



Public Access Lagoons™

Technology
Innovation
SUSTAINABILITY
Pioneering
Experience



Crystal Lagoons is a U.S. company whose technology makes it possible to create a tropical beach paradise anywhere in the world, transforming the local landscape into a breathtaking environment of turquoise waters that can be enjoyed throughout the year.



Bringing Beach Life to the City



Crystal Lagoons, leader in innovation, can transform any corner of the world into an idyllic beach paradise with its state-of-the-art concept and technology.

Our unique concept and cutting edge sustainable technology patented in 190 countries, enables our clients to develop our worldrenowned crystalline lagoons of unlimited size; generating a magical turquoise water environment surrounded by breathtaking, white sandy beaches. There is no amenity that can create as much value and be as transformative as a crystalline lagoon.

Our environmentally sustainable technology uses up to 100 times less chemicals and only 2% of the energy used by conventional swimming pool filtration systems. It enables low water consumption, using up to 30 times less water than a golf course and 50% less water than a park of the same size. Furthermore, our lagoons can use any type of water including sea, fresh, and even brackish water that can be found in abundance and has no other use.

Our lagoons create the ideal conditions for people of all ages to enjoy the water and practice water sports year-round. Crystal Lagoons is revolutionizing city life by bringing beach life to every corner of the world, creating stunning beachfronts that are perfect for retail, dining, fitness, conventions, concerts, events, weddings, movie streaming, sporting events, and much more.

This technology can also power industrial processes to help to solve some of the world's biggest problems, such as water scarcity, energy and pollution, through sustainable cooling systems, desalination with no energy, industrial water purification, among others.

No other amenity in the world with such low construction and maintenance costs, as well as low environmental impact, can dramatically increase revenue from underutilized land and underperforming real estate assets.

The Meeting Point in the 21st Century



Create waterfront premiums with perfect beachfront settings for retail, convention centers and restaurants, boosting visitor numbers and spending.



Differentiate from competing venues and engage the surrounding community year-round.



Generate new streams of revenue through the sale of admission tickets.



Make your venue sustainable with Crystal Lagoons®eco-friendly technology.

