

BRAND STRATEGY



FOR BUSINESS CONFERENCES

01

INTRODUCTION



☀️ **STRATEGIC ALLIANCE: LUXXE PROPERTIES INTERNATIONAL & SIAM PRIME ACQUISITION A DUAL OPPORTUNITY:
ASSET ENHANCEMENT AND GUARANTEED ENERGY INVESTMENT**

THIS ALLIANCE IS A STRATEGIC UNION THAT MERGES LUXXE'S VISION FOR SMART ASSET APPRECIATION WITH SIAM PRIME'S EXPERTISE IN DELIVERING WORLD-CLASS, CUSTOM SOLAR ENERGY SOLUTIONS.

🚀 **EXPANDING OUR PARTNERSHIP NETWORK LUXXE IS EXTENDING THIS ALLIANCE TO OUR EXISTING CLIENTELE AND INDUSTRY PARTNERS. WE ARE NOW OFFERING DEEP-DIVE COLLABORATION ON STRATEGIC PROJECT DEVELOPMENT & TECHNICAL EXECUTION. IF YOU ARE LOOKING TO OPERATIONALIZE RENEWABLE ASSETS WITHIN YOUR BUSINESS, WE PROVIDE THE END-TO-END EXPERTISE TO MAKE IT HAPPEN.**

