetual Income:



Diamante Cabo San Lucas - Mexico

Our Services

What Crystal Lagoons does:



Pre Start-Up of the Lagoon:

Technical Assistance for:

- Design of the Lagoon
- Implementation of the technology
- Visits during construction phase

Including:

→ **Masterplan and Zero Geometry:** Masterplan proposal that defines all aesthetic design elements and distinctive forms of the Lagoon, including its geometry, contours, depth and ground slope. After this is finalized, a signed approval from the Developer is required to proceed to the Engineering stage.

→ **DCP:** The Design Criteria Package includes the technical specifications, recommendations and guidelines regarding pipe connections, filtration systems and other structural and electrical design aspects of the Lagoon.

Ongoing **Marketing and PR support** to help clients promote their Crystal Lagoons® amenities.

The Marketing department provides:

- Welcome Pack with various materials such as photos, videos, documents, manuals, and logos
- Guidance on how to correctly apply them.

Right to use **Crystal Lagoons brand assets and Trademarks** when promoting project, yielding higher sales speeds and premiums.



Post Start-Up of the Lagoon:

Maintenance guidance and supervision, routine and emergency operation visits

Training of local staff and maintenance personnel

24/7 telemetric operation system managed online by the Crystal Lagoons Control Center. The application of additives is determined electronically by injectors and sensors strategically located in the Lagoon reporting the physio-chemical properties of the water

Access to **new developments** and improvements during the life of the license

Access to **proprietary equipment**

Crystal Lagoons Proprietary Equipment & Additives

Equipment:

**Patent Protected Bottom
Cleaning Suction Cart**

**Proprietary Modular Treatment
System** (machinery and
pumping system)

**Crystal Lagoons
Customized Liner** (bottom
membrane for the lagoon)

**Exclusive Ultrasound
Equipment**

Beach Coating (minimizing
slippery entrances to
the water)

**Proprietary Telemetry
System** (remote parameter
monitoring and control)

Additives:

Access to Crystal Lagoons Proprietary Additives (exclusive for our licensees)

Access to New Developments & Improvements

Our R&D department is continuously coming up with new solutions and improvements to our technology.

Examples of our latest innovations and improvements:

- 1**● Boat dragged suction cart

- 2**● Machine Room for pumps and machinery

- 3**● New technologies for winter use:
Hot Reef™ & domes allow year-round use by keeping beach areas warm.



Automatic Independent GPS monitored suction cart

New modular solution MTS (less construction costs, less use of land, etc.)

New technologies for winter use: Hot Reef™ & domes allow year-round use by keeping beach areas warm.

Technology License and Support Agreement (TLSA)

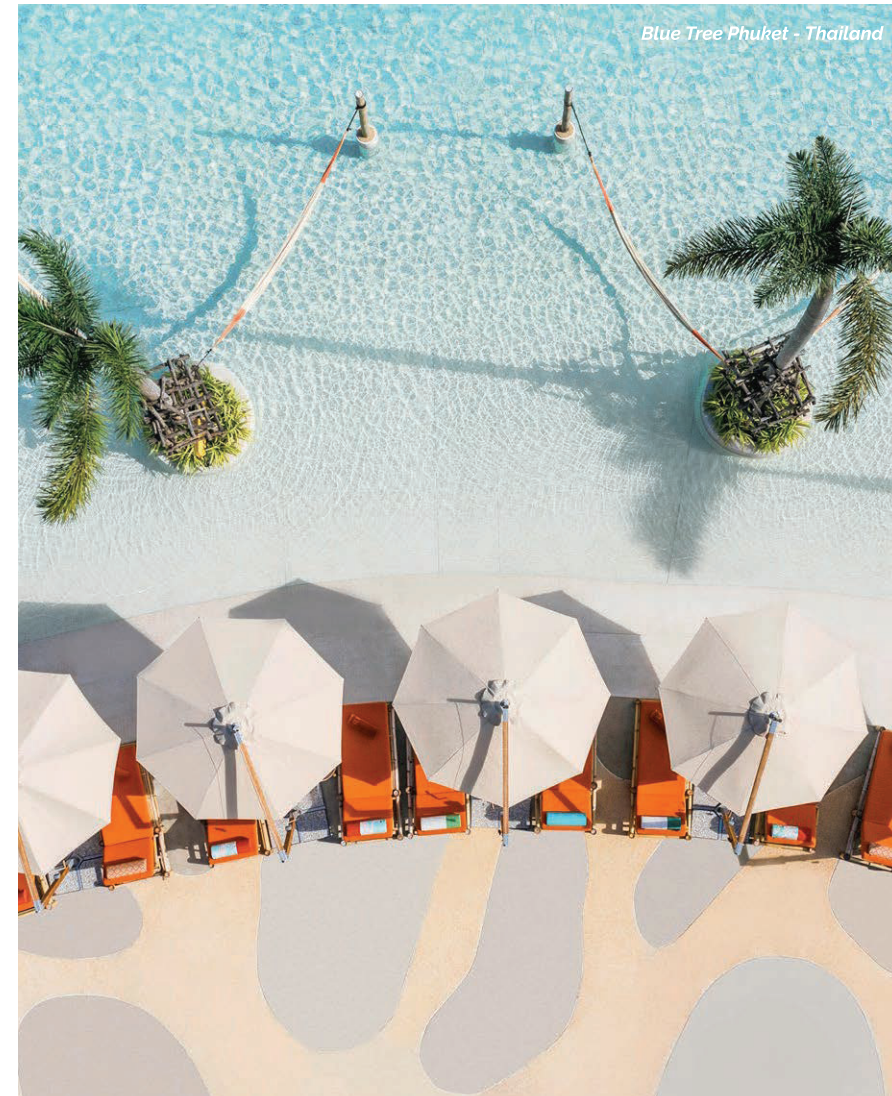
The TLSA is a limited license for the project to access the Crystal Lagoons System consisting of patented technology, trademarks, copyrights, trade dress, designs, proprietary equipment and additives, and know-how for a specific lagoon type and intended use.

