

StyleLife!

The newsletter for investment partners and potential partners



Alpine Investments launch luxury in Champéry



November 2006

Welcome to the 11th edition of StyleLife! the newsletter for Alpine Lifestyle Partners (ALP), potential partners and investors.

The beautiful autumn colours have appeared in the Alps and the game season is well under way; meaning that the ski season is fast approaching along with the opportunity to invest in the alpine lifestyle.

In this edition we focus on company creation and investment in the Alpine region of Switzerland, with a number of new entities formed and being formed as part of ALP projects and mandates.

Also in this edition, we cover new ALP projects, review ALP market and business predictions from the past few years and offer tax advantages for buyers and owners with Mrs Miggins in France.

Luxury Property in Champéry with Alpine Investments SA

Summer 2006 summer saw the creation of Alpine Investments, a specially structured Swiss company investing in residential and commercial lifestyle and leisure projects in the Alps.

Alpine Investments is a joint venture between ALP and Anglo Swiss Capital (ASC), bringing UK capital to work in the Swiss tourist market. ASC are convinced about the returns to be made from commercial and residential Swiss property investment and are working with ALP to launch their Swiss presence.

The first Alpine Investments project is well underway with the construction of 11 luxury rental apartments in Champéry. The resort is famous for the slopes in winter but is also a popular mountain biking destination in summer and will be hosting the mountain bike World Cup in 2007.



Sports & leisure activities; a key advantage of the development.



Each apartment will be ready kitted out for the luxury rental market to keep investors' life simple so they can really benefit from the alpine lifestyle without the usual hassles of property ownership abroad. The cable car (direct access to Portes du Soleil) and train stop is only a 200 m flat walk away. The building includes the usual underground parking but also a ski room with heated boot racks and a full bike wash station. 30 seconds walk from the building is a leisure facility including indoor/outdoor pools, sauna, gym, ice skating, curling rink, bar/restaurant....

One of the first clients to purchase in the development is Swiss based author Charles Epping (*Beginners guide to the World Economy*, Vintage Books and *Trust*, Greenleaf) who comments "I am delighted to be one of the first to purchase an apartment in the Rives Reines development in one of my favourite ski resorts. The location, quality and related facilities of this development are absolutely first class"

Investors are now sought to purchase units in this development and StyleLife! readers may benefit from CHF25,000 towards furniture and a hot tub in the garden of the ground floor apartments for deposit paid reservations before 22nd November 2006. StyleLife! readers who introduce purchasers for this development will also benefit from an expenses paid luxury ski weekend for 2 in the Alps courtesy of Alpine Lifestyle Partners. *For more information contact info@alplifestyle.com.*

Business Creation in Switzerland

In addition to Alpine Investments, ALP are pleased to announce the creation of two more Swiss companies during recent weeks; Lane Properties SA and AlpineTracks.



A quality Swiss lifestyle is driving business development

Both companies will be involved in the Swiss hotel industry with Lane Properties undertaking hotel investments and AlpineTracks expanding its chalet and apartment operations from France and Norway into the Swiss Alps.

ALP are also supporting clients to build and set up catered chalet operations in the Alps as part of their 'hot beds' initiatives (see StyleLife 10), with projects in the Portes du Soleil and Crans Montana regions.

Local regulatory minefields have proven the block to this potentially lucrative market in Switzerland and ALP is currently breaking new ground to overcome administrative challenges for some of its clients by dealing directly with cantonal and communal officials on their behalf. We expect the first clients to be in business for Christmas 2007.

ALP are active in helping a number of companies to set up their real estate investment, tourism and lei-

sure based operations in Switzerland, looking to optimise their set up to gain from the benefits available. In order to do this, ALP have partnered with AAGS, a network of Swiss professionals offering expert advice on banking, insurance, tax, accounting, VAT, regulations and audit.

If you envisage business creation in the Alps for investment purposes, ALP would be happy to talk to you. *For further information contact info@alplifestyle.com.*

ALP on Target

ALP launched its first projects three years ago on the back of some aggressive predictions for business and real estate growth in the region. Many doubted the predictions, but what was predicted at that time has become a reality.

ALP's initial forecasts of 25% per annum growth in mountain real estate, first in France and then for Switzerland have proven accurate with initial investors now set to reap the benefits.

With the excellent winter conditions in the region fueling the demand for ski accommodation; mountain biking set to finally become THE summer sport and spa and wellness developments at an all time high, trends are set to continue.



Snow, spa & wellness fueling growth

ALP has identified a number of areas and niches which are set to perform. It seems that the relentless increase in new airline routes to Geneva is supporting this (the latest being BMI Baby and Easyjet and a new low cost airline from Spain; Clickairways) as well as new airlines to Sion (Alpwings).

ALP welcomes discussions with potential investors with a number of opportunities ripe to invest, with of

course the all important alpine lifestyle angle. For further information contact info@alplifestyle.com

New Projects from ALP



New Valais development on offer from ALP

Check our website to see new opportunities in the 4 Vallées (Nendaz, ski the Verbier pistes), Champéry (High end rental with unbeatable rental location), Phase 2 and 3 of Le Hameau des Crosets (THE high altitude development), a new Spa apartment development in the Valais (great all year round location for families) and luxury chalets in Villars-Gryon (The tranquil and classy alternative to Verbier). For further information see www.alplifestyle.com or info@alplifestyle.com.

Mrs Miggins: Creating Tax Advantages for French Chalet owners

Mrs Miggins, the ALP luxury chalet management company is currently offering new and recent purchasers of chalets in Châtel the possibility to reduce their purchase price with VAT recuperation when chalets are placed for serviced rental and management. With VAT at 19.6%, this represents a significant recovery.

Mrs Miggins specialises in working with the lifestyle chalet owners who benefit from the chalet with high quality services provided for themselves, their guest and their rental clients. These advantages will be rolled out in Morzine and Les Gets from 2006!

The Directors of Mrs Miggins will be delighted to talk you through this opportunity as well as taking your winter ski booking with new chalets now open for this winter. For further information contact Melissa on mel@miggins.net.

Helia Launches in Canada

Helia the spa product joint venture with ALP have launched the highly prized, "Les Baumes Helia" massage product range to the Canadian market at the Salon Esthétique SPA in Montreal. Further developments are underway for the first high street presence in downtown Montreal with a massage boutique selling product and the signature Helia massages. For further information contact info@lesbaumeshelia.com

ALP Autumn Investor Visits

Be ahead of the game and come and discuss potential investments with ALP and take advantage of Autumn in the Alps with great food (La Chasse est arrivée – Game Season) and beautiful scenery.



Alpine Autumn Brings Fantastic Colours, Great Food and Excellent Investment Opportunities

ALP are offering discounted accommodation for the Autumn to give you the chance to discuss in person your Alpine Investment. info@alplifestyle.com for further information

Off Piste! ...rumours & bits and pieces..

Champéry to host mountain bike World Cup in 2007....Richard Branson and Bernie Ecclestone making significant tourism based investments....valued ALP investor Charles Epping launches a stunning new novel 'Trust' see www.TRUSTtheNOVEL.com.... ALP announces its renewed sponsorship of the Welsh Alpine Ski team....Alpwings launch flights from London to Sion from December 2006....

For further information on ALP projects or to discuss any aspects of your interest to invest in the region, please email us at info@alplifestyle.com, or consult our website at www.alplifestyle.com