02

WELCOME TO OUR ALLIANCE



LUXXE

INTERNATIONAL REAL ESTATE



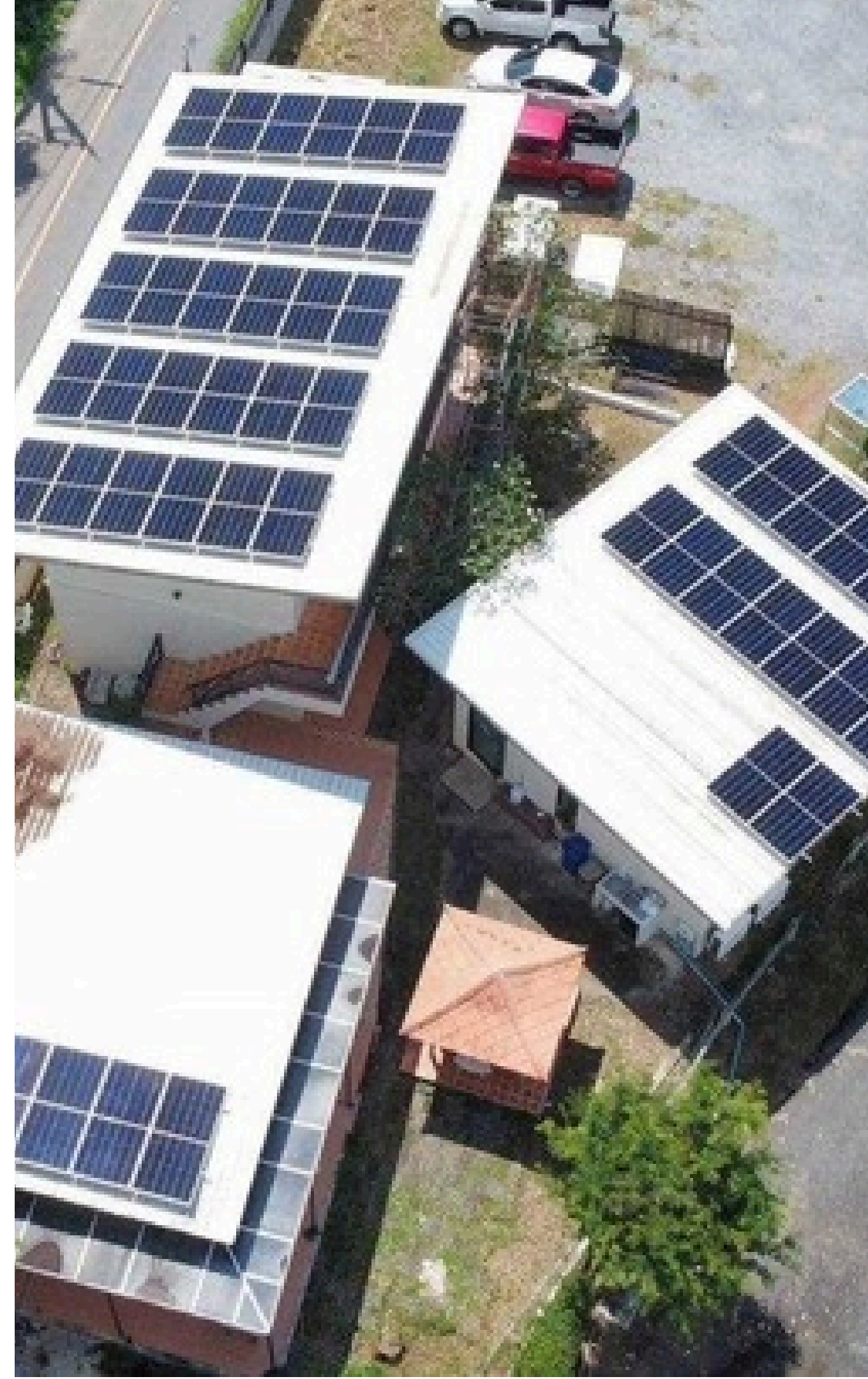
Siam Prime
Acquisitions

Welcome to the official launch of the strategic alliance between Luxxe Properties International and Siam Prime Acquisition.


This partnership combines Luxxe's premier market expertise with Siam Prime's guaranteed Swiss precision in solar engineering.

We are uniting sustainable luxury with guaranteed asset enhancement.

We are excited to share how this alliance will define the future of energy and investment.



ABOUT OUR BUSINESS

Section	Headline	Content (Visual Focus)
Business Scope	Comprehensive Solar Solutions	We are an end-to-end provider of solar products: from residential needs (lights, AC, heaters) to large-scale rooftop installations and long-term PPA assets for factories and resorts.
Our Core Intention	Guaranteeing Dual Value	To ensure our clients receive Swiss-precision engineered products that guarantee savings, and to provide our investors with secure, high-yield European-standard asset classes.
Partnership Role	Leveraging Strengths	Siam Prime: Guarantees technical quality, safety, and operational excellence. Luxxe Properties: Drives market penetration, manages brand image, and ensures aesthetic integration.
Key Metric		Objective: Maximize client energy independence while generating stable, long-term returns for investors.

