

PITCH DECK

OVERVIEW NF



BUSINESS MODEL

2025



A GLOBAL, EXCLUSIVE NETWORK OF PRIVATE
CLUBS FOR SUPERCAR PASSIONATE

INDEX

Executive Summary

What is HERITAG

HERITAG Membership Model

The HERITAG Member Experience

HERITAG Attitude: Luxury Lifestyle Services

Market Opportunity

Competition Analysis

HERITAG Structure

HERITAG TEAM: Passion meets experience

Why HERITAG



EXECUTIVE SUMMARY

HERITAG – Beyond the **Supercar**

What Makes Us **Unique** is not luxury

HERITAG **Attitude** – Where Luxury Meets Adrenaline

A Driving Force for **Cross-Sector Business**

HERITAG – **Let's Drive the Future of Luxury**

Executive Summary (1/4)

HERITAG – Beyond the Supercar

HERITAG was born out of a **true passion**: a love for the world's most iconic sports cars.

It's not just a Club. It's a **manifesto** for those who truly **love to drive**.

HERITAG is a global network of exclusive Supercar Clubs, reserved for a selected circle of **HNWI's** who share the **same passion**, the **same lifestyle**, and the **same desire to experience** the automobile **as a journey**, not as ownership.

Each Club is limited to **50 Members**, ensuring a tailor-made service and an intimate atmosphere.

Each Club House is a **refined space** where cars, lifestyle and relationships seamlessly converge.

But the real value lies in our **global vision**.

HERITAG is the only Club that **follows** its Members **everywhere**.

Thanks to an international network, each Member — even when local — is automatically part of a global family, with full access to all services, cars, and events in every city where HERITAG is present.

Wherever you go, HERITAG is your home.
One Club, One Passion: the Supercar.

Executive Summary (2/4)

What Makes Us **Unique** is not just luxury

It's our **expertise**, our culture, and our **deep respect** for the **world of supercars**.

We don't just offer
prestigious cars.

We know every model,
every curve, every sensation.

We craft every detail of the
driving experience.

We built HERITAG around the pure pleasure of performance, because our **Members** are not just users:

they are true enthusiasts.

Executive Summary (3/4)

HERITAG **Attitude** – Where Luxury Meets Adrenaline

HERITAG Attitude is our **lifestyle arm**: an **exclusive service** offering private jets, yachts, VIP events, extraordinary properties... and also driving and racing experiences that no other Club can match.

Because our heart beats in the world of motorsport.

We collaborate with industry decision-makers and we have direct access to **private circuits**, rare vehicles and **top racing talents.**

We create once-in-a-lifetime experiences where **speed meets luxury**: from track days with meticulous attention to every detail, to exclusive road tours in **brehtaking locations** – always under our name, always with maximum safety.

Executive Summary (4/4)

A Driving Force for Cross-Sector Business

HERITAG is not just about experience. It is a **value creation engine**.

Each Club activates an economic ecosystem that generates real and long-lasting business for top-tier partners in 3 sectors:

Automotive / Rental:

with 14 Clubs, a fleet of 400+ cars will generate approx. €120M per year in rental value

Interior Design & Contract:

approx. €15M in furnishings and finishes across the 14 planned Clubs

Real Estate:

approx. €120–140M in assets for Club Houses, strategically located and brand-aligned

HERITAG – Let's Drive the Future of Luxury

HERITAG is passion, performance, precision

A project built on speed – but never rushed

Carefully designed, expertly developed

ready to make a mark.

THE PROJECT IN DETAIL

Executive Summary

What is HERITAG

HERITAG Membership Model

The HERITAG Member Experience

HERITAG Attitude: Luxury Lifestyle Services

Market Opportunity

Competition Analysis

HERITAG Structure

HERITAG TEAM: Passion meets experience

Why HERITAG



What is HERITAG

HERITAG is a global **Network of Exclusive, Supercar Clubs** designed for **HNWI (High-Net-Worth Individuals)**, who looks for the finest things in life.

A Unique Supercar Experience

Offering seamless access to an elite, meticulously curated supercar fleet.