Process to Signature:

1. **Concept Design:** Conceptual layout of the Lagoon and its surroundings containing a preliminary estimate costs of construction and operation.
2. **Economic Proposal:** a proposal for the technology licensing fee and applicable royalty based on the type of development.
3. **Technology Licensing and Support Agreement:** Preparation of the contract with agreed-upon economic terms.
4. **Project Commencement:** Following the execution of the TLSA and payment of initial fee.

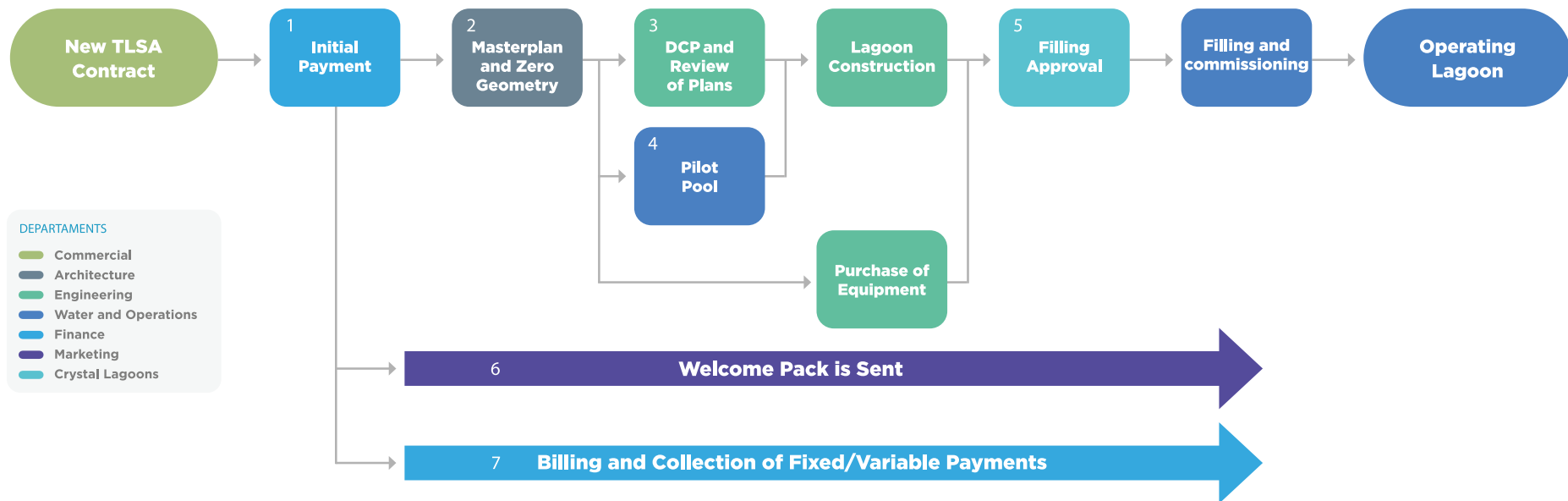
Crystal Lagoons Deliverables:

- Concept Design
- Zero Geometry
- Design Criteria Package
- Pilot Testing
- Lagoon Filling Approval
- Site Visits
- Monitoring Reports



Process and Next Steps

Crystal Lagoons Project Development Process



1. Initial Payment	2. Masterplan & Zero Geometry	3. DCP & Review of Plans	4. Pilot Pool	5. Filling Approval	6. Welcome Pack	7. Payments
The Developer must complete the Initial Payment in order for Crystal Lagoons to provide technical assistance to the Project and enable the use of the Crystal Lagoons brand.	Masterplan proposal that defines all aesthetic design elements and distinctive forms of the Lagoon, including its geometry, contours, depth and ground slope. After this is finalized, a signed approval from the Developer is required to proceed to the Engineering stage.	The Design Criteria Package includes the technical specifications, recommendations and guidelines regarding pipe connections, filtration systems and other structural and electrical design aspects of the Lagoon.	Processes and procedures for sampling, analysis, evaluation, and testing that must be carried out and completed in order to confirm the quality of the water source for the Lagoon.	It is essential that the Developer receives a written confirmation from Crystal Lagoons approving the filling of the Lagoon before starting this process.	Brand book, brand manual and other materials, such as photos, videos, logos, and more.	In the event that the Developer has payment to Crystal Lagoons that are overdue, technical assistance will be suspended until this situation is resolved.