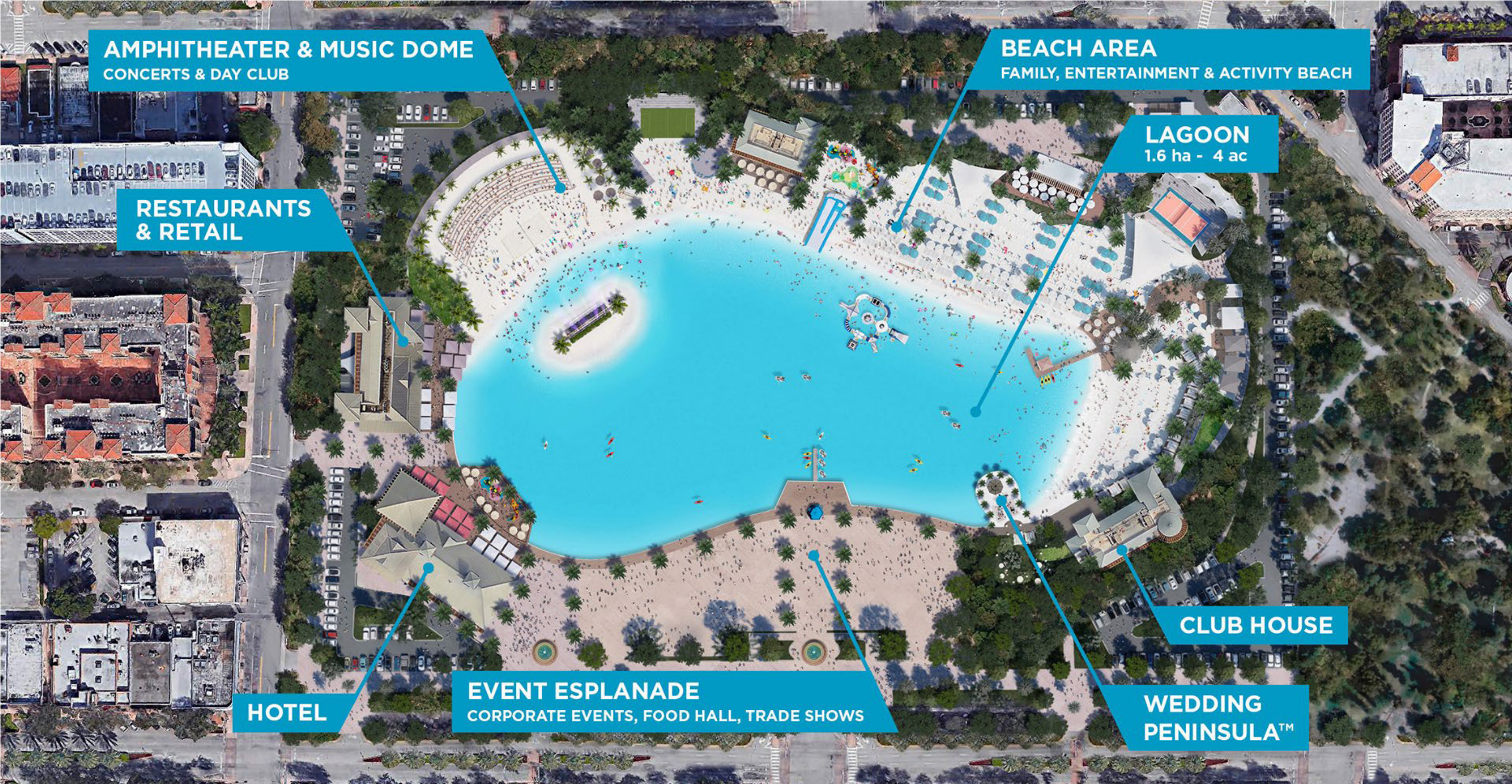


Generate value by transforming underutilized and underperforming spaces.



Boost the value and usage of existing amenities and surrounding neighborhoods.

Imagine Your Public Access Lagoons™ Project



Endless Ways to Monetize



Amphitheater & Dome



LIVE MUSIC INDUSTRY

ACTIVITIES

STREAMING

- Outdoor cinema
- Live sports
- Fan fest
- Live concerts

LIVE EVENTS

- Live music concerts
- Live scenic shows
- Sport events
- Themed pool parties (day & night)