First-Class Services

Members enjoy personalized luxury, with a dedicated branch of the company ensuring excellence throughout the entire Network.

Global Reach

HERITAG Clubs will be present in key cities worldwide, granting members access to the entire Network of Clubs, Cars, and Services, wherever they go.

HERITAG Membership Model



Club Membership

With a carefully curated Membership model, HERITAG offers an elite community the opportunity to access a constantly updated fleet of the world's most prestigious supercars. Each Club is limited to just **50 Members**, ensuring personalized service, privacy, and an intimate, high-touch experience.



Traveller Membership

In addition to Club Members, HERITAG offers **Traveller Memberships**, providing global access to the HERITAG Services, for Members who wish to enjoy the same elite experiences and across multiple locations worldwide. This tier of Membership is vital to expanding the global reach of the HERITAG network, offering flexibility and access to a broader range of services.



The HERITAG Member Experience

■ Exclusive Access

Membership is limited to 50 Members per Club, ensuring a private and selective experience.

■ Club's Core

At the heart of HERITAG is the supercar. Members have access to a curated fleet of the best cars with no paperwork or advance payments—just instant access via HERITAG DriveKey software or at the Club's front desk.

■ Luxury Services

Beyond supercars, members enjoy top level amenities, from private jets and luxury travel arrangements to exclusive events and racing experiences.

■ Networking in the Network

Members share a passion for supercars, and HERITAG fosters connections among like-minded, high-value individuals through exclusive events, activities and shared lounge spaces.

HERITAG Attitude: Luxury Lifestyle Services

Members enjoy not only access to supercars but also a suite of luxury lifestyle services. Through **HERITAG Attitude**, we offer high level services, like private jet and yacht charters, exclusive event invitations, luxury travel planning, and access to prestigious real estate opportunities. These bespoke services are designed to complement and enhance the Members' lifestyle, making HERITAG more than just a car Club—it's an allencompassing luxury experience.

Automotive Family Office

Private Banking

Yachting

Racing Time

Holiday and Travel

Atelier

Speed Time

Luxury Estate

Watches and Jewelry

Safety Driving Academy

Private Flight

Art and NFT

Business Network

Charity



Market Opportunity

The market for luxury goods and exclusive experiences is growing, driven by social media influence and rising demand among high-net-worth individuals.

Private Clubs Rising

High-net-worth individuals increasingly seek exclusive, multi-functional clubs that blend networking, exclusivity, and curated experiences.

Supercar Demand

The supercar market, valued at approximately €19 billion, is set to grow at a 4.5% rate, underscoring a consistent demand for high-performance vehicles among affluent buyers. *(source: Mordor Intelligence)*

Social Media Influence

Social media has fueled luxury consumption, with consumers valuing private, visually compelling experiences—perfectly aligning with HERITAG's exclusive supercar and club offerings.



Competition Analysis

Supercar Clubs

Traditional Supercar Clubs like **Auto Vivendi** and **Owners Circle** bring together enthusiasts but:

- Operate in limited regions
- Lack a global Network
- Fall short of offering full-service luxury experience (must have)

Private Clubs

Exclusive clubs like **Soho House** and **Annabel's** offer refined environments for networking and relaxation opportunities but:

- Not bonded by a mutual passion for supercars
- Not tailored to HNWIs with a shared interest (Soho House)
- Not an international network (Annabel)

Supercar Rentals

Supercar rental services are transactional with limitations:

- Require advance payments and deposits
- Limited flexibility
- No added luxury services

HERITAG's Unique Value

By blending the passion of supercar clubs, the exclusivity of private clubs, and seamless access to elite supercars, HERITAG is the only global network offering a cohesive and compelling luxury experience with first-class services and a community of supercar enthusiasts.



HERITAG Structure

A Global Network of Luxury

HERITAG is a global network of exclusive luxury clubs, offering members access to supercars, private amenities, and unique experiences. This presentation will outline the structure of HERITAG to clarify how HERITAG delivers its unique value offer through the main company, individual clubs, and additional services that create a seamless, world-class experience for members.