04

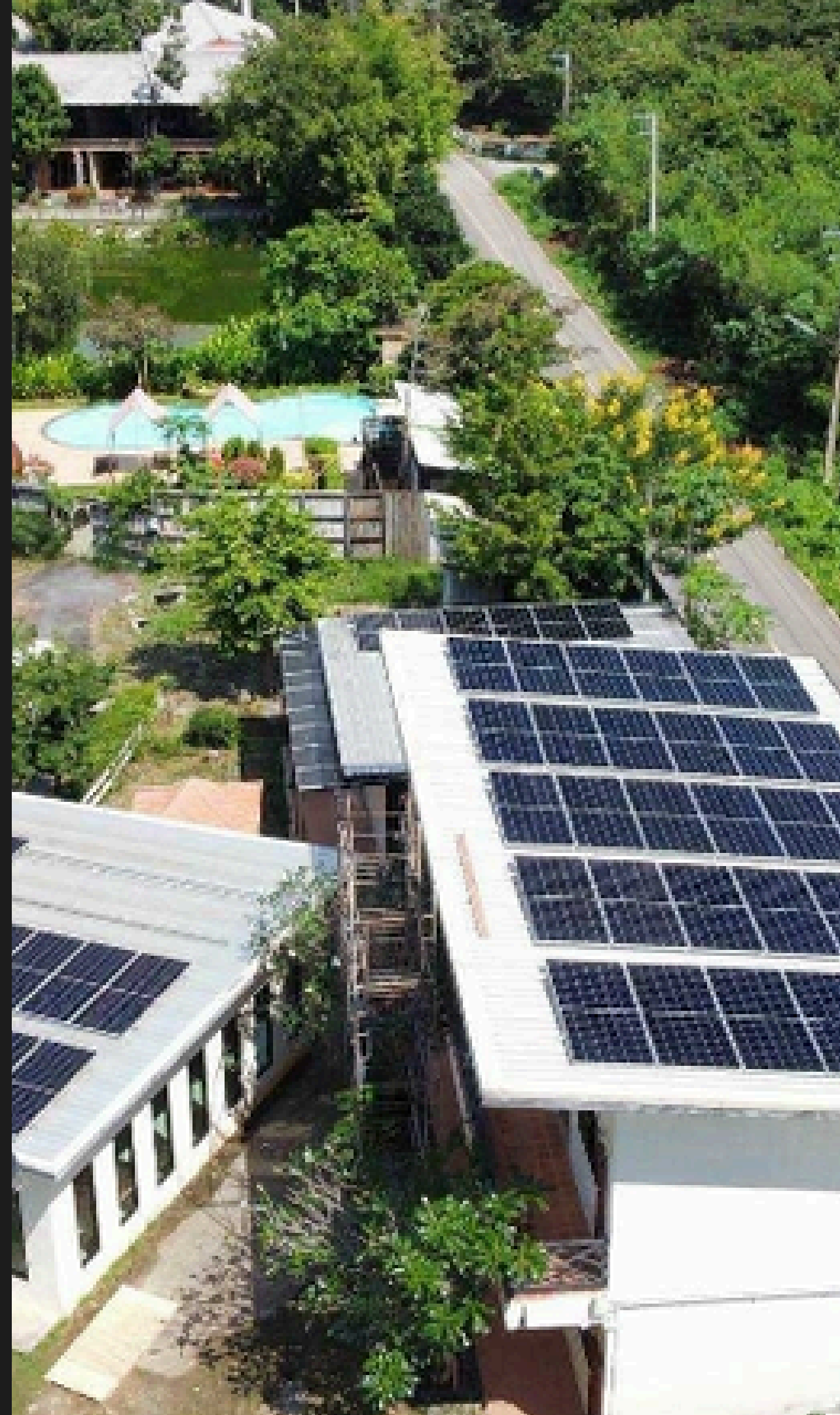


OUR VISION

To be the Premier Provider of Sustainable Luxury and Reliable Energy Assets in Southeast Asia. We envision a market where the highest standards of living and commercial success are inseparable from clean, reliable solar power, executed with Swiss precision.


OUR MISSION

Delivering Excellence Through Dual Commitment. 1. For Clients: To engineer and install solar solutions (from home AC to factory rooftops) that guarantee maximum energy savings and enhance property value. 2. For Investors: To create and manage secure, high-yield energy assets (PPAs) that adhere to the highest European standards of technical and financial performance.



05

HOW WE CHANGE THIS YEAR

Section	Focus	Specific Action / Measurable Change
Market Shift	Defining Sustainable Luxury	Action: Luxxe Properties, via exclusive marketing, immediately positions solar solutions not as a cost, but as a premium, necessary asset enhancement for all high-end properties and resorts.
Product Delivery	Elevated Technical Standard	Change: Siam Prime integrates enhanced Swiss-level safety and precision protocols, drastically reducing installation lead times and maintenance costs compared to industry averages.
Client Value	Comprehensive Home Energy	Action: Launch of our full residential suite (Solar AC, Heaters, Lights) ensures clients can achieve near-total energy independence and secure immediate, deep cost savings.
Investor Security	PPA Portfolio Growth	Change: Secure [30+] in new long-term PPA contracts this year, providing our investors with robust, stable European-standard assets from the commercial sector.
Key Takeaway		We move from individual excellence to guaranteed collaborative value —faster projects, higher quality, and broader financial opportunity.

06 MEET OUR TEAM



LUXXE

INTERNATIONAL REAL ESTATE

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ESTATE CO., LTD. / บริษัท แอล ยู เอ็กซ์ เอ็กซ์ อี
อินเตอร์เนชั่นแนล เรียล เอสเตท จำกัด
Registration Number: 0445565000315 |
Registered Capital: 175,000,000.00 THB |
Director: Ms. Suchada Rungruang

info@luxxeproperties.com



SUCHADA MAYA RUNGRUANG

Founder & Ceo Luxxe Properties International real estate
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TURN SUNLIGHT INTO LONG-TERM PROFIT. ☀️
POWERING THAILAND'S FUTURE WITH CLEAN ENERGY.
I'M PROUD TO LEAD LUXXE, A COMPANY SPECIALIZING WE
DEVELOP HIGH-YIELD SOLAR CELL PROJECTS ACROSS THAILAND
BACKED BY ENGINEERING EXPERTISE AND A SOLID PARTNERSHIP
WITH SIAM PRIME.