Event Esplanade

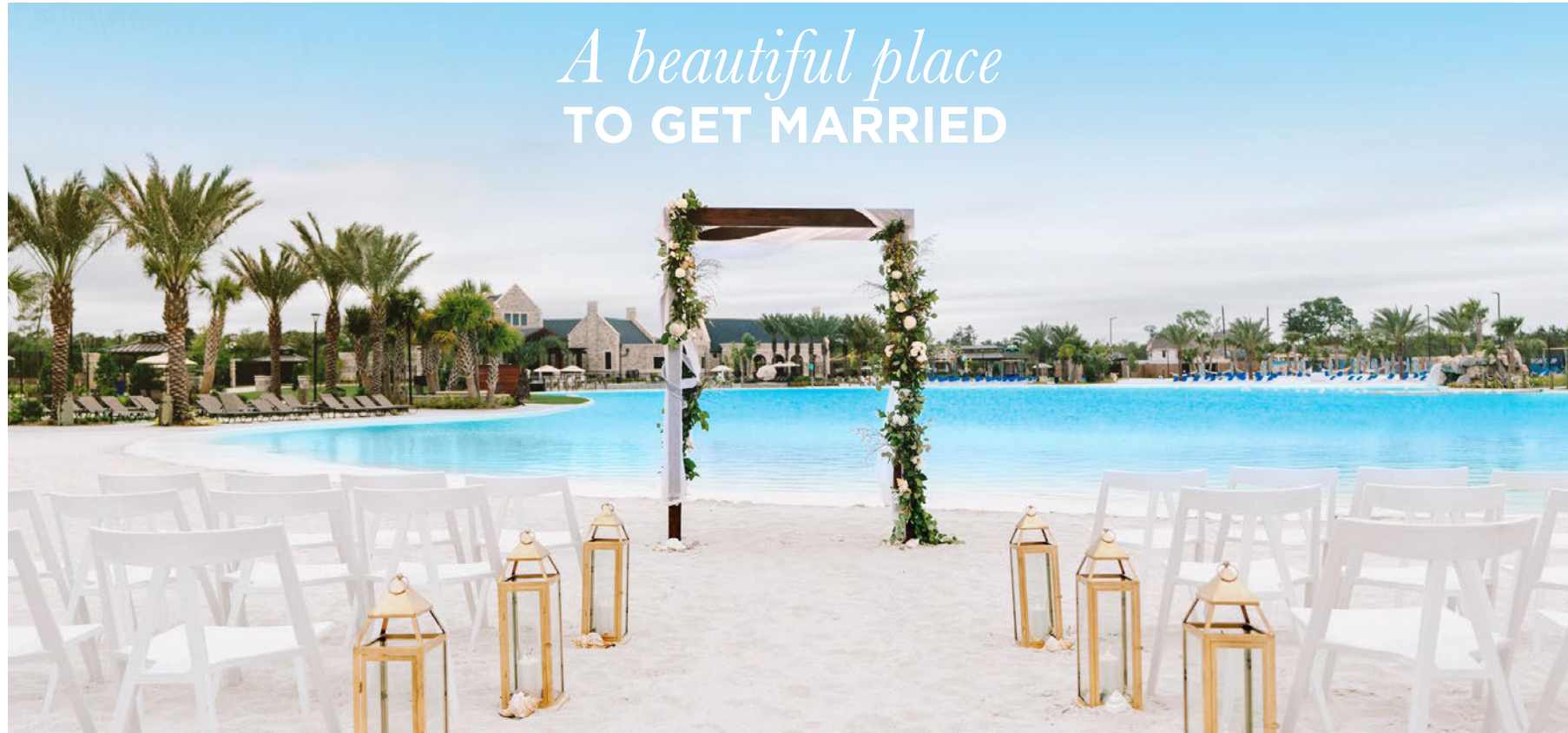


TRADE SHOW INDUSTRY

ACTIVITIES

- Corporate events
- Trade shows
- Food trucks
- Parades
- Fairs & festivals
- National holidays
- Iconic lighthouse
- Formal & informal gatherings

A beautiful place
TO GET MARRIED



*Destination
Wedding
in your city*



ONE PLACE,
many stories

WEDDING INDUSTRY

ACTIVITIES

- Weddings
- Birthdays celebrations
- Anniversaries
- Religion or cultural ceremonies
- Formal & formal gatherings

