

# Executive Summary



# 1. Overview



## Recent Awards

**Sustainable Cooling Technology  
2016, 2017 & 2021**  
Green Apple Awards

**Sharm El Sheikh – Citystars, Egypt,  
the World's Largest Lagoon**  
Guinness World Record

**Innovation of the year 2016  
Desalination with no energy**  
Stevie® Awards

**National Environment Award 2015**  
Recyclapolis Foundation

**Company of the year 2012**  
Engineers Association

**Entrepreneur of the year 2009**  
Ernst & Young

**Crystal Lagoons** is a multi-national company that has developed an innovative concept and technology to transform any destination in the world into an **idyllic beach paradise**. The patented, state-of-the-art technology enables **crystalline lagoons of unlimited sizes** to be built, surrounded by palm trees and white sandy beaches, **transforming cities all over the world** into a tropical paradise.

Known as the **World's Top Amenity**, these breathtaking turquoise water destinations are revolutionizing the real estate market and urban life, adding substantial value to the communities where these lagoons are present. **Crystal Lagoons** partners with all types of organizations like developers, municipalities, and entertainment and hospitality companies across the globe to create tropical beach paradise with low construction and maintenance costs.

Developed by forward-thinker **Fernando Fischmann**, **Crystal Lagoons** is the first and only company able to provide an eco-friendly system that uses only **1% of the chemicals** and **2% of the energy** required by traditional swimming pool filtration systems. The concept and technology is also being used to address global problems such as energy, pollution and water scarcity, through diverse industrial applications such as sustainable cooling systems and HVAC applications.

**1100+**  
projects in different  
stages of development  
or negotiation  
worldwide

**5**  
continents

**275**  
U.S projects currently  
in different stages  
of development or  
negotiation

Currently, **Crystal Lagoons** has **more than 1100 urban, suburban, hospitality, public and industrial projects worldwide** in different stages of development or negotiation. With a presence on 5 continents, **Crystal Lagoons** projects can be found in the United States, Saudi Arabia, the UAE, Egypt, Thailand, Indonesia, Mexico, Brazil, Chile, Argentina, Spain, and Australia, among others. In the United States alone, there are 275 projects currently in different stages of development or negotiation.



## Sustainable Technology



- Uses up to 30 times less water than a golf course and 50% less water than is required by a park of the same size.
- Consumes only 2% of the energy needed by conventional swimming pool filtration systems.
- Uses up to 100 times less chemicals than conventional swimming pool or water amenity.
- Can use any type of water source: sea, fresh or brackish water.
- Can repurpose sites that may be unsuitable for traditional development opportunities.

## Transforming Urban Life

**Crystal Lagoons** is dedicated to creating a **beach lifestyle in any city in the world**, and completely transforming communal spaces. This can change people’s lives, by creating a reality never before imagined: **transforming communities** into waterfront developments, bringing water sports to daily life and creating an idyllic beach experience just steps away from people’s homes. These turquoise lagoons can be built in any type of setting and can provide a unique amenity to residential communities, entertainment districts and mixed-use developments.

**Crystal Lagoons** goes beyond the private-amenity residential market and creates tropical turquoise lagoons in new places such as public parks, retail centers, golf courses, race tracks and more, by offering a ticketed entry to the public and a lucrative revenue stream to developers. **The Public Access Lagoons™** projects are **the new meeting point of the 21st century**.

### Main Markets

• Master-Planned Communities
• Mixed-Use Developments
• Repurposed Mall Sites
• Municipal Parks
• Entertainment Districts
• Water Sport Parks
• Race Tracks
• Golf Courses
• Hotels

# 2. Public Access Lagoons™

**Public Access Lagoons™** is an innovative model patented by Crystal Lagoons that takes tropical turquoise lagoons beyond the privately-accessed residential market to the heart of the city and new places such as public parks, retail centers, golf courses, race tracks, and more, by offering a ticketed entry to the public.

## The Meeting Point of the 21<sup>st</sup> Century

**Public Access Lagoons™** are host to alluring amenities such as restaurants, beach clubs, water sports, retail, amphitheatres, recreational and cultural will now be able to fulfill their dream of living steps away from an idyllic tropical beach.