JOIN US IN CREATING SUSTAINABLE ENERGY SOLUTIONS
THROUGH:

- ✓ SOLAR ROOF
- ✓ SOLAR CELL PRODUCTS
- ✓ PPA INVESTMENT

LET'S BUILD THAILAND'S CLEAN-ENERGY FUTURE TOGETHER.
INVEST SMART. INVEST GREEN. INVEST WITH LUXXE.

07

MEET OUR TEAM



**Siam Prime
Acquisitions**

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CO., LTD. / บริษัท สยาม ไพรม์ แอควิซิชัน

ชั้นส์ จำกัด Registration Number:

0108654808879 |

Registered Capital: 5,000,000.00

THB |

Director: James Ramsauer



JAMES RAMSAUER

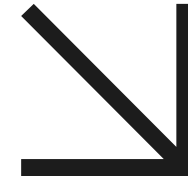
Partner & Chief executive Siam Prime

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LEADING OPERATIONS AT SIAM PRIME, I BRING A BLEND OF SWISS EFFICIENCY AND THAI RESOURCEFULNESS TO THE CONSTRUCTION AND ENERGY SECTORS. WITH A MASTER'S IN FINANCE AND EXTENSIVE FIELD EXPERIENCE IN ENGINEERING LAYOUTS, I ENSURE EVERY PROJECT IS EXECUTED WITH DILIGENCE. I HAVE SUCCESSFULLY LED CONSTRUCTION TEAMS AND SOLAR INITIATIVES FOR FOREIGN AND LOCAL CLIENTS UNDER HIGH-PRESSURE CONDITIONS. HOLDING MAJOR SOLAR INDUSTRY CERTIFICATIONS, I AM DEDICATED TO MAINTAINING SIAM PRIME'S STANDING AS A TRUSTED PARTNER FOR QUALITY EXECUTION."

08

OUR PLANS



  Unbeatable Edge: Swiss Precision, Global Communication, and Marketing Power

Under the direction of James Surasak Ramsauer, our Solar Specialist CEO, Siam Prime Acquisition offers technical excellence, while Luxxe ensures premium market visibility.

- Global Communication: James Surasak Ramsauer speaks fluent German, Thai, and English, ensuring seamless technical communication and negotiation for our international clientele and investors.
- Precision and Quality: We integrate the meticulous safety and quality of European engineering, with a specific focus on Swiss-level precision and attention to detail, into every project.
- Marketing & Client Outreach: Luxxe Properties International is exclusively taking care of the alliance's marketing, leveraging their expertise to position our solar solutions within the luxury and investment markets.



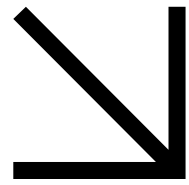


OUR FULL-SPECTRUM SOLAR OFFERINGS & INVESTMENT CHANNELS

Opportunity	Target Audience	Key Benefit (The Reason to Choose Us)
Residential Solar Solutions (Full Home Energy)	Households, Private Villas	Energy Cost Elimination & Asset Enhancement. Includes solar lights, solar water heaters , and energy-efficient solar air conditioning for maximum home comfort and property value increase.
Commercial/Industrial Rooftop Installations	Factories, Resorts, Industrial Parks	Operational Cost Reduction & Investment Stability. Significant reduction in overheads. For investors, these projects represent robust, high-yield assets.
PPA (Power Purchase Agreement)	Resorts, Large Commercial & Investors	Zero-Capital, Guaranteed Revenue Stream. Client: We provide cheaper electricity with zero upfront cost. Investor: You invest in a reliable, long-term contract backed by established businesses.

10

WHY CHOOSE US



1. For the Project Client (To Choose Our Product):

- Aesthetic & Value: Maya Rungruang and the Luxxe team ensure that our premium solar installation is executed and marketed as a value-add, significantly enhancing your property's market value.
- Guaranteed Savings: Our systems, built with Swiss precision, ensure maximum energy yield, minimizing operational expenses and maximizing your returns immediately.

2. For the Financial Investor (To Invest in Our Alliance):

- Stable Returns: Invest in Power Purchase Agreements (PPAs) that offer predictable, long-term revenue streams, backed by commercial and industrial clients.
- Market Reach & Security: Your investment is secured by projects executed to European engineering standards and effectively promoted through Luxxe's established marketing channels.

Our Promise: We deliver a future where luxury, efficiency, and financial growth are inseparable. Choose us for projects built with Swiss precision and for investments secured by global quality standards and expertly promoted by Luxxe Properties International.