Retail & Restaurants

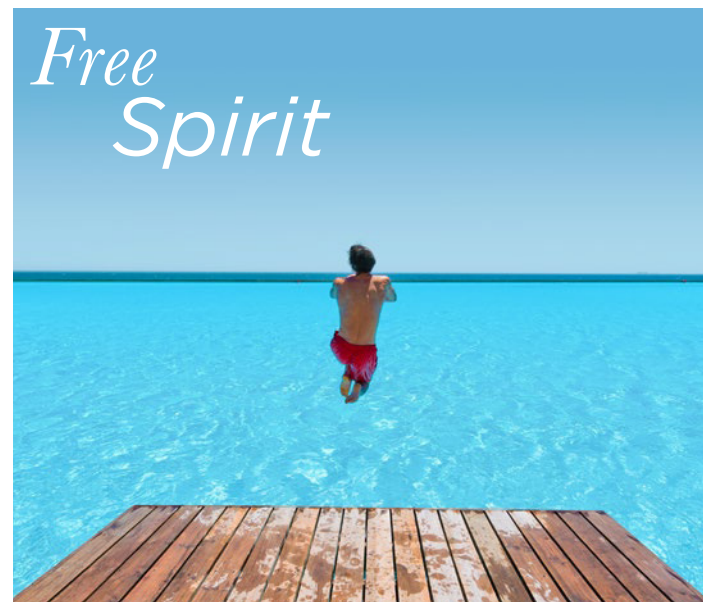


RETAIL INDUSTRY



RETAIL &
RESTAURANTS

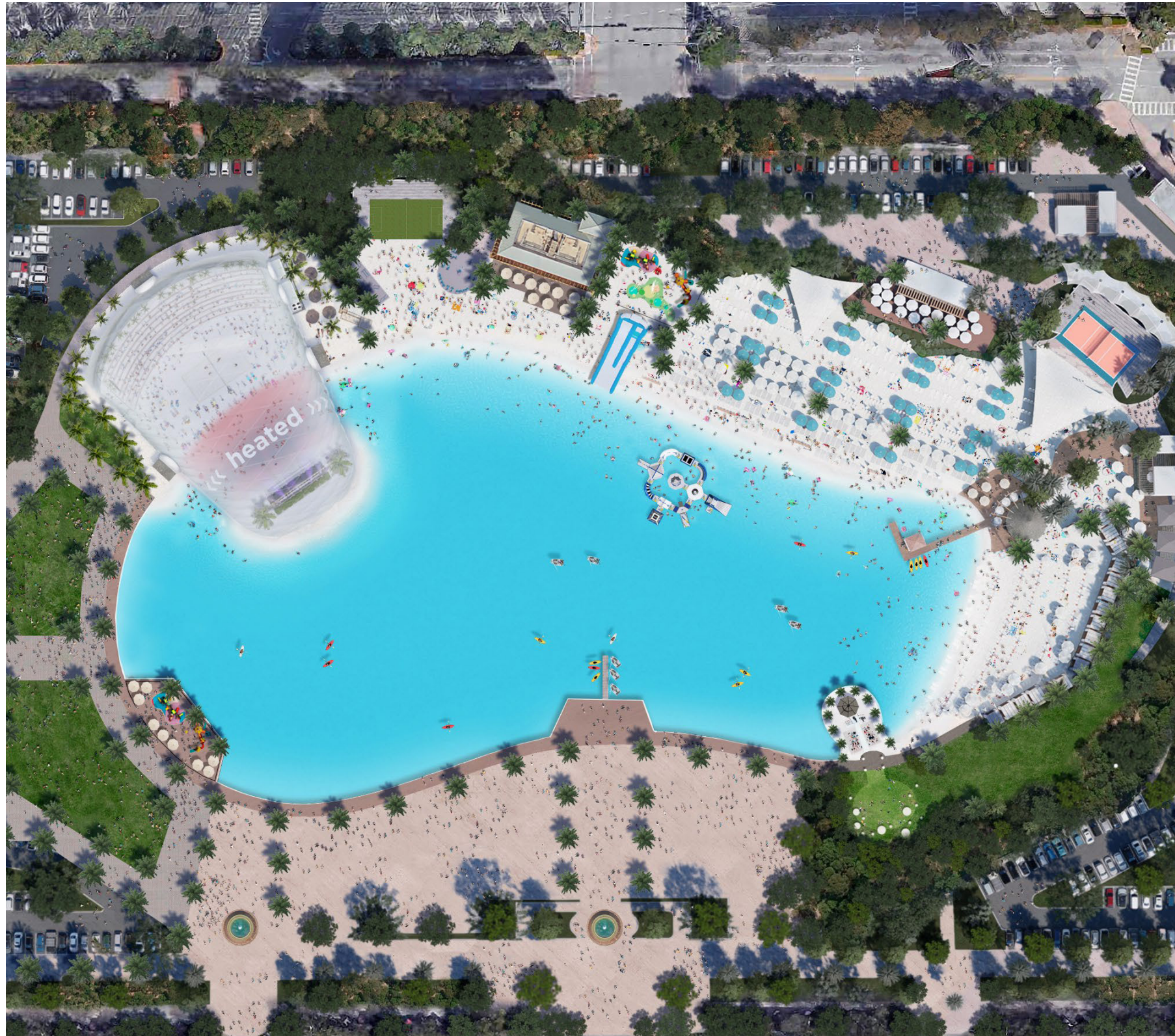




ALL are
WELCOME



Year-Round Beach Life

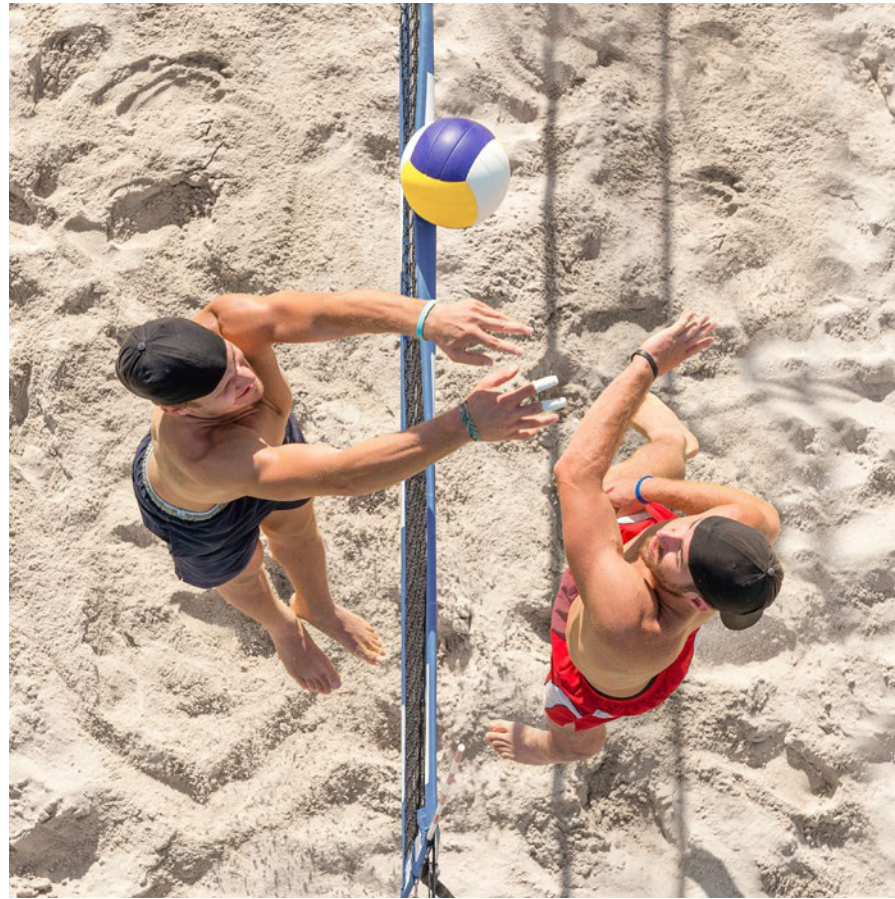


The new Crystal Lagoons Hot Reef™ proprietary technology makes it possible to keep the bathing area warm like the tropical seas ($\pm 82^{\circ}\text{F}$ / $\pm 28^{\circ}\text{C}$) at low cost, providing the perfect water temperature during the summer, while also extending the lagoon's use during the 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.