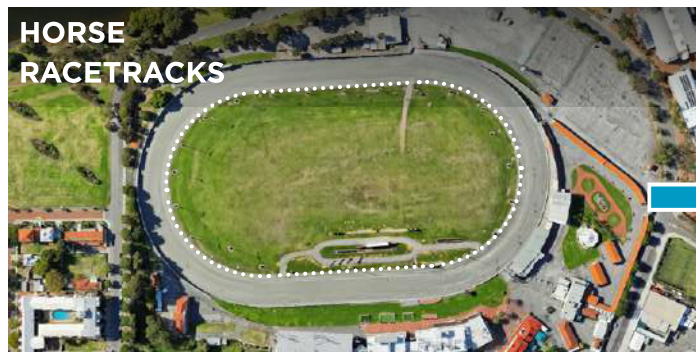
Almost any development opportunity can be transformed into a PAL™ project with exclusive beachfronts and endless year-round entertainment options. The PAL™ concept unlocks the potential for any development to become a new, vibrant center of activity in the city just minutes from millions of households.

The business model is simple: An entrance fee to access the lagoon generates revenue with high levels of profitability and rapid return on investment. Additionally, ancillary services such as boat rentals, food and beverage, cultural and music events around the lagoon offer a significant source of additional income.

The PAL™ concept can be adapted to nearly all markets and site conditions. A standard PAL™ project will be comprised of 2-3 acres of lagoon, 1-1.5 acres of beach area, and an additional 2 acres of programming. Parking will depend on local codes and synergies within the specific development.

### A. Destination Opportunities

Both future development and existing sites can be transformed into a unique destination anchored by a **Public Access Lagoons™** project. This business model offers inherent flexibility offers the ability to revitalize an enhance all kinds of aviable sites and venues such as:



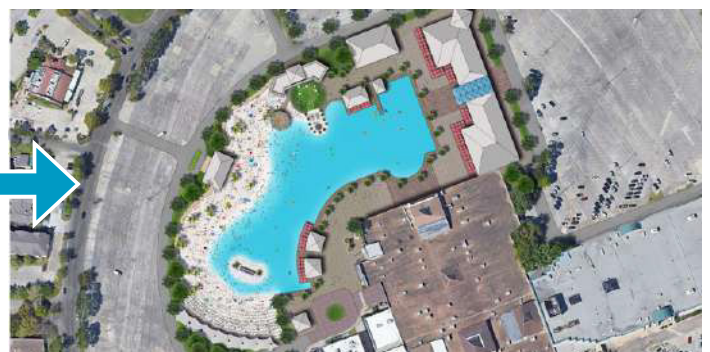
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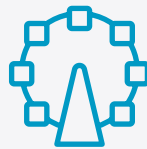
**Suitable land for the development of Public Access Lagoons™ projects:**



PUBLIC PARKS



WATER PARKS



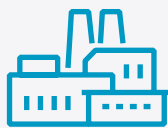
AMUSEMENT PARKS



ZOOS / AQUARIUMS



COLLEGE CAMPUSES



POWER PLANTS



VACANT LANDS



MEMBERSHIP CLUBS

## B. Activation

With **Public Access Lagoons™** concept, year round activation is possible both day and night and caters to different seasons through multiple activities. A few of the \*numerous possibilities are listed below:



\*Catamaran Boating, Rowing, Stand-up Paddleboarding, Sailing, Kayaking, Scuba Certification.

### Seasonal Activities Examples

Swimming Sun-bathing Water Games	Windsurf Rowing Sailing Scuba Diving	Conferences Ice-Skating	Volleyball Weddings Wellness Summer Camps

### Round the Clock Activities

Morning Yoga Jogging Brunch Co-Working Paddle-Boarding Kid's Swim Class Lunch Sun-Bathing Swimming Volleyball League Happy Hour Outdoor Cinema Concerts Weddings Special Events Beach Parties			

## C. PAL™ Benefits

### Destination Creation



- Urban revolutions / New meeting point destination.
- Provides idyllic beach life anywhere in the world just minutes from home.
- Attracts a high number of visitors. Up to 1 million annually.
- Suitable for all ages.
- Engages the community.
- Enhances/revitalizes the whole submarket.

### Revenue Generation



- Generates revenue through ticketed lagoon entrances and/or special programmatic activities within the lagoon.
- Value creation to existing and surrounding sites.
- Boosts retail and commercial foot traffic.
- Conversion of vacant/underutilized sites to profitable enterprise.
- Ongoing high customer retention.
- Substantial job creation.

## D. PAL™ Year-Round Use: Translucent Airdome & Hot Reef™

The new [Crystal Lagoons Hot Reef™ proprietary technology](#) makes it possible to keep the bathing area warm like the **tropical seas** (382°F / 328°C) at low cost, providing the **perfect water temperature** during the summer, while also extending the lagoon's use during the winter months. It maintains the bathing areas of the lagoons warm thanks to warm currents and without interrupting the flow of water.

The Hot Reef™ technology can be complemented with a [removable dome](#), which allows guests to bathe and enjoy concerts or sporting events year-round, even on inclement weather days during the summer.