To expand the Network, **HERITAG Main Company** controls **Clubs** openings through a selective franchising model, ensuring consistency and exclusivity across all locations.

HERITAG Structure

- **HERITAG Main Company**

Oversees the global HERITAG Network, providing Clubs with know-how, supercars, marketing support, training, and technology.

- **HERITAG Clubs**

Individually franchised luxury locations in key cities. Each Club offers an exclusive experience with access to a curated fleet, private club amenities like offices, lounges, and exclusive local events.

- **HERITAG Network**

The global network of interconnected Clubs, allowing members seamless access to other Clubs, services, and events worldwide.

- **HERITAG Attitude**

The luxury service arm controlled by the Main Company. Delivers concierge services, bespoke travel, and unique experiences to enhance member satisfaction and loyalty.





HERITAG TEAM: Passion meets experience

Nicola and Gian Mauro Vacca

Owners of Special Car, a leading multibrand Italian dealership with over 50 years of experience in the automotive industry, representing prestigious brands like Ferrari and Maserati, among others.

Alessandro Cicchetti

Former CMO of IVECO, renowned for his leadership at multiple billion-dollar revenue companies. An industry expert with a wealth of experience in executive roles.

Emanuele Naspetti

Renowned Italian racing driver in Formula 1 (March – Jordan) and official BMW and Ferrari GT driver, Emanuele is also a seasoned entrepreneur. After building, operating, and successfully selling a Supercar Club, he brings unparalleled expertise to steer HERITAG through its challenges.

Stefano Battistini

Country Manager at IC Partners, Italy's largest consulting firm, with a record of strategic growth and operational excellence.

Why HERITAG

First-Mover Advantage

HERITAG is the only network blending supercar rent, private luxury experiences, and seamless access across premier cities worldwide.

High-Return Potential

A high-margin franchising model, combined with the Extraordinary Operation, generates rapid ROI with substantial long-term value.

Scalable Model

Controlled growth through franchised Clubs in strategic locations, ensuring profitability and brand consistency.

Experienced Leadership

Backed by industry experts and luxury veterans, HERITAG benefits from seasoned leadership—this is not a startup but a well-executed vision led by proven professionals.

Unmatched Status & Networking

Ownership in a luxury supercar club network unlocks exclusive status and premier networking opportunities with high-net-worth individuals around the globe.

HERITAG: Progress and Achievements

HERITAG Main Company has made significant strides in establishing itself as a luxury brand with a global vision. This presentation outlines the key accomplishments and strategic partnerships that have positioned HERITAG for success in the high-end automotive club market.

From building a robust governance structure to engaging with strategic partners worldwide, HERITAG has laid a strong foundation for growth and expansion. Let's explore the details of what has been accomplished so far and the exciting prospects on the horizon.



HERITAG's Global Expansion Strategy

Corporate Foundation

HERITAG Main Company is fully established with a robust governance structure designed for scalability and investor security.

Board of Directors: Leadership team is in place, ready to drive growth and uphold luxury standards.

Financial Foundation:

- Five-year business plan and financial projections developed with industry experts.
- Banking accounts and relationships secured to support operational capital and investment management.

Strategic Guidance: Leveraging shareholder expertise through consultancies with Nova Race, Prime Rent (IT), GDL Racing, Lorenzo Landini (Garage Italia), and Klaus Berning focusing on strategy and market fit.

HR Partnership: Established collaboration with Gi Group for scalable, cost-effective staffing solutions across Club locations.

Club Opening

HERITAG has engaged with strategic local partners in high-value markets, interested in either establishing Clubs directly or supporting in securing investors to launch Clubs in key locations, including:

- Eugenio Marrapodi (USA)
- Mimmo Schiattarella (Zurich)
- Peter Yanowitch (Miami)
- Hiroshi Amaguchi (Tokyo)
- Ed Triolo (Atlanta)
- RM Motorsport (Monaco MC)
- Ranga Alagia (India – Chennai, Bangalore, New Delhi)

Additional Club Locations: Early interest in locations including Jakarta, San Paolo, and Warsaw further indicates HERITAG's global appeal.

THANK YOU