Guest Journey: Seasonal Activities



Volleyball
Weddings
Wellness
Summer Camps



Conferences
Ice-Skating

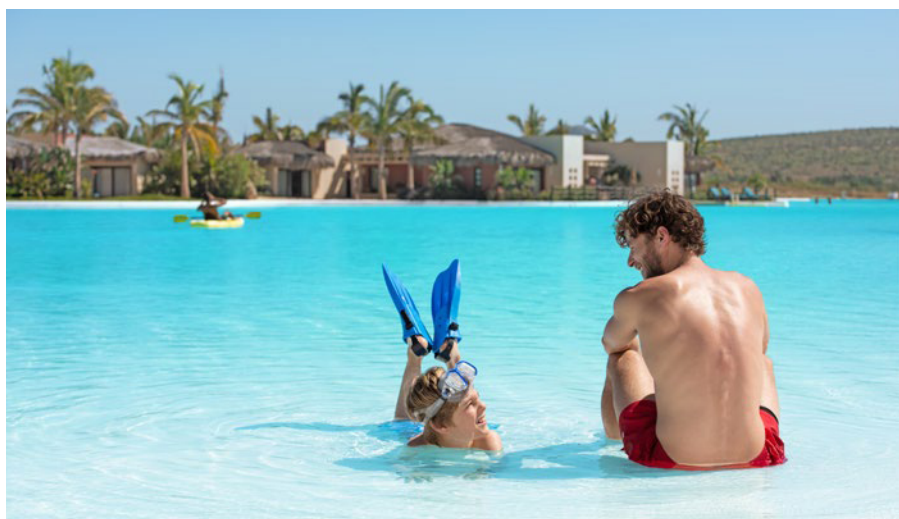


Windsurf
Rowing
Sailing
Scuba Diving



Swimming
Sun-bathing
Water Games

Guest Journey: 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



Public Access Lagoons™ Developments



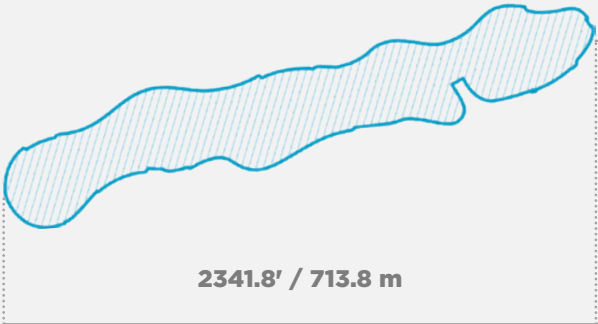
TREASURE BAY BINTAN - INDONESIA Marriott International's first glamping experience

- **Project Revenue:** Income tripled in the first two years that the project opened to the public via ticketed access. In 2018, revenue increased to \$7.1 Million USD (including hotel, entrance fee and attractions revenue), approximately 2.9% higher compared to revenue from 2017.
- **Lagoon Revenue:** 27% of the project's total revenue in 2018 came from attractions and entrance fees (\$1,925,785 USD), the remaining 73% is attributed to hotel revenue.
- **Attendance:** Attendance to the lagoon has grown steadily, with a total of 222,000 visitors in 2018, a 9% increase compared to the year before. Attendance has continued to grow with a footfall of 330,000 in 2019, and a solid 7.5% increase in average spend per visitor in 2018 compared to the preceding year.
- **New Developments:** Attendance is also expected to rise due to the new development of the hotel "Anmon", a 100 tent luxury "glamping" experience which promises new offerings, events and activities.

Lagoon Measurements 15.6 Acre / 6.3 Hectares

Equivalent to the size of

- **11 Football Fields**
- **48 Olympic Swimming Pools**



Public Access Lagoons™ Developments



LAGO MAR - TEXAS, U.S. Lagoonfest

- **Infrastructure:** Initially, Lagoonfest operated with minimal infrastructure. Everything was carried out under tents or tensile-structures: access control areas were under a tent with a small store for basic implements (sunscreen, sunglasses, hats, etc.), the ticketing booth was inside a container, there were 4 food trucks and 2 ice cream carts, a pop-up bar under a tent and public bathrooms. Power was provided by 4 power generators.
- **Attendance:** Since opening on July 15, tickets to the lagoon have sold out with at least 1,200 people per day, forcing new time-slots to open during the afternoon to allow more people into the lagoon. As of September 11, more than 70,000 people had enjoyed the venue. A conservative estimation for the whole summer indicates that 80,000 people visited the lagoon in 56 days.
- **Revenue:** Average daily revenue during the summer season was estimated to be US\$50,000, with a potential total revenue of US\$2.8M for the entire season.