**DISCLAIMER:** The suitability and application of certain components of the Crystal Lagoons System in relation to the Project, such as but not limited to, the use of domes and/or structures to partially or completely cover the lagoon and its surroundings and the Hot-Reef™ water heating system, techniques and methods, will depend, among other factors, on local site conditions, local permitting and regulations and any governmental authorizations needed to use such components. The Client shall be the sole responsible for procuring and obtaining all necessary local permits, licenses and authorizations, and complying with local regulations in connection with the inclusion of the applicable components in the Project.

# 3. Real Estate Lagoons

## A. Creating Value with Breakthrough Innovation & Sustainable Technology

**Crystal Lagoons**® crystalline lagoons has revolutionized the real estate paradigm of 'location, location, location' by creating idyllic beachfronts with crystalline lagoons of the highest water quality in places that were previously unimaginable. This technology has brought about extraordinary and unprecedented results, adding value in multiple ways.

The value proposition is simple: **Crystal Lagoons**® technology transforms the landscape and creates a stunning turquoise water environment with idyllic beaches that can be enjoyed year-round.

## B. Development Types

Lagoon concepts can be adapted and custom-designed to accommodate almost any type of development. There are four different examples of developments where a lagoon has been proven to add value and increase sales velocity. The concept allows for portions of waterfront to be allocated for more specific programs and development criteria according to phasing, available land, and local market conditions.

### MASTERPLANNED COMMUNITY (FIRST & SECOND HOME)

In residential developments of single family homes, a crystalline lagoon can act as the grand development amenity to generate community interaction and competitive advantage over neighboring developments.

#### Key Elements

- Amenity Center
- Beach Area
- Water Sports / Pier
- Fitness Trail / Promenade
- Park Space



### MULTI-FAMILY

One of the benefits of a lagoon in a multi-family development is how a developer can increase density within the project due to the premium units created by waterfront and panoramic views over a crystalline lagoon.

#### Key Elements

- All Key Basic Real Estate Components
- Private Beach Area
- Direct Lagoon Access for All Units





## HOSPITALITY

Given its unique place-making attributes and stunning views, a crystalline lagoon can transform almost any site into a resort destination simultaneously boosting key rates and occupancy.

### Key Elements

- All Key Basic Real Estate Components
- Grand Public Park Space with Retail Below
- Conference / Event Venues



## MIXED-USE / COMMERCIAL

The addition of a lagoon to a mixed-use development or Town Center can create a unique focal point and instant landmark. Retail will benefit from the increased foot traffic and retention of patrons who come spend the day on the beach.

### Key Elements

- All Key Basic Real Estate Components
- Retail Promenade
- Beach Club Memberships
- Waterfront Dining
- Pedestrian Pier



## C. Real Estate Benefits

### Versatile Solutions



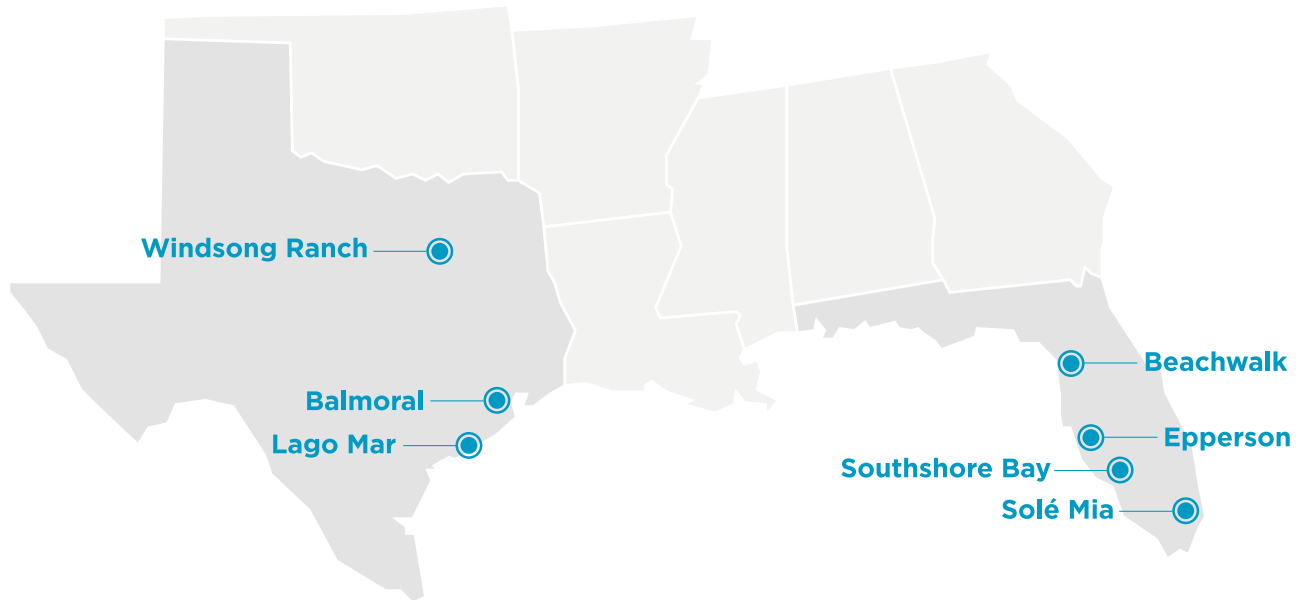
- Creates a stunning destination for any project type.
- Unmatched amenity that differentiates residential developments from their competitors.
- Attracts a high number of visitors and greatly boosts client retention and loyalty.
- Can be combined with the PAL programming and business model.

