

# Executive Summary

# The Driver's Club

## Our Value Proposal

The Driver's Club aims to **provide an exclusive, unparalleled experience for motorsport enthusiasts and luxury lovers**. Our unique offer combines the thrill of racing with the comfort of a high-end retreat, including driving masterclasses from top experts and drivers, exclusive dining experiences and the adrenaline of the racetrack. With a personalized service and treat, coupled to premiere access to top-notch facilities, **we aim to deliver the ultimate experience for those who cherish to please their five senses at their most.**

## Our Revenue Model



### DC Retreats

Our Driver's Club Retreats take place in our headquarters, which embed a **thrilling circuit in a scenic natural setting**. The main facilities also feature a state-of-the-art simulator and a Michelin-starred restaurant. Our **one-day retreats** include everything from lessons by our driving experts to dining experiences, GP format races, and transfers to and from our **secluded venue**.



### DC Hideaways

Every month, the Hideaway experience sends six people to a **secret location for a weekend of luxury and motorsport**. Guests will relish and **drive our formula car on memorable enclave**, and enjoy all the amenities and riches of a high-end resort. Everything, while discovering all the delights of the hideaway and immersing in their destination's culture. Furthermore, private tours and premium access to local venues are arranged to complete the experience.

## Financial Projections

The project is designed as a 10m€ investment with a **5-year investment horizon**. At the time of selling, a 5.5x EBIDTA multiple can be expected as reasonable in the industry.

**10M€**

Initial Investment

**21.8%**

IRR

**x2.67**

MOIC

**4.08M€**

EBITDA Year 5

*« Life is about crafting unforgettable memories. Join us in doing so whilst striving for excellence. »*

## Marketing Strategy

Our marketing strategy focuses on conveying our values of luxury, exclusivity, and excitement. Our **Hideaways will serve as a platform** for creating visually stunning content that captures the attention of our target market, thus expanding our reach.

Additionally, strategic partnerships along other luxury brands will enable us to build brand awareness. Our goal is to **establish The Driver's Club as a leader** in the luxury travel and motorsport industry by delivering an exceptional experience and creating a strong brand identity.

## Business Pitch

We encourage to join us into this unmatched experience by diving into our Business Pitch Video through the icon.



## Other Key Figures

**0.425**  
Debt-to-Equity Ratio

**15.5%**  
WACC

**891k€**  
Dividends Collection

**21.9%**  
Revenues CAGR

## Target Market



Our main market segment are **high-net-worth individuals** who are passionate about motorsport and luxury travel. Our ideal guests enjoy the thrill of driving and are willing to pay a premium for exclusive and high-end experiences.



We also target **corporate clients** looking for a unique and memorable way to entertain clients or employees. Our retreats provide an ideal setting for team building and networking, while also allowing guests to indulge in their love of motorsports.