Lagoon Measurements

11.5 Acre / 4.65 Hectares

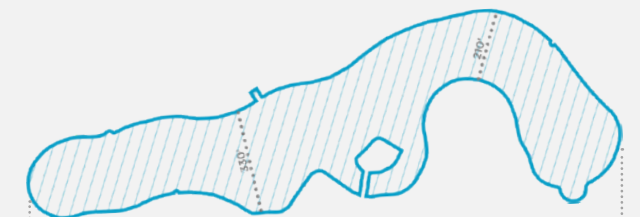
Equivalent
to the size of



**8.7 Football
Fields**



**37 Olympic
Swimming Pools**



1778' / 541.9 m

Public Access Lagoons™ Developments



EPPELSON - FLORIDA, U.S.

First PAL™ project in the U.S.

- **Infrastructure:** As of August 2020, the project had increased its infrastructure to accommodate public access guests, including bathrooms, a VIP area with cabana rentals, a stage with a covered lawn, food trucks, an alcoholic beverage cart, merchandise stalls, mini tikis for rent, large tiki areas for rent, and a trailer box office for activity rentals. Since then, infrastructure surrounding the Epperson lagoon has continued to expand, with a fully operational swim-up bar, a box office building, and café/restaurant under construction.
- **Attendance:** Although faced with having to limit capacity, the estimated annual attendance for the 2020 season was approximately 91,695 visitors.
- **Revenue:** Total revenue for the 2020 season was estimated to be around \$3,400,000 and is expected to increase with new infrastructure in place.

Since it first started operating under the Public Access Lagoon™ model, ticket prices have increased by 300%.

Lagoon Measurements

7.4 Acre / 2.99 Hectares

- Equivalent to the size of
- 5.5 Football Fields
- 23.5 Olympic Swimming Pools



Public Access Lagoons™ Developments



BLUE TREE PHUKET - THAILAND First PAL™ project in Southeast Asia

Infrastructure: The 1.67-hectare crystalline lagoon – the project’s centerpiece – is surrounded by white sand beaches, a private peninsula, restaurants, and a swim-up bar. It also has a water sports area where visitors can sign up for swimming lessons, practice kayaking, stand up paddle, jump from a cliff, zipline across the lagoon, or slide down the SuperFly.

The Lifestyle Village is another attractive area for visitors, where the Blue Tree Arena is located, that hosts activities such as Zumba classes, concerts, and parties. Here visitors can also find the Family Fun Zone, the Ninja Warrior training center, a skate park, restaurants, and stores.

Attendance: Between October 2019 and March 2020, Blue Tree received 63,000 visitors, recording revenues of approximately US\$4.2MM. The season had to close earlier due to the Covid-19 pandemic.

Lagoon Measurements

4.12 Acre / 1.67 Hectares

Equivalent to the size of

- 3.2 Football Fields
- 13.36 Olympic Swimming Pools



523.9' / 159.7 m

Enjoy Beach Life Anywhere in the World

CHAMPION
INFRA TECH



STADIUMS

WATER PARKS

CASINOS

ZOOS

PUBLIC
PARK

THERMAL
LAGOONS

FLOATING
LAGOONS

AMUSEMENT
PARKS

The New Era of Entertainment

HORSE RACETRACKS



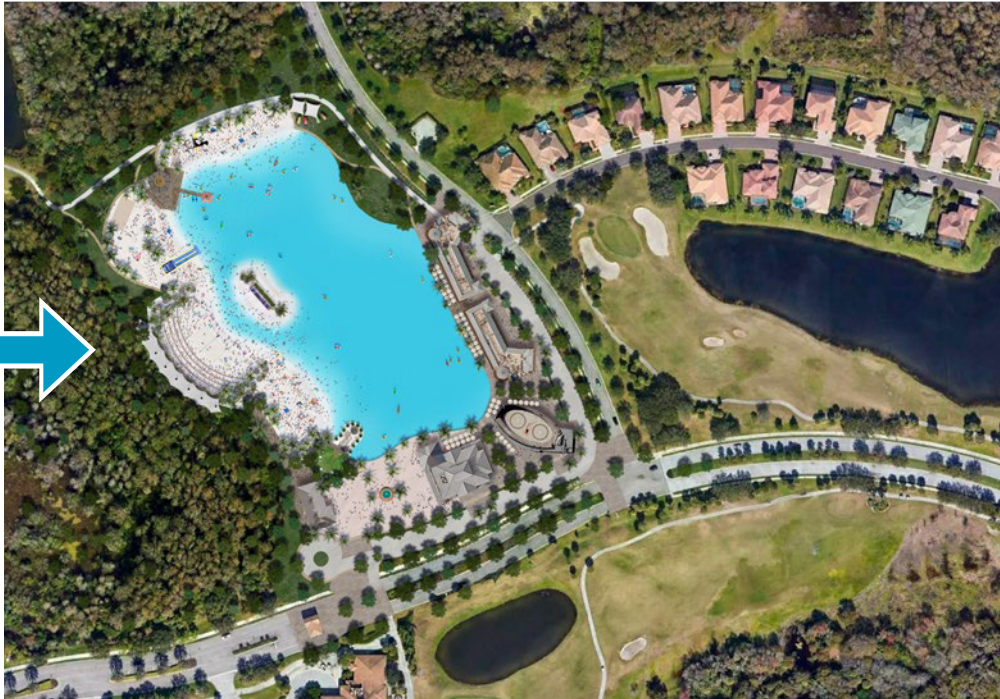
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TO THIS