TLSA Fees

The License Fees:

Initial Payment

- ✓ Technical assistance
- ✓ Brand and trademarks usage

PAL™ & Real Estate Royalties

(fixed fee option for real estate projects)

Crystal Lagoons Systems Fee

(monthly telemetry fee)

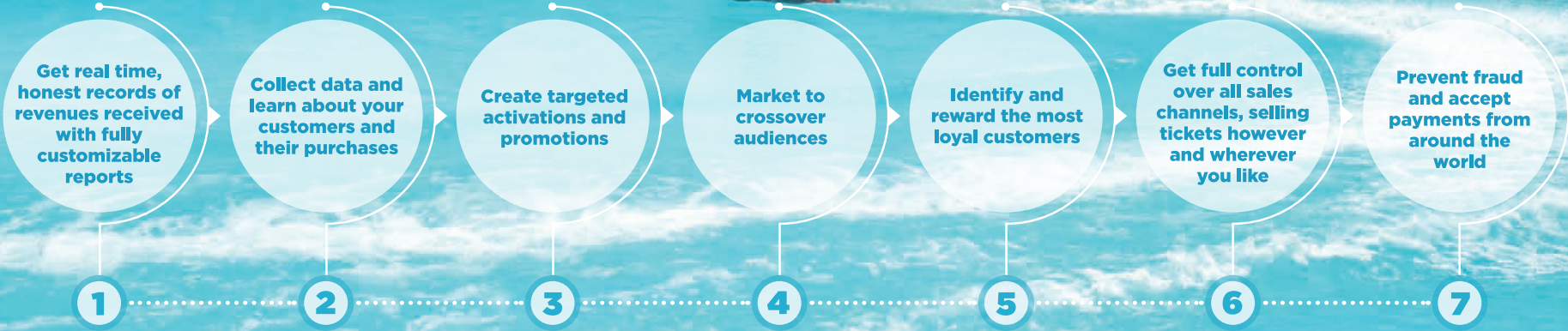
- ✓ Operations visits and monthly reports
- ✓ Telemetry system and additive dosing

PAL™ Access and Payment Control Systems:

One control account for PAL™ royalties generated in public access areas allows for optimized project revenue monitoring.

Neutral third party that receives the income from entrance fees and other activities automatically transferring to developer and Crystal Lagoons the respective share based on the TLSA fees.

Benefits:



What We Need from You



Economic Proposal - MOU Phase

- NDA and KYC / CIF (Customer Information Form)



TLSA Phase

- Legal, commercial, and technical review of the agreement



Design Phase

- Preliminary water analysis for Pilot Pool test
- Information for DCP
- Engagement of architecture firm, revision and collaboration with Crystal Lagoons over final design



Construction Phase

- Engagement of construction firm and coordination of technical visits



Operation and Maintenance Phase

- Purchase of additives of Equipment (Modular Treatment System, Suction Carts and Additives)
- 24/7 internet for telemetry
- Photographic reports of the water's color
- Maintenance of equipment, and operation of the lagoon following Crystal Lagoons instructions



Ongoing

- To comply with the Crystal Lagoons System guidelines and written instructions
- **Maintain adequate staffing and insurance**
- Provide Crystal Lagoons with up-to-date information

FAQs

What is the lagoon and how large is it?

The lagoon is a tropics-inspired man-made amenity, with clear Caribbean-like water and white sandy beach. This unlimited size amenity is perfect for both relaxation and a wide variety of recreational water activities, such as swimming, kayaking, paddle boarding, and more.

How is the lagoon made?

The groundbreaking amenity uses patented Crystal Lagoons® technology which allows customizable built and maintained at very low costs using a minimal amount of chemicals and energy. Crystal Lagoons® innovative and environmentally sustainable technology has been patented worldwide and the company regularly receives environmental awards.

How the lagoon is kept clean?

The lagoon maintenance team will monitor and operate to keep it clean. The filtration system applies controlled pulses of very small quantities of oxidants/micro-biocides to the water in the lagoon. In doing so, this allows up to 100 times less chemicals to be used than are applied in swimming pools and it is not necessary to maintain a high and permanent level of disinfection. The lagoon will comply with the Indian physicochemical and microbiological water quality standards.

Does the lagoon use a lot of water?

The state-of-the-art Crystal Lagoons® technology used in developing a lagoon is environmentally friendly. Capturing direct rainwater reduces the need for makeup water to compensate for evaporation. The water consumption is reduced even further by using Crystal Lagoons® evaporation control film technology, using up to 30 times less water than a golf course and 50% less water than a park of the same size.

Is the lagoon expensive to maintain?

The greatest advantages Crystal Lagoons® technology offers are very low maintenance costs, the use of any type of water source, and very low water consumption. Crystal Lagoons® patented efficient filtration system uses only 2% of the energy consumed by conventional swimming pool filtration systems.



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ENABLING 100+ LAGOON PROJECTS IN INDIA



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