### Financial



- Greatly accelerates and generates sales and increases property value.
- Makes otherwise unviable projects feasible.
- Boosts project densities.
- Generates a competitive edge that greatly hedges nearby competition.
- Boosts retail and commercial foot traffic.

# 4. U.S. Operational Projects



## Lago Mar

Public Access Lagoons™ project tickets sold out weeks in advance

**Location:** Galveston Bay, Texas

**Developer:** Land Tejas

**Development Type:** Mixed-Use Development + Master-Planned Community

**Lagoon Specifics:** 11.5 acre / 10 feet deep

**Lagoon Access:** Private Amenity to Residents + Public Access

Equivalent to the size of



**8.7 Football**  
Fields



**37 Olympic**  
Swimming Pools

## Epperson

240% increase in sales velocity

**Location:** Wesley Chapel, Florida

**Developer:** Metro Development Group

**Development Type:** Master-Planned Community + Mixed-Use Development

**Lagoon Specifics:** Approx. 7.5 acre / 11 feet deep

**Lagoon Access:** Private Amenity to Residents + Public Access

Equivalent to the size of



**5.5 Football**  
Fields



**23.5 Olympic**  
Swimming Pools

## Southshore Bay

Bringing the best of the Florida coastline to the heart of this community

**Location:** Wimauma, Florida

**Developer:** Metro Development Group

**Development Type:** Master-Planned Community

**Lagoon Specifics:** 4.84 acre / 10 feet deep

**Lagoon Access:** Private Amenity to Residents

Equivalent to the size of



**3.7 Football**  
Fields



**15.7 Olympic**  
Swimming Pools

## Balmoral

345% sales increase from 2017 to 2018  
from a partial sales year

**Location:** Humble, Texas

**Developer:** Land Tejas

**Development Type:** Master-Planned Community

**Lagoon Specifics:** 2 acre / 8 feet deep

**Lagoon Access:** Private Amenity to Residents + Public Event Rental

Equivalent  
to the size of



**2.2 Football**  
Fields



**6 Olympic**  
Swimming Pools

## Solé Mia

Broke leasing records in Miami with 82 of 200 units  
leased in under 7 weeks

**Location:** Miami, Florida

**Developer:** Turnberry / LeFrak

**Development Type:** Multi-Family Development

**Lagoon Specifics:** Approx. 7 acre / 8 feet deep

**Lagoon Access:** Private Amenity to Residents

Equivalent  
to the size of



**5 Football**  
Fields



**21.3 Olympic**  
Swimming Pools

## Windsong Ranch

2018 Silver Award for Master Planned  
Community of the Year

**Location:** Prosper, Texas

**Developer:** Tellus Group

**Development Type:** Master-Planned Community

**Lagoon Specifics:** Approx. 5 acre / 9 feet deep

**Lagoon Access:** Private Amenity to Residents

Equivalent  
to the size of



**3.5 Football**  
Fields



**15 Olympic**  
Swimming Pools

## Beachwalk

The perfect blend of a true live, work,  
and play community

**Location:** St. Johns, Florida

**Developer:** Twin Creeks Development

**Development Type:** Mixed-Use Development

**Lagoon Specifics:** Approx. 14 acre / 10 feet deep

**Lagoon Access:** Private Amenity to Residents + Retail Boardwalk Access

Equivalent  
to the size of



**10.5 Football**  
Fields



**45 Olympic**  
Swimming Pools



**CHAMPION**  
INFRA TECH

**080 4903 4567, +91 98443 44977**

[enquiry@championinftratech.com](mailto:enquiry@championinftratech.com)  
[www.championinftratech.com](http://www.championinftratech.com)



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