The New Era of Entertainment

GOLF COURSES



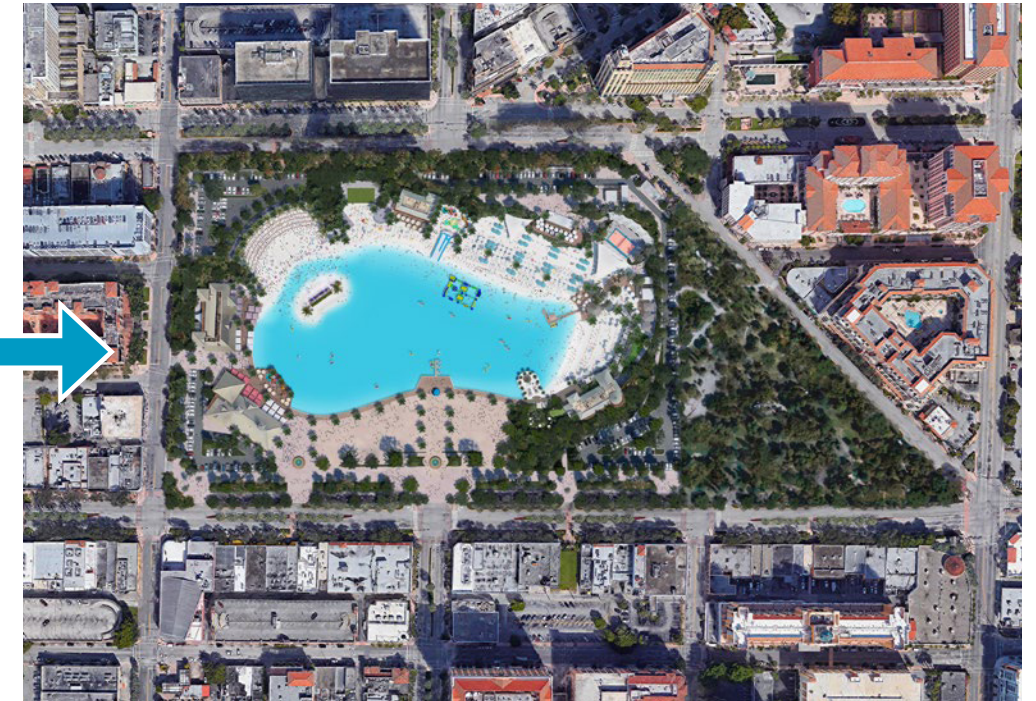
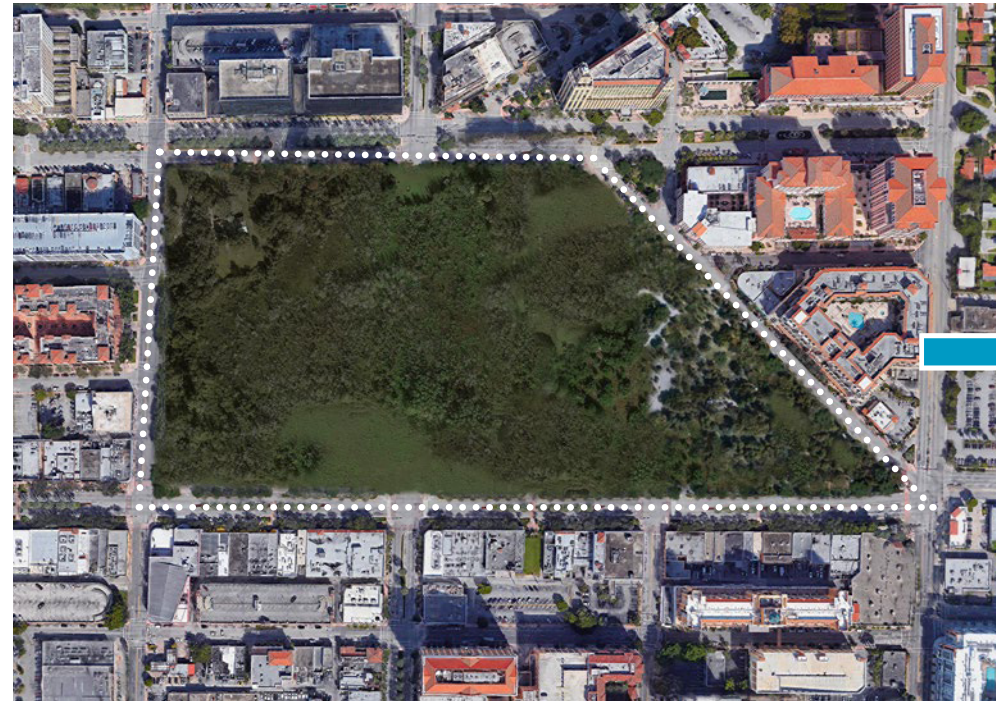
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VACANT LAND



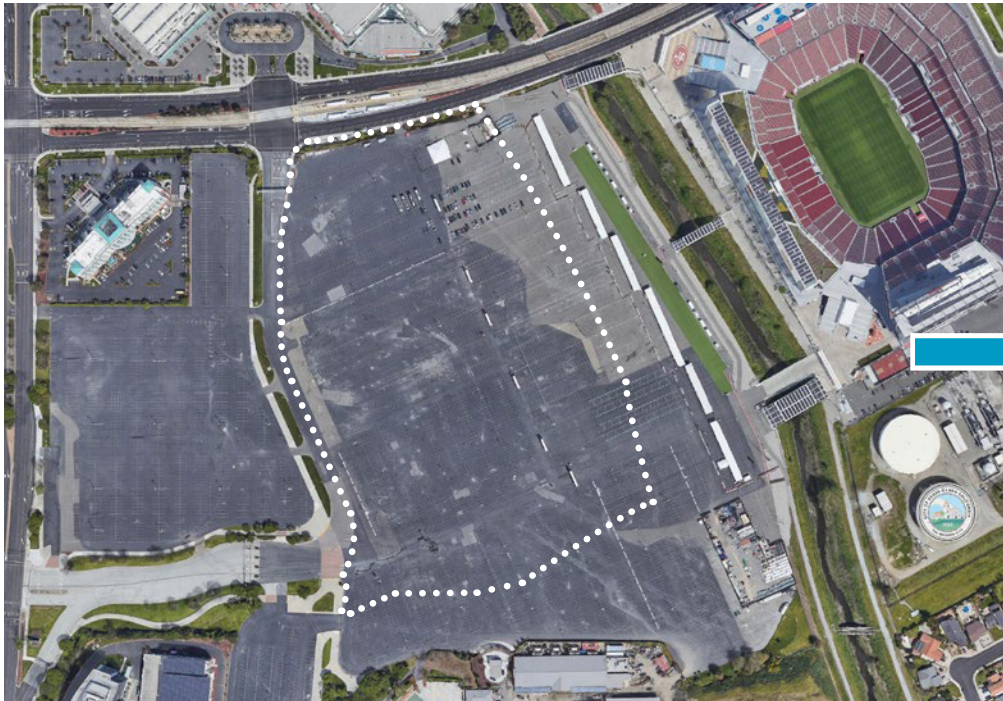
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The New Era of Entertainment

ARENS



FROM THIS

TO THIS



100X
LESS CHEMICALS
THAN CONVENTIONAL SWIMMING POOLS

&

50X
LESS ENERGY
THAN CONVENTIONAL SWIMMING POOLS

**Specially
Designed
Equipment**

24/7
Telemetric
Operation

30X
Less water than
a golf course

50%
Less water
than a park

50%
**Evaporation
Reduction**
Film technology



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, RICHIE
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 STARS,
EGYPT, 2015

**NATIONAL ENVIRONMENT
AWARD**

RECYCLAPOLIS FOUNDATION
2015

GOLD MEAL INVENTOR

GRANTED BY WIPO WORLD
INTELLECTUAL PROPERTY ORGANIZATION
OF THE UNITED NATIONS.



NOVEMBER 4, 2021

CHAMPION OF CHAMPIONS

CRYSTAL LAGOONS WAS RECOGNIZED AS
THE WINNER OF THE RENOWNED GREEN
WORLD AWARDS FOR ITS ENVIRONMENTAL
SUSTAINABILITY IN A CEREMONY IN ABU DHABI
AMONG 500 PARTICIPANTS.



MARCH 15, 2022



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ENABLING 100+ LAGOON PROJECTS IN INDIA



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